

Two tactics you can ship this week

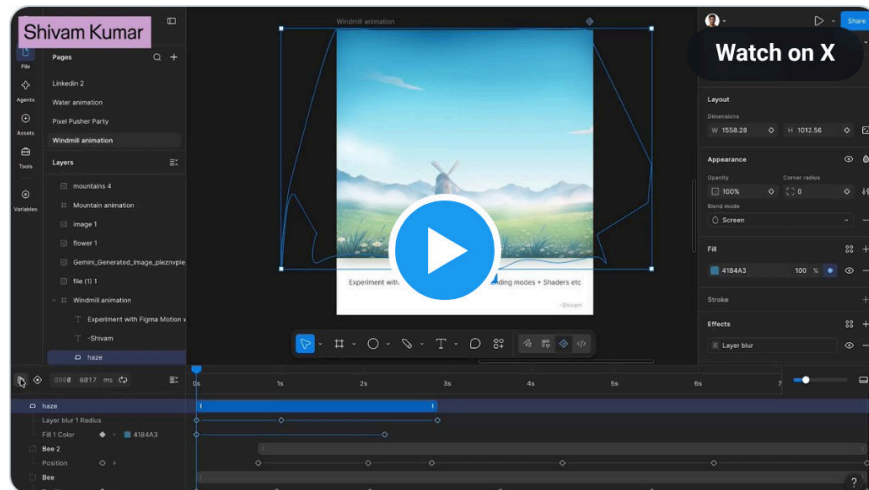
A free sample of the Today's Marketing Playbook. Each tactic has a live example, why it works and the steps to copy it.

Figma credits every maker of its event art



Made in Figma for Config India

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9:30 AM · Oct 15, 2026

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@figma · @figma post Oct 15, 2026, 558 likes, 4659K views · <https://x.com/figma/status/2110740219335188512>

Figma posted art made in Figma for Config India and credited every designer by name.

Crediting makers gets each of them to share it. It reached 4.6M views.

1. Commission community work for an event
2. Credit every maker by name and handle
3. Post it natively
4. Thank them in replies

OpenAI opens a launch with a three part slogan



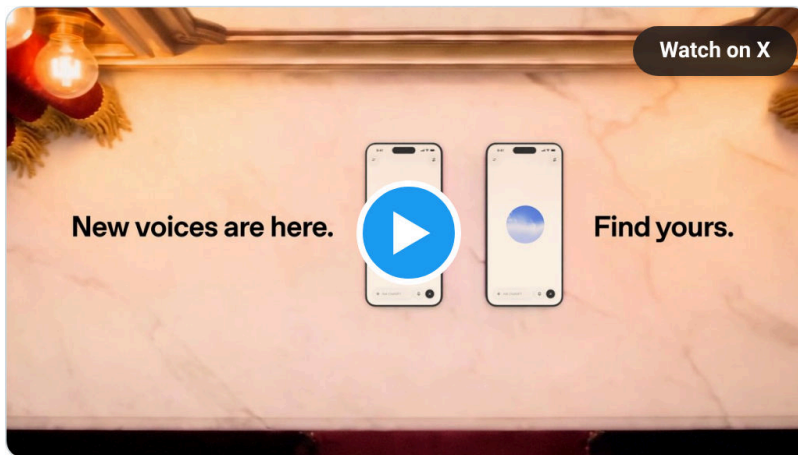
OpenAI 
@OpenAI · Follow



New voices. Better accents. And less "checking..."

GPT-Live-1.1 brings these updates to Voice in ChatGPT, Codex, and dots, with new voices in French, German, Hindi, Mexican Spanish, Korean, and Japanese.

Rolling out today to all users. Coming soon to the API.



1:19 PM · Oct 15, 2026



11.2K



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@OpenAI · @OpenAI post Oct 15, 2026, 11,232 likes, 1986K views · <https://x.com/OpenAI/status/2110797830361436604>

OpenAI announced voice updates with the line "New voices. Better accents. And less checking..."

Three short fragments name the benefits in user language, including a fix to a known annoyance.

1. Write the launch as three short fragments
2. Make one fragment a fix users asked for
3. Follow with the specifics and languages
4. Say who gets it and when

Keep going

The full Playbook has 48
more. todays.marketing/playbook