

Galactic Fed Marketing Lab: Issue 11

We come in peace with Issue #11 of the Galactic Fed Marketing Lab.

Your list of things to do before the year ends must be growing , and we hope one of them is preparing your holiday season campaigns 🎁 Read on to see our top tips for a stress-free season.

Also, can you really bank on Programmatic SEO and its (in?)famous 100+ articles/day? Maybe... Let's see. And let's review lesser-known email marketing metrics, slow website speed reasons, and whether demand generation and growth marketing are the same.

Buckle up!



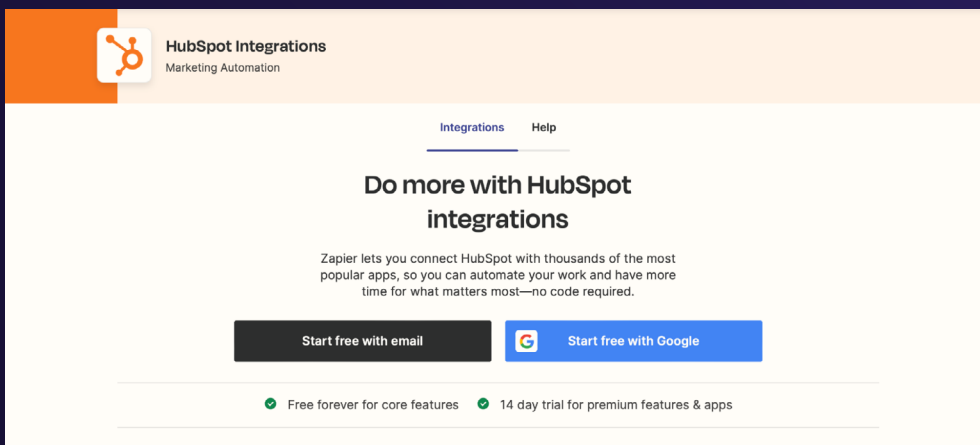
▶ What is Programmatic SEO? Is it true that it can produce hundreds of articles per day?

In short: Using databases and coding to produce unique but templated articles. Technically, yes, but...

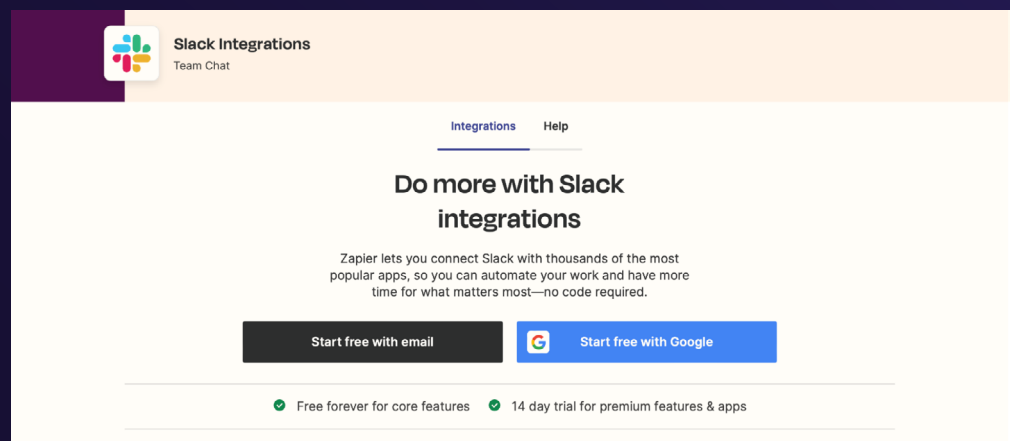
Programmatic SEO is exactly what it sounds like - a symbiotic relationship between programming (or, no-code tools) and search engine optimization.

It's a relatively new trend and not really a one-size-fits-all solution. To truly benefit from programmatic SEO, a website should have multiple pages that have almost identical structure and content.

Why would a website have those? Well, think travel websites with pages targeting thousands of cities. Or, a healthy recipes website. Or, our favorite Zapier - compare the pages dedicated to **HubSpot** and **Slack** integrations. Notice how similar they are?



The screenshot shows the HubSpot Integrations page. At the top left is the HubSpot logo and the text "HubSpot Integrations Marketing Automation". Below this are links for "Integrations" and "Help". The main heading is "Do more with HubSpot integrations". Below the heading is a paragraph: "Zapier lets you connect HubSpot with thousands of the most popular apps, so you can automate your work and have more time for what matters most—no code required." There are two buttons: "Start free with email" and "Start free with Google". At the bottom, there are two bullet points: "Free forever for core features" and "14 day trial for premium features & apps".



The screenshot shows the Slack Integrations page. At the top left is the Slack logo and the text "Slack Integrations Team Chat". Below this are links for "Integrations" and "Help". The main heading is "Do more with Slack integrations". Below the heading is a paragraph: "Zapier lets you connect Slack with thousands of the most popular apps, so you can automate your work and have more time for what matters most—no code required." There are two buttons: "Start free with email" and "Start free with Google". At the bottom, there are two bullet points: "Free forever for core features" and "14 day trial for premium features & apps".

Programmatic SEO helps you automate the creation of cookie-cutter pages with minimal changes in content. It pairs existing data with predefined rules to create webpages at scale. Super useful and a time-saver if executed properly.

[Here](#) is a really cool guide if you're interested in a more technical side of things and how to get started.

Before you get too excited, here are just a few things to consider (because you know, it does sound too good to be true...) about programmatic SEO:

- 1 It may not be suitable for your business model/website.
- 2 It requires a trustworthy database and quite some manual work cleaning and organizing data. ✨
- 3 It is prone to technical errors as multiple tools will be involved.
- 4 It may slow down your website if you create but don't maintain and optimize dozens or even hundreds of pages.
- 5 It will add a few \$\$\$ to the monthly bill as the tools are rather pricey.

Finally, to answer the second part of your question: can it produce blog articles at scale? Technically, yes, but it may be challenging. You'll also need to fine-tune them and ensure Google doesn't see them as content duplicates.



▶ When is the right time to start preparing ads for the holiday season?

In short: About a month ago but you can still catch up!

Holiday season is upon us. And while everyone is busy planning wishlists, gifts, turkey stuffing recipes, and outfits, us marketers must also plan holiday campaigns. Yay.

The preparation usually starts around September time with allocating budget, defining campaign goals, and choosing marketing channels. So we really hope you've already done that, and if not, stop reading this newsletter, there are more important things to take care of!

Now that we're already in November and only 3 weeks before Thanksgiving and Black Friday, the focus must be on creating visuals and launching ads asap to exit the learning phase before the shopping craze begins.

Marketing Calendar



The reason you want to start this early is because all major platforms (including Meta, Google, TikTok) have a learning phase during which ad campaigns don't perform at their best. This is due to the algorithms taking the time to find the perfect audience for your ad goal.

During the learning phase it's not recommended to make any major changes; otherwise you'll have to start over. It usually takes around 1-2 weeks to gain enough insights to start scaling and optimizing ad campaigns. There's still time!

Here are the platforms' guides for inspiration:



Also, if rushing with ads isn't an option, consider other types of paid promotion -for example, influencers. You could reach out to relevant bloggers, social media personas, and celebrities to collaborate on festive advertising of your product or service. Here are [a few tips from us](#) on choosing the right influencer for your campaign.

Happy holiday season!

P.S. If you're swamped but don't want to miss out, we have special creative ads+social packages to boost your ROAS. Just [talk to us](#) 😊



▶ How can I tell if my email marketing strategy is working and doesn't need to be optimized?

In short: Look beyond click-through and open rates.

Before getting down to the metrics, pause and ask yourself this core question: “What is the goal of my email marketing strategy?” Is it to grow a subscriber base? Generate more leads? Convert more leads to customers?

Once you decide on your goal, the next key thing is to figure out which metrics to track to understand if you're heading in the right direction.

Let's look at some lesser-known email marketing metrics and see how they can align with your goals.

Track the Right Email Marketing Metrics

GOAL	METRICS TO TRACK
Expand reach and audience	List Growth Rate, Unsubscribe Rate
Optimize content	Email Forwarding Rate
Revenue	Overall ROI
Healthy subscribers list	Bounce Rate

★ List Growth Rate

– the rate at which your email list is growing. This is relevant if you aim to expand your reach and position yourself as an industry leader.

TIP:

Benchmark your list to other successful brands similar to yours to set expectations and goals.

★ Email Forwarding Rate

– the percentage of email recipients who forwarded your email. A high forward rate shows strong subscriber engagement.

TIP:

Analyze what emails with the highest forward rate have in common. Build a blueprint for a highly shareable email to reuse for future campaigns.

★ Overall ROI

– the total revenue divided by the total spend. The higher the ROI, the more lucrative your email campaigns are.

TIP:

Track your emails via an ESP (Email Service Provider) to analyze if the purchase amount generated by your campaigns is greater than your email marketing expenses.

★ Unsubscribe Rate

– the percentage of people who opted out of your emails. A high number can be a sign of email fatigue and content irrelevance.

TIP:

Review emails with a higher unsubscribe rate to see if there's a pattern to avoid. Try sending fewer emails and better segment/personalize your campaigns.

★ Bounce Rate

– the percentage of emails sent that failed to get delivered to your recipient's inbox. There are 2 types:

- ★ Hard bounce - invalid, closed, or non-existent email
- ★ Soft bounce - a temporary problem with a valid email address such as full inbox or the recipient's server

A high email bounce rate is a sign of an unhealthy and spammy subscriber base and can hurt your domain's reputation in the eyes of the ISP (Internet Service Provider).

TIP:

Verify your email list by using double opt-in (ask your subscribers to confirm their email addresses by clicking a link), and constantly clean your mailing list to remove spammy and bounced contacts..

You know how they say: there's no one size fits all. Be smart about the metrics you are tracking, and always ensure they reflect your overarching marketing goals.

▶ What are the major culprits for slow site speed? The website loads fast enough but our Google's PageSpeed score is still rather low.

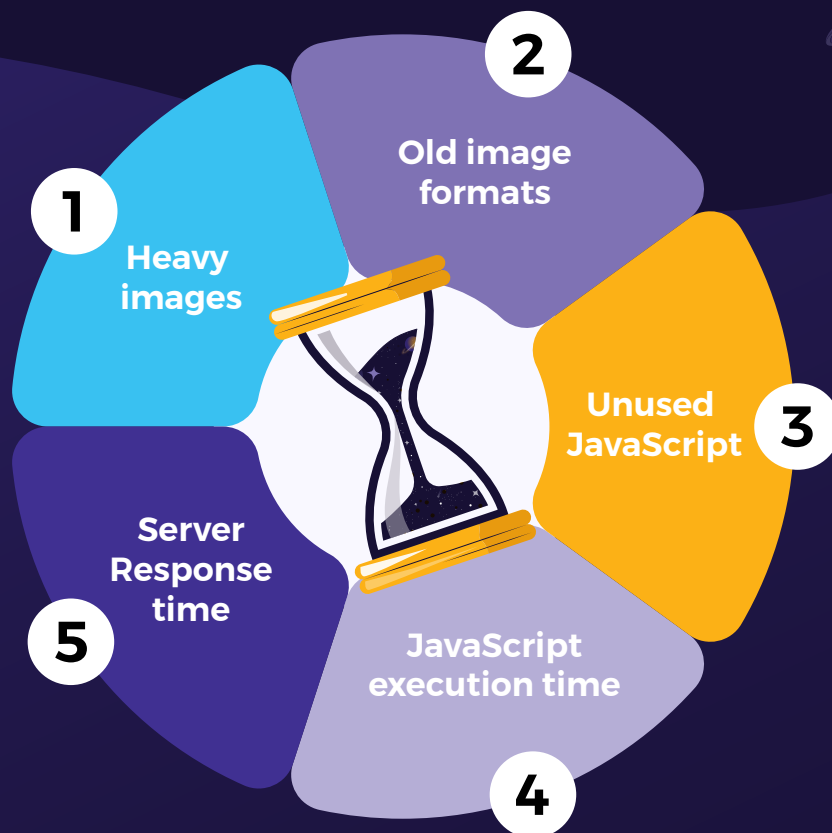
In short: Heavy images and unoptimized code.

We've got bad news and good news. Let's start with the bad one: not seeing website loading speed issues with the naked eye doesn't mean they aren't there. A lot of the time you will think your website is fast enough but Google will disrespectfully disagree.

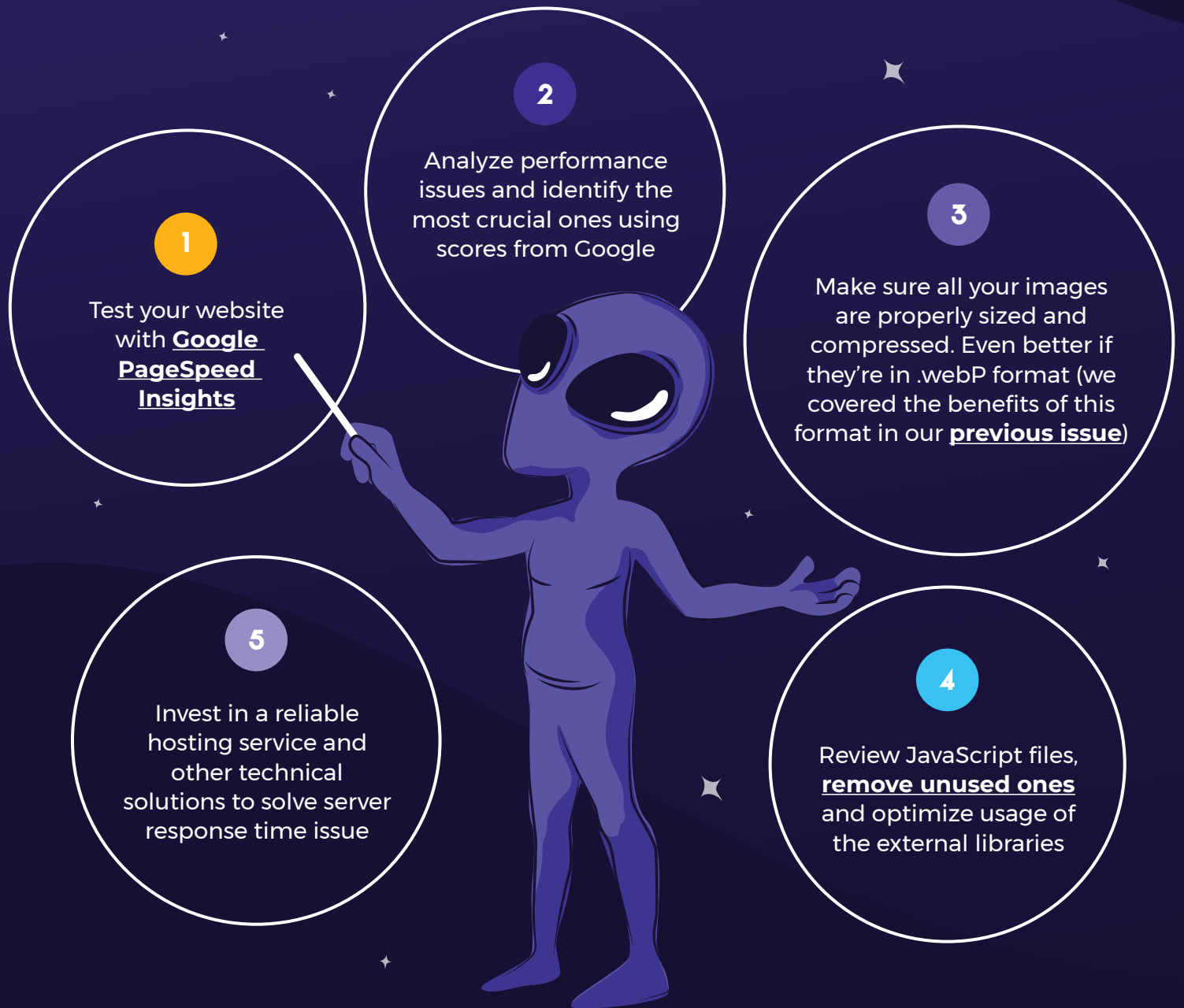
Why should you care if it seemingly loads fast enough? Because loading speed is a **confirmed ranking factor**.

Now, the good news is the most common issues causing snail-speed are relatively easy and fast to fix:

5 Reasons for Slow Website Loading Speed



As you can probably see, fixing the issues will require a team of designers and developers. Here's a quick guide to how you could approach it:



These steps will improve your Core Web Vitals and help achieve, quoting Google, "success with Search".

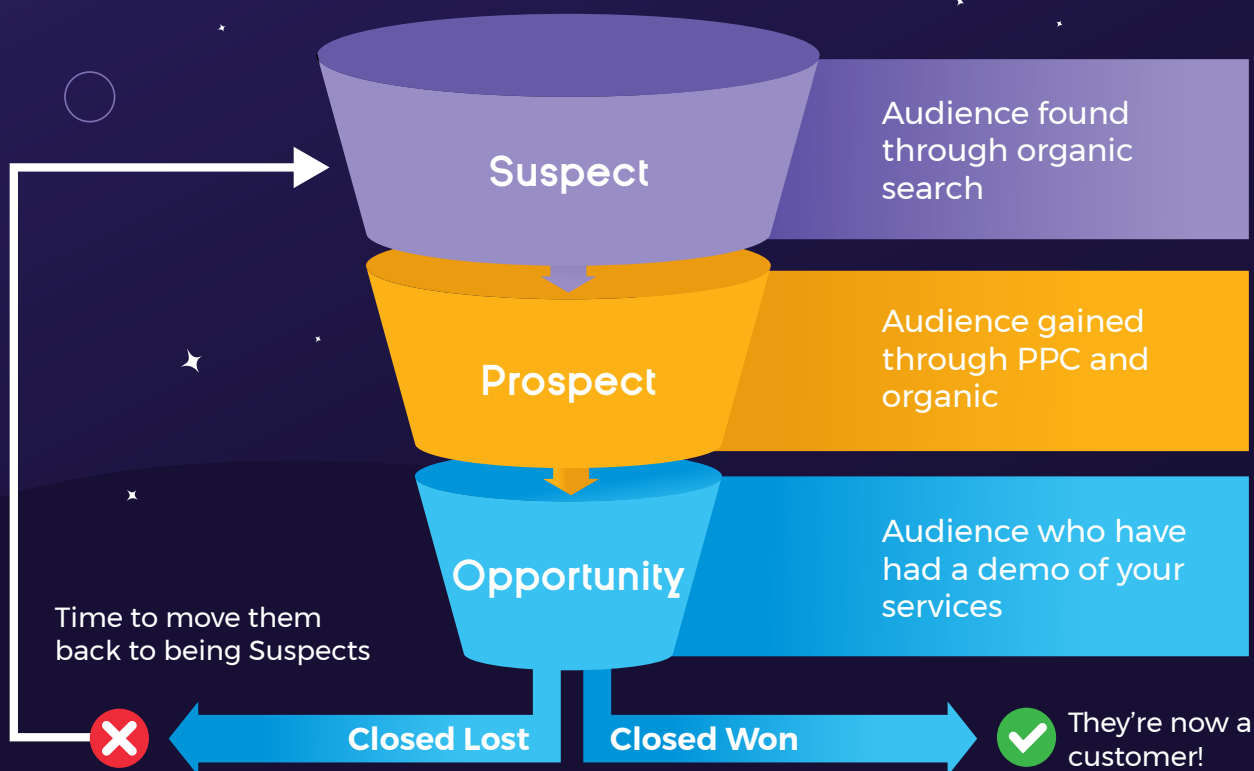
▶ Are demand generation and growth marketing the same thing?

In short: No, but both are vital to your marketing strategy.

We know, we know: growth marketing and demand generation are confusing (and easy to confuse) concepts. They may overlap in a high-level marketing strategy, but they perform best at different stages of the funnel.

Growth marketing is the process of optimizing each step of the marketing funnel to increase the likelihood of repeat customers. It's not just acquisition but retention. The aim is to create brand ambassadors through SEO, email marketing, paid ads, etc.

Demand Generation exists at the top of that marketing funnel and creates awareness and interest in your product to maintain a healthy sales pipeline. The goal is to expand the audience and generate excitement, so when the time comes to buy, your ideal customer knows who you are and the value of your solution.



There are 4 most common stages of Demand Generation funnel that can be super effective in generating leads:

Suspect

Audience found through organic search; filled out simple forms and gave email addresses but knew almost nothing about your business —basically your top of the funnel. Offer them free templates, discounts on subscriptions, and give them all your 'How Tos' content.

Prospect

Audience gained through PPC and organic. This audience knows what they're looking for and knows more about your company. These are types whom your business representatives should call for pre-qualifying for demos. Filter them into more appropriate content sequences and fill them in more about your services.

Opportunity

Audience who have had a demo with the live sales floor; if they don't convert during demo, put them into a sequence where they get constant updates, like case studies and testimonials from big name clients — which will make them either be a:

Closed Won

They're now a customer!

Or

Closed Lost

Stayed long enough in the Opportunity sequence/ automations, so we're now closing them out and moving them back to being Suspects.

Take note that each stage of the funnel has different sequences, depending on where your customers are in the journey. For example, you can get a ton of single purchasers, but barely anyone is buying on your seasoned sale. Be patient. Test and repeat. Once you fully grasp how each stage fits your clients and their goals, it gets easier to see where the funnel 'leakage' is. Knowing what activities, circumstances, or website events qualifies someone as a top or lower funnel lead is valuable in optimizing your Demand Generation tactics.

That's a wrap!

Thank you for reading our newsletter - we'll be back soon with more juicy insights.

See you next month!

