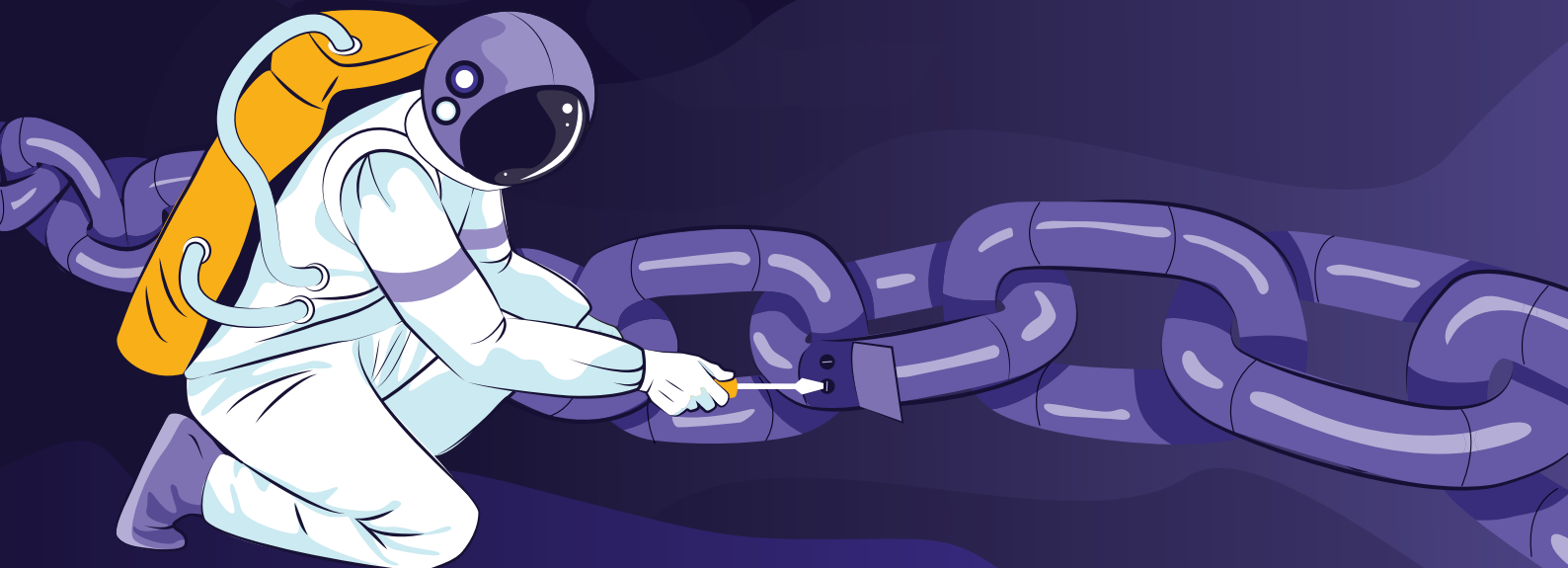


Galactic Fed Marketing Lab: Issue 5

As a digital marketing agency, we receive dozens of marketing questions every month. This issue is all about optimization - and just in time for spring cleaning. We'll share custom email marketing prompts for ChatGPT, help you increase your Google ads click rate and website conversions, discuss the Twitter algorithm and why replies beat retweets, and explain what you can do about sitelinks on Google.

Buckle up!



▶ What else can ChatGPT do for email marketing other than brainstorming subject lines and writing body copy?

In short: Everything - if you ask it right.

Treat ChatGPT as a brilliant non-native speaker - if they understand you, you'll be in awe of their knowledge. Ask something in the wrong way - you'll get gibberish.

Prompt engineering is, indeed, a new form of art that we are mastering daily. And sharing with you.

We recently did extensive prompts research for one of our clients - here are the 25 most useful email marketing prompts that will get you a 360-degree strategy:

1. Generate **subject lines** for an upcoming [product launch/promotion] for [brand name], keeping in mind our [tone of voice] and [specific goals]. Include at least 5 different subject line ideas.
2. Create **CTA button text** variations for our [brand name] newsletter, focusing on [goal: e.g., increasing engagement, driving sales, etc.]. Provide at least 4 different CTA button text ideas.
3. Brainstorm **content ideas** for our [brand name] email campaign that targets [customer segment]. Consider their preferences and pain points, and list at least 5 content ideas that would resonate with them.
4. Suggest **email segmentation strategies** for our [brand name] email list based on [previous examples or data]. Provide 3-5 segmentation ideas to help us target our audience better.
5. Propose **email sequence ideas** for [brand name] to achieve [specific goals, e.g., nurturing leads, re-engaging customers, etc.]. Describe 3 email sequences and the key messages they should convey.
6. Recommend **email size guidelines** for [brand name] to ensure optimal deliverability and user experience. Include suggestions for the maximum file size, image size, and text length.
7. List 5 **email marketing tools** to help [brand name] automate and optimize our email campaigns. Include a brief description of each tool's main features and benefits.
8. Develop a series of 5 subject lines



for a [brand name] **re-engagement campaign**, keeping our [tone of voice] in mind. Consider different approaches to rekindle interest and encourage action.

9. Come up with **A/B testing ideas** for [brand name] to optimize our email campaigns. Suggest at least 3 tests we could run, focusing on different aspects like subject lines, CTA buttons, and email layout.

10. Create a list of 5 **potential content upgrades** [brand name] could offer in our emails to increase sign-ups, engagement, and conversions. Describe each content upgrade and how it ties into our existing content or products.

11. Review and provide **suggestions to improve an existing email** for [brand name]. Consider aspects such as subject line, CTA buttons, content, and layout. Offer actionable feedback to enhance the email's effectiveness in achieving its [specific goals].

12. Create an outline for a [brand name] **newsletter targeting** [specific niche/audience]. Include sections such as introduction, main content, featured products or services, and any additional elements that would engage the audience.

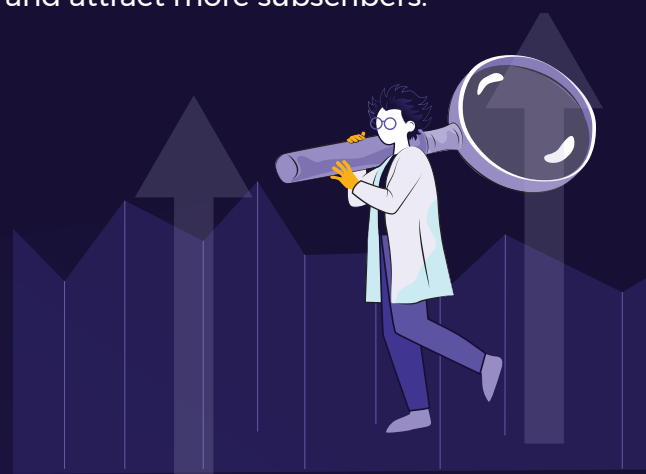
13. Develop a **comprehensive email marketing strategy** for [brand name] focusing on [specific niche/goals]. Include objectives, target audience, content themes, campaign types, and a timeline for implementation.

14. **Analyze previous A/B testing results** for [brand name] and suggest new tests to run based on the findings. Provide at least 3 new testing ideas to help us

further optimize our email campaigns.

15. Recommend **best design practices** for a newsletter in the [specific niche] targeting [specific audience]. Include tips on layout, typography, color schemes, images, and other design elements that appeal to the audience.

16. Suggest **strategies for growing an email list** for [brand name] within the [specific niche]. Provide at least 5 tactics that could help us expand our reach and attract more subscribers.



17. List key **legal considerations** for [brand name] to be aware of before launching a newsletter or email campaign. Include topics such as compliance with privacy laws, anti-spam regulations, and any industry-specific regulations that may apply.

18. **Evaluate the proposed idea** for [brand name]'s email marketing campaign: [describe the idea]. Provide a balanced analysis, listing the pros and cons of implementing this idea and its potential impact on the campaign's success.

19. Propose ways to **improve email deliverability** for [brand name]. Suggest best practices and strategies that can help increase the chances of our emails reaching the recipients' inboxes.

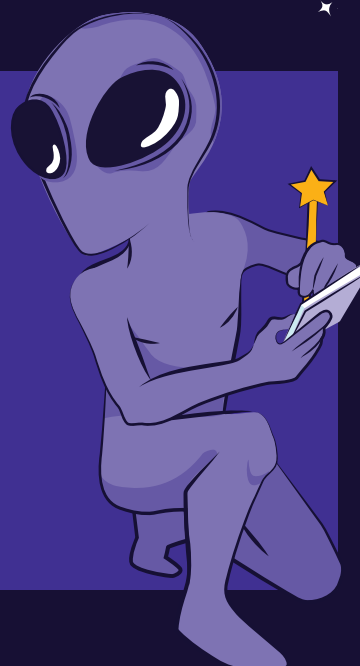
20. Create a list of **engaging email content formats and types** for [brand name] to diversify our campaigns. Consider incorporating different media like videos, infographics, or interactive elements to captivate the audience.
21. Develop a **plan for measuring the success** of [brand name]'s email marketing campaigns. Identify key performance indicators (KPIs) and suggest tools or methods for tracking and analyzing these metrics.
22. Suggest tactics for **reducing unsubscribe rates** in [brand name]'s email campaigns. Provide at least 5 strategies that can help us maintain subscriber interest and minimize opt-outs.
23. Recommend **ways to personalize** [brand name]'s email marketing campaigns for better engagement. Offer ideas for using segmentation, dynamic content, and other personalization techniques to create more relevant and targeted emails.
24. Brainstorm **ideas for holiday or seasonal email campaigns** for [brand name]. Provide 5 campaign concepts that leverage specific holidays or seasonal events to drive engagement and sales.
25. Suggest **strategies for optimizing** [brand name]'s email campaigns for mobile devices. Provide tips on design, content, and technical aspects to ensure a seamless experience for mobile users.

PRO TIP


Tell ChatGPT everything it needs to know about your brand to tailor its responses.

Here's an example:

You're a marketing expert working for a digital marketing agency Galactic Fed (<https://www.galacticfed.com>). You're now working on an email marketing strategy for the agency. Your main audience is business owners, marketing directors, marketing professionals, and decision makers. You're a friendly expert who always sounds professional but not boring, with just the right amount of wits to keep the audience engaged. You also love to wordplay with cosmic terms.



ChatGPT for Email Marketing: What It Can Do for You

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- 01 Content Ideas
 - 02 Content Writing
 - 03 Tools Recommendations
 - 04 Testing Ideas
 - 05 Strategic Planning
 - 06 Segmentation
 - 07 Analytics
 - 08 Results Comparison
 - 09 Legal Considerations
 - 10 Evaluation and Scaling Up

▶ I have a very low CTR on my Google Discovery Ads. Is the issue in the creatives I use? How can I get more clicks?

In short: Repurpose social assets, Optimize for Google, and Experiment.

As a **Google Premier** partner, we get access to exclusive data from Google. Here's what their Creative Works team recommends for improving the clickability of your Google Discovery ads:

Pillar 1 - Repurpose Social Assets

First, they are ready to be posted. Second, you already know they performed well. Third, it's likely they're square, and this format generally performs much better than landscape images

Pillar 2 - Optimize for Google Feeds

According to Creative Teams, here are 3 most important aspects of a killer ad:

3 Most Important Aspects of a Killer Ad



It's Focused:

It makes it easy to understand the key product and message



It's Authentic:

It's not another cookie-cutter stock image with generic overselling copy - it's original and on-brand



It's Valuable:

It explains why a viewer should pay attention to this ad.

What are the best practices to achieve Google's triad?

- ★ Leverage both square + landscape images to maximize reach
- ★ Show a single product, medium or big, but don't let it take more than 30-40% of the image
- ★ Images that feature single products perform better than images with multiple products
- ★ Frame centrally so that the product takes the spotlight
- ★ Avoid overlaid text - or, keep it as short and small as possible
- ★ Medium-long descriptions (40-60 characters) outperform shorter and longer descriptions in driving clicks
- ★ Be specific and to the point in the key messaging, avoid ambiguity and riddles
- ★ Avoid plain and stock backgrounds, add real-life context instead
- ★ Humanized ads showing models using the product perform better
- ★ Don't oversell, don't compare, don't make superficial claims
- ★ If your product is new, say "new" instead of mentioning a year
- ★ Include a CTA that refers to an experience but don't time-pressure

Pillar 3 - Experiment

It's never "one fits all" with ads - different markets/niches/audiences/etc. It makes it impossible to replicate results across different campaigns. Not to mention, times change as well.

That's why the best piece of advice is to turn successful *past campaigns into inspirations for future experiments.*

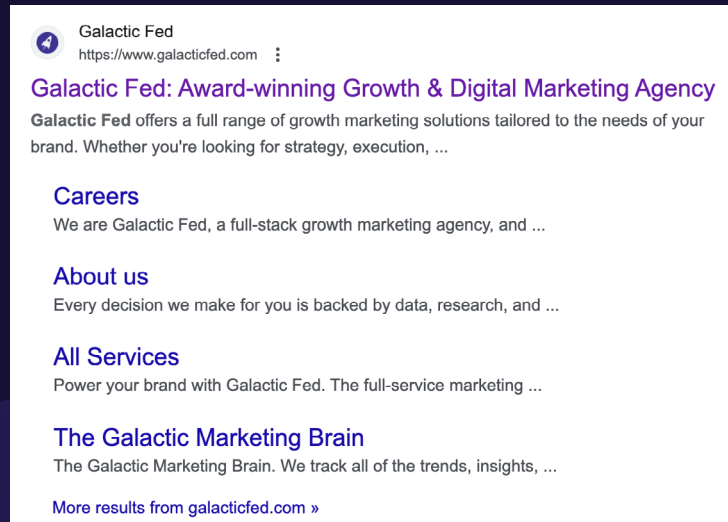


▶ How can I change sitelinks underneath an organic search result?

In short: With hopes and prayers to the Google algorithm

Organic sitelinks are somewhat like black holes - fascinating and slightly out of our control.

Google's algorithm automatically generates these sitelinks based on their perception of your website's structure and what it believes users find the most relevant.



While you can't ~tell~ Google what to display, you certainly can send the right signals with smart optimization:

Optimize your title tags and headings

Title tags and headings help guide Google's algorithm through your site. Ensure that they are concise, relevant, and accurately represent the content on each page.

Harness the power of structured data:

Structured data is the language that search engines speak. By using **schema markup**, you can provide Google with clear signals about the content and structure of your website. This can help improve the chances of your desired sitelinks being displayed.

Interlink to high-value pages:

Internal links are like wormholes, connecting different parts of your site and helping users (and search engines) navigate your content. Be strategic with your internal linking - point them toward the pages you'd like to see as sitelinks, and create a strong, interconnected network.

Learn more about Sitelinks from Google itself [here](#).

▶ I heard Twitter recently open-sourced its algorithm. Did it contain anything about how to get more engagement?

In short: More than you could've hoped for

Twitter making its recommendation algorithm **open-source** is a big deal. Not only was it one of very few acclaimed Musk-era changes, but it also gave a lot of food for thought to Twitter content creators.

Everything goes down to your Tweepcred. As Twitter defines it:

Tweepcred is a social network analysis tool that calculates the influence of Twitter users based on their interactions with other users. The tool uses the PageRank algorithm to rank users based on their influence.

The more influential you are - the more engagement you'll get.

How is it calculated? Dynamic user activity and user mass. A lot goes into both of these parameters, so let's focus on the 10 most important ones:

1

Get Twitter Blue/Gold - verified users get a mass score of 100 (max) and 4x on algorithm boost

6

A tweet's half-life is 6 hours - after that, the reach decreases significantly

2

Follow the rules - if you get reported/suspended/marked as spam, you may as well forget about Twitter

7

Stick to your topic cluster - tweeting outside of your niche will lower your score

3

Use native Twitter apps for engagement - using exclusively scheduling/analytics/engagement apps will lower your mass score

8

Links hurt reach - unless your tweet goes viral

4

Don't follow over 500 people and/or 60% of your followers - if you do and your followers count is lower than your following, you'll get penalized

9

Add images and videos for 2x boost

5

If your Tweepcred is below 65, only 3 of your tweets will be processed by the algorithm. Above 65, the limit is lifted meaning you can tweet as often as you like

10

Engagement types aren't equal - different actions have different weights

Twitter's Ranking Parameters

User Action	Sentiment	Weight
Like your tweet	✓ Positive	0.5
Retweet your tweet	✓ Positive	1
Click into your tweet & reply/like a tweet or stay there for >2 mins	✓ Positive	11
Check out your profile and like/reply to a tweet	✓ Positive	12
Reply to your tweet	✓ Positive	27
Reply to your tweet and you engage with this reply	✓ Positive	75
Request "show less often" on your Tweet/you, block or mute you	✗ Negative	-74
Report your Tweet	✗ Negative	-369

For example, a reply is worth 54x more than a like.

Get more technical details [here](#)

▶ My webpages get decent page depth and view time, but my conversions remain low - where's the leak in my funnel, and how do I fix it?

In short: It depends Let's investigate.

For starters, identify bounce points - use analytics tools to determine which pages users are exiting from. Then, try to explain it (a judgment call might be required). There are 3 most common reasons why users that seemingly show interest in your brand don't rush to convert:

1

They don't actually like you

2

They don't understand what to do

3

They don't trust you



Let's take a closer look at the issues and **how to fix them**.

▶ They don't actually like you

This implies poor quality of traffic and leads. When you target the wrong crowd, you get visitors but not conversions. Even if they show interest and view a few pages, they'll ultimately bounce without taking any meaningful action.

How to fix: Examine your traffic channels, avoid overly broad targeting, eliminate/optimize channels that bring irrelevant traffic.

▶ They don't understand what to do

This means that a user may have the intention to perform an action but either can't due to technical issues or won't because of confusing UX. This makes them feel a bit like this:

How to fix: First of all, check that all elements of your website are working as intended - no broken links, no missing buttons, no technical issues. Second, ensure your website offers a seamless user experience with intuitive navigation, clear CTAs, fast loading times, and mobile-friendly design.



Pro tip

Evaluate your conversion funnel to identify any bottlenecks or points of friction that could be discouraging users from converting. Streamline the process by minimizing the number of steps needed to take and eliminating any unnecessary distractions.

▶ They don't trust you

This calls for a **change in messaging**, value proposition, and self-presentation. The more complex the action you want your audience to take (or the more expensive the purchase), the more you need to invest in gaining their trust.

How to fix: Incorporate trust signals like testimonials, case studies, and reviews to boost credibility. Offer free trials or consultations, a money-back guarantee, and clear return policies. Clearly communicate the value your product or service offers to potential customers. Be active on social media and/or put a face on your brand by featuring your team on your website.



That's a wrap!

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

See you next month!

