

Galactic Fed Marketing Lab:

Issue 15

We come in peace with Issue #15 of the Galactic Fed Marketing Lab.

Spring is finally here, and our inbox truly blooms with challenging questions. In this issue, we'll review the controversy around Google's Gemini, new X's Creator Targeting feature, and common RLSA issues.

We'll also discuss setting up marketing operations in multiple markets and how social media and Google ads can work together to achieve various business goals.

Buckle up!



► Why did Google's Gemini cause so much controversy? Should I try it now or should I stick to ChatGPT?

In short: Proceed at your discretion.

Google Gemini, officially Gemini 1.0, is a versatile language model first introduced in December 2023 as OpenAI's GPT-4 competitor. You may have known it as Bard, Google's conversational app.

On the bright side, you can still use it as a conversational app in the similar capacity you've been (likely) using ChatGPT.

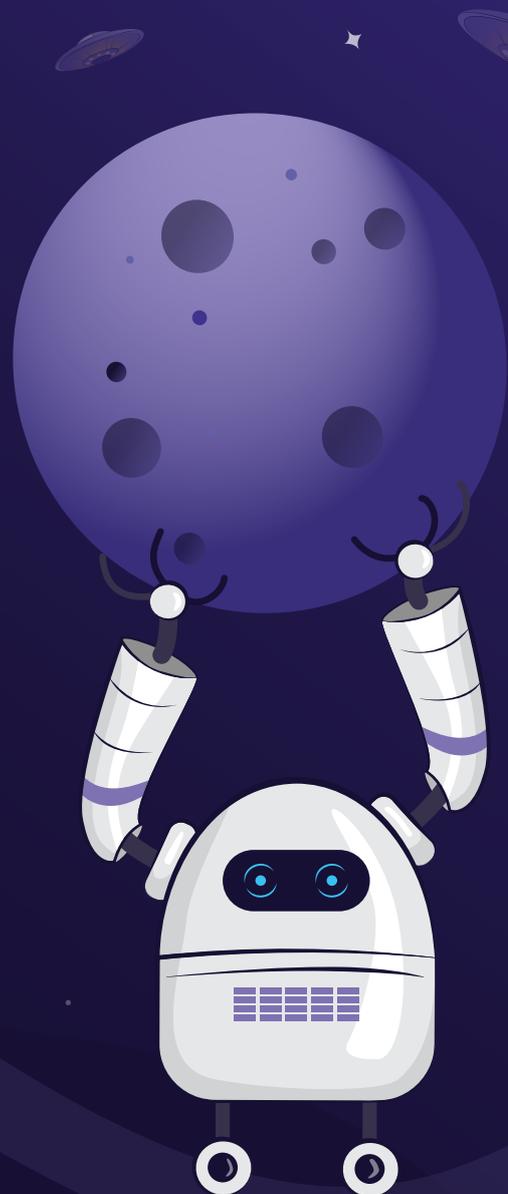
A few weeks ago, Google introduced Gemini 1.5, and that's when things went south. They messed up so badly that they even had to issue an **official apology** - can you remember the last time Google apologized for anything? Neither can we.

What happened?

This Gemini update introduced a new image-generation feature which included the ability to create images of people. Many users pointed out that a lot of the generated visuals were... historically and socially inaccurate, to put it lightly.

Here are a few examples.

This caused a massive outrage all over the world, and now the image generation is paused on Gemini as Google is hastily cleaning up the mess.



Which AI is better? Let's ask them.

Prompt:

Act as an expert digital marketer who's been working a lot with various AI tools and models. You need to write a comparison of GPT-4 and Gemini. Please do research to see which model is better for digital marketing purposes. Return a short (under 300 words) response with a statement and 3 arguments backing the statement.

ChatGPT
Based on the comprehensive research and comparisons between GPT-4 and Google's Gemini, here's a concise analysis focusing on their application in digital marketing:

Statement: While Google's Gemini shows impressive capabilities, especially in multimodal tasks and speech recognition, GPT-4's established presence, robust language understanding, and consistency make it a more reliable and immediately applicable choice for digital marketing purposes.

Argument 1: Maturity and Reliability
GPT-4's maturity as a model is a significant advantage. It's been battle-tested in various applications, proving its capability to generate text that is both accurate and consistent [7]. This reliability is crucial in digital marketing, where the quality and precision of content can significantly impact brand reputation and customer engagement.

Argument 2: Contextual Understanding
GPT-4 excels in maintaining context over longer conversations, a vital aspect in customer interactions and content creation in digital marketing [7]. This ability to keep up with complex dialogues ensures more coherent and engaging content, essential for effective marketing strategies.

Argument 3: Established Integration and Accessibility
GPT-4 is widely available and has already been integrated into various platforms and applications. This availability means a lower barrier to entry for businesses and marketers looking to leverage AI in their strategies. The ease of integration into existing systems and processes is a substantial benefit for digital marketing applications [7].

For most digital marketing tasks, I find Google's Gemini to be a more effective tool than OpenAI's GPT-4, for the following reasons:

- 1. Focus on Actionable Insights:** While GPT-4 excels at generating creative text formats, Gemini prioritizes providing data-driven insights and recommendations directly applicable to marketing strategies. This translates to actionable steps like optimizing ad campaigns, analyzing audience demographics, and suggesting content topics, all crucial for campaign success.
- 2. Multimodal Capabilities:** Today's digital marketing landscape goes beyond just text. Gemini's strength lies in its ability to process and analyze various data formats, including images, videos, and audio. This allows for tasks like sentiment analysis from social media posts or identifying visual trends in competitor marketing materials, providing a more comprehensive understanding of the audience and campaign performance.
- 3. Integration with Google Products:** As a Google product, Gemini integrates seamlessly with other marketing tools within the Google ecosystem, like Google Ads and Search Console. This streamlined workflow saves time and effort, allowing marketers to analyze data, make optimizations, and track progress efficiently within a single platform.

Predictable, but insightful. Our timeless piece of advice is to keep experimenting with both models to see which one works better for your kind of tasks.

One last thing we'd like to touch base on: How will Gemini change Search as it gets integrated into SERPs?

Google keeps it vague as usual, but a more advanced AI model will for sure speed up and improve the SGE. At the moment, Gemini is independent from the Search, so we can't yet test it.

Sit tight and keep an eye on the updates.

▶ How do global companies manage marketing in different markets?

In short: By recycling and centralizing whatever makes sense.

Starting from scratch in a new market may seem daunting - because it is. But there are a few strategies that can save you time, effort, budget, ~~nerve cells~~ and resources.

The key here is to establish evergreen processes that transcend borders and cultures. They include overall strategy, ideal customer persona, global positioning, and such. For some

businesses, it may also make sense to have centralized operations and management in their HQ.

Then all that will be left to do is to localize your existing channels and content to make it work in a new market.

Your global vs local scope may look something like this:

Multimarket Marketing



Let's get into a bit more detail here.

Keep Global

Recycle and reuse everything that makes sense regardless of cultural norms and traditions. Vertical processes, team structures and reporting lines, strategies, campaign calendar, creative assets (to an extent), style and tone of voice, and anything else you can think of.

Important note: Some things that work in one market will not do in another. For instance, office culture in the US is generally quite different to that in Argentina or Singapore. So always stay flexible enough to adapt to local norms and don't force your ways.

Build Local

Everything culture/language-specific will need to be built from scratch. You will always want to hire local consultants or team members to make sure your marketing activities really hit home in a new market.

While it's obviously okay to translate your existing blog posts, for instance, or recycle old social media assets, they must be properly localized and adjusted to appeal to the new audience.

Important note: Always invest in understanding local laws and regulations. In some countries, for example, it's illegal to advertise alcohol or feature same sex couples or have any words in foreign languages. Take the time to understand the market and trust your local team when they advise against something.



▶ What is more effective for a small business: Social Media or Google Ads?

In short: It depends (sorry).

Ideally, you want both: social media and Google ads are not 100% interchangeable.

They both offer unique advantages, but one will generally be a better investment (if you **have to** choose) depending on your business, goals, products/services offered, and target audience.

Let's make a mini comparison chart to help you out:

What's your current marketing priority?

	Social Media	Google ads
Engage with the target audience	✓	
Build brand awareness	✓	✓
Save budget	✓	
Build a sales channel	✓	
Get customer feedback	✓	
Get fast results		✓
Reach more people		✓
Increase website traffic	✓	✓
Have measurable ROI		✓
Customize communication		✓

And now let's quickly sum up their unique benefits.

Google ads

Google ads and ads in general are incomparably better if you want to see results right now and are able to invest some money. There's very little picking up time as your ads are immediately served to the requested audience size at the requested rate.

It's also arguably easier to measure the direct impact of Google ads on the sales goals (purchases, revenue growth, etc.) and ROI.

Google ads also allow you to address multiple audiences simultaneously by setting up different campaigns for different segments. That could be super beneficial to businesses with diverse audiences and offers. For instance, e-commerce, local businesses, service-based businesses, and such.

Social Media

Social media is a powerful tool when it comes to building brand awareness and genuine connections with the audience. These platforms are also great for doing market research, gathering customer feedback, and testing new ideas, concepts, and products.

They can also become a fantastic sales channel for small businesses as many platforms offer in-app shopping features. You don't even have to have a website to start selling on social media. This could work really well for individual service providers (marketing consultants, fitness trainers, nail artists, bakers, etc.) or visually appealing goods (flowers, jewelry, crafts, etc.).



▶ How X's Creator Targeting is beneficial to advertisers? What difference does it make?

In short: Massive.

Creator Tagging on X is a new feature that allows advertisers to serve their ads to a curated list of premium content creators audiences. For example, you think Mr. Beast's audience will love your product? You could run ads against his content.

Technically, this should mean more control on the ad placements for the advertisers and a tool to prevent unwanted adjacencies.

With Creator Targeting, advertisers will be able to:

- **Select creators** – Choose from a curated list of premium content creators on X for targeted reach.
- **Run pre-roll ads** – Directly serve pre-roll video ads before the chosen creators' content in both the home timeline and profile pages.
- **Utilize brand safety tools** – Leverage X's existing Adjacency Controls and Sensitivity Settings for ad placement control.
- **Future targeting** – Soon, advertisers will be able to target individual creator profiles for even more focused campaigns.

Why now, you may wonder?

X is heavily pushing videos on the platform as well as various monetization options for creators to entice them to keep producing content. With this new ad feature, they're killing two birds (pun intended) with one stone.

▶ I have been seeing low performance on my RLSA. What should I do?

In short: Optimize, optimize, and then optimize some more.

Poor RLSA (Remarketing Lists for Search Ads) performance is usually caused by unoptimized assets or campaign settings. Although, there's one more counterintuitive reason (keep reading).

Here are some of the most common issues:

Troubleshooting RLSA Low Performance



Let's see how you can fix them.

Poor Audience Segmentation

Review your remarketing lists to ensure they are segmented appropriately based on user behavior and intent.

Outdated Lists

Remove users who are no longer

relevant to your campaign goals and keep adding new users who fit the criteria.

Unoptimized Ad Assets

Make use of available formats, test multiple visuals and copy, pause low-performers, pay attention to Google's recommendations and benchmarks.

No Exclusion Lists

Exclude users who have already converted or are unlikely to convert from seeing your ads.

Irrelevant Landing Page

Review your landing page analytics, especially bounce and conversion rates. If users click on your ads but don't take action, that's your clue to optimize your landing page.

Excessive budget

Yep, that happens, too. If your audience is rather small, a big budget will only result in you bombarding them with ads. Divide your impressions by the number of the audience members: if the result is above 5-ish, you should probably reduce your budget to avoid ad fatigue.

If you're still struggling to see improvements in RLSA performance, we're offering a free audit - just **talk to us.**



That's a wrap!

Thank you for reading our report!

If you want more juicy insights,
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See you!

