

Galactic Fed Marketing Lab:

Issue 14

We've only been two months into 2024, and there's already so much to catch up on!

We'll kick things off by examining email regulations and then delve into some intriguing news. Ever heard about the surprising number of Google SGE links that don't align with organic search results? What could be the culprit? ∞

We'll also be debunking myths surrounding author bylines and provide updates on Meta and LinkedIn's advertising and audience targeting.

Buckle up!



▶ What is going to change this year in Google and Yahoo email regulations?

In short: A lot: authenticate all your bulk emails and facilitate straightforward unsubscribe options asap.

Last year, we were loaded with a bunch of new mandates for sending bulk emails on Google as part of their ongoing effort to make emails more reliable and safer. Yahoo didn't take long to follow suit - now it's basically the entire tech industry fighting off spam.

With aims to improve email deliverability and reduce the amount of spam that users receive, both Google and Yahoo will have a busy 2024.

Email Regulations Update 2024



Sender Authentication

Senders of over 5,000 daily emails must authenticate addresses using SPF, DKIM, and DMARC.



Unsubscribe Link

All emails must include a clear and easy-to-find unsubscribe link.



Spam Complaint Rate

A low spam complaint rate of below 0.3% must be maintained at all times.

Here's what it entails:

Email Authentication

Email senders that dispatch over 5,000 emails daily are now required to validate their email addresses through Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM), and Domain-based Message Authentication, Reporting & Conformance (DMARC). Doing so will better email security and close vulnerabilities that attackers might take advantage of.

What to do about it:

Start with a **DMARC audit** and identify key issues.

Easy Unsubscription

Google doesn't want a hard-to-find unsubscribe button, so if you're trying to make those buttons almost invisible, you have to stop. Large email senders are expected to have a one-click option for Gmail users to unsubscribe from commercial emails, and it should be done within two days.

What to do about it:

Make the Unsubscribe button visible and easy to find. If you're afraid readers might unsubscribe by accident, implement a double opt-out strategy: ask to confirm their intention to unsubscribe by clicking on another button.

Reducing Spam

Now you have an absolute spam threshold you need to check regularly. Your spam complaint rate shouldn't exceed 0.3%, otherwise, you'll face penalties from Google, Yahoo, Email Provider, your boss, pretty much every party. As you can imagine, this will dramatically decrease your chances of serving your email to the intended addressee.

What to do about it:

If your average unsubscribe rate is above 0.3%, try to identify the reason behind it. Most likely, you're sending either too many emails or to the wrong audience.



▶ Is it important to have author bylines on the blog? Could it bring more authority to the content?

In short: A sweet 'no'. Author bylines don't directly influence your rankings. However... 🗨️

It's time we clear this widespread misconception within the SEO community: author bylines can't influence search rankings.



The problem surfaced when a prominent publication noted that using author bylines could enhance content visibility on Google's search results. This suggestion led many websites to modify their content strategies, expecting that including author bylines would improve their ranking.

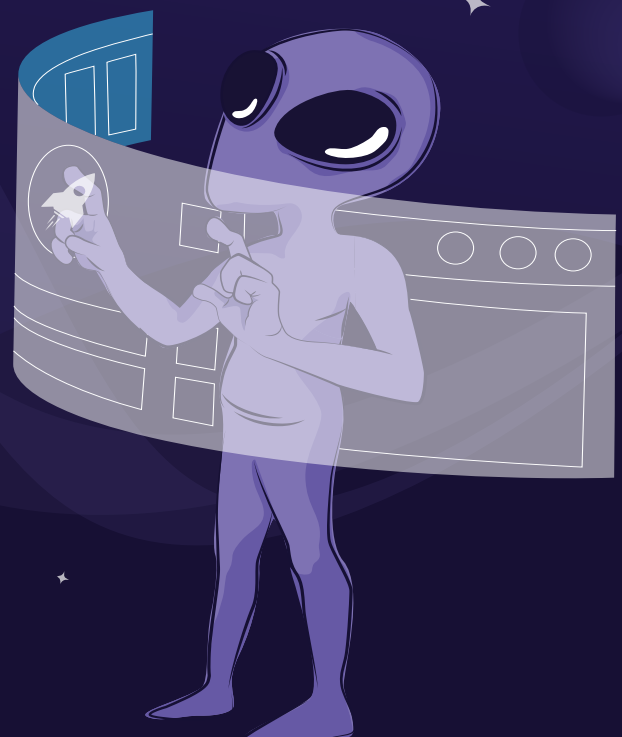
To clear the air, Google doesn't use bylines as a direct ranking signal—it isn't a tool for improving search rankings **but rather a benefit for the readers.**

No, we're not saying you should totally wipe it off your content. Author bylines can serve as indicators of quality

content to your readers. Also, the author's expertise **is** a ranking factor, so a medical blog written by an actual doctor might have more ranking power than a no-name one.

Plus, knowing that an article is written by an actual person (if you know what we mean) can give it an undeniably personal touch, don't you think?

One thing... We don't want to sound paranoid, but Google is an infamous con artist when it comes to revealing or denying ranking factors. So what we're trying to say is, always stick to what's working for you as long as it's white-hat and don't change your entire blog strategy and layout just because something was "confirmed".



▶ I heard many Google SGE links don't match organic search results. How come?

In short: Google SGE prioritizes links to content that isn't a part of the top organic search results.

Yes, you've heard right. The results don't match and there are a lot of speculations as to why it is so. One thing's certain: **Google's Search Generative Experience (SGE) is giving more running opportunities for content that isn't in the top organic results.**

To put it simply, Google SGE is likely to decrease website traffic for a lot of keywords, which means websites not reaching the top 10 in organic results are appearing as links within SGE.

Google's SGE aims to provide personalized conversational answers to user search questions — with the hopes of giving complete data without the need for follow-up questions. You'd think this would entail giving more ranking power to the established websites, expected to provide the best answer.

Nope. In **a recent study**, conducted in December 2023, they ran 1,000 commercial terms through a handful of SGE-enabled Google accounts using a desktop device in the US.

94% of the time, Google's SGE links were totally different from organic search results., Also, out of 10 SGE links

per answer only 4 were unique links. Which means, 2-3 links on average pointed to the same resource.



Why is this happening?

For starters, the SGE cake isn't fully baked yet - there is still a lot of testing to do, insights to gather, bugs to fix. Second, it's not yet clear how SGE's algorithms differ from the traditional search engine's. We can't be certain just yet.

And in the meantime?

Continuously enhance your website, employ SEO tools to track and boost your rankings, and concentrate on creating valuable content in everyday language that aligns with search intent. Oh, and prioritize write-as-you-speak approach, especially when it comes to Q&A blog format.

▶ AI seems to be doing amazing things in marketing, lately. With so many different AI tools around, I wonder: can AI do everything for you?

In short: AI still needs you in the driver's seat to make it work.

We get it. AI and its powerful advances in the marketing industry are jaw-dropping and overwhelming.

If you're part of the 80% of advertisers who are already using at least one AI-powered Search ads product but tempted to let AI do more, hear us out.

While AI can indeed be dependable, unlocking its full potential requires you taking the reins and guiding it from the driver's seat.

We broke down the things AI **can** and **can't do** for you when it comes to business:

AI CAN'T:

See the bigger picture



AI CAN:

Help you see the details you've been missing

AI can only see what you feed it in your prompts – and that's honestly not even a fraction of your business. It cannot fully comprehend the overall goals and objectives of your organization.

What it **can** do is process and analyze

what seems like an endless amount of data and figure out patterns that the human eye can't spot. Plus, AI can complete the task with stunning precision, quality, and speed.

But it is not as advanced as marketers

would like it when it comes to analyzing the entirety of real-world contexts. AI can't fill in the gaps and extrapolate, and it's important to remember that.

So never let it run your business alone. It's always up to us human marketers to set the strategic directions and use AI to support it.

AI CAN'T:

Be as creative as you are



AI CAN:

Multiply your creativity

AI can better your marketing, sure, but every successful campaign relies still on innovative and human-led creativity.

Despite the seemingly vast and endless resources AI has to offer, they are still pretty limited. Especially when it comes to generating truly cool and mind blowing ideas. It can only repurpose what exists on the web, which is borderline plagiarism.

On the bright side: you can rely on AI as your hyper creative brainstorming buddy. AI's got an endless supply of ideas that can boost and inspire your creative juices.

While AI cannot rival human creativity, it excels in streamlining the creative process and bringing impactful advertisements in unconventional spaces.

AI CAN'T:

Empathize with people



AI CAN:

Help you take better care of your customers

Empathy is irreplaceable. And AI doesn't have emotions or consciousness, rendering it ill-suited for conceptualizations that require empathy and compassion—two human qualities that make us... well... humans.

But while AI can't quite grasp complex human emotions, it can provide amazing insights into human behavior and help you handle more interactions with your customers. From personalized emails and chatbots to instant support and individual experiences, AI can make your customers feel special when interacting with your brand.

A piece of advice, though: Be transparent about AI use.

Let your customers know the specifics of AI in your business. Is it training your chatbot for empathy? Gathering insights to enhance customer experiences? Be transparent about the tasks AI is handling for you.

Pro Tip: Focus on Human-AI collaboration.

Rather than viewing AI as a substitute for human roles, embrace the new-era collaboration and let the technology complement our strengths. For instance, AI excels in data processing and routine tasks, while humans bring creativity, empathy, and nuances to the table. Leverage both to create a potent partnership capable of achieving extraordinary outcomes.





▶ I haven't been running Meta or LinkedIn campaigns for a while. What has recently changed on these platforms?

In short: New Meta Ads Budget Scheduling feature and LinkedIn's lookalike audiences

Nothing major but here are a few important updates you have to take note of.

Meta has new updates to its Ads Budgeting

Available since Q4 2023, Meta's new ad budgeting updates have been so far beneficial, especially in terms of automation.

Notably, these two updates::

- Daily Budget Flexibility
- Daily Budget Scheduling

Daily Budget Flexibility

Meta's budget algorithms have always allowed a small daily overspend (up to 25%) if ads were performing well and would adhere to weekly budget caps. So, with a \$100 daily budget, Meta could spend up to \$125 on some days but no more than \$700 per week.

That budget flexibility just got an upgrade:

★ What's new ✕

Maximizing opportunities through greater daily budget flexibility

On days when better opportunities are available for you, we may spend up to 75% over your daily budget. On a weekly basis, we won't spend more than 7 times your daily budget.

So now, in the case of a \$100 daily budget, Meta could spend up to \$175 on any given day and then spend less on other days to make up for it. This type of updates give way to the algorithm to take advantage of once-in-a-campaign opportunities.

Daily Budget Scheduling

(This is probably our favorite update 😊)

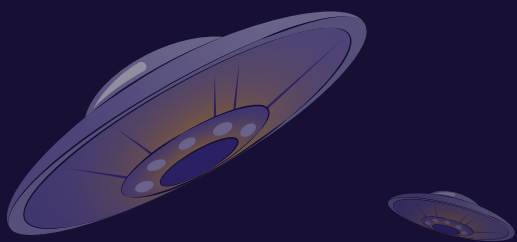
Budget scheduling ⓘ

★ Budget scheduling 📄 ✕

You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.

[Try budget scheduling](#)

Increase your budget during specific time periods [View](#) ▾



Now you can schedule budget increases to occur during specific time periods. Yes, you still get a daily budget, of course, but there is now a box where you can tick “increase your budget during specific time periods”.

You can:

- Increase the budget by dollar amount or percentage
- Schedule up to 50 different increases in a single ad set

This type of update is mainly beneficial for campaigns that are going to run during holiday seasons when

businesses are willing to spend more on ads. Thanks to this update, your ad sets won't risk reentering the learning phase despite budget increase.

After your promotional period ends, your budget will automatically revert back to the daily budget that you've initially set — and that's it. No other steps needed.



LinkedIn is sunseting lookalike audiences

Starting February 29, LinkedIn will be discontinuing its lookalike audiences. Any current lookalike audiences will become “static” and stop refreshing with new data, and after 30 days of inactivity, unused lookalike audiences will be automatically archived.

Additionally, the API for creating such audiences through third-party platforms like HubSpot will be discontinued.

Silver lining is that you’ll be able to use Predictive Audiences and Audience Expansion.

Predictive Audiences

They use AI to build custom audiences likely to convert based on the advertisers’ conversion data, lead gen forms, or contact lists.

What you need to get started:

At least 300 people in selected data sources to create a predictive audience. A maximum of 30 predictive audiences per ad account is allowed by the system and these can’t be shared between accounts.

Keep in mind

Audiences of campaigns that use predictive audiences cannot be expanded.

Audience Expansion

This feature is recommended for marketers who aim to broaden their target demographics as it expands target audiences using LinkedIn’s professional demographic data.

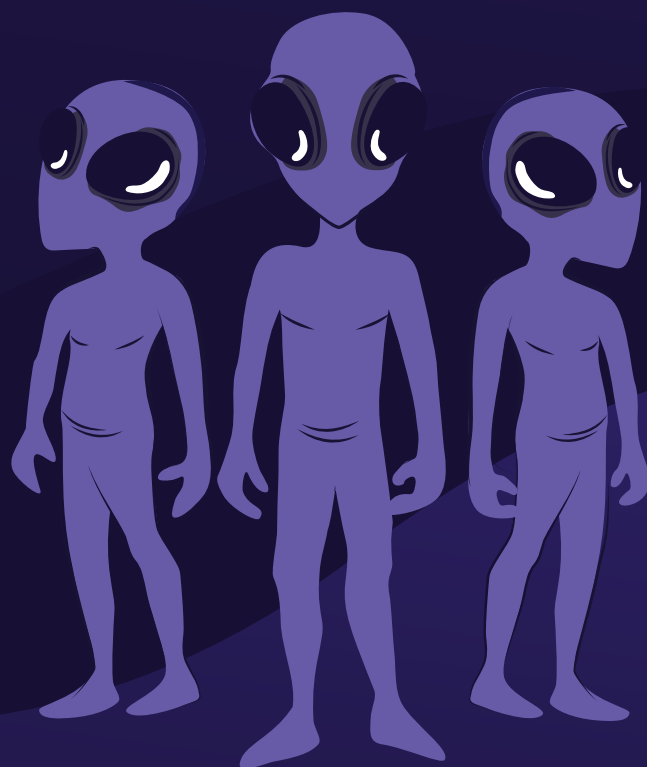
What you need to get started:

Data from the initial campaign audience to build a wider group..

Keep in mind:

Audience Expansion isn’t available for dynamic ad formats or predictive audiences.

Check out [LinkedIn's official announcement](#) for more details.



That's a wrap!

Thank you for reading our report!

If you want more juicy insights,
sign up for our newsletter.

See you!

