



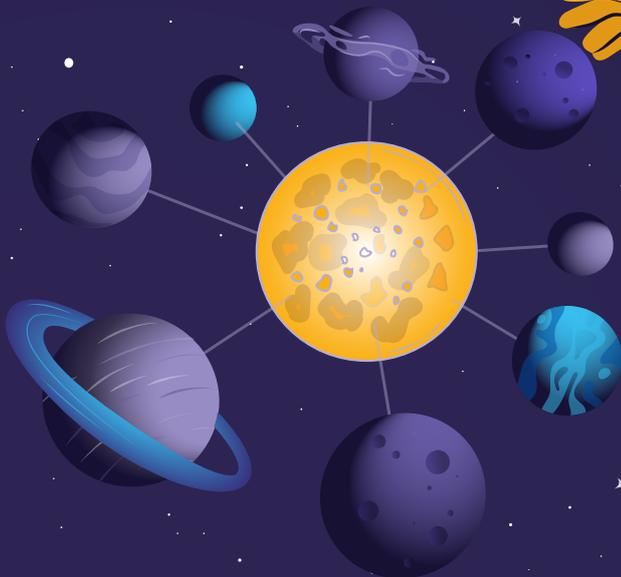
Galactic Fed

Galactic Fed Marketing Lab: Issue 9

It was an eventful month with Twitter becoming X, Chrome 115 update beginning to deprecate cookies, Threads releasing a web app... Let's see what it means for your business and how to prepare yourself for the following changes.

We'll also discuss SEO blog posting frequency, discrepancies in data tools, and tried-and-tested TikTok strategies.

Buckle up!





▶ What does Twitter rebranding mean for business accounts? How can it affect my organic and paid strategies?

In short: A lesson on how to wipe out billions in brand value overnight.

If you can't wrap your head around the recent Twitter - sorry - X, rebranding, don't worry, you're definitely not alone.

We are used to rationalizing the controversial and borderline inexplicable moves Elon Musk has been making, because let's be honest, he didn't become a billionaire by making poor decisions.

Yet as marketers, this time we really struggle to justify **losing at least \$4 billion in brand value** over a poorly-rolled out rebranding. Even though it's in-line with Musk's big idea of creating the "**everything app**":



This is a testament to the seriousness of his intentions. Unfortunately for businesses, it may mean Musk will continue to choose his fixation over user feedback and the platform's best interests.

Ad sales were already down 59%, and now this rebranding resulted in a **huge drop in app installs**. The platform is far from being doomed, but it might be the right time to consider other opportunities.

If you rely on Twitter/X ads:

Experiment with Reddit ads. There's a big audience overlap, and targeting options allow to capture audiences with particular interests.

If Twitter/X is part of your organic strategy:

You may have to consider other social media channels. Ask your audience whether they will stay on the platform and where else they would follow you. Also, Threads just launched its web app, so who knows, maybe they will steal a chunk of ex-Twitter power users.



▶ We had some initial success on TikTok, but then the stats went down. How do we get consistently good organic results?

In short: Think TikTok. And follow their best practices.

TikTok likes to feel special and to know you're creating content specifically for the platform. The algorithm can usually tell if you've repurposed a Reel or another short video without making it TikTok first - and that's a big no-no if you want organic impressions.

Here are some other TikTok best practices:

Be TikTok First



Capitalize on trends



Follow technical specs



Create a story



Be stimulating



Get groovy



Capitalize on Trends

TikTok is famous for its challenges, and if you want to rock the platform, you gotta do the silly dances, the stories sharing, the pranks, and such. Obviously, they must align with your brand style and voice so choose wisely.

Search for popular hashtags, scroll your FYP, see what (relevant) top creators are posting - that'll give you an idea on what's been trending on TikTok. Next, think how your brand can respond to them.

Follow Technical Specs

A widespread TikTok rookie mistake is placing something important/engaging towards

the bottom of the screen where it gets overlapped by TikTok native elements. To avoid that, follow the **technical recommendations**.

Create a Story

Make your video short and sweet. Start with a powerful hook (the first 5-7 seconds), transition to the main narrative, finish with a clear and enticing CTA.

This strategy is meant to captivate your audience, give them enough time to see what you're all about, and invite them to engage with you further.

Be stimulating

Forget boring, forget static, forget monotonous - TikTok is all about constant stimulation. Changing graphics, zooming in and out, adding emojis and text popups and such spark curiosity and increase the chances of engagement.

Get groovy

Unlike Reels, TikToks work best with music. Using trending audios can increase your reach, and upbeat compositions often perform better.

Also, pairing voice-over with subtitles is a good idea as this way you'll deliver the message to both sound on and off viewers.



Bonus Tip

Experiment a lot, especially as a newer account. And post consistently - TikTok's algorithm doesn't care for long breaks.

▶ I heard that for SEO to be effective, I should be publishing at least 10 blogs per month. Is it true? What are the benchmarks?

In short: The more the merrier isn't always the case with SEO.

What's better - 10 SEO-optimized, well-researched, human-written, relevant articles or 100 random AI-generated articles?

While the latter may have some temporary benefits, it's the former that will define your website's success.

In other words, it's not the website with the most content that wins the SEO race, but the one with the content optimized for both search engines and humans.

There's no particular rule that says you must post X number of articles per month otherwise your website will be punished. Yet it is best practice to aim for at least 4-6 blogs per month to signal Google that you're an active website.

Also, don't forget to build links to new pages and spread link equity; otherwise, your content efforts might be in vain.

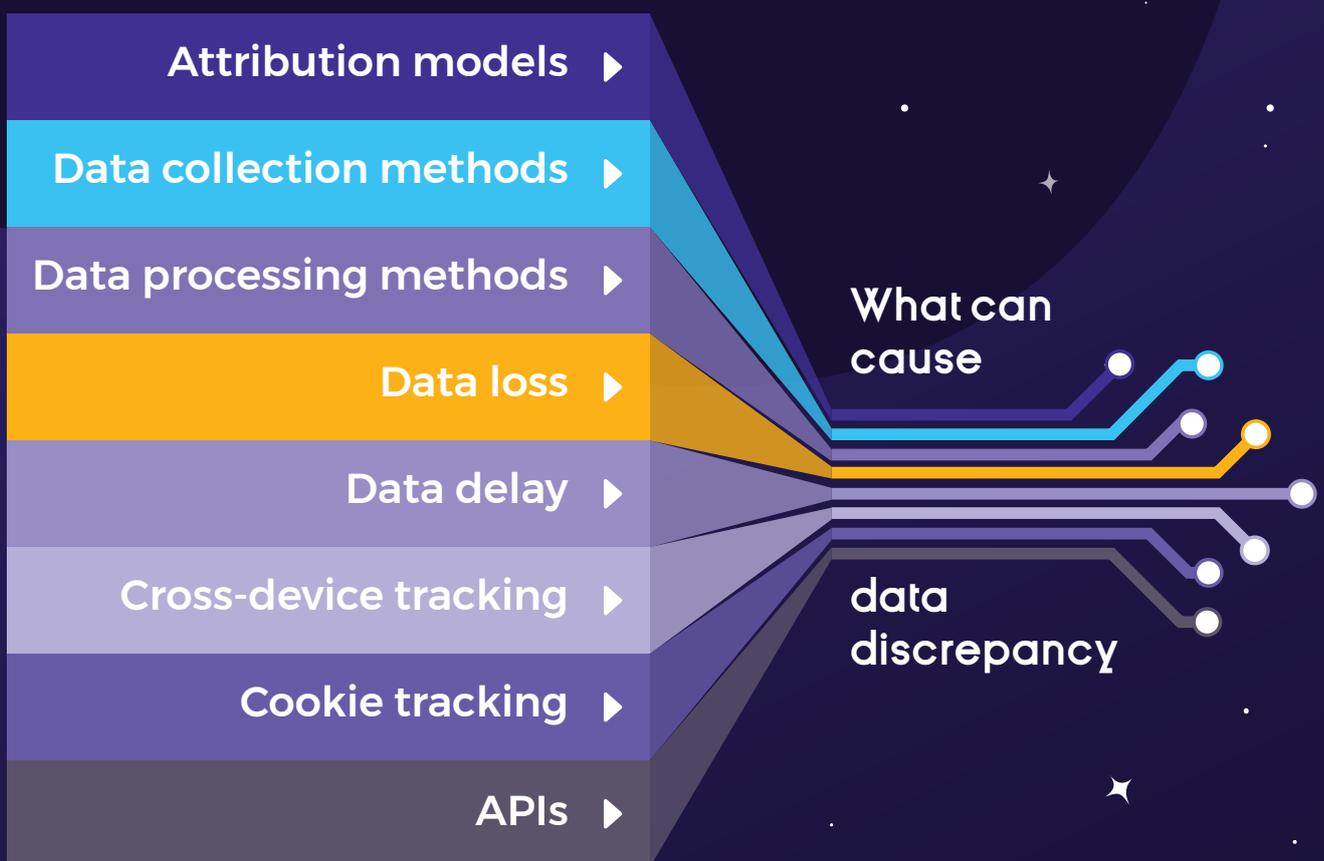


► Why do I keep seeing the difference in metrics across platforms like GA4, Shopify, Meta Business Suite, and such?

In short: Different data processing delays and attribution models.

First of all, don't sweat it - seeing slightly different results on different platforms is annoying but completely normal. Especially, if you try to compare data from native analytics tools (e.g. Meta, HubSpot) with data from tools like Google Analytics or Databox.

Assuming all your accounts are in good standing and there were no technical issues, here are the three most common explanations for why this is happening:



Different attribution models

Different platforms utilize various attribution models that determine how conversion credit is assigned to different marketing channels or touchpoints.

In other words, platform A will attribute a conversion to the last touchpoint, platform B will spread it equally across all touchpoints, platform C will only count in direct clicks to purchase.

How to deal with it:

Stick to one platform as a benchmark for performance.

Different data collection and processing methods

Variations in these processes can lead to inconsistencies in reported metrics. For example, you'll rarely see Ahrefs and Semrush agree on something simply because they use different databases and third-party resources alongside their own crawlers.

It doesn't mean that either is incorrect. Many other factors (cookie tracking, cross-device tracking, or session timeout settings) influence the accuracy of the reported data. You need to remember that data itself is kinda useless: it's the context that provides you with valuable insights and action points.

How to deal with it:

Focus on trends and patterns rather than solely on absolute values from a single platform. Compare two similar time periods (YoY, MoM, etc.) to analyze the effect of your marketing activities.

Differences in data transfer

When data is transferred between platforms, data loss, transformation, or inconsistencies can occur during the integration process.

You also need to account for delays in data processing - for example, it takes GA4 anywhere between 24-72 hours to update data.

How to deal with it:

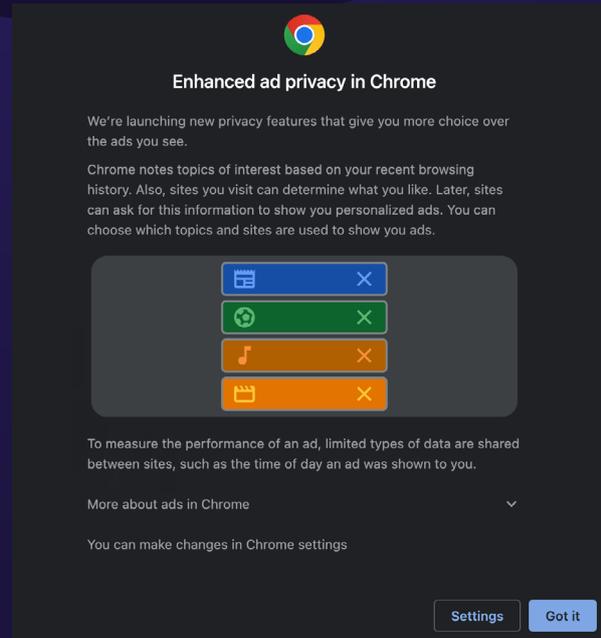
Accept there might be technical issues along the data way. Also, cross-check platforms regularly to ensure correct data integration.

▶ I've seen a privacy update banner on Chrome. What does it mean and how it can impact our Google ads and other digital marketing channels?

In short: As promised, Google is deprecating cookies, but it's too early to worry about it.

Well, this is finally happening... After multiple timeline updates, Google has finally started to prepare for cookie deprecation. Earlier this year, they launched a beta version of their **Privacy Sandbox** for Android, and now with the new Chrome update, they prove they no longer beat around the bush.

Moreover, **Google will disable third-party cookies** for 1% of its users as early as Q1 2024.



RIP Google ads?

Of course not, Google isn't going to shoot itself in the foot and put at risk 80% of its revenue. The idea behind third-party cookie deprecation is to find more privacy-friendly alternatives.

Paradoxically, Chrome may start to collect even more data points - they just won't be as personal and will contain fewer cross-app identifiers.

Also, Google wants to push first-party cookies, and GA4 is built with this change in mind. They call it the "**Future of Marketing**", and if Google says so, it's likely to be it.

What does it mean to advertisers?

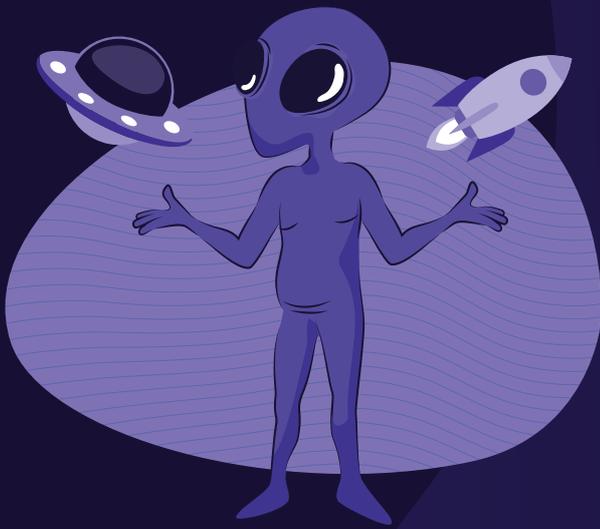
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Keep running your Google ads campaign as usual but do keep in mind the upcoming changes when planning your 2024 paid media/marketing budget.



2

Consider other platforms. Just in case.



3

Explore ways to collect first-party cookies on your website. Create a lead magnet to collect emails, drive sign-ups, launch a newsletter, run promotions - anything that will make your visitors want to share their data with you.



That's a wrap!

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

See you next month!

