

Galactic Fed Marketing Lab: Issue 3

As a digital marketing agency, we receive dozens of marketing questions every month. In this issue, we'll tell you how to survive a recession AND grow your company, teach how to display images on Google's SERP, provide you with a free 360° CRO toolkit, explain why you don't need Telegram, and review what industries will blow up in 2023.



▶ I'm about to redesign my website. Should I perform conversion rate optimization before or after the redesign?

In short: Run a CRO audit before, fix issues while redesigning your website, then run another audit.

Unless you're building a new website from scratch without keeping any content, it makes sense to do the following:

Compare your audit findings against your new website design. Ask yourself these questions:

- Are you repeating the same CRO mistakes in the new design?
- Is your new design optimized for conversions?
- Does it make sense to keep/transfer the components that perform well?



2

Ensure you apply your findings to the new design



3

Download our **FREE CRO toolkit**



1

Run a CRO audit on the existing version of your website. You can use our **checklist** to identify areas for improvement



4

Once the new design is up and running, run another CRO audit to ensure your website is a conversion gold mine.

I hear recommendations to conserve marketing activities in case of a recession, but I'm afraid to miss on growth opportunities. What should I do as a business owner?

In short: Optimize, evaluate, restructure.

1

First and foremost, don't abruptly end your marketing activities. It may seem like a sensible budget optimization, but if you rely heavily on a constant flow of new customers and/or nurturing your audience, you risk a substantial decrease (if not a full-on drop) in sales.

If you must, reduce your budget gradually. Start with the least effective channels. Pause the worst-performing paid campaigns. Reconsider your tech stack - make sure you don't keep paying for the tools you no longer use and/or search for less costly alternatives. Or, see if you can consolidate similar tools into just one.



"Stopping advertising to save money is like stopping your watch to save time."

Henry Ford

2

Second, evaluate your current marketing activities:

- ★ Are they optimized to bring max return on investment?
- ★ Do they help you leverage your existing audience?
- ★ Do they complement each other?

And, most importantly, ask yourself: *What will happen if I pause this marketing channel?* Will you keep getting enough website traffic if you pause all of your ads? Will you have another channel to keep in touch with your audience if you quit social platforms?

The rule of thumb is to have at least one channel that generates traffic, and at least one that generates conversions/sales.

3

Third, double down on free marketing techniques - free meaning only human effort is required for execution:



They do take more time to pick up (as opposed to paid media), but they are more resilient and can deliver amazing results given time and effort.

Last but not least, when restructuring your marketing activities, see what will make more sense financially - hire another employee or bring up an agency.

Both have their pros and cons. For instance, having an in-house specialist means you could probably load them with more tasks, whereas an agency usually works with a predefined scope. At the same time, you can hire a top agency with a team of experts for an equivalent of an entry/lower-mid full-time employee.

Whatever you decide to do, be strategic about it and don't make rush decisions. Test the waters before you commit to your new marketing plan.

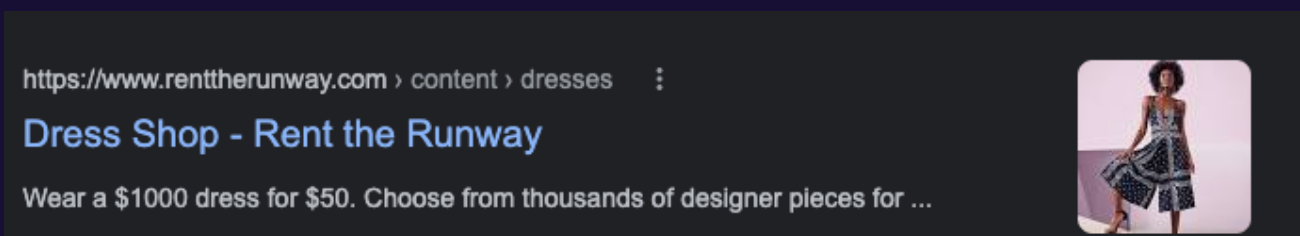
▶ I saw images next to my competitor's listings on Google, similar to image extensions on the paid side. I'm wondering what I would need to enable these organically?

In short: Add structured data to your product pages

As Google keeps evolving, it adds richer formats to display search results falling under the Shopping experiences category.

Apart from having an image appearing next to your web page metadata, you can also set it to display:

- ★ Price
- ★ Availability
- ★ Product rating
- ★ Shipping information
- ★ Offer



To start benefiting from this richer format, you will need to add Product structured data to your website pages and upload data feeds via Google Merchant Center. This will maximize your eligibility for experiences and help Google correctly understand and verify your data.

Please note, Google doesn't guarantee your spot in the experiences even if you're eligible. That's Google for you...

Learn more about Product structured data, shopping experiences, and find code examples on the official [Google Search Central page](#).

▶ What's so special about Telegram? Should I be using it?

In short: As a brand platform, probably not.



Telegram is a new-generation instant messaging platform released in 2013. In terms of features, it's somewhere between WhatsApp and Discord - users can chat with their friends, share files, make voice and video calls, and also create and follow channels.

One of the key USPs of Telegram is secret chats that use end-to-end encryption, meaning that the content users exchange isn't stored on Telegram servers and is much harder to trace. This makes it highly popular in countries like Russia, India, Iran, and Brazil, where public display of opinion can threaten a person's safety.

On the other hand, it is a convenient chat app for messaging - whether or not you're concerned about your privacy. Telegram has a decent fanbase in many European countries, including Germany and the United Kingdom. However, **less than 10 million users** access Telegram monthly in the US.

Why do brands go on Telegram?

Telegram has a channels feature - a Twitter-style feed where channel admins can post quick or long-form updates, include media and links, run polls, forward messages from other channels, and more. Channels owners can also allow users to comment on the posts and even post themselves (making it a Discord-type chat).

You can even create a private paid channel to monetize your content.

If you look at the **biggest Telegram channels**, most of them fall under these categories:



News & Media



Cryptocurrencies



Entertainment

So, unless you have a very diverse international audience outside of the US and you produce daily content, you most likely do not need Telegram as another brand platform.

▶ What industries are expected to grow in 2023?

In short: Tech and innovation take the lead.

There's no doubt all-things-tech will remain in all ratings of the fastest-growing industries in 2023. This includes not only "traditional" tech like IT or SaaS, but also cleantech (alternative sources of energy, waste management), biotech (gene therapy, age hacking), and new tech (AI, machine learning, robotics).

Experts also anticipate a lot of growth activity in the industries affected most by Covid:



Travel

Including hotels, airlines, packaged holidays, tour operators.



Food

Including restaurants, food delivery, grocery stores.



Retail

Offline and online, huge potential thanks to in-app purchases.



Offline Entertainment

including movie theaters, galleries, arcades, indoor and outdoor recreational activities, amusement parks, walking tours

And, of course, these traditionally strong industries will continue to reach new all-time highs:



Finances

Including major banks (warships in the turbulent sea), new-gen banks (niche for smaller loans), VC (any crisis is an ocean of opportunities), crypto-friendly financial institutions (bear market won't last forever...)



Energy

Energy crisis in Europe opens up opportunities for the US oil and gas providers. Green energy will also pick up, including solar panels, wind harnessing, energy recycling, and such.



Healthcare

This includes not only healthcare institutions but also wellbeing, fitness, personal health, etc. Covid made people more aware of their health (not to mention, compromised it for millions), so people are looking for ways to take the reign.



Business services

Business needs to change, so do services, but B2B in general remains strong. Among the new sub-industries are HR outsource, remote teams tech stack (Deel, Slack, etc.), online payments, and content creators.

That's a wrap!

Thank you for reading. If you have any questions left, **book a free call with us**, and we'll guide you through.