



Galactic Fed

Galactic Fed Marketing Lab: Issue 8

Are you on Threads yet? If not... Well, read this newsletter first.

Also, are you dealing with AI-induced FOMO? We've got some tips to ease your mind.

For dessert, we'll discuss why the number of backlinks is super important (with the help of Taylor Swift), review email marketing campaigns that don't suck, and talk pros and cons of validating business ideas with ads instead of traditional marketing research

Buckle up!





▶ With so many AI tools popping up every day, how to keep up and avoid FOMO?

In short: Remember that many of them are just AI replacements with a different UX.

Okay, first of all, the AI FOMO is real, and we feel you. When we started looking into marketing-related AI tools, our initial list included over 600 names, and it was frustrating to see new cool tools appear every day without any capacity (even at the agency scale) to test them out.

However, after a couple of months of this grinding work, we started to see patterns. Very few tools are truly original, with most newcomers suggesting an alternative or a variation of an existing tool.

Let's take social media tools, for instance. They can be split into several categories:

<h3>Supported Platforms</h3> <ul style="list-style-type: none"> • Broad: support most key platforms • Niche: support only one platform • Exotic: support lesser-known platforms (e.g. Mastodon) 	<h3>Key Features</h3> <ul style="list-style-type: none"> • All-rounders: offer most expected features • Targeted: offer 1-2 key features (e.g. only AI copywriting) • Associated: offer related features (e.g. Reels generation)
<h3>Scalability</h3> <ul style="list-style-type: none"> • Zero: fixed features • Limited: scalable add-ons (e.g. CMS integration) • Flexible: fully scalable 	<h3>Pricing</h3> <ul style="list-style-type: none"> • Free: including freemium models • Affordable: between \$50-100 per month • Expensive: \$100+



There will be tools that fall under all the same categories. In that case, it's all about your preferences in UX.

We recommend you choose 2-3 broader tools and 3-5 niche ones - that should cover your daily marketing needs. If you are looking for some new ones, check out [There's An AI For That](#) website - it's the largest AI aggregator.

Just remember - working with AI tools shouldn't feel like work 😊 They should have you reduce your workload, not add to it.

THERE'S AN AI FOR THAT
6,594 AIs for 1,834 tasks. Updated daily. Sponsored by Sidekick: Talk to your business apps.

298,559 searches today

Find AIs using AI

⚡ The largest AI aggregator. Used by over 2,000,000 humans each month. ⚡

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Syntha + SEO content Free + from \$24/mo 7 5.0	Logorax + Logo design No pricing 11	Boostpixels Vector + SVG illustrations From €5 5
Feedbase + Customer feedback analysis Free + from \$9/mo 4	Paraphrase Tool + Paraphrasing No pricing 5	Cogglar + Podcast Q&A No pricing 2

▶ What's more important when it comes to backlinks: quality or quantity?

In short: Quality. But you also want quantity.

On the surface, it's a no-brainer question - one quality link from a high-ranking domain is almost infinitely more important than dozens, and even hundreds of links from low-authority domains.

Why is that? Well, Google has invested a lot in its spam policies and protection against ranking manipulation. Simply put, it wants you to earn your ranking spot by proving you're worthy, not by paying for it.

Backlinks have always been one of the **most important ranking factors** as they help determine the website's relevancy. They signal that your website is "good", and the more authoritative the domain it comes from, the more gracious Google's algorithm will be.

Imagine Taylor Swift saying you're a good singer - it'll be worth 1000x more than if a bunch of random people told you the same thing.

At the same time, more than one A-list link may be needed to outrank websites with multiple B/C-list links. That's when quantity takes center stage.

Lots of backlinks from medium-authority websites make you that popular kid everyone is talking about - and Google appreciates that as well.

As long as they come from relevant and trustworthy domains, these links are also extremely valuable for making it to the first page of SERP. So, they definitely belong with you 😊



▶ I heard a mature email marketing campaign should consist of promotional, automated, and lifecycle emails. How should I balance them out to prevent subscriber fatigue?

In short: Be on time, on point, and on the money.

Timing, relevancy, and value are what make or break email marketing campaigns.

Combining promotional, automated, and lifecycle emails in your strategy can be hugely beneficial as this combo organically incorporates the three key elements mentioned above. This approach also ensures your audience receives a variety of content.



Automated Emails

- Website interactions confirmations
- Transactions notifications
- Customer support interactions
- Reminders (payments, renewal)
- Abandoned cart
- Security alerts



Lifecycle Emails

- Welcome/onboarding emails
- Dormant users reactivation
- Win-back series
- Feedback/review requests
- Loyalty program nurturing
- Milestone emails



Promotional Emails

- Product launch/updates
- Special offers
- Holiday season series
- Exclusive discounts
- Upsell/cross-sell sequences
- Company updates

Automated Emails Are All About Timing

Often called transactional or triggered emails, automated campaigns should be sent out right after a user performs an action. Timing is crucial here, as you want to get on their radar while they're still hot.

As automated emails are generally anticipated, they can be sent as frequently as needed.

It's recommended they are straightforward and neutral, saving marketing bells and whistles for other campaigns.

Lifecycle Emails Must Be Highly Relevant

These types of emails guide and nurture a user along their journey. From the customer's point of view, they support and educate to help get the most out of the product/service. From the business perspective, they are meant to maximize the customer's lifetime value by making them more engaged and loyal to the brand.

Understand the different stages of your customer journey and create a lifecycle campaign for each. Ensure they don't overlap - one user shouldn't be enrolled in more than one sequence at a time.

Promotional Emails Focus on Instant Value

Promotional emails have one clear goal - drive sales and conversions. They will generally include a discount or another suitable special offer as an incentive to encourage customers to immediately take action.

Generally perceived as rather pushy and intrusive, promotional campaigns should be limited to 1-2 emails a week.

Bonus Tip

It's best practice to allow users to set their email/notification preferences.

▶ What are the pros and cons of running ad campaigns to conduct speed market research?

In short: You'll most likely trade deep insights for speed and low budget.

Traditional market research includes so many scrupulous steps that it may, indeed, seem tempting to skip the boring phase and jump head-first into action.

Counterintuitively, this approach isn't all reckless and unreasonable. Fast idea validation can be advantageous as a minimal investment in proved-doomed concepts means saving time, money, and effort.

And generally low-cost CPC platforms like Meta or Google can be a great help.

Validating ideas with ads: Pros and Cons

Pros

- + Fast Insights**
Ads bring immediate feedback on customer engagement and response.
- + Access to millions of people worldwide**
Wide reach makes it easy to validate ideas on various markets.
- + Flexible segmentation options**
Relatively easy to find the audience you want to target and even test various audiences.
- + Easy to launch**
Ads require minimal preparation and can be launched very quickly.
- + Low effort**
Smaller campaigns require minimal supervision.

Cons

- Surface-level insights**
Ads bring lots of quantitative data but very little qualitative which makes it hard to draw precise conclusions.
- Bias towards action**
Algorithms tend to show ads to people who are most likely to take the desired action which can make the results unrepresentative.
- Potentially skewed results**
Most people will need more than 1-2 touchpoints to show definite interest (or, lack thereof) in a product or idea.
- Ad fatigue**
To maintain optimal campaign performance, it's recommended to update creative assets regularly to avoid ad fatigue. This means extra effort.
- Managing multiple ads accounts**
It's not recommended to run completely different campaigns (e.g., for an online financial platform and a washing-as-a-service company) from one ads account.

Let's look at this list of pros and cons.

1

First, it's obvious that the more often you use this approach, the more complicated (and expensive) things will become. Can technically get to the stage where it'll be easier to conduct the actual research.

2

Second, it's best to run idea-validating ads within your business. For instance, to test which packaging concept gains more traction or which platform has the most engaged potential customers.

3

Third, these field insights should be backed by qualitative data acquired with traditional research methods like surveys, focus groups, competitive analysis, and such to ensure uncompromised and accurate results.



▶ Will Thread become the next big thing? Should we have an account there? What will happen to Twitter?

In short: Probably not. Yes. Only Musk will tell.

Threads platform has now been around for around a month, and oh boy, has it been a rollercoaster...

They started strong by reaching 100M members in record time - less than 5 DAYS! The previous record holder - ChatGPT - only reached that number in two months.

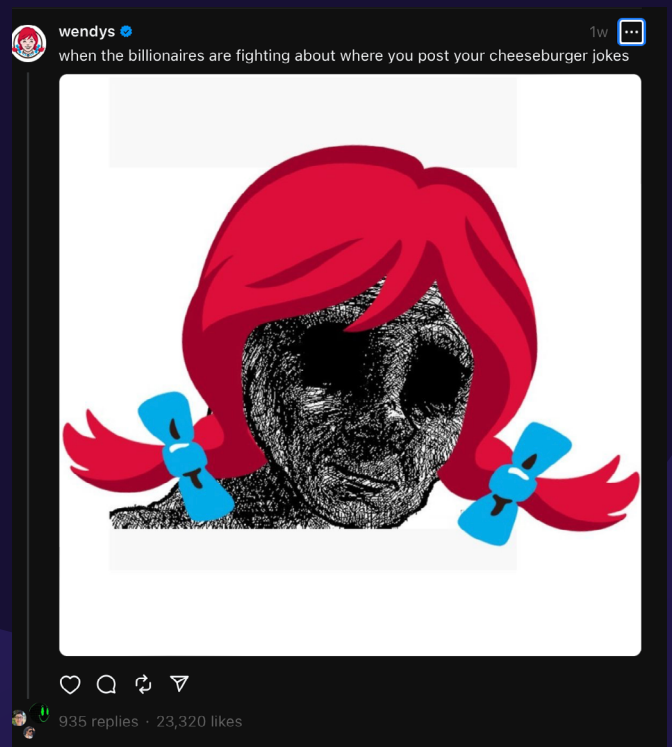
However, the troubles in paradise began just a week after launch, with **both Sensor Tower and Similarweb reporting** over a 50% decrease in time spent on the app and a 20-25% decrease in daily active users.

It doesn't help that Threads is still unavailable in the EU due to data protection laws and that some potential users hesitate to sign up as the app **can only be deleted** together with the parent Instagram account.

Does it mean Threads is doomed? We doubt that - the platform is still at its nascence, and Meta has invested too much pride in it to call quits.

What will happen to Twitter? While some yet again predict the end of the bird platform, others joke that Elon Musk did

more damage than any other app possibly could so we're safe. We don't take sides as we see both platforms peacefully coexist. Although, we can really relate to this:



Should you have an account on Threads? Well, we definitely recommend you register one to reserve your handle (just in case). Should you post there? Give it a go if you've got resources. But remember to adjust your Twitter-style content to your Instagram audience.

That's a wrap!

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

See you next month!

