



Galactic Fed

Galactic Fed Marketing Lab: Issue 4

As a digital marketing agency, we receive dozens of marketing questions every month. In this issue, we'll look into how TikTok ads can complement Google ads, which budget-friendly marketing techniques should be on your radar, why Meta Verification comes at a hefty cost, and when to invest heavily in SEO. Oh, and we'll also share a link to our exclusive Social Media Marketing toolkit worth hours of expert work.

Buckle up!



Should I invest in SEO if I am about to migrate or redo my site?

In short: Yes if your website is already underperforming. Otherwise, save it for later.

Here are some factors you could consider:



The main question you need to answer is - what will happen if you don't invest in SEO before migration?

If your situation is already dire (plummeting domain rating, loss of traffic, etc.), it may make sense to invest in SEO asap to keep your website from forever sinking into the depths of Google's SERP.

If you haven't done much on the SEO front and/or see no imminent danger, postpone larger investments if you don't want to be spread too thin.

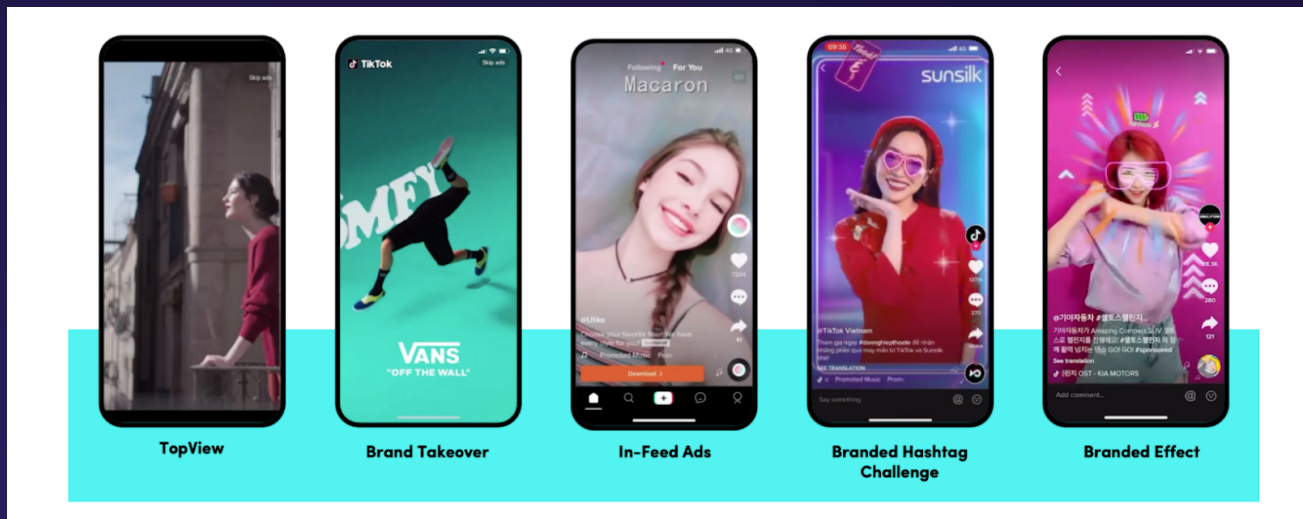
Remember - it's much harder to recover a website's ranking than to maintain it.

▶ How to use Google Ads and TikTok ads in conjunction?

In short: Understand they're meant to target different audiences at different funnel stages.

Since the audiences and targeting capabilities are very different, these platforms can seamlessly co-exist in your marketing strategy, but they shouldn't merge per se. This is due to an unlikely audience overlap - so, for example, remarketing won't work that well.

On the other hand, TikTok is a brilliant tool for increasing brand awareness and consideration. The ad formats are so natively integrated into the organic feed that they blend in and are more likely to capture a potential customer's attention.



A successful awareness campaign on TikTok could lead to users moving down the funnel toward the consideration phase. Enter Google!

An increased amount of brand and niche-related keywords search queries can then be capitalized on - by running Branded Search campaigns on Google Ads.

Pro Tip 1

TikTok is especially **great for tapping into a brand-new market** with a very engaged audience that makes buying decisions based on influence.

Pro Tip 2

You can also run a **lead generation campaign** on TikTok to later use on Google.

▶ I don't have a big budget for paid media but want faster results than SEO usually delivers. What can you recommend?

In short: Focus on Email Marketing

Email marketing and social media marketing are one of the most budget-friendly digital channels that can deliver fantastic results with minimal financial investment.

Email Marketing

The beauty of email marketing is that you own your user base. You're in direct contact with each and every one of your customers, and your interactions do not depend on algorithms, bids, rankings, or anything else beyond your control.

There are lots of different email types that you can employ to nurture your relationships with customers, learn from them, and **increase sales**:



Here are some **free resources** from our experts to help you get started.

Social Media Marketing

Everyone is on social media, yet few fully leverage it. Whatever your brand, there's likely a suitable social platform for its promotion.

Download our **[free social media marketing toolkit](#)** for growth, and get lightyears ahead of the competition.

Local SEO

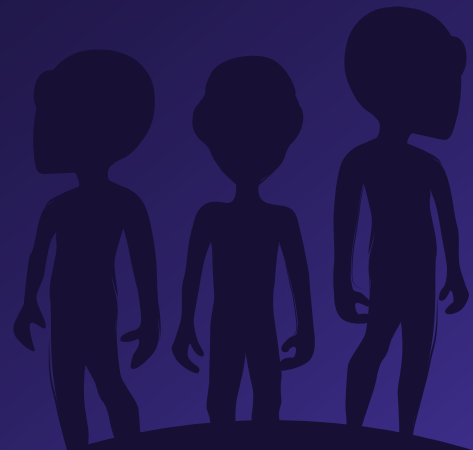
Google Business profile, local listings and directories, and reviews websites are great sources of exposure for smaller businesses. They can drive organic traffic and boost visibility for location-based queries.

Content Marketing

Apart from the writer forms (blog, social media), consider investing in podcasts or videos - if it makes sense for your business.

Online Communities

While building your own community, become a part of an existing one to promote your business natively. Consider platforms like Reddit, Quora, and even Discord. Provide valuable insights and engage with users, positioning yourself as an expert while subtly marketing your brand.



▶ Meta Verified - is it worth it? What are the benefits of being verified if anyone can pay to get the blue tick?

In short: 🧑

We'll be honest with you - Meta's been so unpredictable recently that trying to make sense of its initiatives is difficult. Pushing Reels, then going back to static images, abandoning the NFT project, making a big deal out of the features only available to a fraction of the user base in the selected countries... And now, this.



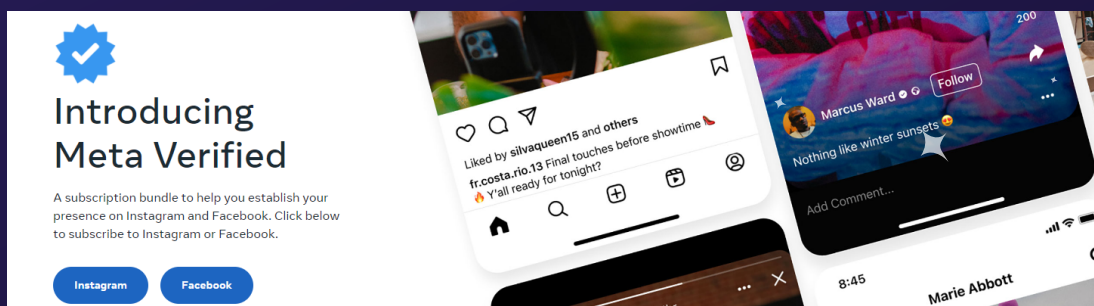
Many already called it “Musk-inspired” (referencing the infamous “pay-and-get-your-blue-check on Twitter) - in a bad way. But let's keep an open mind and look at the facts.

Third, would you be comfortable submitting your government-issued ID to Meta just to get your blue check?

First of all, Meta Verified won't be available to businesses. Not yet. So, only individuals can apply.

Yes, here's the catch that many are extremely uncomfortable with - in order to get verified, “*applicants are then required to submit a government ID that matches the profile name and photo of the Facebook or Instagram account they're applying for.*”

Second, it's just rolling out in the US, and you must **join a waitlist**.



But there are also some advantages to being verified. Take a look at this table where we gathered the main pros and cons:

Meta Verified: Pros and Cons



Pros

- + Credibility**
Enhanced reputation, trustworthiness, and potentially - higher visitor-to-follower conversion rate
- + Visibility**
Meta claims that verified accounts will receive prominence in some areas of the platform - like search, comments, and recommendations.
- + Dedicated Support**
A favorite perk - access to a real person for common account issues.
- + Exclusive Features**
Right now, Meta only mentions some "exclusive stickers and 100 free stars a month on Facebook so you can show your support for other creators." Whatever that means.

Cons

- Real Name**
To be verified, your account name must match your real one. For many creators, that could be an issue.
- ID Check**
You also must submit a government-issued ID, name and photo which match the applicant's account on Facebook and/or Instagram.
- Compliance**
Verified users will be monitored more closely - for instance, they won't be able to change their profile name, username, date of birth, or photo without triggering another verification process.
- No Guarantees**
Blue check isn't a magic wand, and Meta doesn't guarantee a verified account will receive more organic traction.

We recommend thoroughly weighing the pros and cons and hearing what other verified users say. The good news is, it's not irreversible - worst case scenario, you'll lose \$15.

What's the difference between Quality/Engagement/Conversion rate Rankings on my Meta ads? What should I do if I score "Below Average"?

In short: They evaluate different aspects of your ad. If any is "Below Average," consider optimizing your ad.

All three are important metrics that help you evaluate your ad performance on Meta. It gets benchmarked against other ads that compete for the same audience. This can give you an idea of whether there's room for improvement.

Ad Quality Ranking



Say, you're happy with your cost-per-click and you think your campaign is good enough. Maybe - but let's double-check. First of all, look at the performance of the individual ads - do they all perform equally well and have equally low CPC? Second, check out these ratings and make sure they are all Average or above. If you see any "Below Average", your CPC could be even lower.

Use our [Cheat Sheet](#) to understand what exactly you should optimize and how.

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.

