Social Amplification ENGINE

Increasing Digital Yield

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Welcome!

We created this guide for folks who want to learn how to increase their digital yield to get more from what's already working.

This guide:

- Teaches you our tested and proven process to increase your visibility, grow your audiences, supercharge engagement, drive leads and end-conversion goals.
- Shows you how to go beyond just a single channel to take advantage of cross-channel marketing.
- **Does not** teach you how to create content, landing pages, or your sales funnel — you must have a funnel that already converts.
- **Does not** teach you how to start your business — what we teach you will amplify your existing marketing efforts into digital.

Ready to implement the Social Amplification Engine for your business? Let's begin!

Dennis Yu

Chief Technology Officer

Why a "Social Amplification Engine"?

The Social Amplification Engine maximizes what's already working in your business-- to increase conversion rates on existing traffic and find more customers that look like best customers. It's not for brand new products or businesses that don't have an existing funnel.

BUSINESS PACKAGES

PLUMBING 1

In Digital Plumbing, you build your audiences and track results. With reliable analytics, you can determine where an additional ounce of effort or dollar in ad spend can work the hardest.

GOALS 2

Next, your Goals will guide the entire implementation process. Your story, mission, and goals will determine the key performance metrics that will measure your social investment.

CONTENT 3

Content is aligned with your Goals. Depending on where your audience is at in the funnel, identify key pieces of content that will nudge them along the funnel, until they convert.

TARGETING 4

Then, define the top few Target Groups that will help you reach your ideal target audience. To determine the quality of various target groups, measure its performance against your goals.

AMPLIFICATION 5

Once we have established the triad of Goals, Content, and Targeting, create 3 kinds of ads - amplify the most important pieces of content that will attract the most relevant people and drive engagement; intensify promotional efforts to the engaged crowd for conversions; place brand content in the news feeds of influencers to incept the media.

OPTIMIZATION 6

Finally, in Optimization, you have to constantly and repeatedly iterate. Stay in the game. Use analytics to determine where to put your additional effort or dollar in ad spend. Expand on working audiences, tweak bidding and creatives where necessary, re-allocate budgets and always measure your performance in terms of your Content and Targeting against your Goals to define success.

Contents

Digital Plumbing

- ☐ Create your Facebook Ads account using **business.facebook.com**.
- ☐ Create your Google Ads account and tie it to the Google MCC.
- ☐ Create your Google Tag Manager (GTM) account.
- ☐ Create your Google Analytics account.
- ☐ Set up Google Analytics with GTM.
- ☐ Set up Facebook Pixels and Standard Events with GTM.
- ☐ Create your first Website Custom Audience on Facebook.
- ☐ Set up Google Remarketing Pixel using GTM
- ☐ Publish your GTM container and tags to website.
- ☐ Verify everything is setup correctly.
- ☐ Create free dashboard to track analytics and ad performance at **dashboard.blitzmetrics.com**.

Need help? View **video tutorials** explaining these steps.

See our **Plumbing Guide**: **http://www.blitzmetrics.com/gtm**.

PLUMBING

Setting Up Google Tag Manager with Google Analytics, Facebook Custom Audiences & AdWords Remarketing

Creating Your GoogleT ag Manager Account

With Google Tag Manager, you can track all of your tags, whether they're from Facebook, AdWords, or anything else.
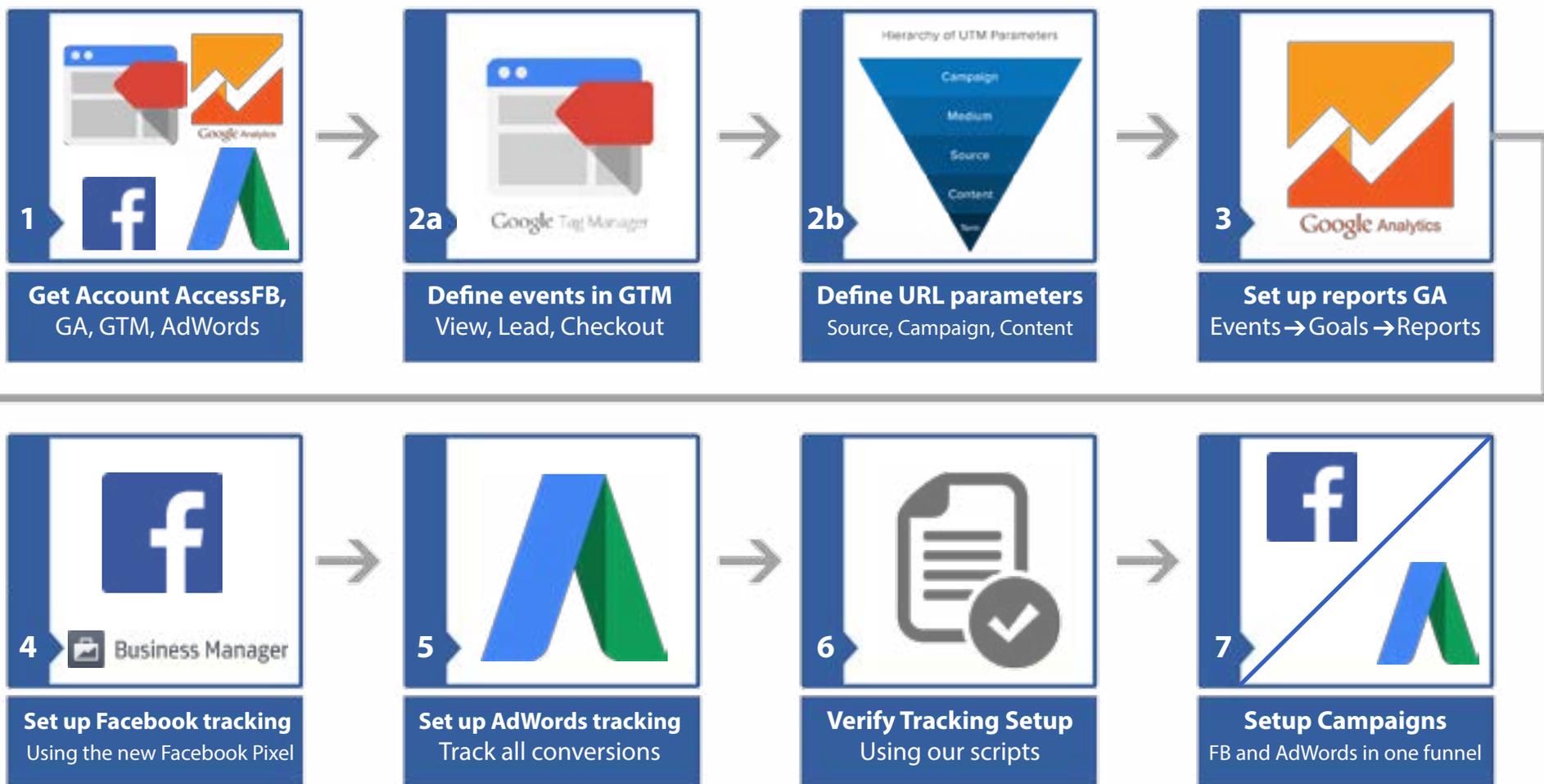
Go to *http://google.com/tagmanager* to set up a Google Tag Manager account and follow the instructions provided on the site. Once you agree to the Google Tag Manager Terms of Service, you'll see the Tag Manager code that you will need to install on your site. **Paste the code into your website to complete the integration.**

- HTML Sites: If your site uses HTML editor then copy the code and open up your websites HTML page template. Find the code "" within your page template and paste in the Google Tag Manager code directly after and hit save. You will need to do this for all pages or page templates that you want to use Google Tag Manager with.

- WordPress Sites: There is a really useful plugin for Google Tag Manager. You can just copy your Tag ID which is shown next your account name in the GTM dashboard or from the code itself after "?id=" and then paste it into the plugin settings page.

Setting Up Your First Facebook Custom Audience

☐ 1. Go to your *business.facebook.com* and click on the Audiences menu item.

☐ 2. Click the Create Audience button and select to create a Custom Audience.

☐ 3. Select **Website Traffic** so that you can build an audience from your website visitors.

☐ 4. Configure the tag to target **Anyone who visits your website** and set a period of **180 days**. Make sure you also give it a name you'll remember such as All BlitzMetrics.com Visitors.

☐ 5. After creating your audience you should be presented with your pixel. If you don't see it then you can click the gear in the lower left corner to bring up your pixel code.

☐ 6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.

☐ 7. Select Custom HTML as the Product and give the tag a recognisable name e.g. Facebook Custom Audience by clicking the pencil icon next to the tag title.

☐ 8. Click **Continue** and paste in the Custom Audience code provided by Facebook

☐ 9. Set the tag to fire on **All Pages**.

☐ 10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.

BlitzMetrics Social Amplification Flowchart - SETUP

1 Get Account AccessFB,
GA, GTM, AdWords

2a Define events in GTM
View, Lead, Checkout

2b Define URL parameters
Source, Campaign, Content

3 Set up reports GA
Events→Goals→Reports

4 Set up Facebook tracking
Using the new Facebook Pixel

5 Set up AdWords tracking
Track all conversions

6 Verify Tracking Setup
Using our scripts

7 Setup Campaigns
FB and AdWords in one funnel

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Setting Up Google Analytics with Google Tag Manager

☐ 1. Go to the *Google Analytics website* and either create an account or log in to your existing site to get your Tracking ID. Make sure you copy the Tracking ID rather than the full code from **Admin > Tracking Info**.

☐ 2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.

☐ 3. Select the **Universal Analytics** tag type and give your tag a name e.g. Google Universal Analytics.

☐ 4. Click Continue and paste in your **Tracking ID**. That you copied from the Analytics site. You will also want to make sure that you check the box to Enable Display Advertising Features.

☐ 5. Set the tag to fire on **All Pages** and click to **Create Tag**.

☐ 6. Once your tag is complete, you can click to **Publish** the container or add another tag.

Setting Up Google AdWords Remarketing with Google Tag Manager

☐ 1. Go to the **Shared Library** section of your *Google AdWords* account and click to **View Audiences**.

☐ 2. Click to **View Audiences** and then hit the big red **Remarketing List** button.

☐ 3. Give your list a memorable name and ensure that the **Remarketing Tag** option is selected. You will also want to set a **Membership Duration of 180 days** before saving the list.

☐ 4. Once your tag has saved you can click on the blue **[Tag]** link to bring up the code that you need.

☐ 5. Copy your Remarketing tag into a text editor so that you can copy specific details from it.

☐ 6. Go to Google Tag Manager account and click to create a **New Tag**.

☐ 7. Select **Google AdWords** as the Product type.

☐ 8. Select **AdWords Remarketing** as the Tag Type.

☐ 9. Paste in your **Conversion ID** and **Conversion Label** from your Remarketing tag.

☐ 10. Click to **Create Tag** and then you can either publish your container it or add another tag.

Publishing Your Google Tag Manager Container

☐ 1. Make sure you have completed any tags you were building and click **Publish**.

☐ 2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy click Publish Now.

☐ 3. Your tags will now be live on any pages where you have added the Google Tag Manager code.

Setting Up Facebook Conversion Tracking

☐ 1. Go to the **Conversion Tracking** menu item in your Facebook Ads dashboard and click to **Create Pixel**.

☐ 2. Select the type of conversion that you want to measure and give it an easily recognisable name.

☐ 3. Copy the Conversion Pixel code that Facebook presents you.

☐ 4. Go to your Google Tag Manager account and click to create a **New Tag** of the **Custom HTML** product type.

☐ 5. Paste in the Facebook conversion code. If you look through the code you will see two instances of "value" and "currency" in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables (an advanced topic beyond the scope of this guide).

☐ 6. Click to continue and then set the tag to fire on Some Pages

☐ 7. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html". The benefit of only using a part of the URL such as "thankyou.html" is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

        • example.com/product/thankyou.html

        • example.com/service/thankyou.html

☐ 8. Click **Save** to confirm the new rule and then **Create Tag** to add the conversion tag to your container.

☐ 9. Your new tag is now complete and you can either publish to activate the tag or add another tag.

Setting Up Google AdWords Conversion Tracking

☐ 1. Go to the **Tools > Conversions** section of your Google AdWords account and click the **+ Conversion** button.

☐ 2. Click to add a new Conversion item and then select Website as the source of conversion

☐ 3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click **Save and Continue**.

☐ 4. Copy your conversion tag to a text editor so you can copy the **Conversion ID** and **Conversion Label** laters.

☐ 5. Go to your *Google Tag Manager* account and click to create a **New Tag** of the **Google AdWords** product type.

☐ 6. Give the tag a memorable name and select **AdWords Conversion Tracking** as the tag type.

☐ 7. Find your **Conversion ID** and **Conversion Label** in the code you copied from AdWords earlier and then paste them into the tag configuration. You can also set a specific conversion value and currency here, or use dynamic variables (advanced method beyond the scope of this guide).

☐ 8. Click to **Continue** and set the tag to fire on **Some Pages**.

☐ 9. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html".

☐ 10. Click **Save** to select your new firing rule and then **Create Tag** to complete the setup.

☐ 11. Your new tag is now complete and you can Publish your changes or add another tag.

Google Tag Manager Tips Version Control

Once you publish a container the existing version goes live onto your website and the version shown in your Google Tag Manager editor becomes a draft. You can then edit this draft freely until you next hit Publish without changing the code that is being served on your live site.

Managing Users

If you need to add more users to your Google Tag Manager account such as an agency or web developer then you can do this in just a few click.

☐ 1. Go to the **Admin** section of your Google Tag Manager account and click **User Management**.

☐ 2. Click **New** to add new user and then enter the email address of the person you would like to invite.

☐ 3. Select the features that you want to grant access to under **Container Permissions** and then click **Confirm**.

Verifying Your Tag on the Published Site

To verify that Google Tag Manager is installed on your site you can install the *Tag Assistant extension* to the Google Chrome browser and visit your website. If everything has worked you will see a green icon in your toolbar which you can click on to view the details about your tag.

Setting up Twitter Remarketing Audiences

☐ 1. Go to your Twitter Ads Dashboard at **https://ads.twitter.com/**

☐ 2. Select **Tools > Conversion Tracking**

☐ 3. Click to Create your **first website tag.**

☐ 4. Enter a descriptive name for your first audience, set a conversion type of **Site visit** whilst ensuring that the tailored audience box is checked.

☐ 5. Click to **Show Conversion Settings** and set appropriate attribution windows. For a simple catch all remarketing tag

☐   we recommend **90 days** post engagement attribution and turning **Off** or setting a low **1 day** post-view attribution.

☐ 6. Click **Save tag and generate code snippet** and you will be presented with your remarketing tag, which you can now add to Google Tag Manager.

Adding Your Twitter Remarketing Tag to Google Tag Manager

☐ 1. If you haven't already got your Twitter code to hand you can access existing tags under the **Tools > Conversion tracking** page and hitting the edit option on your audience.

☐ 2. Go to your **Google Tag Manager** account and click to **Add a new tag**.

☐ 3. Enter a descriptive name for your Twitter Remarketing Tag and

select **Custom HTML Tag** as the type.

☐ 4. **Paste in the code** that you got from your Twitter Ads account and hit **Continue**.

☐ 5. Click the **All Pages** option to ensure your primary remarketing site catches all visitors to your site, and then click **Create Tag**.

☐ 6. Click **Publish** and then confirm with the **Publish Now** button in the box that pops up

Adding Your Instagram Account to Your Facebook Advertising Account

☐ 1. Go to Facebook Business Manager at business.facebook.com

☐ 2. Hover over, or click on, Business Settings and then select Instagram Account

☐ 3. You will usually be presented with a list of Instagram Accounts but as you haven't linked one yet, click to Claim New Instagram Account.

☐ 4. Enter your Instagram Username and Password to the pop up box and click Next.

☐ 5. You will be presented with you linked Instagram Accounts, showing the one you just linked. Click to Assign Ad Accounts, select your Facebook Ads account and click Save Changes.

☐ 6. (Optional) You can also click to Assign Partner to allow an agency to manage your account. You can then simply enter

the Business ID they provide, for example BlitzMetrics would be:

552854764819146 found in the Info tab and click Confirm.

Creating an Ad for Instagram through Facebook Power Editor

☐   1.   Go to your Business Manager and Click on Power Editor

☐   2.   Click on **Create Campaign**

☐   3.   Make sure you select Website Clicks as the Objective, enter
         some basic details and click to Create.

☐   4.   Under your Ad Sets settings make sure you enabled to
         Instagram Placement as it is disabled by default:

☐   5.   Open you Ad's settings and select which accounts to link the
         creative to:

☐   6.   Add your Website URL (where you want people to go), Ad text
         and select an image that is a minimum of 640x640px however
         Facebook recommend at least 1200x1200 to look great across
         all platforms. You can also select a call to action button now.

BUSINESS PACKAGES

1 PLUMBING   2 GOALS   3 CONTENT   4 TARGETING   5 AMPLIFICATION   6 OPTIMIZATION

Goals

☐ Define your mission (start with WHY) and identify the desired outcome and customer segments.

☐ Identify your primary goal(s) in the next 90 days.

☐ State your target CPA or ROAS.

☐ Choose one key metric for each funnel stage: audience, engagement, and conversion (AEC).

GOALS

Laying down the plumbing for an awesome article machine

Figure out what you stand for (your "why")

Before you start the process of personal branding, you need to define what you want to brand yourself as.

If you're passionate about music, you might want to become the best Facebook marketer in the music industry. Or maybe you're passionate about sports. Establish yourself as the top social analytics expert in the sports industry.

There's plenty of opportunity for growth.

Once you figure out what you stand for, everything else can start to fall into place.

Think of a domain name and get a website

This is what everyone from now until forever will know you by, so make sure it's how you want to be known.

Don't try to be fancy or clever-- skip substituting letters, alternate spellings, or bizarre words. Your goal here is to be as memorable as possible and avoid the "What was your website again?" effect.

The easiest route is to use your full name as your domain, but if you have a common name, this could be troublesome. You can use a combination of your favorite hobby, or a variant of the main topic you're writing about-- just make sure that you own a domain such as Yourname.com, and that you have an email attached to it (name@

yourname.com). Having a Gmail, Yahoo, or Hotmail address does not inspire condence that you are a professional.

Write content that fits into your content pyramid

The most important thing to remember when writing your own content is to make sure it all connects back to your "why". Even if your "why" is something general like content marketing, you can break that down into storytelling, promotion, writing techniques, etc.

You should never run out of topics over which to create content, if you continually breakdown your "why".

Through the process of Learn, Do, Teach (one of our *9 Triangles: https://blitzmetrics.com/ntg/*, as you're learning and absorbing material, you'll find that every opportunity is a content creation opportunity. This could be as simple as sharing a little tidbit you found interesting in a book you were reading, or a longer, more thought out strategy analysis.

Checklist creation

If you take what you've learned and applied within your subject of expertise and condense it down to simple steps, you can assemble them into checklists.

This is your big selling point. Except you can't sell it. You have to offer it for free. This is where people get tripped up the most, and for good reason. You probably feel like

you'd just be giving out your secrets for free and letting other people

piggy-back off of your hard work with no monetary return on your end.

By offering up these checklists, it shows that you know what you're talking about-- that you're an expert in your field. How else could you condense down all this
information that would normally take someone thousands of hours to go through into a simple, one page checklist?

GOAL SETTING CHECKLIST

1. **In one sentence, describe your business's mission. In the sentence, identify the desired outcome and your customer segments.**

    _____

    _____

    _____

    _____

    e.g. Provide young adults with the opportunity to turn their career and life aspirations into reality.

2. **Based on your mission, what do you want to achieve in the next 90 days through digital marketing? (Select all that apply)**

    Goal 1: (Primary) _____

    Goal 2: _____

    Goal 3: _____

3. **If you have defined leads or sales as one of your goals, what is your target cost per action or return on ad spend? (Use historical data and a theoretical calculation of your breakeven cost)**

    Cost per lead: $_____

    Cost per sale: $_____

    Target Return on Ad Spend (ROAS): _____%

    Your recommended budget allocation is...

    Audience: **10%**

    Engagement : **70%**

    Conversion: **20%**

3. **Which channels do you see as critical to your marketing goals? (Select all that applies)**

    ☐   AdWords

    ☐   Facebook

    ☐   Google Display Netwrok (GDN)

    ☐   Linkedin

    ☐   Twitter

Content

☐ Create personas for the top three customer segments you serve, which drives targeting.

☐ Highlight at least 1 key objection for each persona (for either your product or industry).

☐ Gather suitable content for each stage of the AEC funnel, addressing every key objection for each persona.

☐ Assemble a list of third-party endorsements especially positive mentions from high-authority sites.

☐ If possible, create at least one video.

☐ Create a content calendar for your social media platform.

☐ Create promotional content to drive conversions.

☐ Create at least one blog post a month.

See our *Content Marketing Guide: https://blitzmetrics.com/cmg.*

CONTENT

Comment on blogs and build your network

This is **IMPORTANT**. As you read through the articles and blog posts that Google delivers to you, post short, insightful comments. Don't just compliment the author; say something interesting and unique enough that is clearly written in response to their article.

Most blog leaders have their own Facebook page for their fans (if you don't already, make one). Save the Facebook friend invite for when you have a bit of a rapport with them as you don't want to seem clingy, desperate, or obsessive.

After you have a few dozen posts where they've responded to your comments, then you may try adding them on Facebook and talking to them personally. Explain your passions and that you're also writing about the same topics that they are.

Write your article draft

Make sure you have at least 200 words and take screenshots that show what you're trying to convey. Placing a red box around important numbers is the best way to draw a reader's attention.

Write succinctly. Break up long paragraphs for easier reading. Be clear and concise, so that your style shows through. Use the process of MAA (Metrics, Analysis, Action).

Start with the numbers / metrics, give it context by telling the story

behind them, and then make recommendations that form a strategy as to what they can do to improve.

Link to thought-provoking content with relevant anchor text

When researching your topic, keep a list of articles you can sprinkle into your final work. These links are usually to blogs you've had contact with or contribute to, so consider how well you're doing with Step 4.

When linking, make sure to avoid using "Click Here!" anchor text. Instead, use text that portrays what the link is about, *like why you shouldn't steal your competitors traffic*.

Don't over-promote yourself. Otherwise you'll be labelled as a spammer. It's fine to have a URL in every paragraph or subtopic to drive your point home, but absolutely NO affiliate links or blatant for-profit material.

Give your article a snappy title

Once your article is done, it's time to give it a killer headline that summarizes what your article is about and why your audience should Be careful with sensationalized headlines / "viral" tricks. "Wow, I can't believe this actually worked!" is obnoxious and says nothing.

Write down a few headlines that best summarize your article. Ask your friends which one of them grabs their attention the most.

Work out how often you can generate content and how often your blog network can accept it

This is the most important part, and the hardest to get down. Whereas up until this point you were writing and posting regularly on your own blog, you'll now distribute across many blogs at the same pace.

By now, topics should be plentiful, and writing articles should come easily to you. Once you can react fast enough, build a small backlog of articles that you can distribute elsewhere, so that you're not pressed for time.

You should contribute to each site in your network at least once a week. Some will accept more; others less, but most people are happy for free content, just make sure to consistently deliver high quality content.

Scaling the writing and editorial process with a team

Once you have a larger network of publications to provide content to, you'll need a team to effectively scale the process and assist with creating content.

Once you've assembled your content experts, you should assign roles based on the stage of the article. These roles include:

- **Senior Editor**: Approves the final draft for publication and verifies all facts.
- **Editor**: Proofreads all drafts and provides additional media / links where applicable.
- **Author**: Assembles drafts on given topics and gathers initial media to support the article.
- **Videographer**: Records high quality video / audio of interviews or events on location too.
- **Video Editor**: Takes raw videos of interviews or other relevant media and edits them for publication.
- **Transcriptionist**: Watchs/ listens to videos and translates audio into text.
- **Project Manager**: Ensures articles are moving forward and, if the article is for a third-party, handles communication and media acquisition.
- **Amplifier**: Takes finished articles and posts them on social channels, running micro targeted ads to increase interest.

Content Planning Checklist

☐ **What is your story? (If your story is published online e.g. About page, copy and paste the link in the blank below).**
Why did you start this business? e.g. family legacy, survival, personal experience, friendship, etc.

☐ **What is your business the BEST in? What niche do you aim to dominate?**
e.g. Nike may be the biggest sports apparel brand but Under Armour is the best at performance apparels for athletes.

☐ **Why do people love you? (If information about your Unique Selling Proposition is published online, copy and paste the link in the blank below).**
What are the reasons why your customers buy from you rather than your competitor? What is your unique selling proposition?

☐ **What is your story? (If your story is published online e.g. About page, copy and paste the link in the blank below).**
Why did you start this business? e.g. family legacy, survival, personal experience, friendship, etc.

☐ **What credible proof do you have to tell your story?**
What are some examples of your unique selling proposition? e.g. customer testimonials for a crossfit trainer, personal interview with a journalist.

☐ **Is the proof online? Can you share them?**

☐ **Who produces content for your business?**

☐ **How many blog posts/podcasts/videos do they produce in a week?**

☐ **Do you collect positive and negative brand mentions online?**

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| BUSINESS PACKAGES | 1 PLUMBING | 2 GOALS | 3 CONTENT | 4 TARGETING | 5 AMPLIFICATION | 6 OPTIMIZATION |

Targeting

- ☐ Import your customers' and leads' emails into Facebook and Google as custom audiences.
- ☐ List potential targets on Facebook and Twitter - direct interests related to your brand, names of closest competitors, common interests your customers share, industry influencers your customers and competitors follow, and people working at the media firms.
- ☐ Create saved target audiences on Facebook for cold traffic - consider targeting by employer, job title, and interest.
- ☐ Create 1, 30, and 180 day audiences (Website Custom Audiences) site-wide, for each major landing page, and thank you page.
- ☐ Create 1% lookalike audience for each major landing page, thank you page, and email lists.
- ☐ Amplify a video and create video remarketing audiences.

See our *Facebook for a Dollar a Day Guide.* : *https://blitzmetrics.com/fdd/*

TARGETING

How to take advantage of micro targeting on Facebook — at a crazy cheap price

Facebook ads are powerful. One of our employees was trying to get my attention. He did so by creating a Facebook ad targeting anyone who lived in Minneapolis between 30 and 40 years old and worked at BlitzMetrics. Of the millions of users on Facebook, *only 80 people met that criteria*.

It cost him only 6 cents to do it. And for that price, he was able to bombard our people with ads. The cost of that inventory is was a 30 cent CPM, which means it cost 30 cents to show one thousand ads. So he was able to send 200 highly targeted messages.

Subject: Love this Facebook ad

Attention Dennis Yu!

DENNIS YU !!!!!!

It's your employee Kody! Let me know if you see this! Hopefully I managed to do this correctly!

Sounds less like advertising and more like super-targeted email marketing, doesn't it?

And, in fact it is, except for this:

- You can send these messages without needing someone's email address.
- You pay only when someone clicks it (yes, its cost per click advertising).
- An impression is guaranteed when the person opens Facebook (whereas in email marketing, you can only hope that someone will open it).

A move to quality targeting over mass media blasts

Now do you see how this works? It's quality over quantity. Think about who you want to target as precisely as possible. Where do they work? Where do they live? What kind of car do they drive? What TV shows do they watch? What industry conferences do they attend?

Can't afford $15,000 to exhibit at your favourite conference, plus the $3,000 to ship the booth out, the cost of the people to have to man the booth during Expo Hall hours, the promotional material you have to give out, and so forth?

Here's the solution. Run an ad for the three weeks leading up to the conference by targeting fans of the conference.

Need some PR help but you can't afford a New York PR agency for $10,000

a month? Then let Facebook do the work for you, Run ads that target journalists who write for the **Wall Street Journal, Mashable, Forrester, VentureBeat, the New York Times**, or whoever. What would you like to say to them? Can't afford to hire a big sales staff to cold call people who don't want to talk to you? Easy. Just run Facebook ads targeting the competitors of your existing customers.

Let's say that Marriott is your client and you have a great case study with them. Run ads targeting the executives who work at Hilton, Starwood, Motel 6 or whoever. You can bet they want to know what their competitors are doing.

Now imagine that you're a software company that is building relationships with other agencies that resell your social analytics software. The founders of a data visualization agency come to visit you and you'd like to strengthen that bond.

Maybe you spend $1 a day on a micro targeted campaign like the one above, but slice it up to put the ad image more compactly next to the stats. You absolutely bombard anyone who works at that firm with your message almost 3,000 times. If they have 50 people, that's 60 ads per person. Who cares that we got only 9 clicks (of which 4 happened to become fans)? The goal is not the click, but the awareness.

Total cost: $5.67 in Facebook ads.

While each of these examples might be clever or interesting, the question becomes: How do you scale this?

Ultimately, social media success is about pinpoint precision targets because we're simulating the one-on-one conversations that friends have among themselves. But if you want to have 1,000 conversations, you need 1,000 different ads, and 1,000 different landing pages. Who has the infrastructure, staff, or budget to do that? This is where smart automation comes in.

Software companies are good at building code based on a predefined set of rules that can be repeated. But success for your company can't be solved by either a pure agency or a pure software company. The agency can't throw enough people at the problem and the software company can't offer a one-size fits all solution to everyone.

Only you can work the magic at your company. As much as we'd like to sell you our software, vendors like us can only assist you in coming up with the creative strategy that resonates best with your customers, the PR strategy that gets the press talking about you, and a unique way to position how you solve your client's pain.

Endorsement is a key part of the marketing process. It shows personal approval and proven application rather than simply saying "It's awesome because we say it is". You should have a process for collecting user reviews and accolades of your product. Then you can use Facebook's carousel ads to show that multiple real people endorse it in many different ways,

and feature their experiences.

Make sure that these pieces of content that you feature meet certain criteria, such as their expectations, their usage of product, experience level, etc. You'll also need to have a process in place to acquire user consent before featuring them-- not through a heavy-handed disclosure form, but a light compliment/question that requires as little effort as possible on the user's side, like how Nautica shoes does with #GoNautica:

Targeting Planning Checklist

☐ Name 3 direct interests related to your brand.

Interest 1 _____

Interest 2 _____

Interest 3 _____

☐ Name your closest competitors

Closest competitors are competitors who your customers regard as a substitute - not necessarily the biggest competitors in your industry.

Competitor 1 _____

Competitor 2 _____

Competitor 3 _____

☐ Name 3 interests that your targets share

Interest 1 _____

Interest 2 _____

Interest 3 _____

☐ Import your customers' and leads' emails into Facebook and Google as custom audiences.

BUSINESS PACKAGES | PLUMBING 1 | GOALS 2 | CONTENT 3 | TARGETING 4 | AMPLIFICATION 5 | OPTIMIZATION 6

Amplification

☐ Boost the top 3 to 5 pieces of content on Facebook to at least one Saved Audience per persona.

☐ Create unpublished posts with Website Clicks objective using Power Editor, bid for Website Clicks (CPC), and use at least one Saved Audience per persona.

☐ Separate campaigns by audience, engagement, and conversion.

☐ Create media inception ads using the "*Facebook for $1 a day*" (*https://blitzmetrics.com/fdd/)* strategy.

☐ For each unpublished post, use UTM parameters in the URL.

☐ Set up remarketing ads for one day landing page abandoners on AdWords and Facebook.

ADS CREATION

How To Set Up A Facebook Ad Campaign In 60 Minutes — And Look Good

We'll do three campaigns:

1. News Feed Exposure

This ad is to make sure that your fans see your posts. If you're a big brand, only a few percent of fans may be seeing your posts in the news feed, versus 10 percent to 20 percent for others. Select your page from the drop-down, then the middle option for "promote page posts," and then the check box for promoting the most recent post.

Facebook tries to create another ad to accompany it — keep it there. It's a page post like story to amplify activity that occurs on your post.

Check the option to target only people connected to your page. If you're a real nut, download power editor (on the left side) and create a page post ad with the news feed placement.

If you are under 200 fans, this campaign won't do much for you, as not many fans will see your messages. You'll need page post ads targeted at "anyone," but with a bunch of precise interest targets, which we won't cover here.

Name this campaign "page_post_ads" and set a budget equal to your fan base divided by 100, but at least a dollar. So if you have 500 fans, budget $5. If you're not in the U.S., U.K., or Canada, do one-half of this, since traffic is cheaper.

2. Job Titles (The Business-To-Business Secret)

If you're B2B, you need to hit people who work at certain companies in certain departments. In the precise interests box, enter these job titles. Facebook will keep suggesting more, so keep adding the relevant ones. Make sure the number is at least 40, but perhaps not over 10,000.

But even if you're not B2B, job title targeting will still work for you. If you sell children's books, target teachers in your neighborhood — the superintendents, perhaps. If you're a cosmetic surgeon, target other medical specialists who'd drive referrals to you. If you're a wealth advisor, put in "vice president" and "CEO" to reach rich people.

Put $1 per day on this for every 200 people you are targeting. If you're a local business, this audience shouldn't be over a few hundred.

So create a new ad choosing "get more likes." Then enter a headline and text. Uncheck the box that says "only people not connected to … ," since we want fans to see this, too. Facebook creates a tag-along ad called a "page like story," which you should keep.

Your budget should be whatever you're comfortable spending to grow

your fan base. Expect your cost per fan to be between 20 cents and $2, depending on your industry and how clever your copy is. As a general rule of thumb, your budget should not be more than one penny per user, per day, else you risk burning out the ad, spamming users, and wasting your money.

3. Interest Targets

Hit "create a similar ad" below the ad you made earlier, and remove the job title targets from the precise interests box.

Add in targets that are literal, lateral, and competitive.

Competitive is easy: The companies you compete against, you're hitting their fans. Choose partners, too, if you're B2B.

Literal: If you sell Ford Mustang parts, find keywords like "working on my Mustang" or "Ford Mustang." If you're a service business, your Facebook ads might not convert, since this isn't Google, where people are searching right then for something. If you're selling something considered, such as a mortgage, car, or vacation package, try broad category targeting (just below the box with precise), where you can target people who just moved, are looking to buy a car, have kids, are having a birthday that day, are Hispanic, have a Samsung phone, etc.

Lateral: This is where the targeting fun really is. If you're Jack Daniel's,

you might target certain country bands. If you're a marijuana dispensary, target folks in Portland who listen to Bob Marley. You get the idea.

Hit "create similar ad," each time, giving each ad a descriptive name. It takes only 30 seconds to make an ad, so you might as well do a dozen or two.

If you lump all of your targets in one ad, you won't know how each of these interests are performing. But if the combined audience size of an ad is under a few hundred, then there's not enough data to warrant creating another ad.

How to guarantee reaching your audience in the News Feed with unpublished posts

Have you heard about unpublished (dark) posts on Facebook? They're underutilized, but quite easy to create, with many beneficial features. Just open Power Editor and go to Manage Pages in the top left. From there, You just click 'Create Post'. Fill out your post details, and click 'Submit'.

Notice that there is a small moon icon next to the post that was just created. This mean it exists, but is unpublished to the page.

This is helpful if you want to craft a message for each type of audience, but don't want to spam the News Feed and expose them to posts only

meant for a select group, allowing you to filter who sees what.

You can use custom audience targets, partner categories, or broad categories to promote your posts. They're just like a normal post, they just have to be linked to.

Ads Creation Package - Overview

1 **Assistant Setup**

Step 1-3 takes 1 minute

☐ Open a new tab and login with your personal Facebook account at *http://business.facebook.com* and go to the client's Ad Manager.

☐ Click on the *Power Editor. (https://business.facebook.com/ads/manage/powereditor*.) Select the client's ad account.

☐ Open your Campaign Segmentation Plan.

2 **Create Campaign**

Steps 1-3 take 2 minutes

☐ Click **Create Campaign.**

☐ Enter Campaign Name. Choose Buying Type. Choose Objective. Choose "Auction" for Buying Type unless otherwise stated.

☐ Click **Create.**

3 **Create Ad Set**

Steps 1-18 take 15 minutes

☐ Click on the Ad Sets icon.

☐ Click **Create Ad Set**.

☐ Choose an existing campaign.

☐ Enter Ad Set name according to the naming conventions.

☐ Click **Create.**

☐ Select the budget type and type the budget into the empty field.

☐ Choose Start Date. If you want to put an end date, choose end run on else, choose don't schedule end date, run as ongoing.

☐ Click **Audience.**

☐ Fill out the Custom Audience field (if any).

☐ Fill out the Location field (compulsory).

☐ Fill out the Age field (compulsory).

☐ Fill out the Gender field (compulsory).

☐ Fill out the Detailed Targeting field (if any). Include any AND/OR logic if indicated.

☐ Fill out the Connections field (if any).

☐ Click **Save.**

☐ Choose Placement.

☐ Choose Optimization and Bidding. Use the default option unless otherwise stated.

☐ Choose Delivery Type. Use the default option unless otherwise stated.

4 **Create Ad**

Steps 1-18 take 20 minutes

☐ Click on the Ads icon.

☐ Click Create Ad.

☐ Choose an existing campaign and ad set.

☐ Enter Ad name according to the naming conventions.

☐ Click Create.

☐ Select client's Facebook Page and Instagram Account (if applicable).

☐   If promoting a post that the client has published on their Facebook Page or Instagram Account, click Use Existing Post. Else, proceed to Step 9.

☐   Obtain Post ID and insert in the empty field. Proceed to Step X.

☐   To create a *single image ad,* tick the box beside Ad with an image or video.

☐   To create a *carousel ad*, tick the box beside **Ad with multiple images or videos in a carousel (Recommended).**

☐   Fill out the Headline field (compulsory).

☐   Fill out the News Feed Link Description field (if applicable).

☐   To use an image, click **Select Image.**

☐   On the popup, find and upload the image.

☐   Click **Confirm.**

☐   To use a video, click on the radio button beside **Video.**

☐   Click **Select Video.**

☐   On the popup, find and upload the video.

☐   Click **Select.**

☐   Choose the Call To Action from the dropdown menu.

☐   Repeat Steps 2 to 18 to create another ad.

⑤   Upload Ads

Steps 1-18 take 20 minutes

☐   Check that you have implemented the Checklists 02 to 04 correctly.

☐   Click Review Changes on the top right corner.

BUSINESS PACKAGES → PLUMBING **1** → GOALS **2** → CONTENT **3** → TARGETING **4** → AMPLIFICATION **5** → OPTIMIZATION **6**

Optimization

☐ Apply Balancing Metrics and make sure you have meaningful metric pairs.

☐ Apply Top N to the data set and explain the results in terms of Goals, Content, and Targeting for each level.

☐ Apply Metrics Decomposition and further elaborate on the explanations you have provided above.

☐ Slice the data in different ways and explain what it means.

☐ Compare all the metrics you have listed in this period against the last period.

☐ Create new saved audiences based on the interests that are converting using Audience Insights.

☐ Review budget allocation by channel and ad set based on performance (watch out for statistical noise).

☐ Increase the relevance of your targets by adding positive and negative audiences.

☐ Based on the analysis above, list 3 to 5 top recommendations that you can immediately execute in the next 7 days.

OPTIMIZATION

blitzmetrics™

1 Plumbing

☐ Create your Facebook Ads account using *business.facebook.com*.

http://business.facebook.com

☐ Create your Google Ads account and tie it to the Google MCC.

☐ Create your Google Tag Manager (GTM) account.

☐ Create your Google Analytics account.

☐ Set up Google Analytics with GTM.

☐ Set up Facebook Pixels and Standard Events with GTM.

☐ Create your first Website Custom Audience on Facebook.

☐ Set up Google Remarketing Pixel using GTM

☐ Publish your GTM container and tags to website.

☐ Verify everything is setup correctly.

☐ Create free dashboard to track analytics and ad performance at *dashboard.blitzmetrics.com*.

2 Goals

☐ Define your mission (start with WHY) and identify the desired outcome and customer segments.

☐ Identify your primary goal(s) in the next 90 days.

☐ State your target CPA or ROAS.

☐ Choose one key metric for each funnel stage: audience, engagement, and conversion (AEC).

Beginning Optimization

The more complex your campaigns, the more time it takes to optimize them. The more ads you've created, the more "weeding" your garden needs. So don't go crazy making a ton of ads at once-- just 5-10 per campaign within the 3 campaigns.

That's why we advocate the simple 3 layer campaign strategy of audience, engagement, and conversion. These campaigns are "always on", so they'll continue to pass your traffic through these three levels automatically.

When you have only a handful of ads in a campaign, you can quickly see which ones to kill off and which ones to create more variations from. This is a modified version of "winner stay on", where you keep cloning the top performer with similar audiences, but slightly different.

Remember to create ad groups of one or multiple interest filters. Most of our ads, by the way, have 3-4 filters on them each. Some might have 7-8 filters on them. Having multiple combinations is called the "onion targeting".

For a new set of campaigns, you should check in 2-3 times a week, spending only 15 minutes each time. Better to a few adjustments over time than try to create a ton of ads at once and have only one cycle of optimization.

You want to work with just a few ads per campaign, allowing you to nimbly pause a couple ads (don't hit "delete") and create a couple new ones.

This allows you to quickly get to statistical significance-- a minimum number of clicks to be able to tell whether the difference in performance between a group of ads is a real difference or just random noise. A general rule of thumb for people who forget what they learned in stats class-- get 10,000 impressions or at least 20 clicks for any ad. Any less and it's noise-- you can't really tell.

Once your pilot is successful

One you reach a point where you've been able to prove your campaigns are successful, then you can scale up the daily budgets. That also means you can readjust your audience sizes to reflect the larger budgets.

But more likely, once you get the hang of performing bulk operations in Power Editor, you'll likely absorb the budget increase by just managing more ad combos.

At this point, you'll be creating more and more audience targeting combination to include custom audiences and FBX.

You then clone your three campaigns so you now have two of each--

two audience, two engagement, and two conversion. Except you have one "test: campaign and one "production" campaign for each type of campaign.

The test campaign now becomes what you've been experimenting with, while the production campaign is much larger. When you find a winner in the test campaign, you copy it over to the production campaign.

You wouldn't test out new ads in the production budget, since it could risk eating up the larger budget on a larger audience. For those who are veterans of Google AdWords, this is called the "paste and stick" method.

Super pro tips

Just keep in mind that if the audiences are small for an ad, it would cap out on the audience well before it capped out on the daily campaign budget. Budgets are set at the campaign level, not the ad level, so you still need to be careful.

Facebook doesn't have frequency capping or ad rotation features natively in Power Editor, the regular ads interface or the API-- but we hear it's coming. Meanwhile, that means you have to watch your frequency per ad carefully, as well as look at frequency at the campaign and account level.

If you're doing a great job at onion targeting, some of your users are seeing multiple ads from you-- perhaps not the same piece of content, but different newsfeed posts, dark posts, and sponsored stories.

You know that reach x frequency = impressions. Facebook show reach and frequency, but not impressions, but you can calculate it easily. They choose to show reach and frequency instead, because it's more actionable. Your reach tells you who is exposed to your ad, while frequency is how often those folks see it.

If you have a reach of 10,000 people and an average frequency of 10, then you've served 100,000 impressions. A synonym for reach is unique impressions-- or unique users who have seen at least one impression.

In general, the newsfeed placements (desktop newsfeed and mobile newsfeed) are better for audience and engagement campaigns. But for conversion campaigns, sometime the RHS placement performs better-- better CPC or better CPA. You just have to test. It may be that non-social businesses (think of things like hemorrhoid creme, industrial plastic extrusion machinery, or personal injury attorneys) produce content that people wouldn't want to actually click like on, even if they're interested.

Yes, I want you to do it for me.

The first step is for you to get your "*plumbing*" in place. Get our $7 guide for you or a teammate to do it yourself or have us do it for you for $1,500.

The Media Loves Us, Too...

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