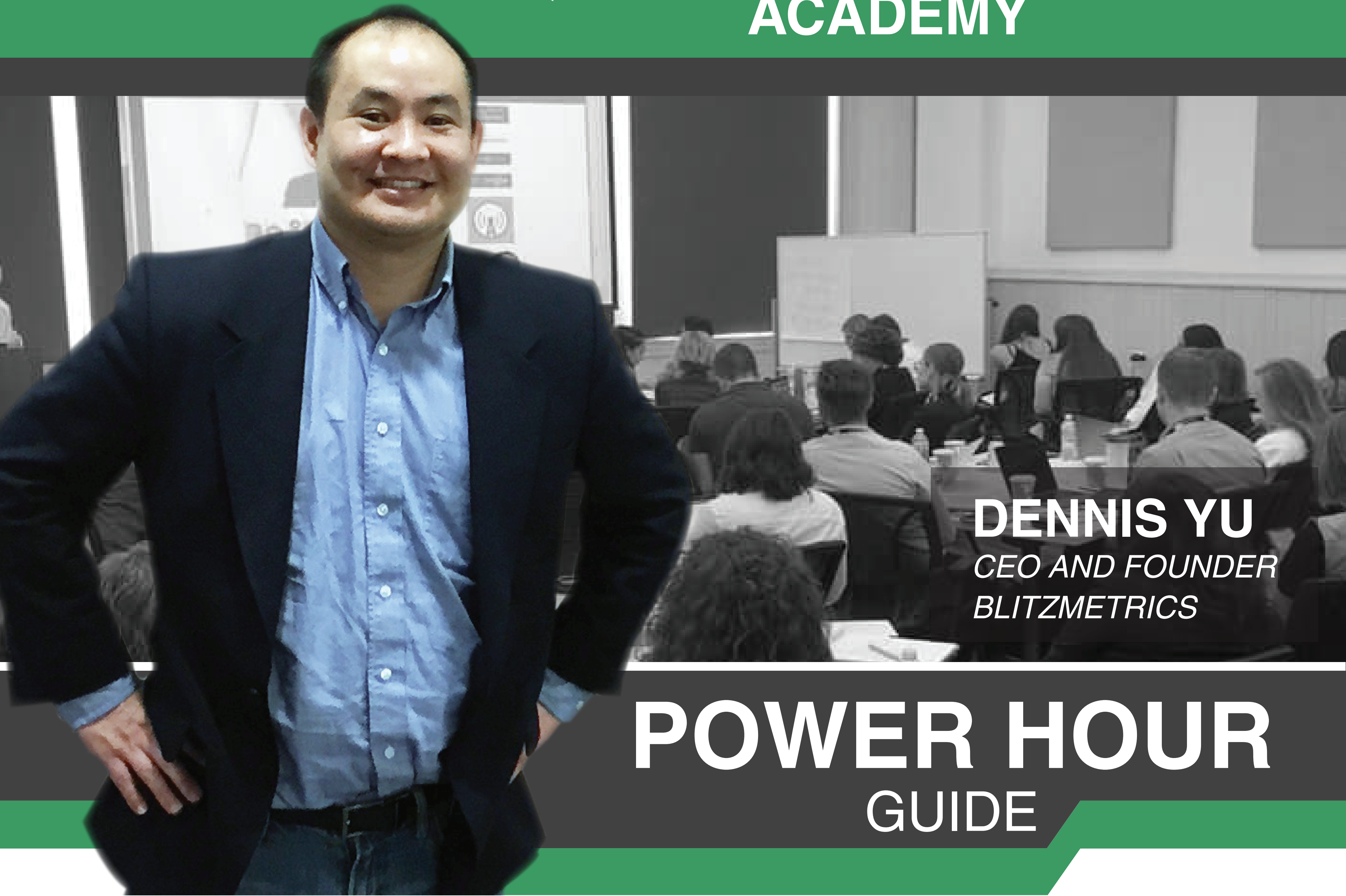
Conquer Local ACADEMY



DENNIS YU
CEO AND FOUNDER
BLITZMETRICS

POWER HOUR
GUIDE

Conquer Local ACADEMY

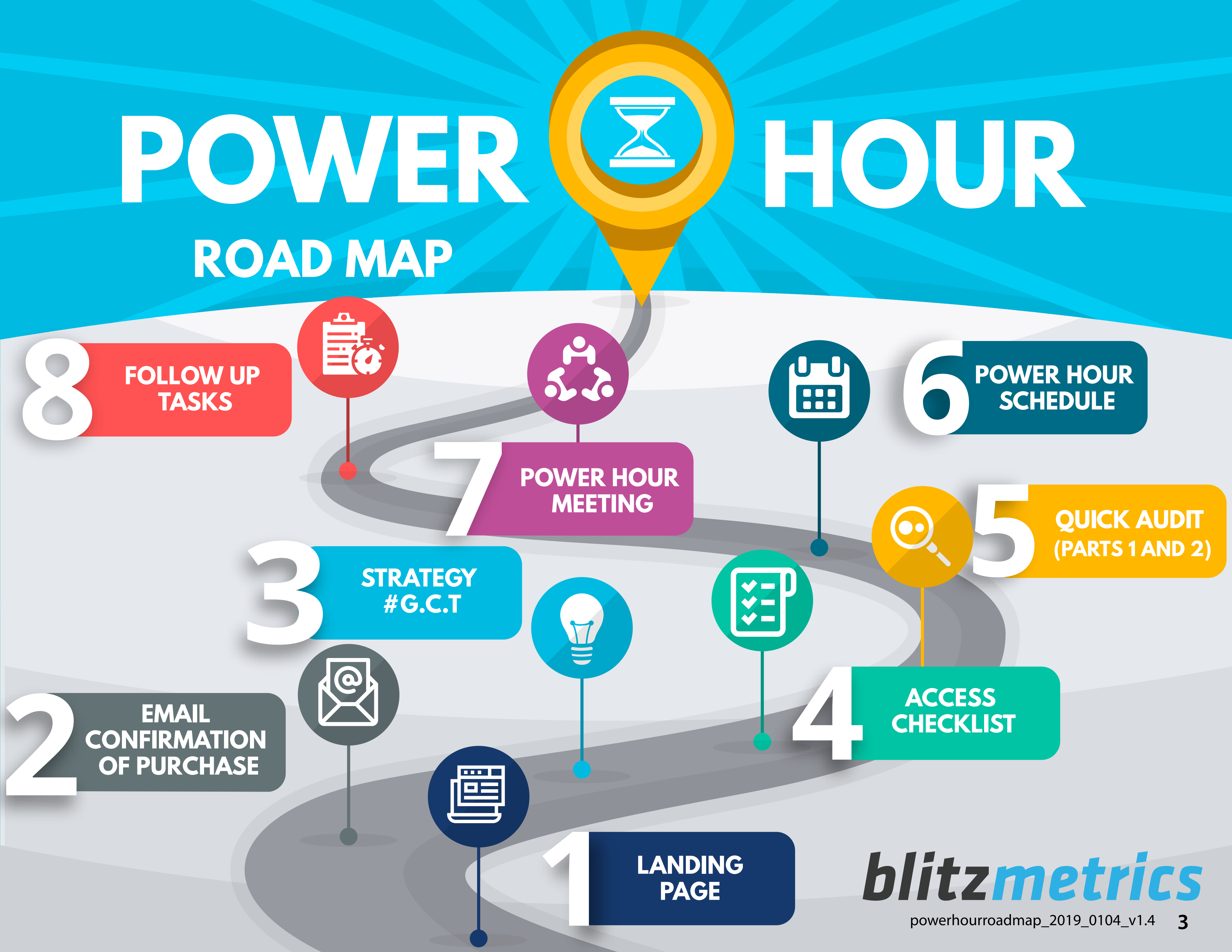
DENNIS YU

CEO and Founder | BlitzMetrics

Digital marketing has a lot of moving parts. With everything in the industry constantly changing, it can be hard to keep up, especially when you're trying to run all the other aspects of a business.

With a Power Hour, our CEO Dennis Yu, along with one other specialist, will help you get things back on track. They'll walk through anything you may have concerns about, and even identify things you may not have known were broken.

Before the Power Hour, you'll define your goals, content, and targeting for us to review. This helps us make sure the right specialist joins Dennis on the call.


POWER HOUR
ROAD MAP
1 LANDING PAGE
2 EMAIL CONFIRMATION OF PURCHASE
3 STRATEGY #G.C.T
4 ACCESS CHECKLIST
5 QUICK AUDIT (PARTS 1 AND 2)
6 POWER HOUR SCHEDULE
7 POWER HOUR MEETING
8 FOLLOW UP TASKS
blitzmetrics

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

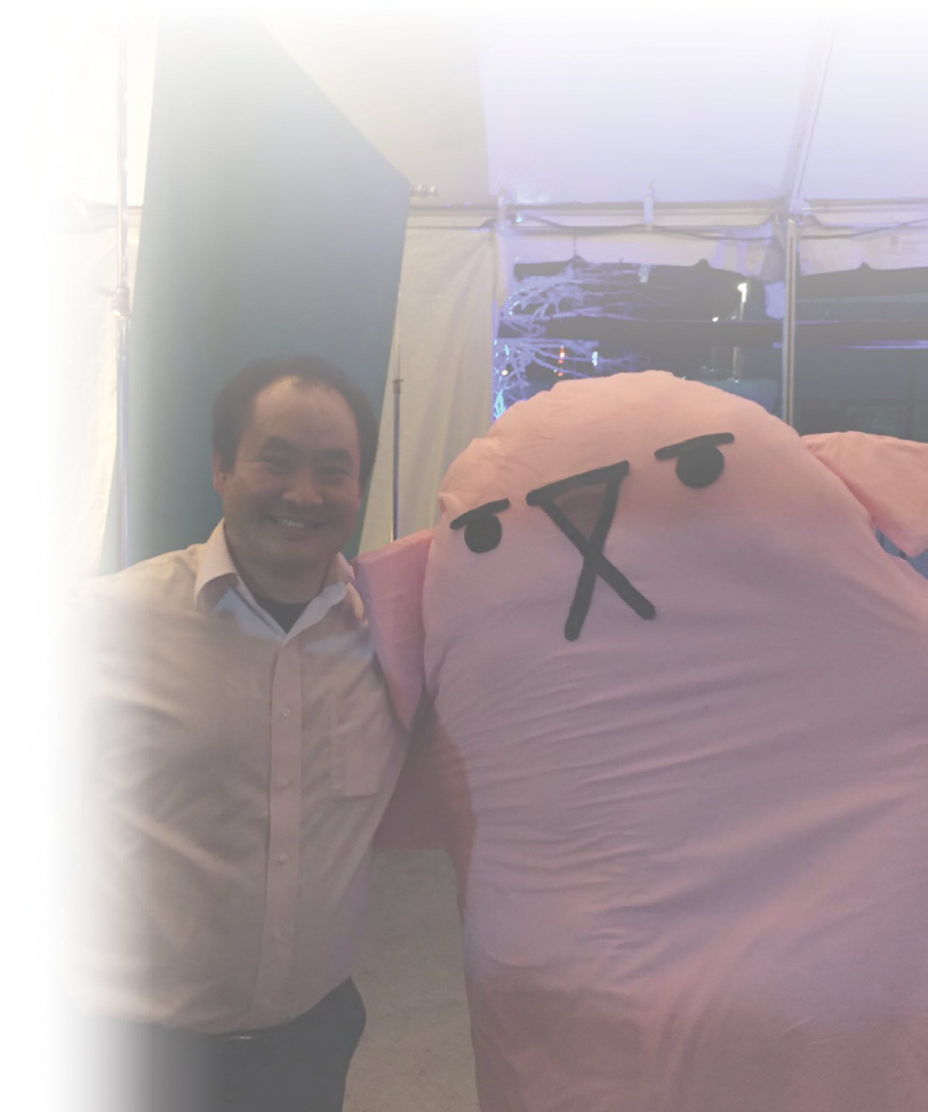
Dennis Yu

Goals

- [ ] **Define your mission (start with WHY) and identify desired outcome and customer segments.**
- [ ] **Identify your primary goal(s) in the next 90 days.**
- [ ] **Determine your target Cost per Acquisition (CPA) or Return On Ad Spend (ROAS).**
- [ ] **Determine your ads budget relative to campaign goals (optimizing for clicks, page likes, form submissions, etc.).**
- [ ] Choose one key metric for each funnel stage: Awareness, Consideration, and Conversion (ACC).
- [ ] Develop your brand via the 6 phases of the ***Personal Branding*** (***https://blitzmetrics.com/PBC***).

- [ ] Fundamental
- [ ] **Advanced**

Laying down the plumbing for an awesome article machine



Dennis Yu with Bunny Man

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.

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

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.

If you continually break down your "**WHY**", you'll never run out of topics over which to create content.

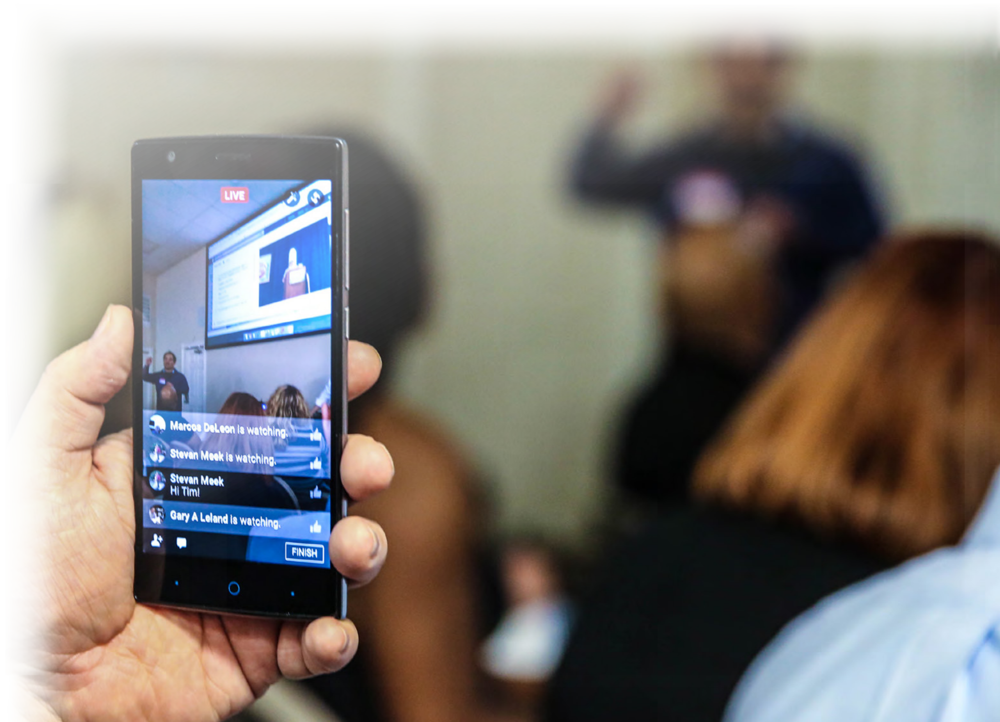
Through the process of Learn, Do, Teach (one of our "*9 Triangles*") as you're learning and absorbing material, you'll find that every opportunity is a content creation opportunity. This could be as simple as sharing a little tidbit you found interesting in a book you were reading, or a longer, more 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?

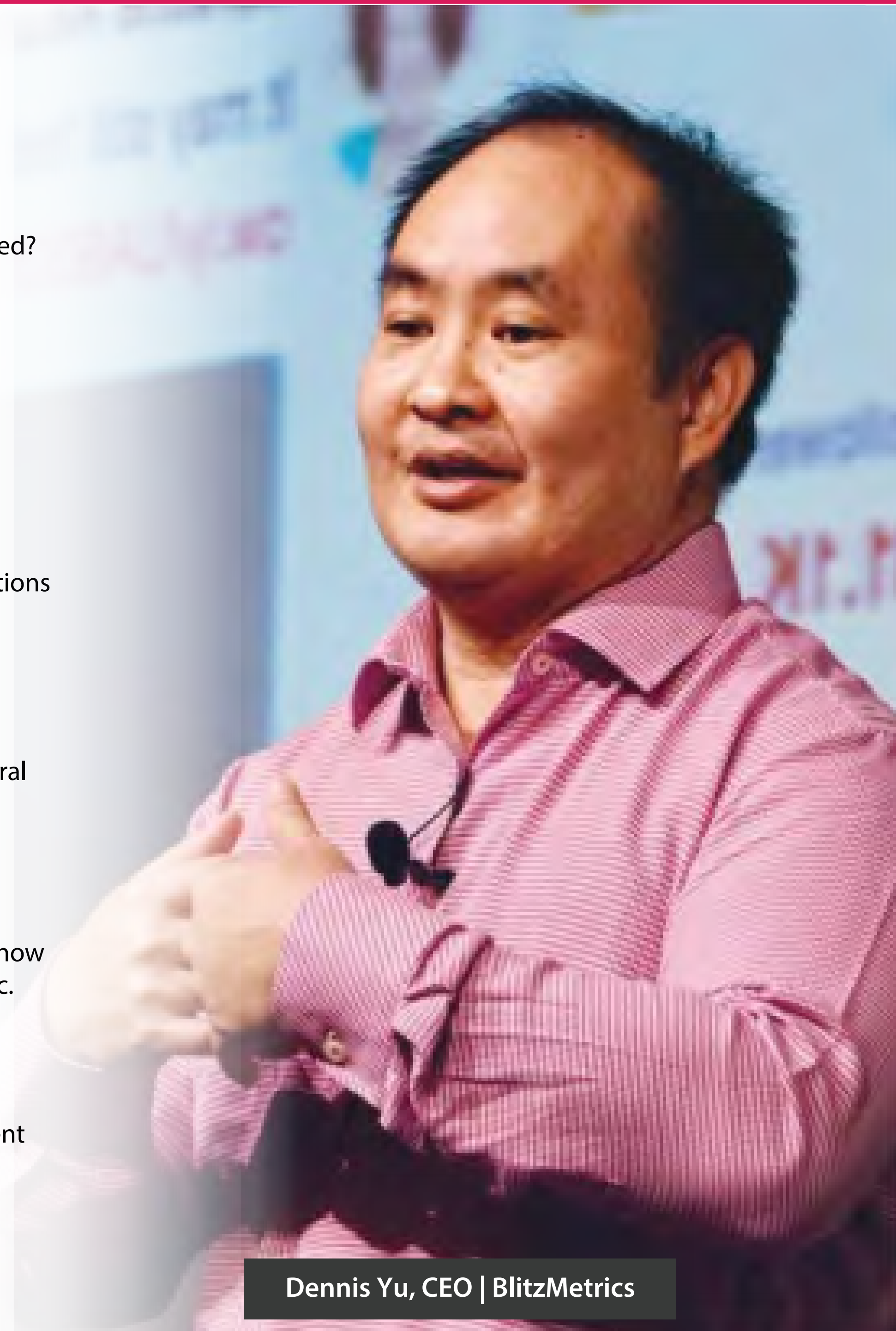


HC Report	Use Case	Objectives	Primary Metrics	Products Included	Breakdowns
Direct Response					
DR Solutions	Snapshot view of DR activity	• Website Clicks • Conversions • Product Catalog Sales	• Cost per Conversion	• Lead Ads • Carousel Ads • Dynamic Ads • FB Pixel	• Bid Type • Day Parting • Demographics • Placement • Targeting
App Ads	Performance of a particular app ad	• MAE • MAI	• CTR, CPI, CTI • Competitive Benchmark	• Mobile App Install Ads	• Ad Type • Audience • Bid Type • Device
Mobile App Installs	Performance of mobile app installs	• MAI	• CTR • CPI • CTI	N/A	• Audience • Bid Type • Demographics • OS • Placement
Mobile App Engagement	Performance of mobile app engagement	• MAE	• Mobile App Action Rate • Cost per Action	N/A	• Audience • Bid Type • Demographics • OS • Placement
Brand					
Video Insights	Snapshot view of video performance	• Video	• Video Views • Video View Rate	• Video Ads	• Demographics • Retention
Brand Solutions	Evaluation of brand delivery with aim of driving more brand option	• BAO • Reach & Frequency • Video	• Reach • Impressions • Top Campaigns & Ads by EARL	• BAO • Reach & Frequency • Local Awareness	• Audience • Bid Type • Demographics • Placement
Business Review					
Solution Adoption & Benchmarking	Competitive benchmarking to push solution adoption	All	• Optimal Solutions Adoption Rate Metrics	• Placement Optimization • Dynamic Ads • Lead Ads • Video Ads	• Objective • Placement
Agency Business Review	Review with key decision makers to drive long-term decisions	All	• Product Usage • Product Spend	All	• Bid • DR vs. Brand • Placement
Measurement					
Cross Device Report	Cross-device conversion measurement in context of Facebook attribution		• Impressions • Conversions	NA	• Device Types: Mobile, Desktop, Tablet

If you build your relationship with Facebook, your representative can run ad account audits for you, outlining key metrics and breakdowns, with actionable items for you to apply. Use this sparingly and for accounts that spend north of $100k a month.

6 Phases of Analytics

1 LAST CLICK	What was the last thing the customer did before they clicked?
2 OVERLAP	There can be multiple clicks by a single person.
3 TRIGGERS	Triggers - Sequences of events that fire off according to actions by customers (think IF/THEN).
4 SEQUENCES	Sequences (spiral) - More and more sequences create a spiral effect.
5 LIFT TESTING	How to get from point A to B. Try another path to find out how else to get to B. Test to find out a better conversion rate, etc.
6 MEDIA MIX MODELING	Media mix modeling - Different channels impact on different cities. What type of media creates more impact?



Dennis Yu, CEO | BlitzMetrics

ATTRIBUTION
6 PHASES

1 LAST CLICK | 2 OVERLAP | 3 TRIGGERS | 4 SEQUENCES | 5 LIFT TESTING | 6 MEDIA MIX MODELING

Watch each video segment to learn more about each phase.

Last Click - The most common, but flawed, model that gives 100% credit to the last thing the customer did before conversion. Penalizes the "assist"or word of mouth power in other parts of the funnel. By default,you're doing this.

Watch Video

An **Overlap** is when people are part of two audiences. They could like pizza AND chicken wings. An Affinity Grid shows the set of interests and behaviors that describe our target customer. Actions can be overlaps, too, if they have been on the site in the last 7 days and are a fan. This lets us calculate propensities to convert.

Watch Video

Triggers, unlike overlaps, require order of operations. IF/THEN statements (Event A happens and then Event B). An overlap helps us initially determine when two targets are related, but a trigger tells us which target comes first. Branded search is triggered by something upstream, for example.

Watch Video

Sequences are triggers stitched together. The most complex of funnels can be disassembled into atomic building blocks of triggers. The most powerful sequences go cross-channel from social to email, from email to site, from app to in-store visit, or other combinations.

Watch Video

Lift Testing measures the incremental impact of a marketing action. This is not the same as split testing, which is finding "winners" among creative variants. Lift testing requires a holdout audience (the control of a test and control experiment) so we can measure true incremental impact. We can randomize by many possible variables.

Watch Video

Media Mix Modeling is the most sophisticated and final stage of analytics. It allows us to see how all channels work together to drive conversions in the customer journey. All prior phases are pre-requisites.

Watch Video

GOAL SETTING CHECKLIST

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.

____

____

____

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): ____________%

How much can you comfortably spend monthly to test and learn?

☐ $100 ☐ $500 ☐ $2,500 ☐ $10,000+

How many people are on your team?

☐ Just me
☐ Me and some freelancers
☐ I have a marketing team
☐ Enterprise

Which channels do you see as critical to your marketing goals? (Select all that apply)

	Already doing well / Would like to improve/ Not yet doing	Rank satisfaction (1-5) (1 being unhappy and 5 being quite pleased)
Facebook		
Google Ads		
SEO		
LinkedIn		
Twitter		
Email		
Local reviews		

What is the value of your fans?

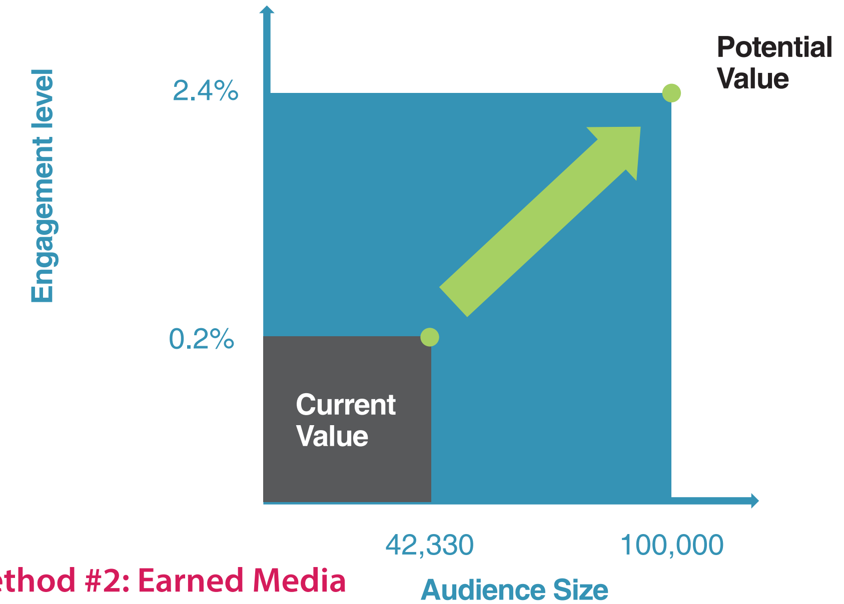
There are three ways to calculate this: conversion value, earned media value, and comparables. For the purposes of this exercise, we've chosen comparables to score your Facebook page because we are using publicly available data to see whether you have engagement apps and to what degree you are interacting with your fan base.

Method #1: Conversion Value

The most accurate valuation is to use your own conversion data to determine what percentage of Facebook fans perform an action with an assigned dollar value, such as a shopping cart check-out, filling out a lead form, joining your email list, or other activity.

If you are a direct marketer, consider what a conversion is worth and what percentage of fans convert. It may be that your Facebook fans will learn about you first on Facebook and then go to Google prior to converting. If that's the case, and you're using a last click attribution model, the Google search gets 100% of the credit, leaving no credit for the "assist" from social media. **Do your analytics show you how your various marketing efforts play together to drive a conversion?** If not, you may be over-awarding credit in the same way that an analytically minded retail client could accidentally conclude that, because cash registers are correlated with sales, they should divert marketing dollars into installing more cash registers in the store.

The beauty of the e-commerce and lead gen model is that it's simple to measure the ROI of your Facebook presence. You need only conversion tracking that accounts for the impact of ALL marketing efforts, not just the last thing a customer did prior to converting.



Method #2: Earned Media

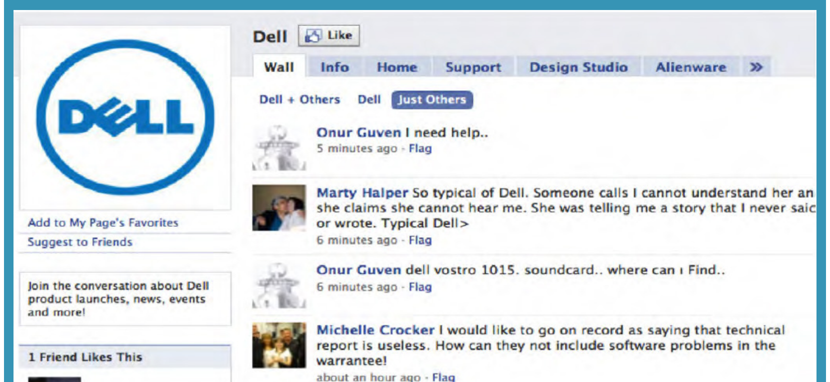
If you are a Consumer Packaged Goods brand or one that interacts with customers via retail channels, then earned media value is most accurate to determine value.

You can measure how many impressions your Facebook page is generating. For example, if you are generating 100,000 impressions per day via your Timeline posts, and your cost of media is a $5 CPM in the display, then your Facebook page is worth $500 per day. That's what you would have paid to generate the same level of traffic. Arguably, the Facebook traffic is worth more because it is trusted, has a higher engagement rate, and allows for sharing. What if you only post once per week and your Post Quality Score is such that few people notice your comments?

You might have 1,000,000 fans but be generating only a few thousand impressions a day.

In finance, if you want to buy a company, there are three primary valuation models you would use: discounted cash flow, comparables, and net asset value (yes, I have an Undergraduate in Finance!). The first (DCF) is a lifetime of projected earnings discounted back via an implied interest rate.

Sometimes, a Facebook presence can actually hurt your brand. Witness Dell when they didn't tend to their wall, allowing unhappy customers and ex-employees to post dozens of comments with no response from Dell. Just like vandalism, this is visible publicly to anyone, but it also represents an opportunity for Dell to demonstrate they care. Note: since we pointed this out, to their credit, Dell has taken corrective action.



The second is to say what similar companies are worth and apply their same p/2 ratio or composite set of metrics. For example, if Google is worth $137 billion and has 60 percent share, then Yahoo!, at 5 percent, should be worth 1/12 that market cap. The third is liquidation value- if you sell off all that company's assets and pay off all debts, what are you left with? Each technique is appropriate in the right situation. For example, you wouldn't use NAV with software companies, since they don't have assets (and goodwill via acquisition doesn't count).

The same three valuation techniques apply to Facebook fan value. Let's step through them.

1. Discounted Cash Flow (DCF) is the most revered technique since it's the closest to real profit and not subject to stock market manias. Thus, BlitzMetrics can pixel the conversion page of a website to capture not only the conversion but whether they are a Facebook fan or not. If so, assign credit. Then calculate what percentage of conversions are Facebook fans and what the average conversion value is for Facebook fans vs non-Facebook fans.

Now, you have a real Facebook fan value by taking checkout value of the Facebook fan times what percentage of Facebook fans buy (survey randomly on all site users who are fans or not compared to purchasers who are fans or not). Indisputable value can then be plugged into our grading tool- to override the default fan value. Some people say that pixeling is easy, and I know that we built a "popup-like" survey tool that can gather this via a lightbox javascript. Of course, this technique is highly flawed because correlation is not causation, and we don't know lifetime value. Few marketers realize this; they assume that Facebook users are more valuable implicitly because they truly are higher income, early adopters, iPad users, etc. Let's say we released a study where we found that those people who wear ties are more likely to speak at a conference.

2. Industry Multiples is the trickiest of valuation techniques because it's subject to speculative bubbles. Just because everyone thinks a fan is worth $10, then you drive off the cliff, too. ClickZ published a "study" showing fans to be worth $3.60 as if all fans are homogenous. Adidas said fans are worth $90 based on the faulty logic that these people who are Facebook fans wouldn't have bought otherwise; they didn't measure incremental value but took full credit.

There is no lifetime value of a Facebook fan because nobody has perfect vision into what changes Facebook will make, what the shift in marketing channels will be over time, and so forth. So it's tricky to compare against direct mail, TV, or other more stable media. Perhaps the closest is email, which is semi-interactive and an initial acknowledgment of permission-based marketing. I've used 2x as a rule of thumb- to say that a Facebook fan is worth 2x an email subscriber. Why 2x? Because emails go stale faster - people check their Facebook often multiple times per day and aren't about to discard their identity for a new one each month. They don't have multiple Facebook accounts. And there is no social power in email, since replies are not broadcast into the feed. The recommendation power of a Facebook fan, properly leveraged, is tremendous.

3. Asset Value

1) If you were to sell your list to others, what would that fetch? If you were to sell ad space on Facebook (not allowed, of course), how much could you generate? If you were to buy the same amount of exposure via a display campaign, what would that cost you? That's called earned media and is often based on relative CPMs or what you are paying Google for clicks/visits.

2) What would it cost to buy the traffic? Here, we are assuming that markets are efficient and that your advertising prowess is middle of the road. If you spent $50k on Facebook ads, it must be worth that in an efficient market. Not a good valuation model, but it's actually the most common model to value advertising. Don't believe me? Almost all agencies charge a fee based on media spend. So if you have an agency, then you are buying based on assuming the price is the determinant of value. Even worse is buying on a rate-card, which is the equivalent of buying at "list price", negotiating a 15 percent discount, then claiming it was a good deal.

When you talk to advertisers, know which model they are using. Agencies understand the percent of spent markup. Performance players (lead gen and e-commerce) look at the first model (ROI and its cousin NPV). VC funded companies use real currency to buy virtual currency, so use the second model.

Measuring Engagement

If you're an administrator of your brand's Facebook page, you can access Insights. Here are three key metrics to determine your engagement:

1. Feedback Rate

What percentage of your fans are interacting with you? Is it under 1%? If so, then your fans are saying your messages are not interesting. Facebook, noticing this, will also not share your messages with friends — a double whammy. Improve your score here by asking questions as opposed to making statements, keeping messages 10 words long or less (versus a paragraph), including multi-media versus just text, and having content that triggers emotion. Above all, resist the temptation to sell too hard. The Timeline is where most engagement occurs, although you can boost your engagement rate by running ads to your postings, plus including engagement apps.

2. Interactions Per Week

While Post Quality Score measures the share of your audience that is engaged, Interactions per Week looks at how many interactions you have. Under-post, and you have no community. Over-post, and you wear users out. Your ideal post frequency is dependent upon what your users expect. If you're a news site, then 10 times a day can be okay. If you're a B2B software company, a few times a week is probably fine. Do not cheat by auto-posting your RSS and Twitter entries—fans will frown upon non-social, automated content. Don't promote your specials or discounts more than once in every four postings, and definitely no more than once per day. If you are getting less than 10% of your fan base as interactions each week, you're not unlocking the value of your community. Thus, if you have 100,000 fans, you should have at least 10,000 interactions each week.

3. Troubleshooting Low Engagement

We encountered low engagement with a hair care products company who grew their fan base by running contests and then using the Timeline to push their latest products. Here is how we explained the problem to them:

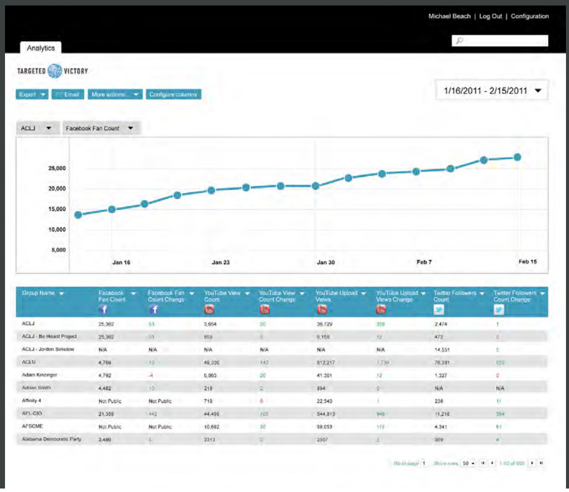
- "Contest traffic is the lowest quality - people who come in via incentives are not there because they truly care about shiny, frizz-free hair. The worst quality traffic is pure game incent traffic (where people do something just to earn coins). Our traffic is somewhere in the middle. It's reasonable to expect a 10-20% loss once the promotion ends. That's just the price you pay for growing quickly via ad-driven traffic that runs to contests."

- "Clearly, the highest quality traffic is viral (organic) growth from friend-driven engagement. I'm not talking about game notifications or incentives for inviting friends, which is the spam behind the FarmVilles of the world. I'm talking about testimonials and real participation. We don't have such apps but can construct them with a moderate amount of effort. This includes a 'spin the wheel' coupon app (which is better than just loudly broadcasting some special or discount), a 'featured fan' (nomination) app, that shows folks in the profile image, and some game-like element (we'd have to see how this is possible - maybe using video or sharing bumper stickers/slogans)."

- "Thus, certainly based on what we have so far - all ads and no further engagement except Timeline postings, we're going to lose many of our new fans - many naturally and others because we don't have ways to participate."

Deeper measurement options

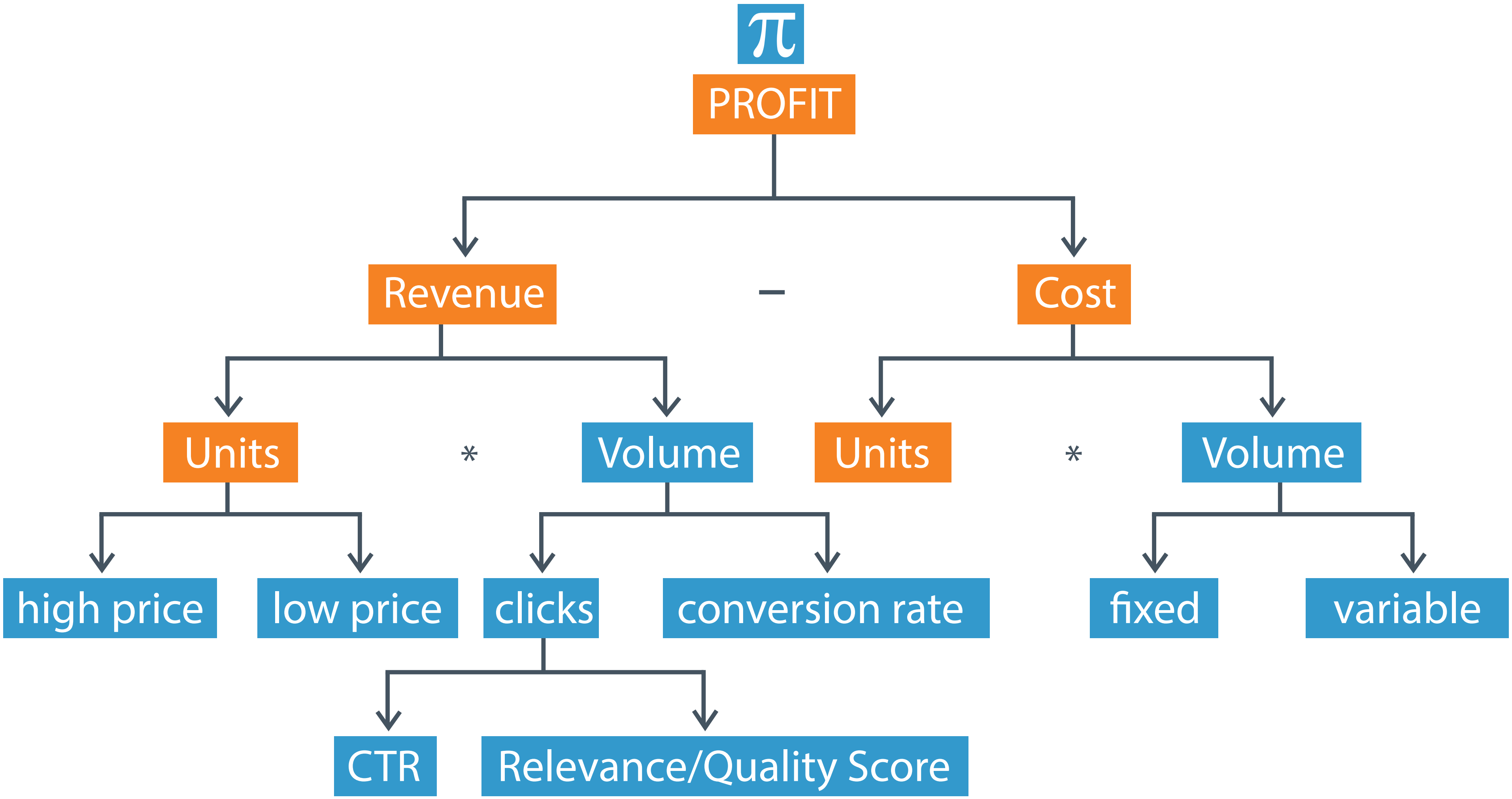
Track your engagement apps and understand more about how you're engaging your fans and who are the most influential.



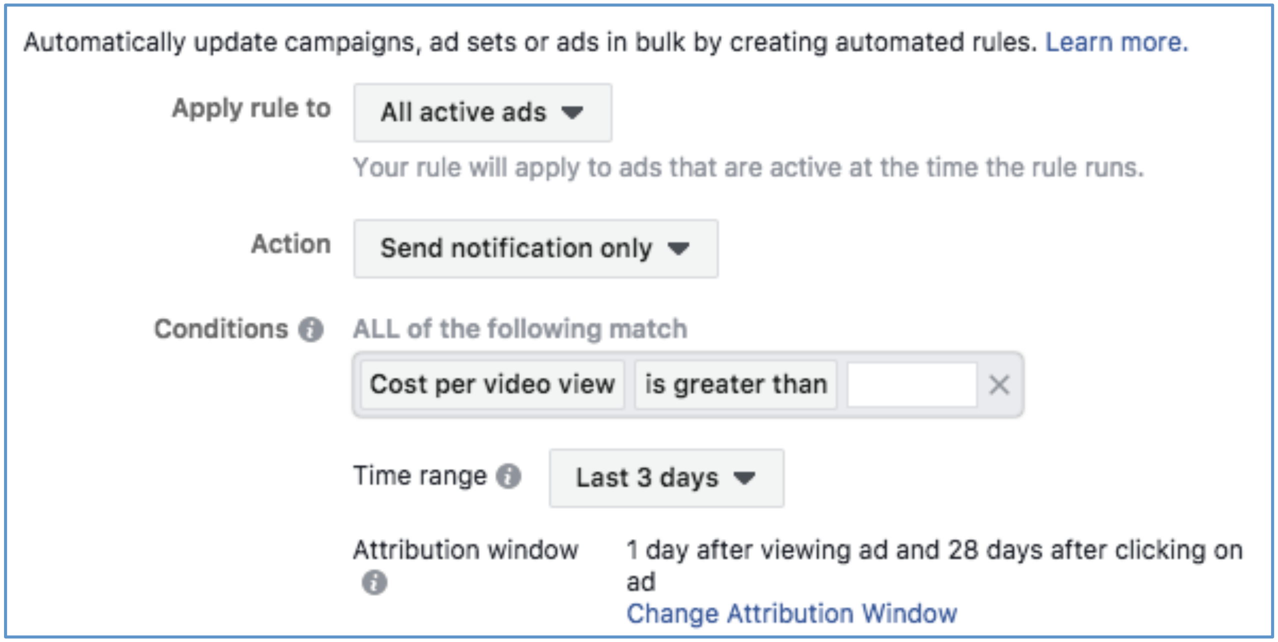
Business Objectives by Benchmark

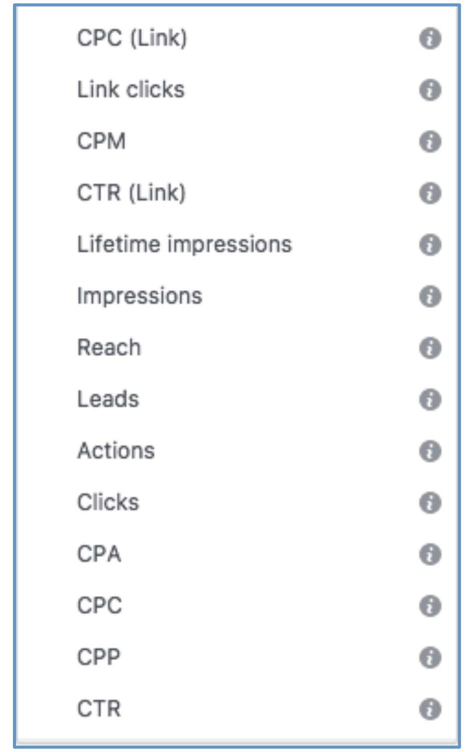
Metrics Decomposition

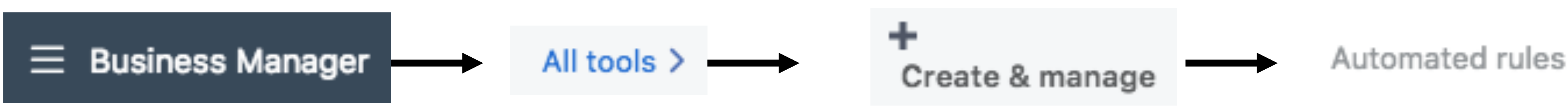
Find out exactly where the problem is with your funnel by traversing the Metrics Decomposition Pyramid. You can trace down the particular metric that's hurting your conversions, then take the right action.



Automated Rules Help Keep Track of Our Winners & Losers



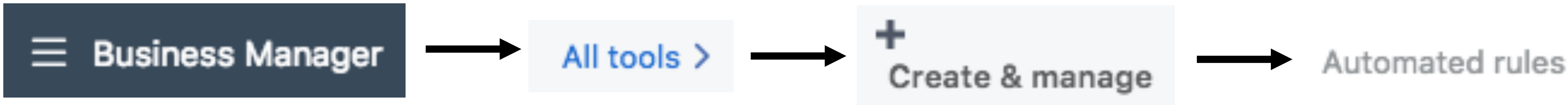


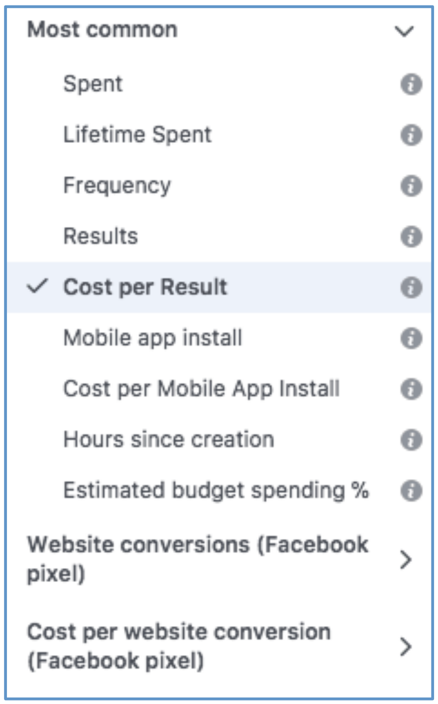


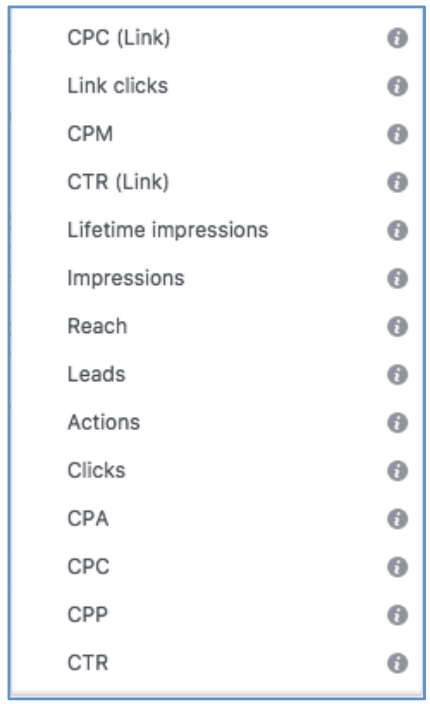
Automated rules are a group of conditions which can be created to keep a hold on the spending within the ad account. When these conditions are met, Facebook will automatically send you an email to let you know, or they'll turn the ad off.

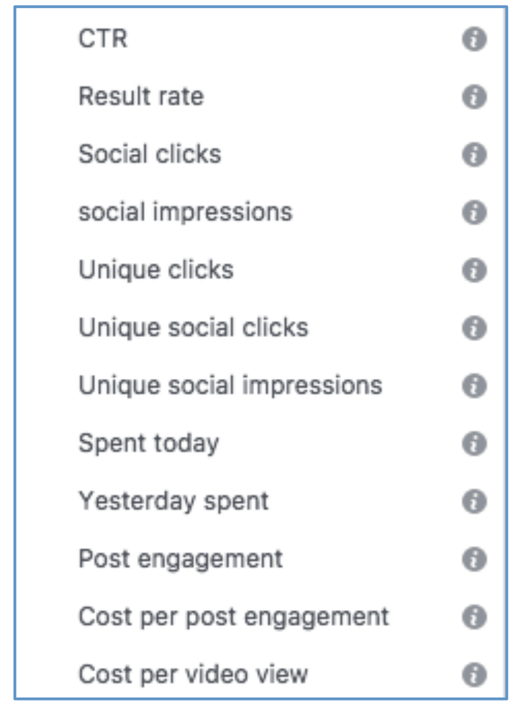
Implementing automated rules allows us to keep track of all of our ads without having to manually process the tonnes of data available. It helps keep our actionable metrics under control and ensures we aren't draining your ad spend on creatives which don't perform well.

How to Set Up your Automated Rules







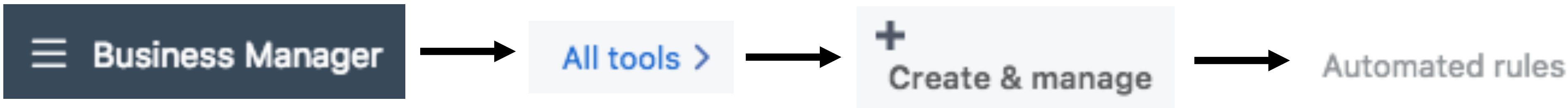


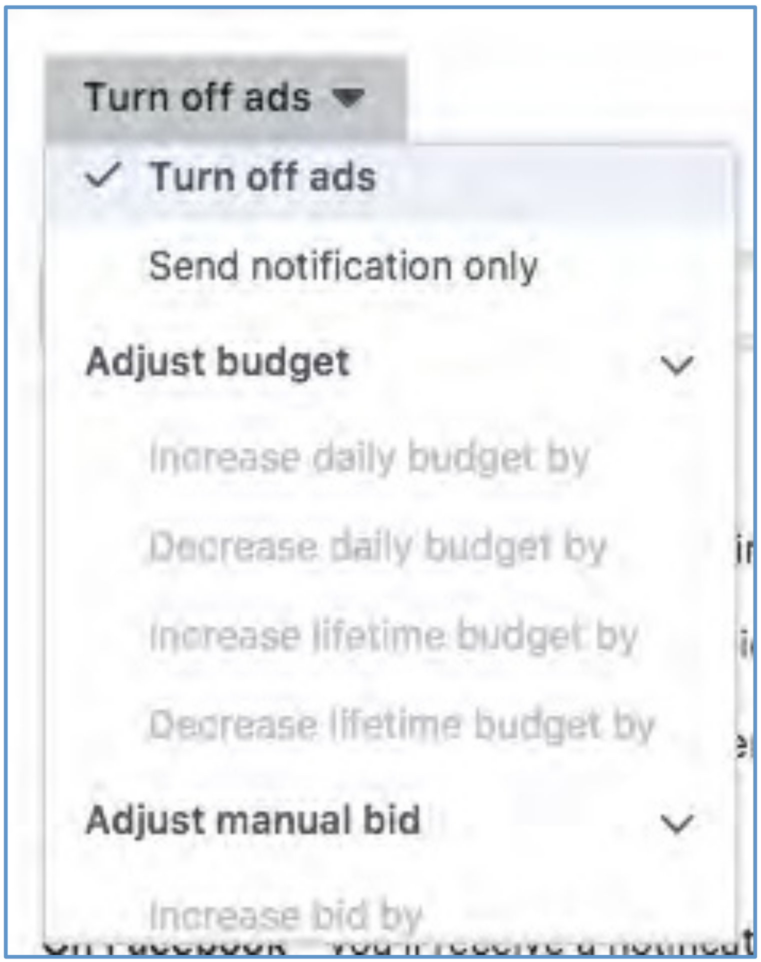
We can set up automated rules on almost every measurable metric within Facebook.

Find your business's weak point(s) and make sure that you have an automated rule set up to kill any that are draining our ad spend. For example:

Our Standards of Excellence CPM says we should aim to pay $10 or less for 1,000 Impressions. To ensure we stay within this, let's have a rule set up which kills any ads which are driving CPM's higher than $15.

Set up Your Automated Rules





You can choose varying different degrees of automation.

Increasing Spend, Decreasing Spend, Turning Ads Off and just Sending a Notification.

If you are slightly unsure of the automation, have Facebook send you an email notification when your conditions are met. This way, you can jump into the ad account and adjust your bid manually.

Once you feel comfortable with the automated rules, you can have Facebook adjust your bidding/ads automatically.

Here are a few rules you can get set up today:

Send Notification of High Ad Frequency.

Apply Rule to All Active Ads >> Send Notification Only >> When Frequency is greater than 3.

Send Notification of Low CPCs, so we can increase budget.

Apply Rule to All Active Ads >> Send Notification Only >> When CPC is below $0.75

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

Dennis Yu

Content

- [ ] **Assemble a list of third-party endorsements, especially positive mentions from high-authority sites.**
- [ ] **Create a 3-minute "*WHY*" video (*https://blitzmetrics.com/why/*).**
- [ ] **Set up Content Library.**
- [ ] **Map out one-minute videos.**
- [ ] **Create promotional content to drive conversions.**
- [ ] Create personas for the top 3 customer segments you serve.
- [ ] Gather content by stage of the ACC funnel, addressing a key objection for each persona.

- [ ] Fundamental
- [ ] **Advanced**

Get the Course:

CONTENT

https://blitzmetrics.com/CMG

- [ ] 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 credible proof do you have to tell your story? Is the proof online? Can you share them

What are some examples of your unique selling proposition? e.g. customer testimonials for a crossfit trainer, personal interview with a journalist.

- [ ] 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?

SETUP

PLUMBING

Tracking Performance

Phone Call

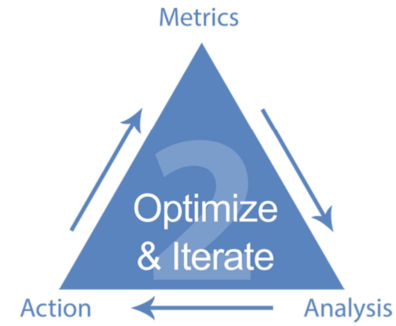
STRATEGY

GOALS, CONTENT, TARGETING

Boost Post

SCALE

AMPLIFICATION + OPTIMIZATION



(Ideally through dashboard)

Send to number on file

1. Inbound answering service *API* one number per client so they know how to answer (for all Blitz small biz clients)
2. *Send* direct to client with no tracking (small biz, professional services)
3. Send to call center (enterprise option: Envision, Big call center)

Saved Audience

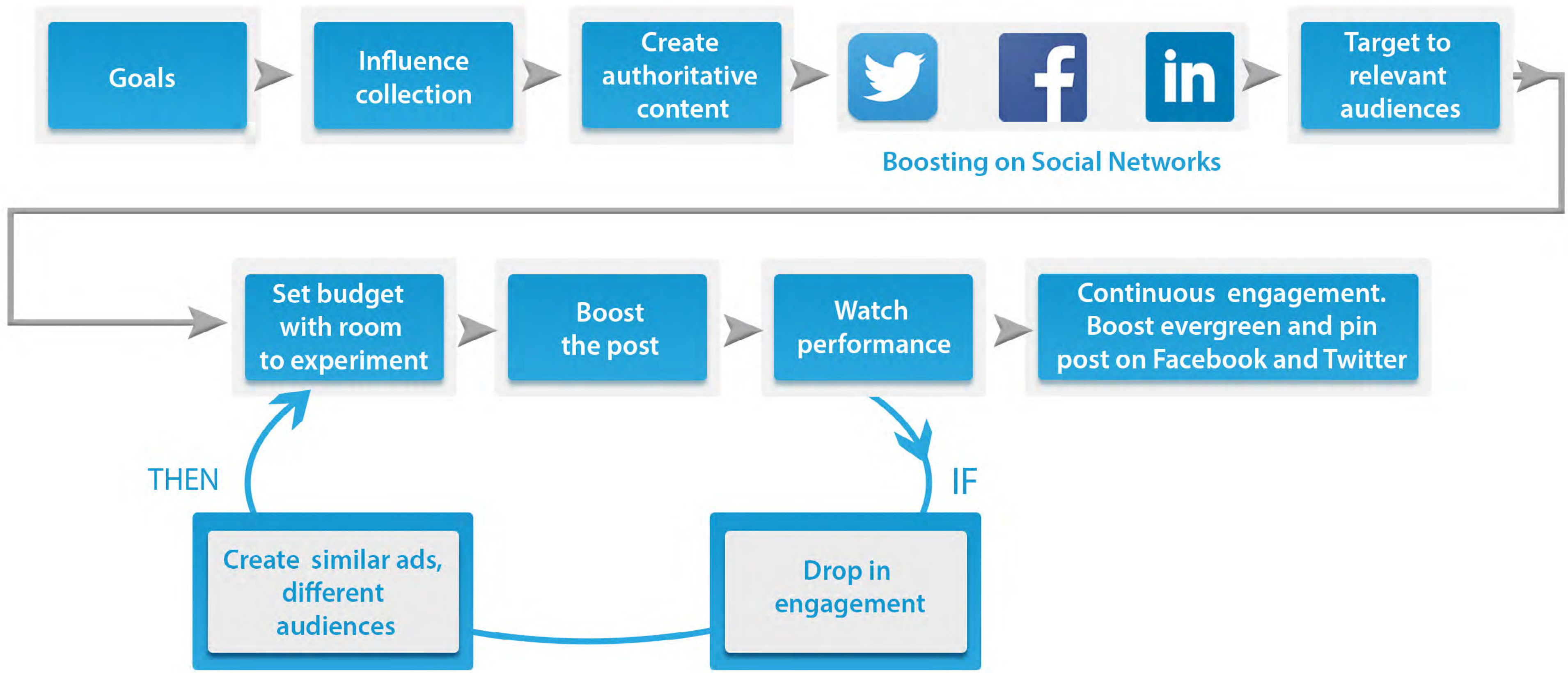
1. Remarketing pools (abandoners + lead scoring via Marketing automation system)
2. Interest targets
3. Lookalike audiences

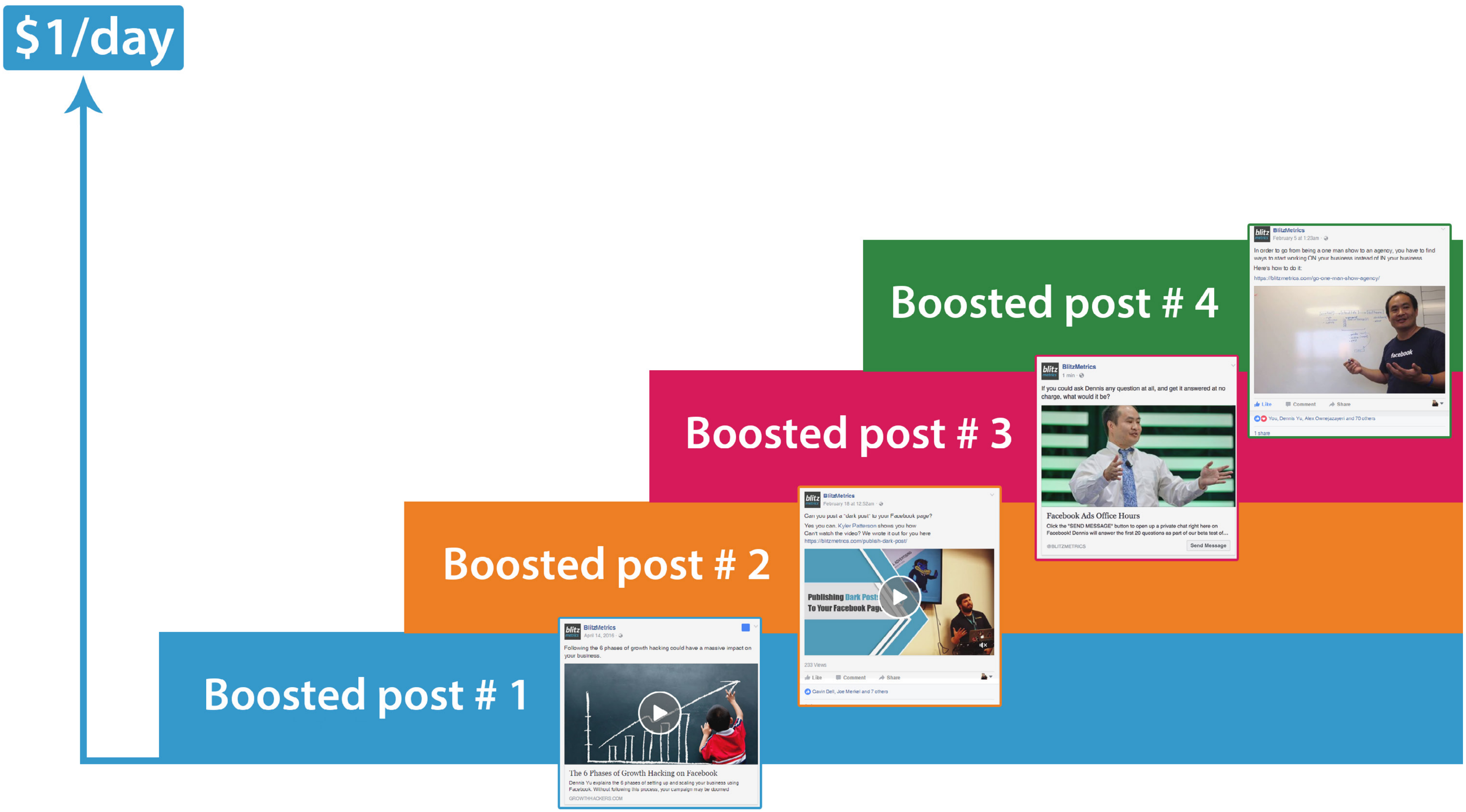
Leads + Cost per Lead

1. If via BlitzMetrics (inbound answering service numbers), then we show a call tracking report
2. If direct, then small biz gets spend but no call performance
3. If call center, then client tracks in their system or integrates with ours

Business objectives https://www.facebook.com/business/ads-guide/

Thousand possible tasks https://www.youtube.com/watch?v=YSrAGIhH9jU


Goals
Influence collection
Create authoritative content
Boosting on Social Networks
Target to relevant audiences
Set budget with room to experiment
Boost the post
Watch performance
Continuous engagement. Boost evergreen and pin post on Facebook and Twitter
IF
Drop in engagement
THEN
Create similar ads, different audiences


$1/day
Boosted post # 1
The 6 Phases of Growth Hacking on Facebook
Boosted post # 2
Publishing Dark Posts To Your Facebook Page
Boosted post # 3
Facebook Ads Office Hours
Send Message
Boosted post # 4

Personal Branding

WHY "dollar a day" ?

- Makes any goal easier to achieve
- Build authority by influencing the influencers

Why Story 3 Components

- Valuable experience
- I believe that...
- And because of this, I do...

WHAT is "dollar a day" ?

- Generates inbound marketing
- 3 linked phases that multiply your power

Plumbing

- Website & social accounts
- Professional & consistent branding
- Tracking & ad pixels

Content

- Third-party authority
- Content library
- Collection mechanism

Amplification

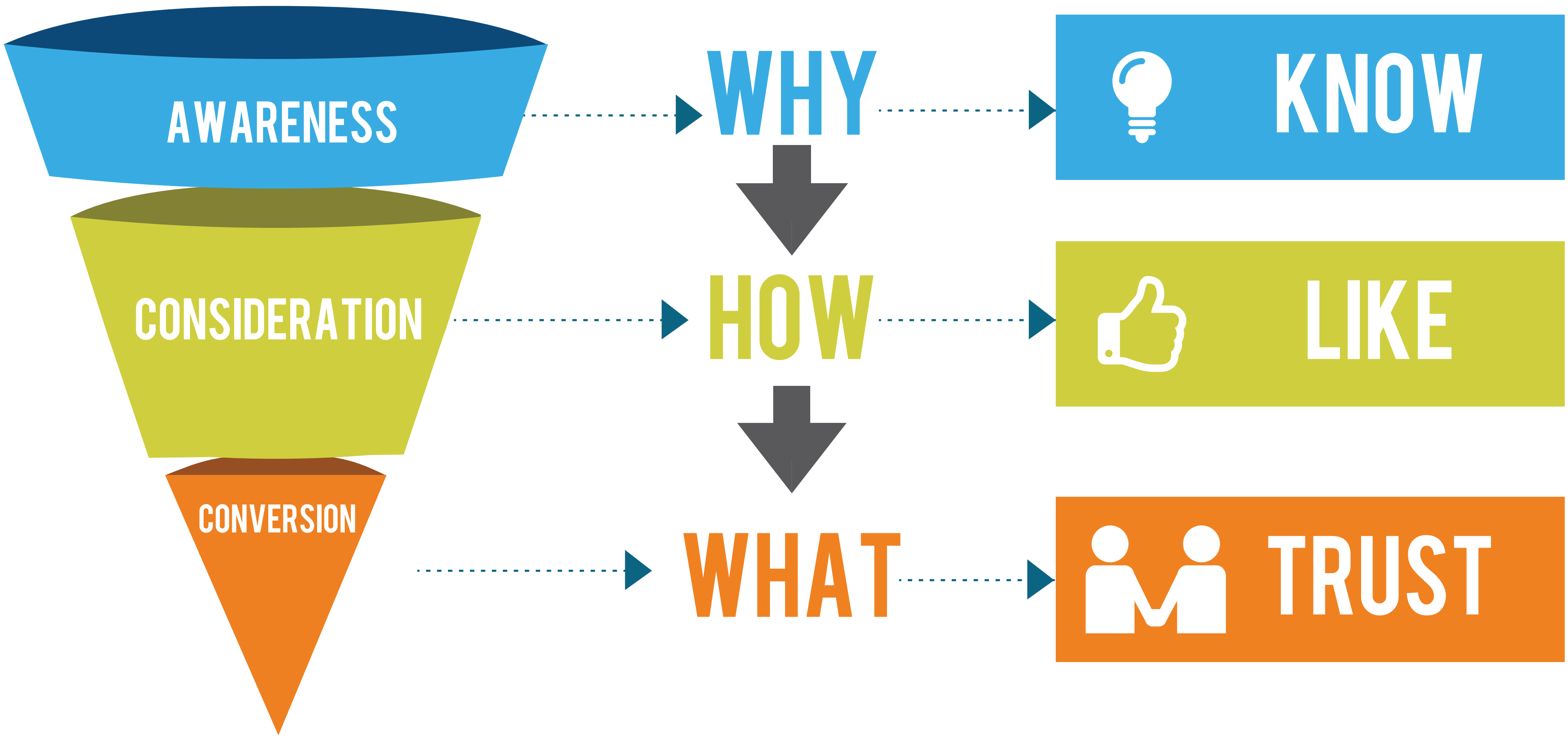
- Creating influencer targets
- Dollar a a day ads per post
- Responding to feedback

HOW to use "dollar a day" ?

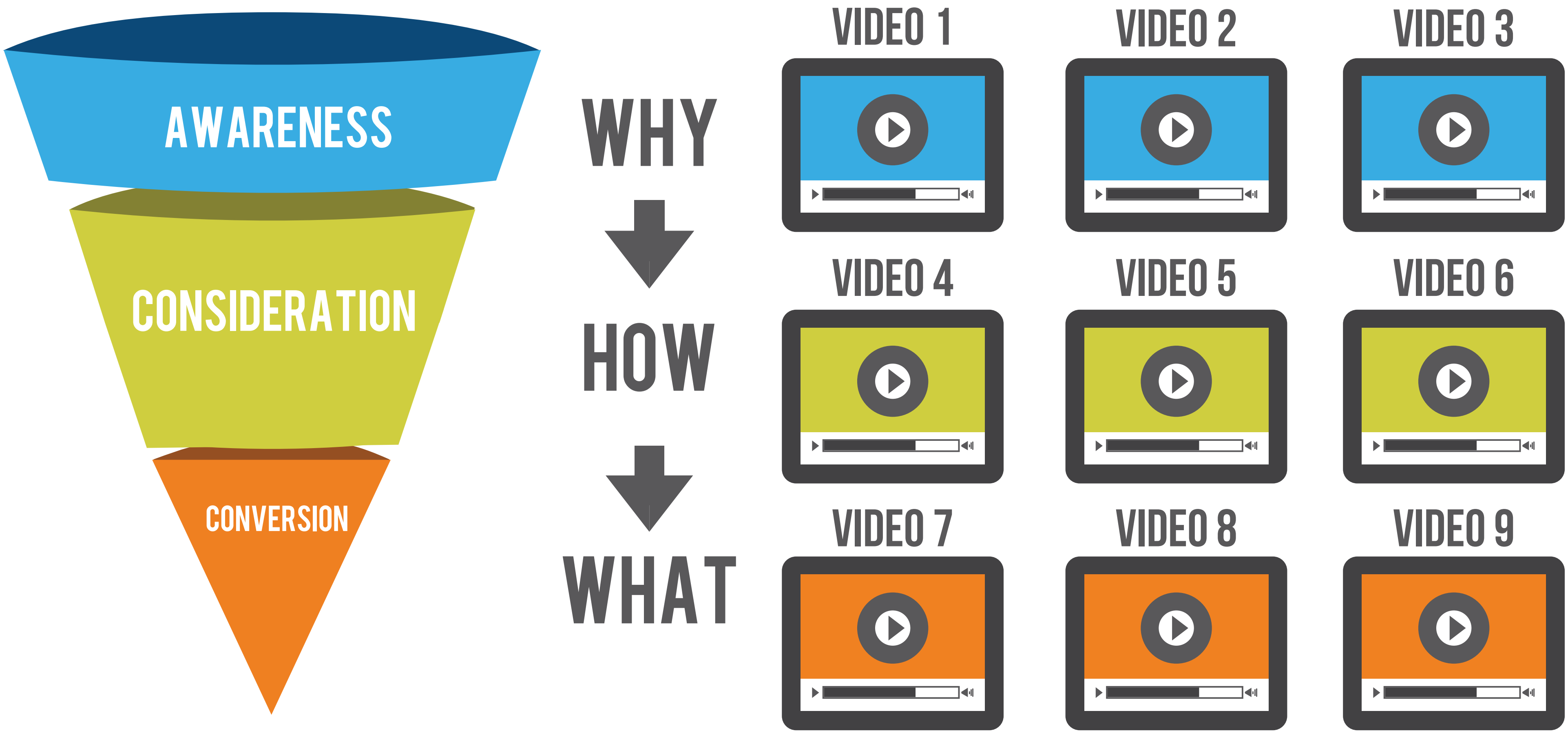
3 Components of authority

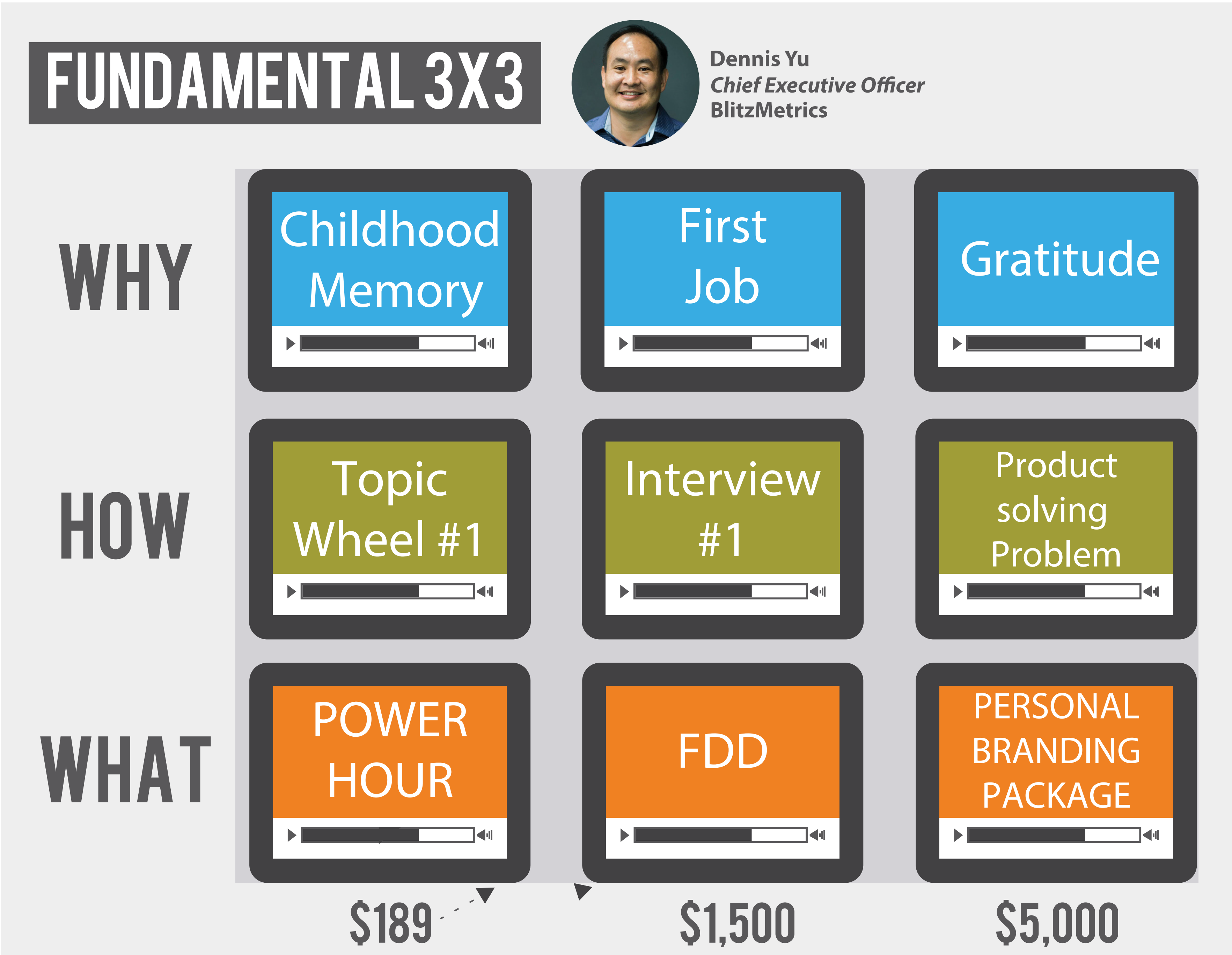
- Properties
- People
- Content

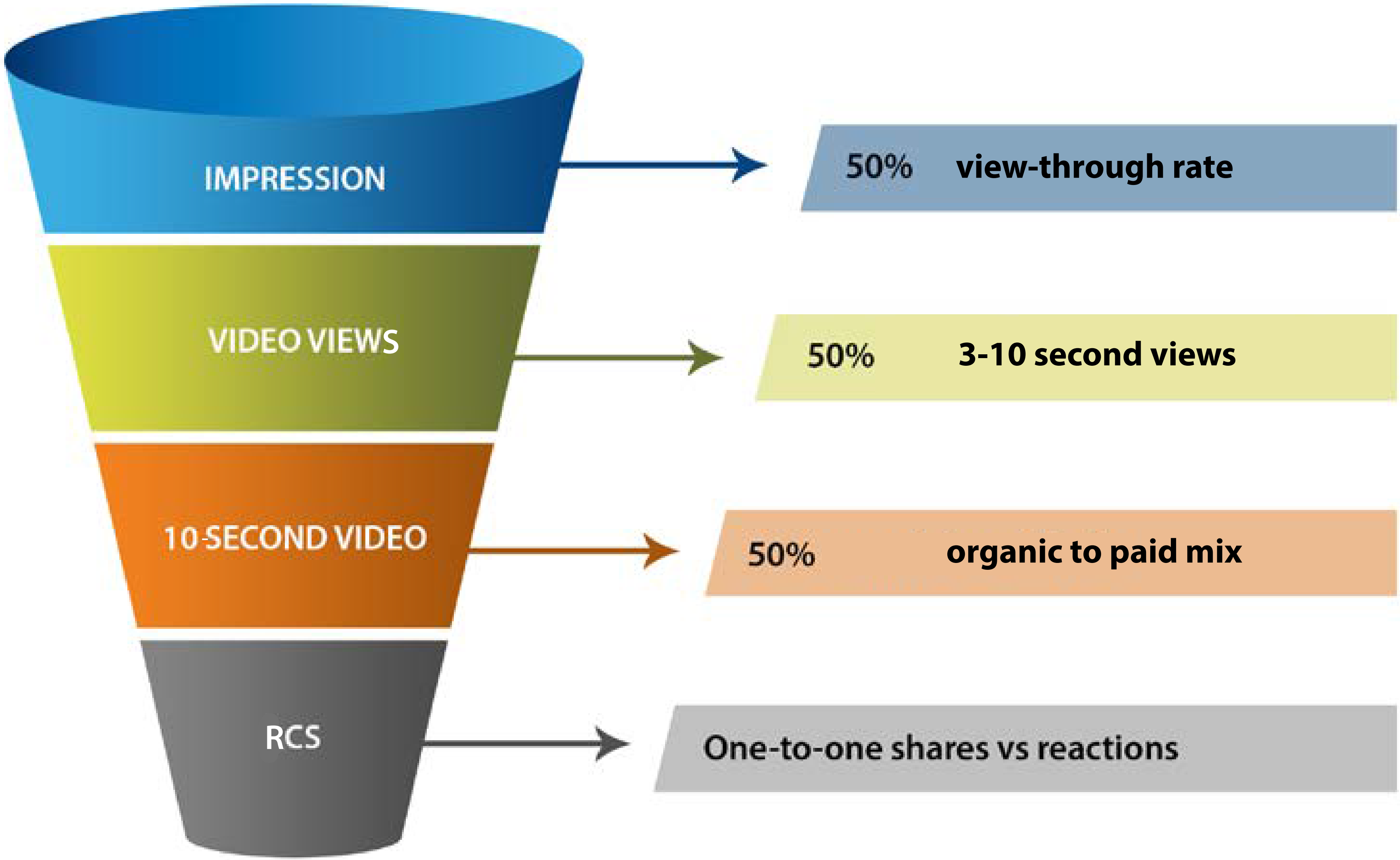
ACC FUNNEL

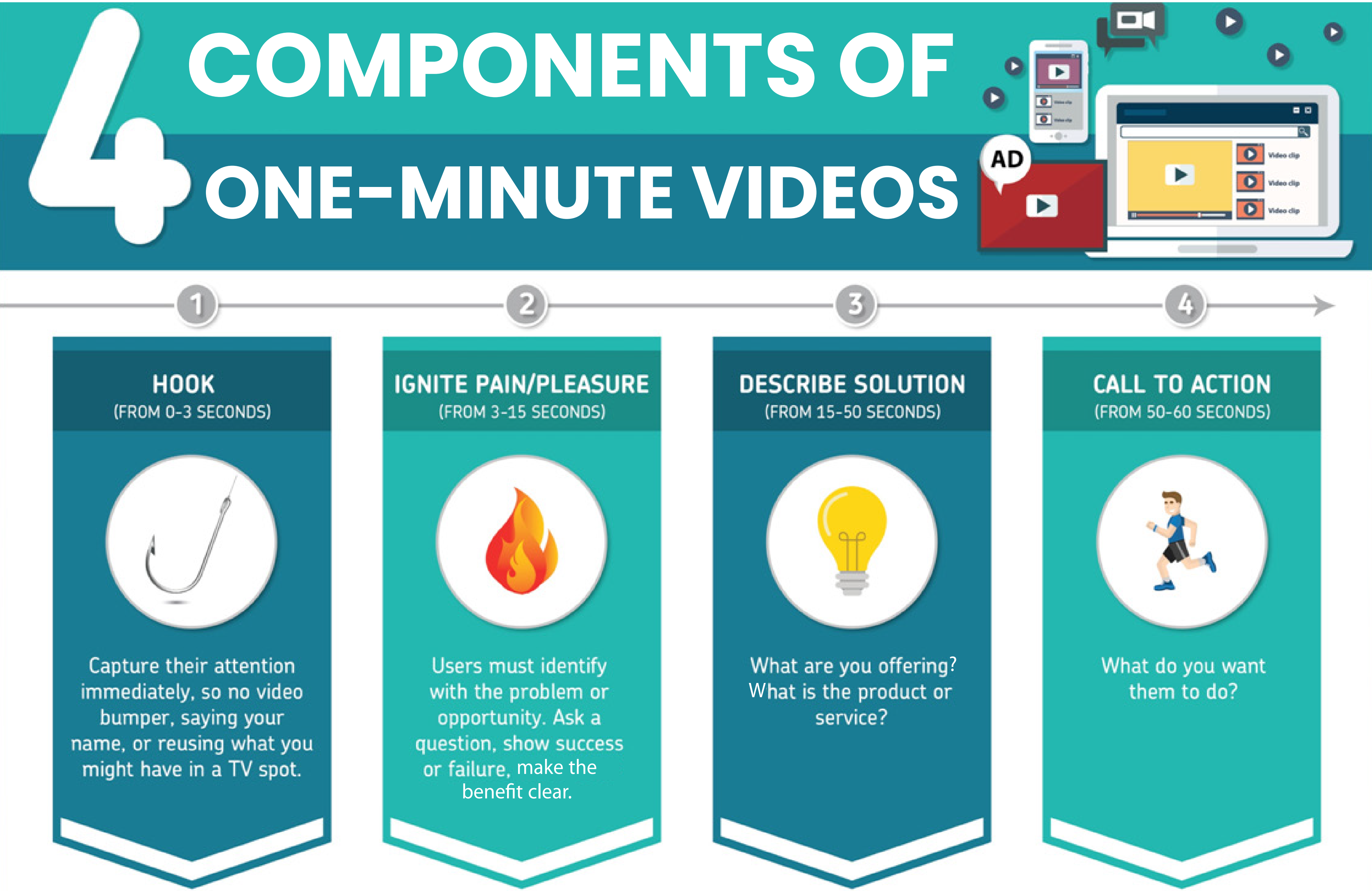

AWARENESS
CONSIDERATION
CONVERSION
WHY
HOW
WHAT
KNOW
LIKE
TRUST

3X3 VIDEO GRID




FUNDAMENTAL 3X3
Dennis Yu
Chief Executive Officer
BlitzMetrics
WHY
Childhood Memory
First Job
Gratitude
HOW
Topic Wheel #1
Interview #1
Product solving Problem
WHAT
POWER HOUR
FDD
PERSONAL BRANDING PACKAGE
$189
$1,500
$5,000


IMPRESSION
VIDEO VIEWS
10-SECOND VIDEO
RCS
50% view-through rate
50% 3-10 second views
50% organic to paid mix
One-to-one shares vs reactions


4 COMPONENTS OF ONE-MINUTE VIDEOS
AD
1
2
3
4
HOOK
(FROM 0-3 SECONDS)
Capture their attention immediately, so no video bumper, saying your name, or reusing what you might have in a TV spot.
IGNITE PAIN/PLEASURE
(FROM 3-15 SECONDS)
Users must identify with the problem or opportunity. Ask a question, show success or failure, make the benefit clear.
DESCRIBE SOLUTION
(FROM 15-50 SECONDS)
What are you offering? What is the product or service?
CALL TO ACTION
(FROM 50-60 SECONDS)
What do you want them to do?

3 COMPONENTS TO A WHY VIDEO

1. WHEN I WAS___.

Waste no time; get right to the story. This is where the "WHY" comes in.

2. I BELIEVE THAT ___.

Go from the emotion of the story you just told to the overarching lesson of what you stand for.

3. I STARTED ___.

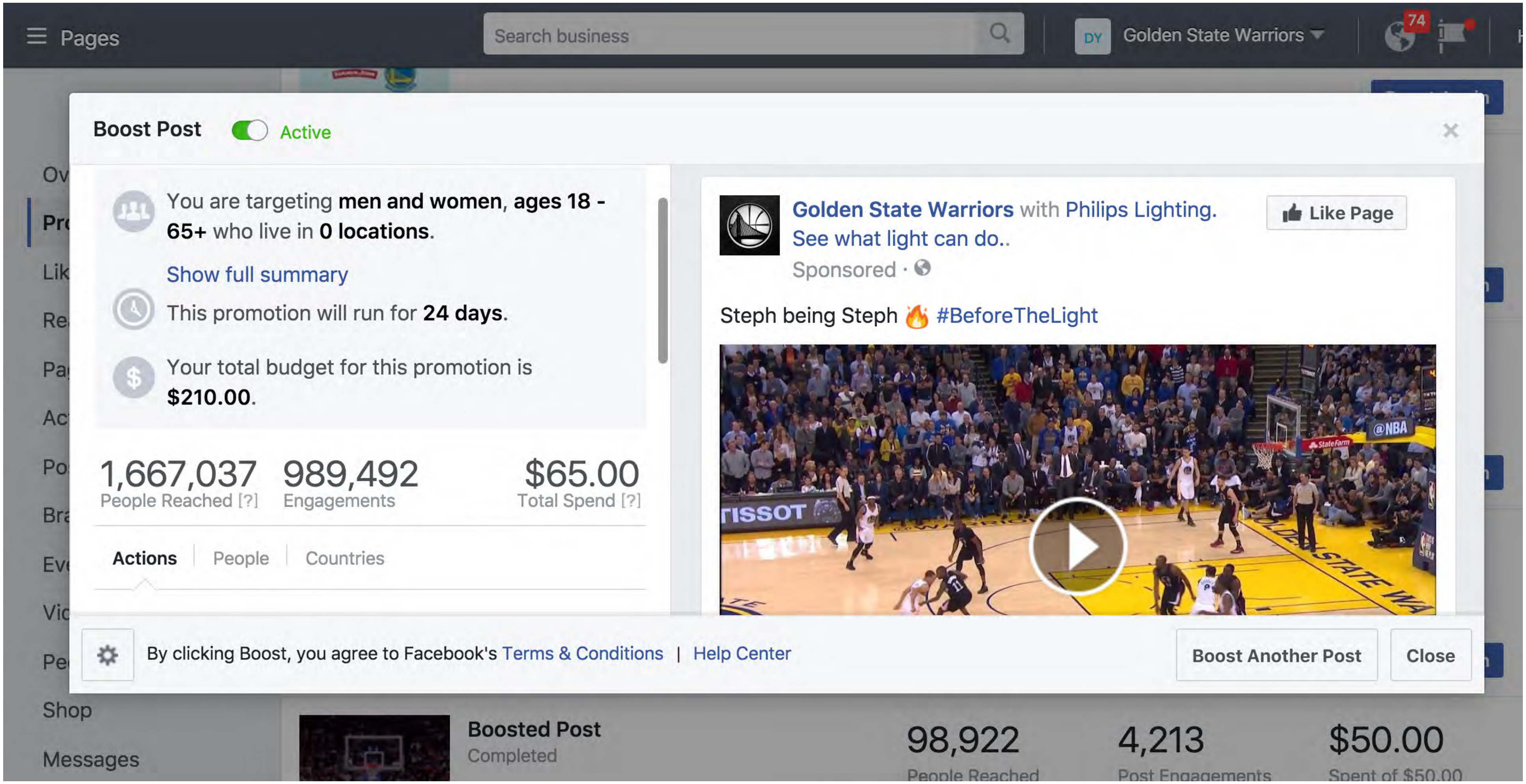
Give a brief explanation of what you do. Make sure to be specific and concise.

blitzmetrics

Learn more at blitzmetrics.com/WHY.

INSTRUCTOR USE

- [ ] As each person comes up, let's clap for them-- it's own slide of "cheering!"
- [ ] As they hit each of the 3 components, we advance to the each slide, so they know what trigger phrase to use.
- [ ] Then we go to a slide for "cheering!" so people know to clap as they leave the stage.
- [ ] And finally, a “feedback” slide, where the instructor(s) provide 2 minutes of feedback before calling up the next participant.
- [ ] When we call up the next participant, we quickly left arrow 5 times to get back to the first "cheering!" slide.



Promote video when your audience is most engaged, such as this post during the NBA playoffs. You are going to get the best results when your fans are the most engaged. This video boost got 1,600,000 views for $65. That's four tenths of a penny for each view. When you are posting your content and promoting it, try to capitalize on the best time and occasion.

Section 1: Set up your plumbing

Define 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.

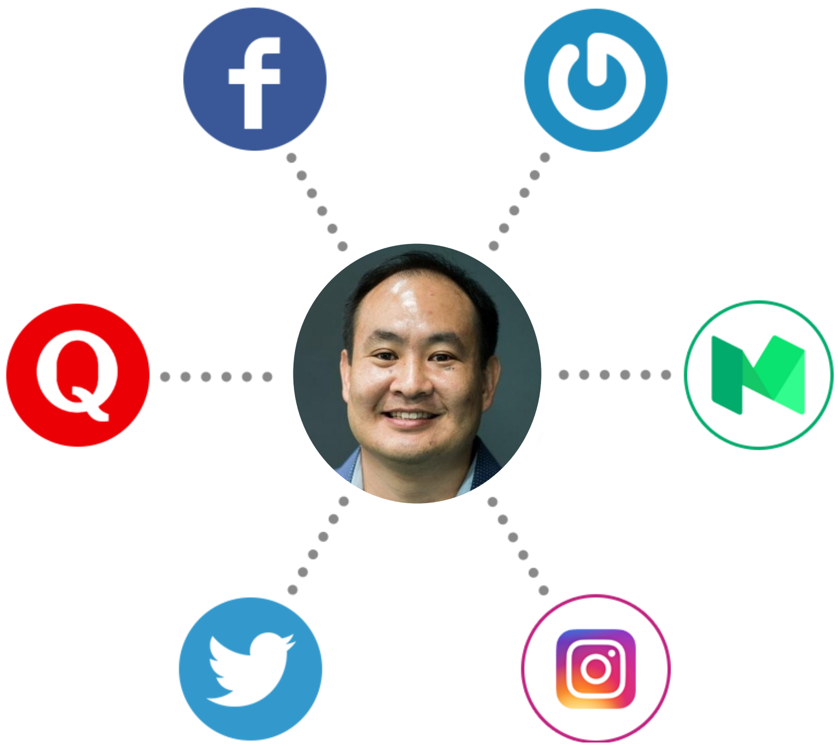
If you're passionate about music, you might want to become the best Facebook marketer in the music industry. Maybe you're passionate about sports. Establish yourself as the top social analytics expert in the sports industry.

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

It's the through-line that drives the content you produce. This is critical to inbounding the clients you want to work with because people hire people.

While it's important to look good on paper, even more important to potential clients and employers is whether or not they'll like working with you.

People spend the majority of their days at work, so of course, they want to hire someone personable whose goals, values, and personality aligns with theirs. The same goes for public figures. If you're a speaker who wants to talk at SportsGeek, you'd better demonstrate an interest in the sports industry, right?

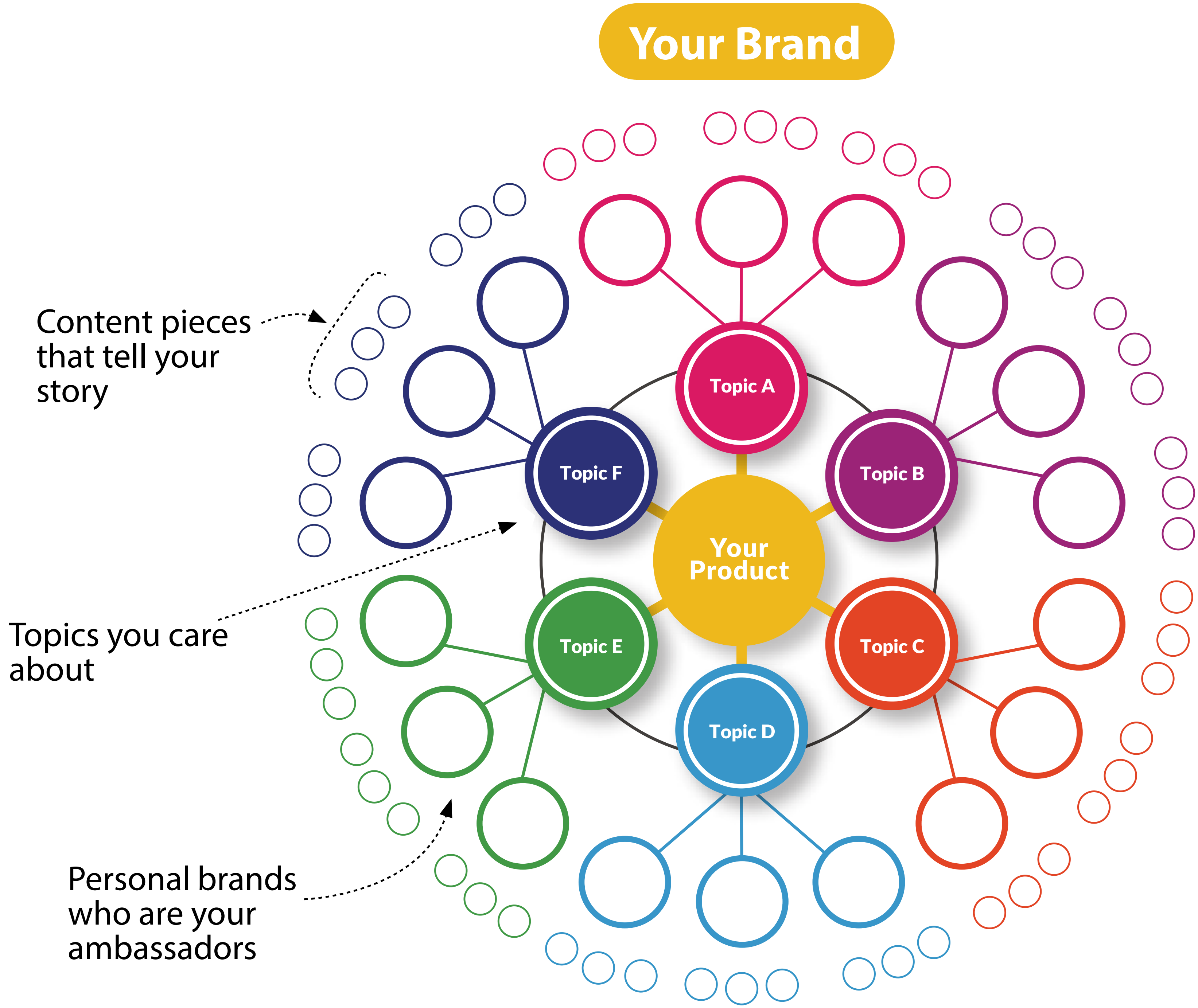


To sell more, or to achieve the goals you've selected, you must map your goals back to topics and your topics back to people who are authoritative in these topics.

People connect with your "**WHY**" (outside ring), then want to understand HOW (middle ring), and only then care about the WHAT (the product/service you sell).

Our personal brands allow us to show this through the content that we create, which of course always ties back to our "WHY." At BlitzMetrics, our "WHY" is to educate and create jobs for students, which carries through in all that we do. Once you've determined your WHY, create a ***one-minute video*** about it.

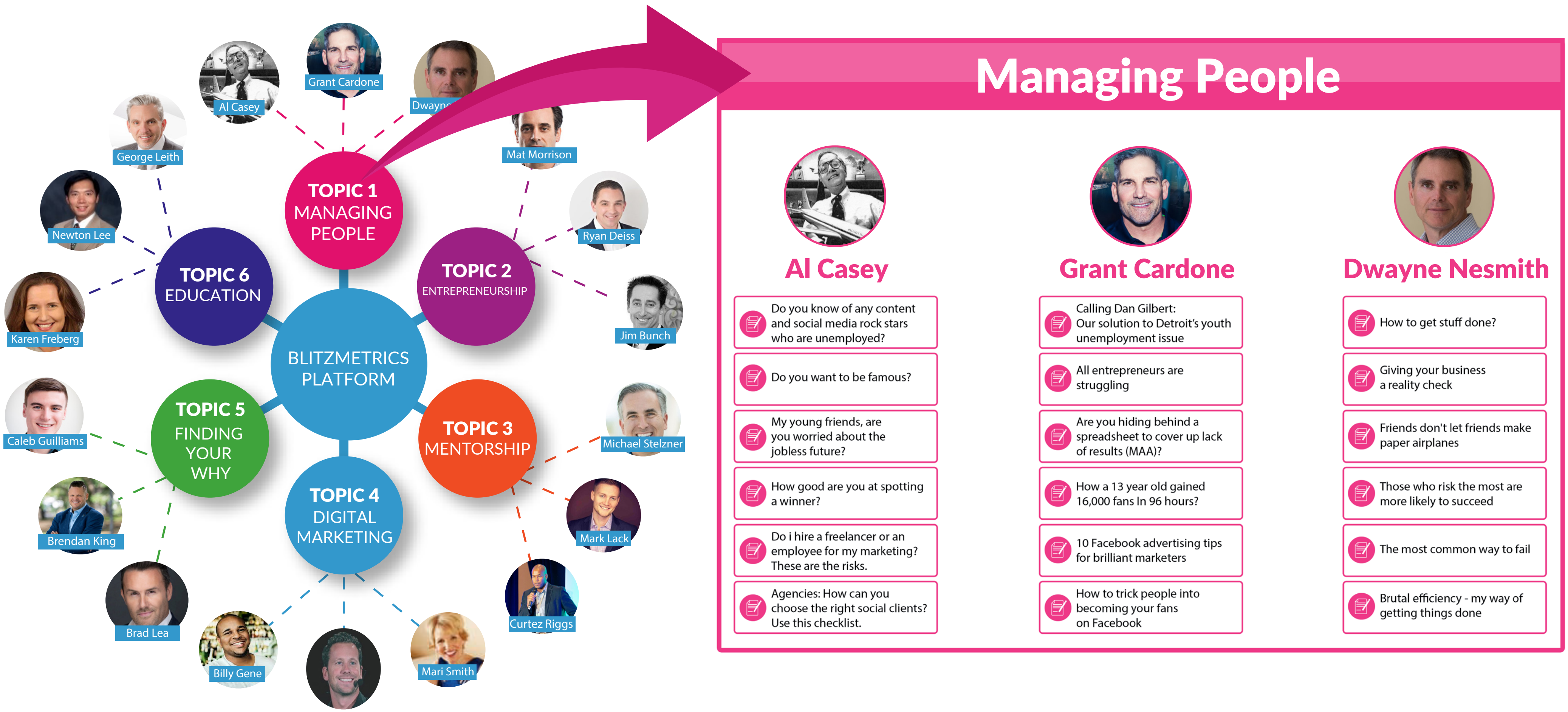
For execution-level plans, see the **Influence Generator Course** at *blitzmetrics.com/IGC*



Your Brand
Content pieces that tell your story
Topics you care about
Personal brands who are your ambassadors
Topic A
Topic B
Topic C
Topic D
Topic E
Topic F
Your Product

1a. Map your Personal Branding

Your personal brand is built upon the brands of your ambassadors. Better to leverage the authority that your ambassadors have in the topics you have chosen, as opposed to having to build it from scratch yourself. Have you mapped out where you already have authority and where you'd like to



Comment on blogs and build your network

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 mention 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 are usually links 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 competitor's traffic***.

Don't over-promote yourself; otherwise, you'll be labeled 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 care. 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**: Watches/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.

If you don't have the resources to fill all of these roles, delegate to virtual assistants (VAs) like Fancy Hands, Fiverr, Upwork, or WriterAccess.

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

Targeting

- ☐ **Import your customers and leads' emails into Facebook, LinkedIn, Twitter, and Google as custom audiences.**
- ☐ **Build targets on Facebook and Twitter - direct interests, closest competitors, common interests your customers share, industry influencers your customers and competitors follow, and people working in the media.**
- ☐ **Create 1% lookalike audience for each major landing page, thank you page, and email list.**
- ☐ **Amplify a video and create video remarketing audiences.**
- ☐ Create 1-day, 30-day, and 180-day audiences (Website Custom Audiences), site-wide, for each major landing page and thank you page.
- ☐ Build Bowtie Funnel Sequences.

Get the Course:

TARGETING

https://blitzmetrics.com/FDD/

☐ **Fundamental** ☐ **Advanced**

How to take advantage of microtargeting 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 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.

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 favorite 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 The Wall Street Journal, New York Times, Mashable, Forrester, VentureBeat, 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 microtargeted 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. 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. 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 do 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.

Target		Audience size
List your competitors *Closest competitors are those who your customers regard as a substitute – not necessarily the biggest competitors in your industry.*	1.	
	2.	
	3.	
List your customers' common interests	1.	
	2.	
	3.	
	4.	
	5.	
List 5 workplace based targets (think of influencers in your field)	1.	
	2.	
	3.	
	4.	
	5.	
Create saved audiences for each of these 3 groups, including 1 micro-targeted audience for workplace targets	1.	
	2.	
	3.	

Example Influencer Audiences

Audience Details

View how this audience is defined

Audience Name Sports Media Workplaces - 13k

Saved Audience Details

Location: United States

Age: 18 - 65+

People Who Match: Employers: Bleacherreport.com, Athletics Weekly, ESPN, FanSided, ESPN The Magazine, Sporting News, ThePostGame, Yahoo Sports Fantasy, ESPN Magazine, FOX Sports, TNT Drama, HoopsHype, SB Nation NBA, Sports Illustrated, SportsCenter, Yardbarker, NBC Sports, Basketball Insiders, SportsPro, Sports Center, Professional Sports Publications, RealGM, Bleacher Report Radio, Yahoo! Sports Radio, CBS Sports, NBADraft.net, SLAM Magazine, Yahoo Sports, SB Nation, FOX Sports Arizona, RantSports, Sports Weekly Magazine, Scout Media, RealGM.com, Deadspin, FOX Sports Ohio, Bleacher Report, SportsCenter Inc, ESPN3 or Sports journalism

Edit

Audience Details

View how this audience is defined

Audience Name Media Workplaces - 97k

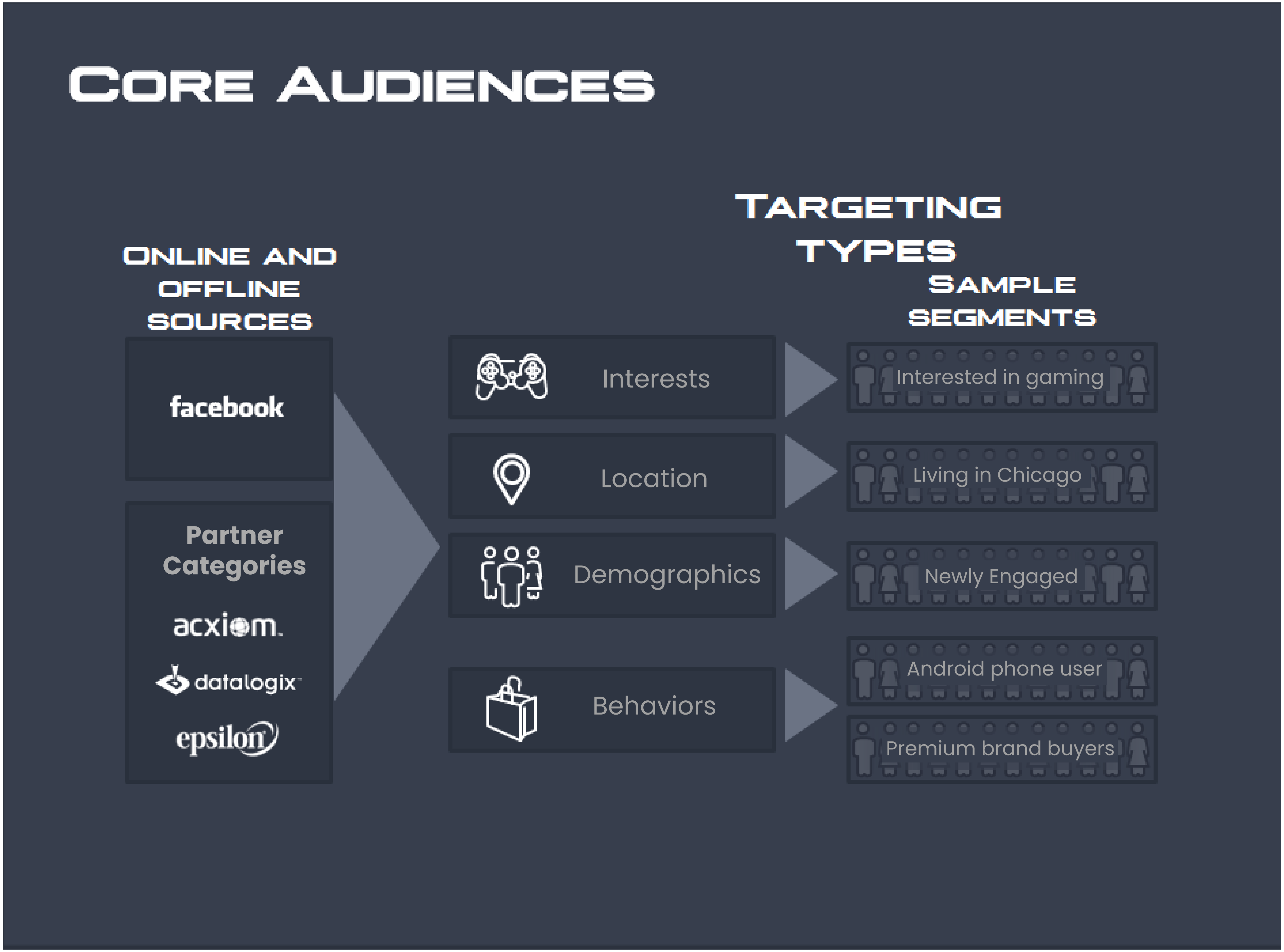
Saved Audience Details

Location: United States

Age: 18 - 65+

People Who Match: Employers: The Guardian, Ellen DeGeneres, People magazine, SFGate, Time Warner Cable, CNN Sports Illustrated, ESPN, ESPN First Take, FOX Sports, ESPN on ABC, Live Nation Entertainment, TIME, The Late Show with Stephen Colbert, Chron.com from the Houston Chronicle, NBC Nightly News with Lester Holt, Webclinic, Today Show, CBS News, The San Diego Union-Tribune, Live with Regis and Kelly, USA TODAY, iHeartMedia Chicago, Mike and Mike, Detroit Free Press, New York Post, Viacom, Weekly World News, SportsCenter, The Tonight Show with Jay Leno, Good Morning America, USA TODAY Sports, The Dr. Oz Show - Zoco Productions, NBC News, NBCUniversal, NBC Sports, Oprah Winfrey Show, The Late Late Show with James Corden, Fox News, Iheart Media, Steve Harvey Morning Show, New York Daily News Sports, CBS Radio, Jimmy Kimmel, The Buffalo News, Dr Oz Show, Business Insider, Mashable, CNN International, Newsweek, The Dallas Morning News, Newsday, The Sacramento Bee, PBS, FOX10 News, Sports Center, New York Times, New York Daily News, MSNBC, iHeartMedia Inc., CBS Sports, The Star-Ledger, IHeartMedia, iHeartMedia Portland, Miami Herald, XFINITY, The Seattle Times, Dr. Mehmet Oz, Jimmy Kimmel Show, The Charlotte Observer, CNN Sport, Turner, ESPN3, Star Tribune, Jimmy Kimmel Live!, Hartford Courant, The Chicago Sun-Times, Late Show With David Letterman, Live With Kelly And Micheal, azcentral, The New York Times, The Boston Globe, CNN, Orlando Sentinel, Las Vegas Review-Journal, Washington Post, Chicago Tribune, Los Angeles Times, Omaha World-Herald, Sun Sentinel, Orange County Register, CNET, ISM Sports, CBS Sports Network, ABC News, The Columbus Dispatch, The Kansas City Star, O, The Oprah Magazine, NBC, Tampa Bay Times or The Virginian-Pilot

Edit


Core Audiences
Online and offline sources
facebook
Partner Categories
acxiom.
datalogix
epsilon
Targeting types
Interests
Location
Demographics
Behaviors
Sample segments
Interested in gaming
Living in Chicago
Newly Engaged
Android phone user
Premium brand buyers

THREE TYPES OF AUDIENCES

CUSTOM AUDIENCES

The various forms of first party data

- WCA
(website custom audience)
combos of time period and part of the site.

- Email audiences
(which can be automatically updated if using integrated oAuth or a third party like LeadsBridge) or manual, broken out by segment.

- Native audiences
all video views, some video views (in last 14 days), general page engagement.

- Special audiences
Offline conversions, app activities, partial match audiences.

SAVED AUDIENCES

Build upon custom audiences

- Core audiences

(any of Facebook's own data) we can bucket by the targets we learn from running Audience Insights on our highest signal custom audiences.

-Combination audiences

We can create combination audiences of custom and core audiences (people who have been to the site in the last 30 days and are fans of Digital Marketer). Or combos to create triggers such as they are in one custom audience, but not in another.

- Media Workplace and other Influencer Audiences
Drive great indirect top of funnel traffic, since it results in more mentions that drive organic power, which we can share to get more viral.

LOOKALIKE AUDIENCES

- CONVERSION LOOKALIKES

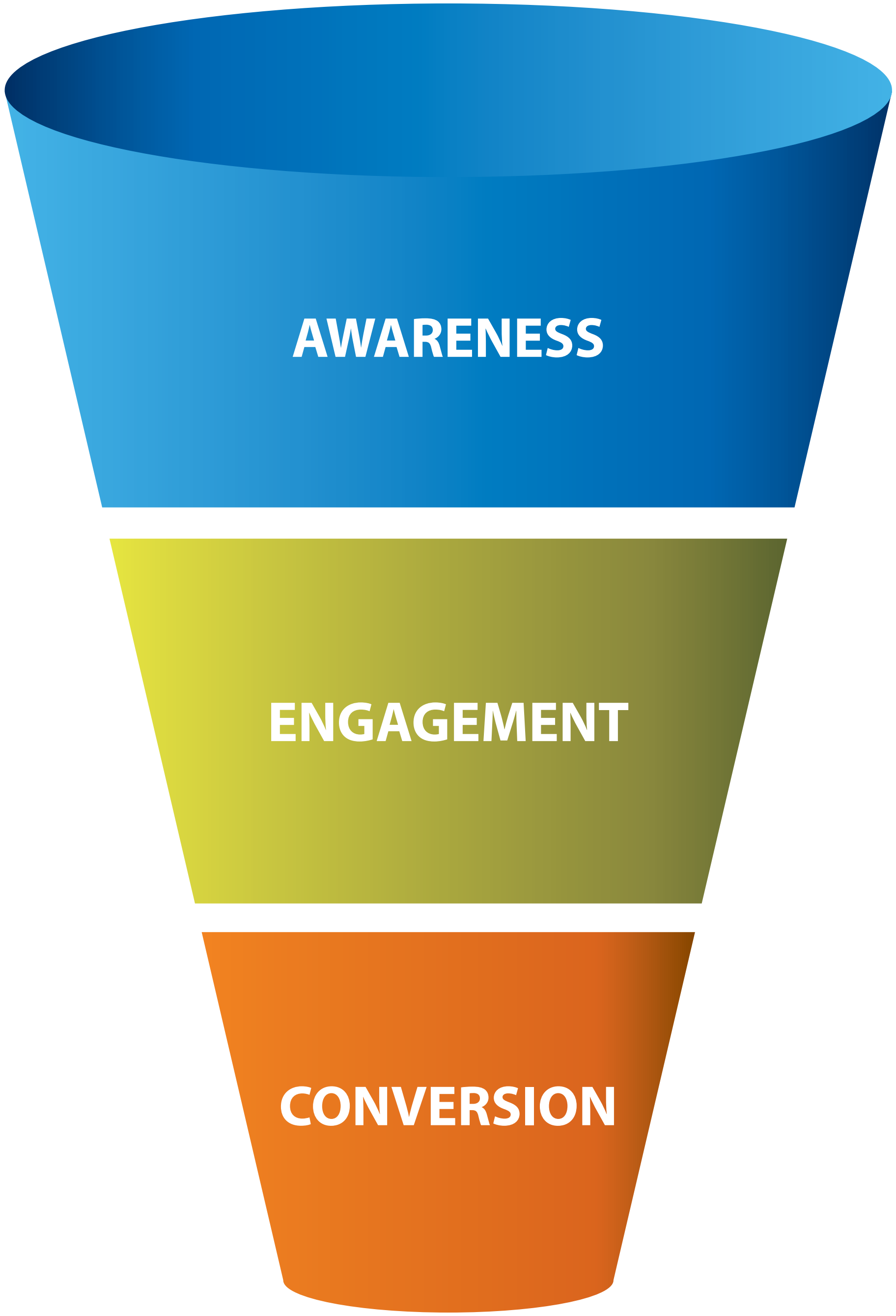
-LEAD LOOKALIKES

Lookalikes are an extension of custom audiences, since the custom audience is a seed. Not all seeds are strong enough to be worth having lookalikes built. And only the strongest seeds (high enough volume and low enough in the funnel) should have1%, 3%, and 5% audiences made (with appropriate exclusions, of course).

Targeting the right audience is based on the steps of the funnel. The Warriors have a high number of **Fans (11.3MM** in Sept 2018) and a **large website remarketing audience**, both from ticket sales and the Warrior Team Store.

Remarketing means to show **proven content** to an audience which is **more likely to convert** than the average Facebook fan.

Therefore, the funnel is designed to increase remarketing audiences and nudge people to buy tickets and merchandise.



Access One-Pager Checklist

- [ ] Facebook page
- [ ] Facebook Ad account
- [ ] Facebook Business Manager
- [ ] Google Analytics
- [ ] Google Ads
- [ ] Instagram (optional)
- [ ] Twitter Ad account (optional)
- [ ] Quora Ad account (optional)
- [ ] Linkedin Ad account (optional)
- [ ] Snapchat Ad account (optional)

blitzmetrics

Grant Access to Facebook Page

Steps 1-4 take ~3 minutes

☐ 1. Log in to business.facebook.com
(activate your *Business Manager* if needed).

☐ 2. Click on the **Business Settings** tab and select **Pages**.

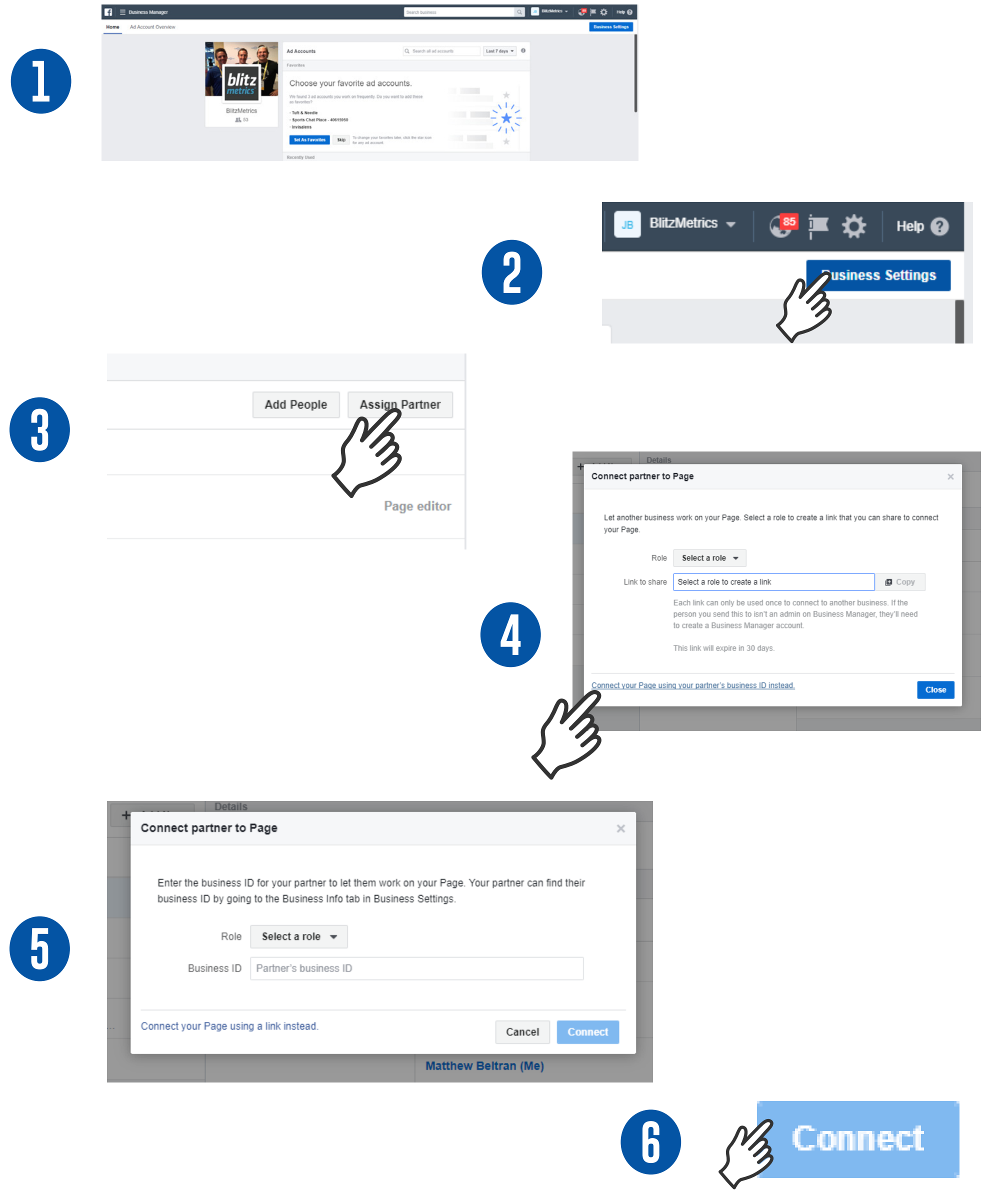
☐ 3. Click on the **Assign Partner** button.

☐ 4. Click on **Connect your Page using your partner's business ID instead.**

☐ 5. Assign a role based on what you would like us to do for you. Enter BlitzMetrics business ID **552854764819146**.

☐ 6. Click **Connect**.

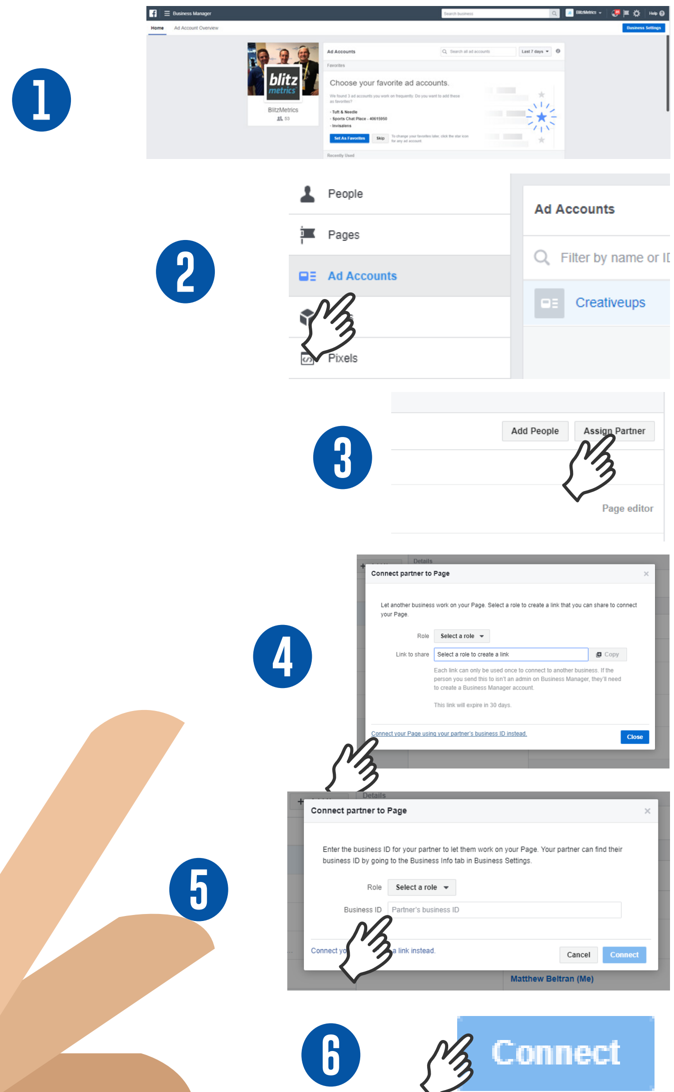
Note:
Repeat these steps if you have multiple pages.



Grant Access to Facebook Ad Account

Steps 1-6 take ~5 minutes

- ☐ 1. Log in to ***business.facebook.com*** (activate your ***Business Manager*** if needed).
- ☐ 2. Click on the **Business Settings** tab and select **Ad Account.**
- ☐ 3. Click on the **Assign Partner** button.
- ☐ 4. Click on **Connect your Page using your partner's business ID instead.**
- ☐ 5. Select **Advertiser** when assigning our role. Enter BlitzMetrics business ID **552854764819146.**
- ☐ 6. Click **Connect.**



Facebook has begun disabling ad accounts which run ads for multiple different advertisers on a single ad account which is in violation of its advertising policies. All advertisers who have ad accounts running ads for multiple advertisers are required to create new ad accounts for each advertiser that is being promoted.

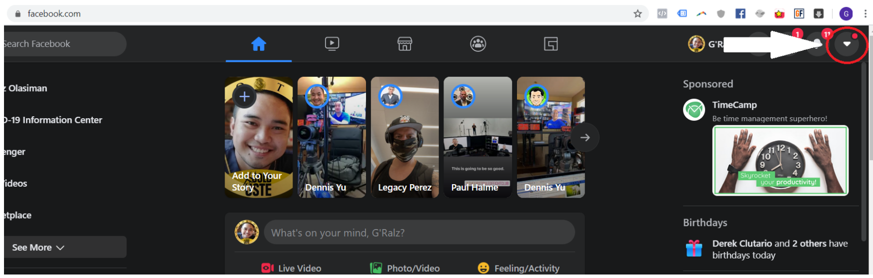
Make sure each client has their own Facebook Ad account as part of our setup.

Activate Two-Factor Authentication on Facebook

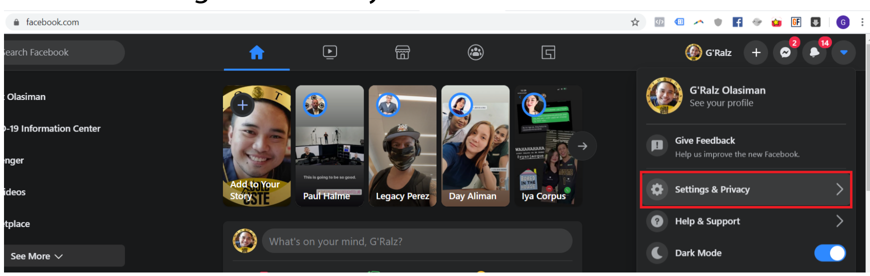
Starting May 18, 2020, Facebook requires the use of two-factor authentication to access Business Manager.

1. Log in to facebook.com

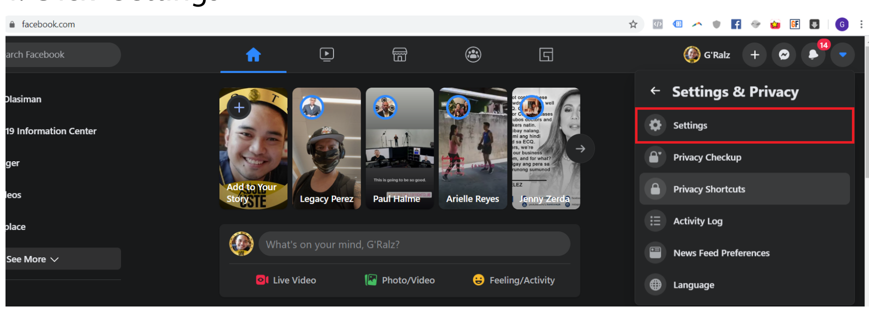
2. Click onto the downward pointing triangle in the far right-hand corner.



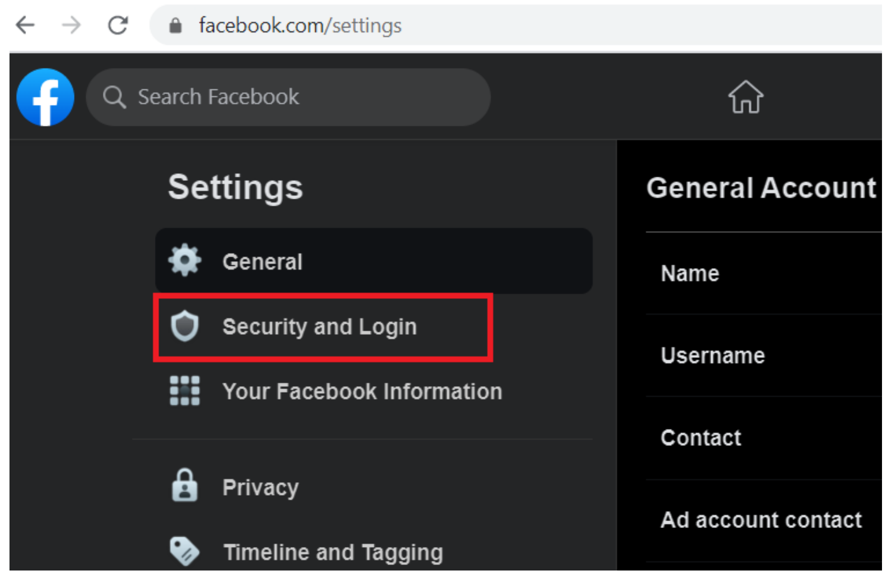
3. Click "Settings and Privacy".



4. Click "Settings"

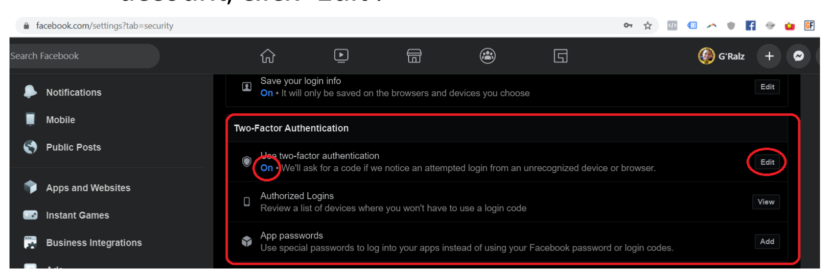


5. Click "Security and Login".



6. Scroll down to "Two-Factor Authentication" Section.

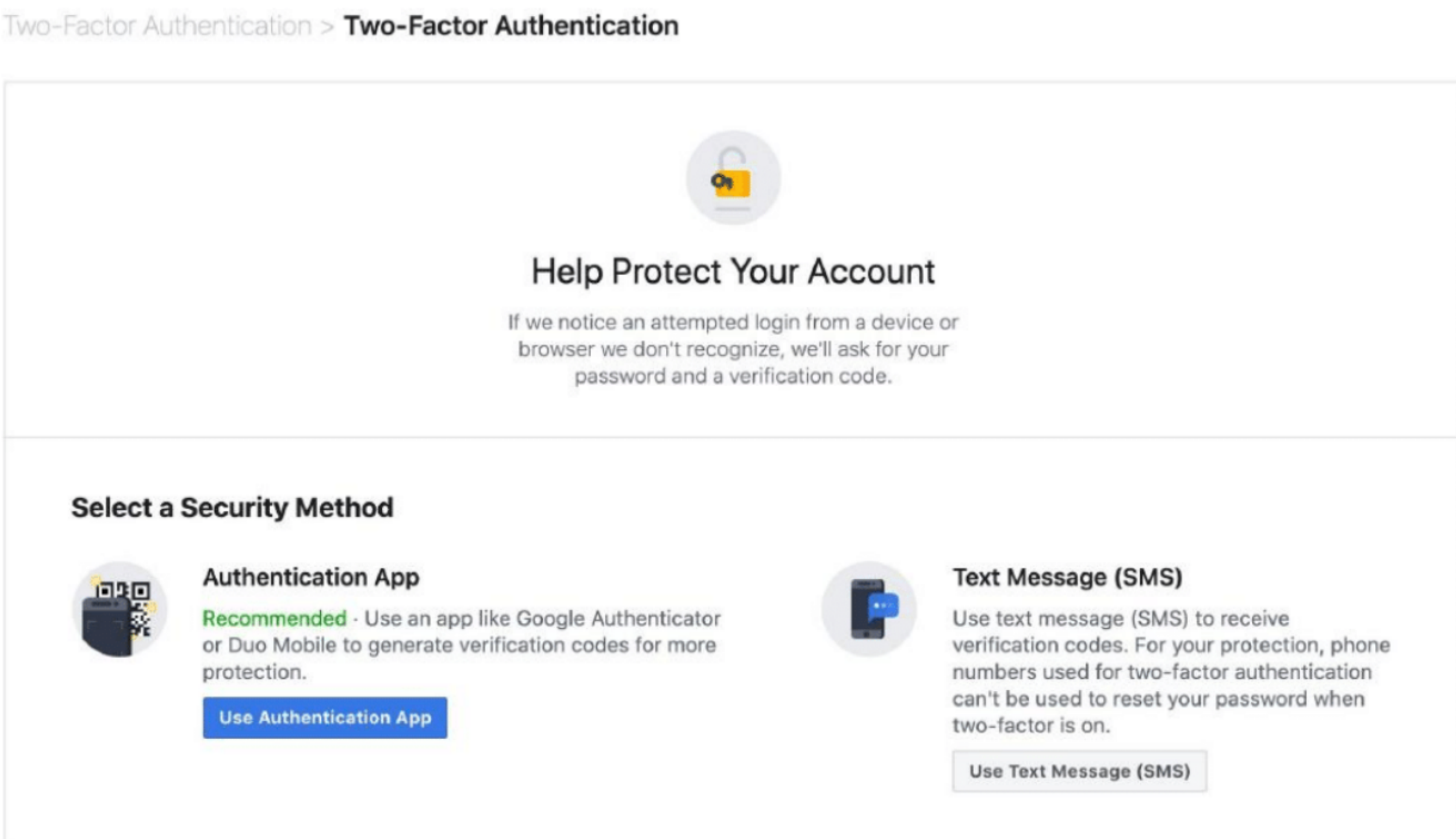
- If you see that Two-Factor Authentication is turned on for your account, you're good to go.
- If you see that Two-Factor Authentication is turned off for your account, click "Edit".



ACTIVATE TWO-FACTOR AUTHENTICATION ON FACEBOOK

Starting May 18, 2020, Facebook requires the use of two-factor authentication to access Business Manager.

7. Choose Authentication Option of choice.



How to grant access to Facebook Assets using Business Manager

CHECKLIST

- ☐ 1. Log in to business.facebook.com.
- ☐ 2. Click on the **Business Settings** tab.
- ☐ 3. Under "User category", select **Partners** and click the **Add** button.
- ☐ 4. Enter BlitzMetrics business ID **552854764819146** and click **Next.**
- ☐ 5. Once BlitzMetrics is added to your list of partners, you can start assigning Assets (Pages, Ad Accounts, Apps, Pixels, etc.).
- ☐ 6. Select **BlitzMetrics** from your list of Partners and click on **Assign Assets.**
- ☐ 7. Select the Pages and Ad Accounts you want us to have access to, select the appropriate Role, and click on **Assign Assets.**

How to Grant Instagram Access

BlitzMetrics
Albany, CA

1) Log in to [FB Business Manager]().

2) Click on Business Settings.

3) On the left pane of Business Settings, under Accounts, select Instagram Accounts.

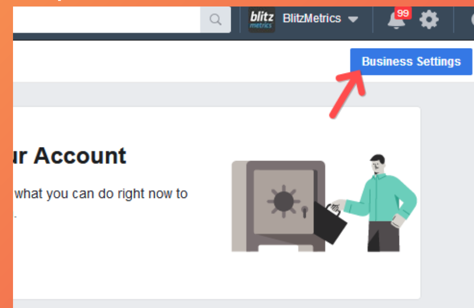
4) Click the Add button. Enter the username and password for your Instagram account.

5) Select the IG account, then click on Assign Partners.

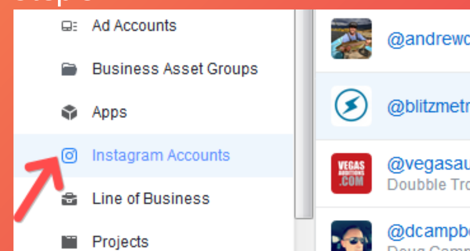
6) Enter BlitzMetrics Business ID 552854764819146 and click Next.

Liked by **dennis.yu and 98 others**

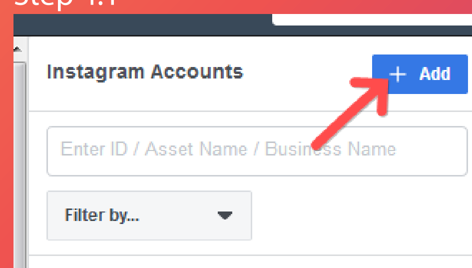
Step 2



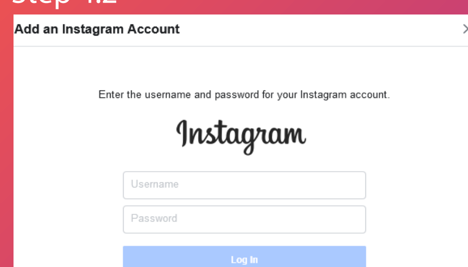
Step 3



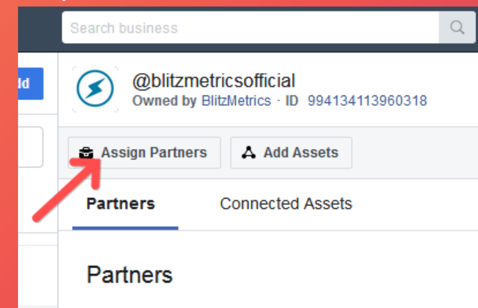
Step 4.1



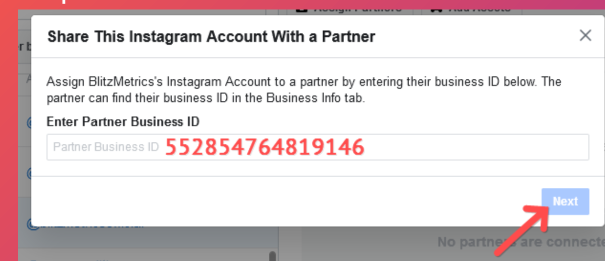
Step 4.2



Step 5



Step 6



Google Tag Manager

1. Log in to https://tagmanager.google.com/.

2. Click **Admin**.

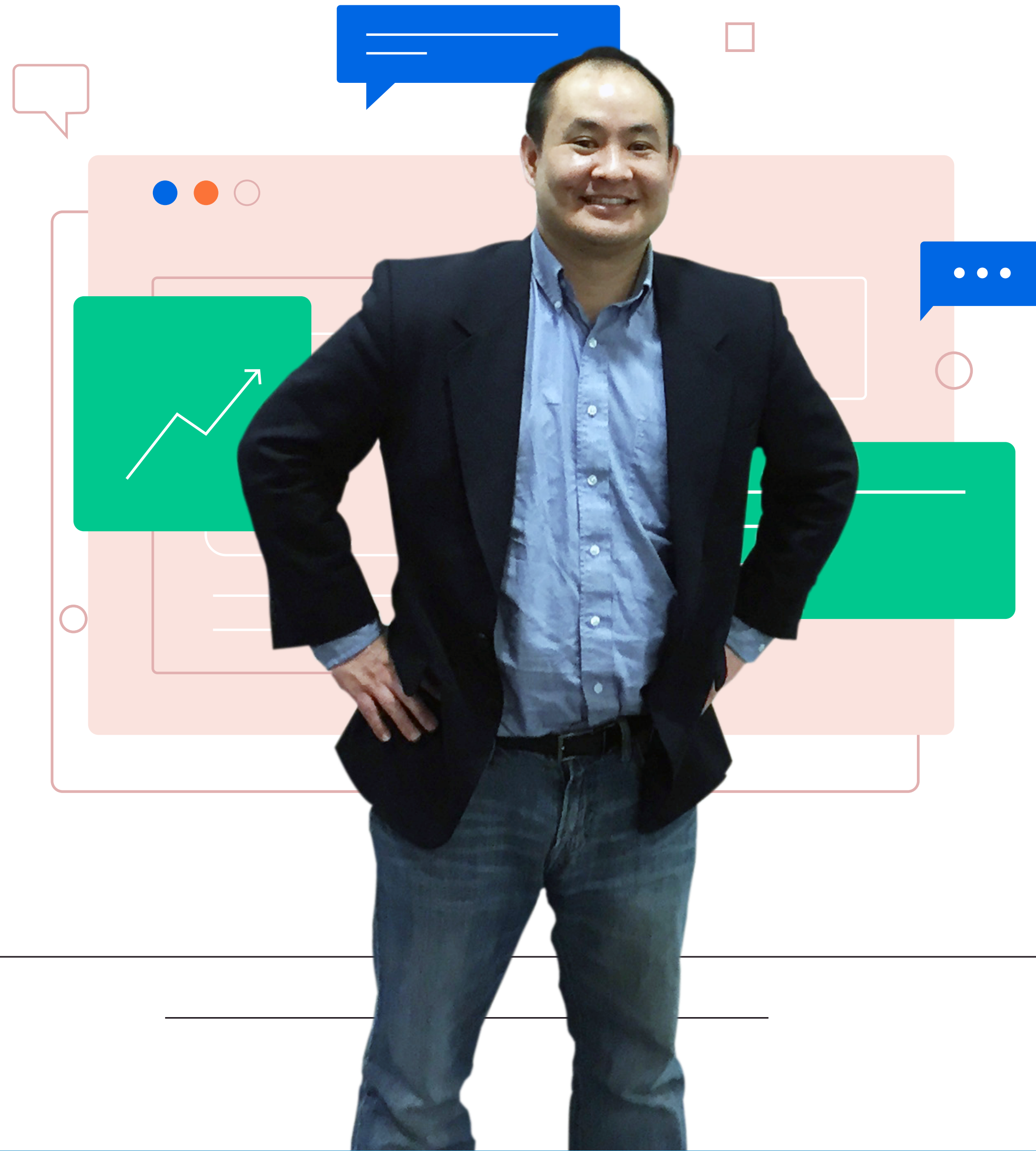
3. In the ***Account*** column, select **User Management**.

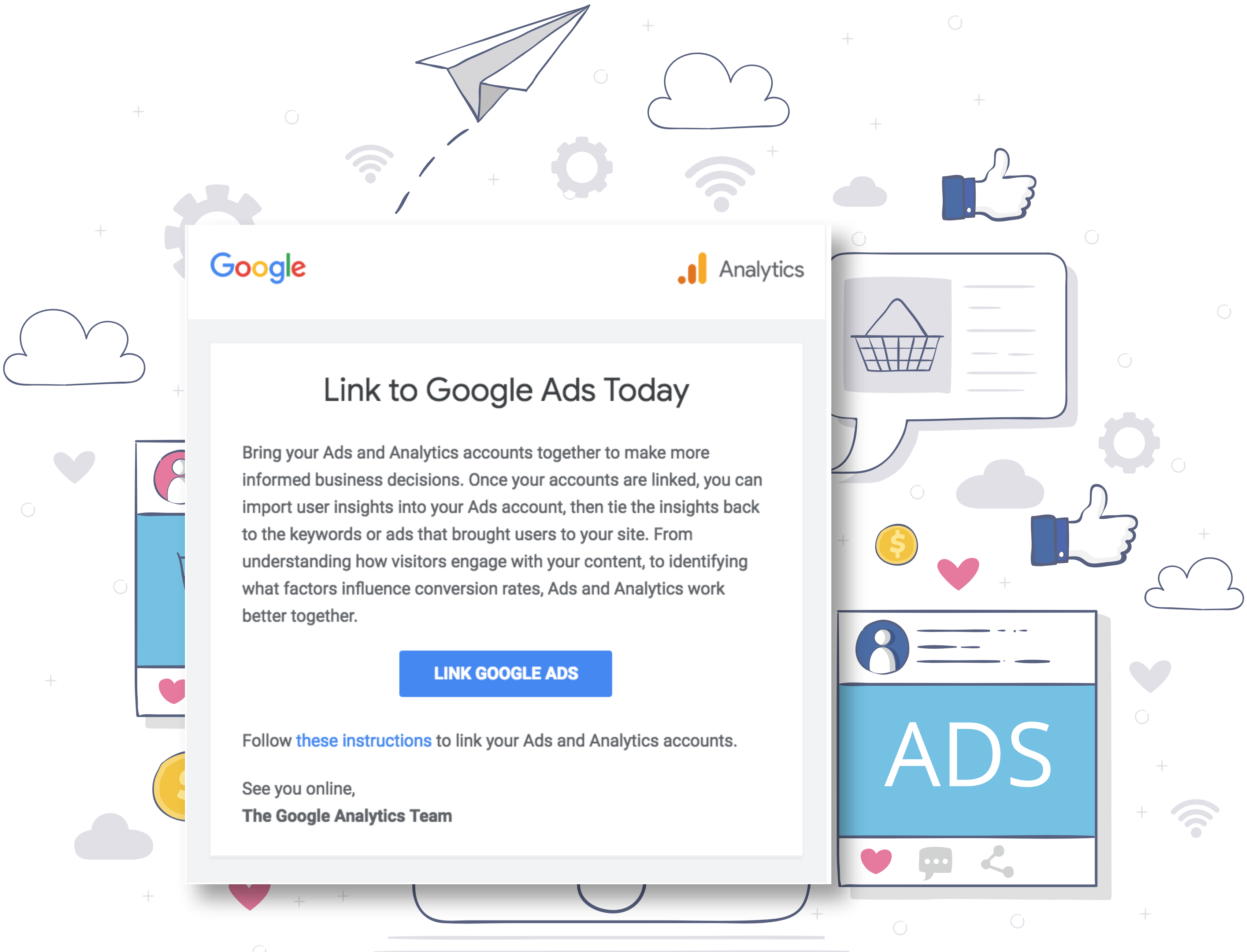
4. Click the (+) Icon.

5. Select **Add new users**.

6. Enter access@blitzmetrics.com.

7. Set **Account Permissions**. Select ***Administrator*** so we can create new containers for Google Ads and Facebook pixel.





Link to Google Ads Today

Bring your Ads and Analytics accounts together to make more informed business decisions. Once your accounts are linked, you can import user insights into your Ads account, then tie the insights back to the keywords or ads that brought users to your site. From understanding how visitors engage with your content, to identifying what factors influence conversion rates, Ads and Analytics work better together.

LINK GOOGLE ADS

Follow these instructions to link your Ads and Analytics accounts.

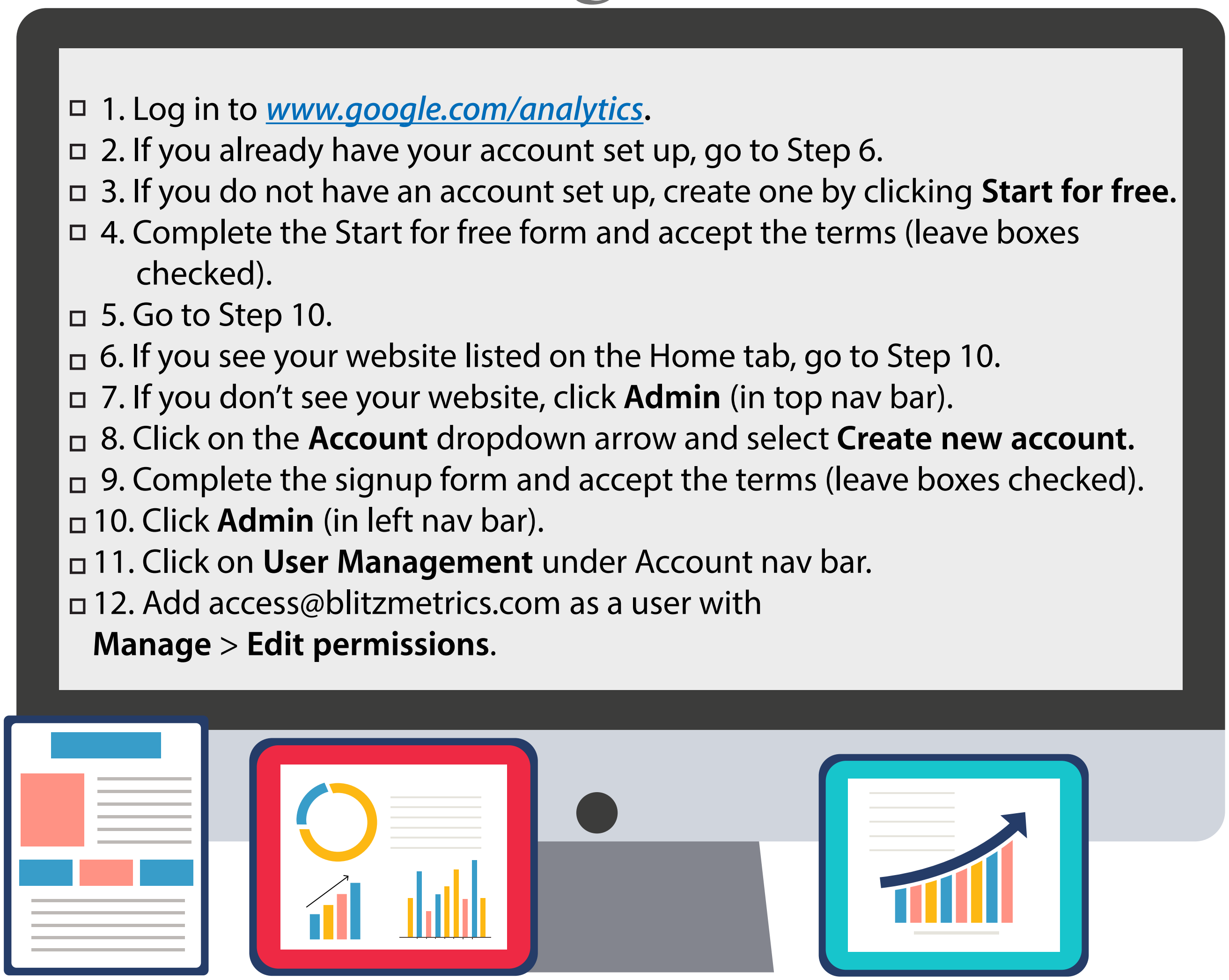
See you online,
The Google Analytics Team

Grant Access to Google Analytics

Steps 1-6 take ~5 minutes

Google Analytics

- 1. Log in to www.google.com/analytics.
- 2. If you already have your account set up, go to Step 6.
- 3. If you do not have an account set up, create one by clicking **Start for free**.
- 4. Complete the Start for free form and accept the terms (leave boxes checked).
- 5. Go to Step 10.
- 6. If you see your website listed on the Home tab, go to Step 10.
- 7. If you don't see your website, click **Admin** (in top nav bar).
- 8. Click on the **Account** dropdown arrow and select **Create new account.**
- 9. Complete the signup form and accept the terms (leave boxes checked).
- 10. Click **Admin** (in left nav bar).
- 11. Click on **User Management** under Account nav bar.
- 12. Add access@blitzmetrics.com as a user with **Manage** > **Edit permissions.**



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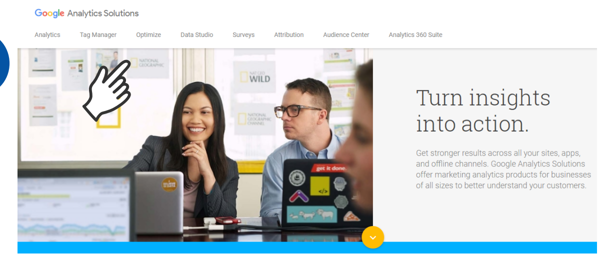

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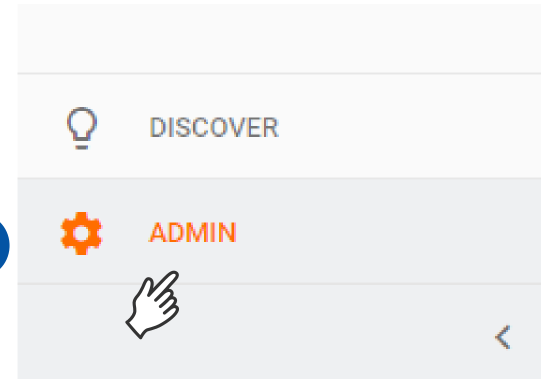

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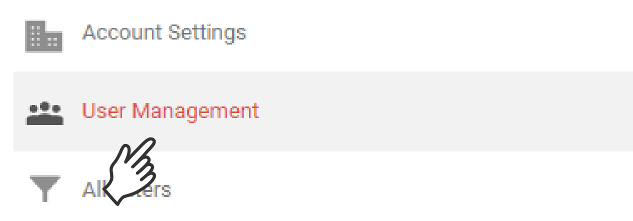

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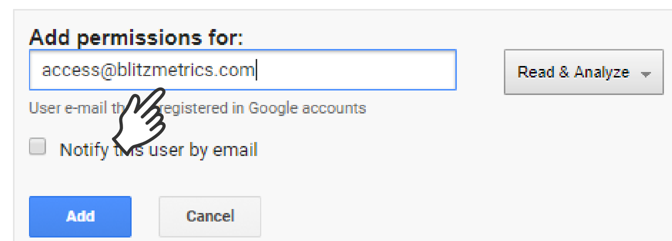


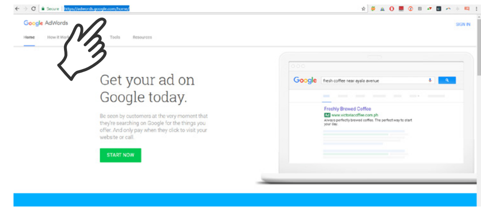
GRANT GOOGLE ADS

STEPS 1-8 TAKE ~5 MINUTES

Google Ads

- ☐ 1. Log in to https://ads.google.com.
- ☐ 2. Copy and email your account number to **access@blitzmetrics.com.**
- ☐ 3. You will receive an email request to **add BlitzMetrics as a client manager.**
- ☐ 4. Go to Google Ads and click on the **gear icon** in the upper-right corner of your account.
- ☐ 5. Select **Account Settings** from the dropdown menu.
- ☐ 6. Click **Account Access** in left-hand nav bar.
- ☐ 7. Under Client Manager, click on the button that says **Accept Request.**
- ☐ 8. Click **OK.**

1



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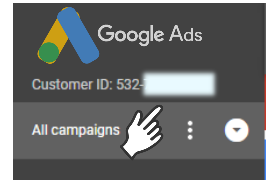

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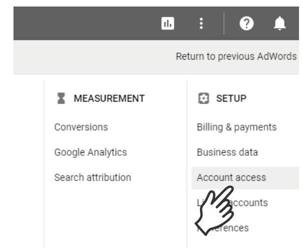

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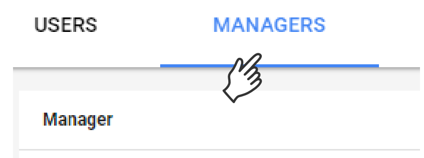

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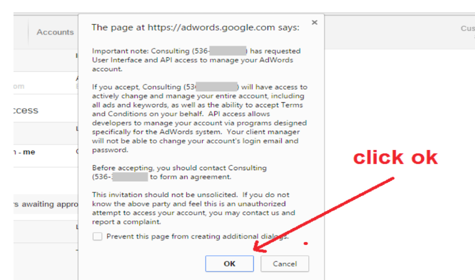


Website Access

WordPress

1. Log in to your Administrator Account.

2. Go to "Users" Section.
   - Add New.

3. Add access@blitzmetrics.com as an Editor.

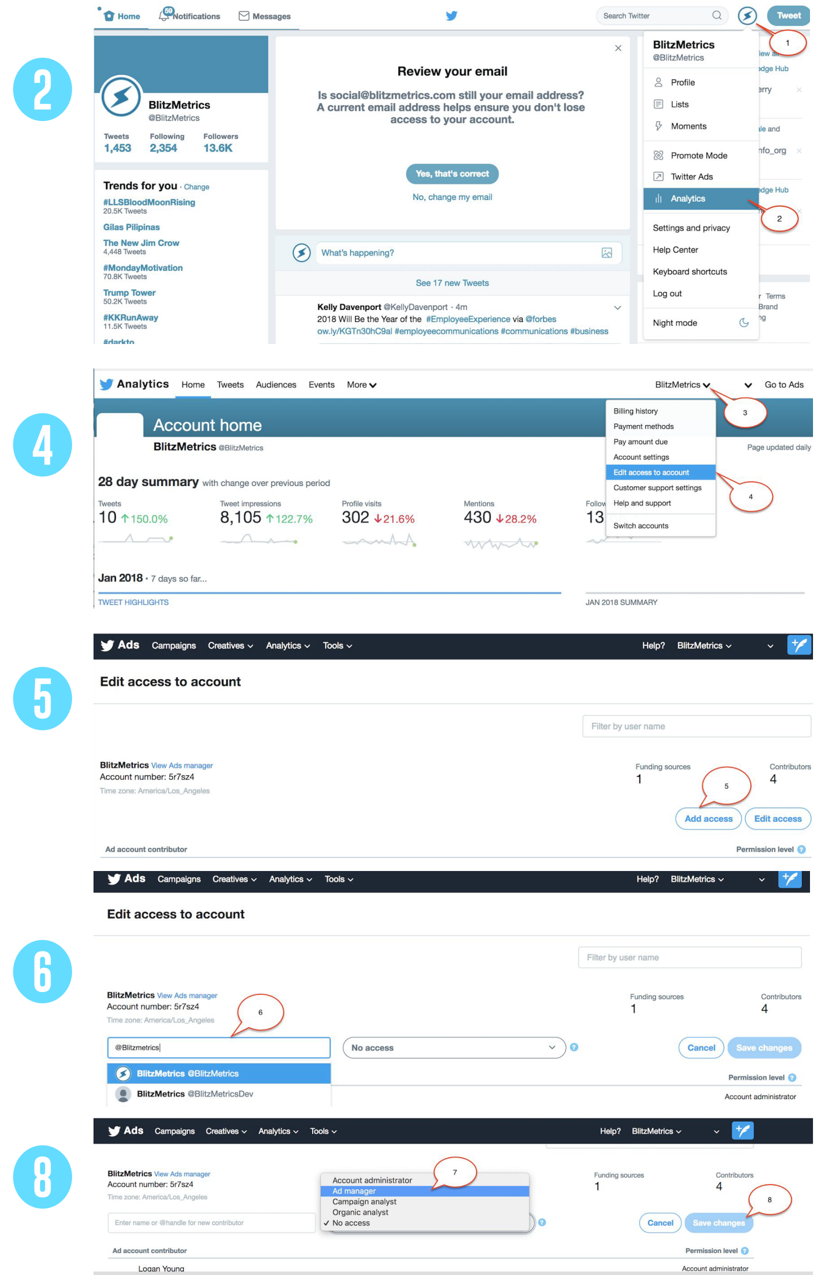
   - Input "BlitzMetrics Team" as name for your convenience.
   - Input temporary password.
   - Tick the box "Send this password to the new user by email".
   - Select "Editor" role.

IF other platforms:
Contact operations@blitzmetrics.com for specific instructions.

How to grant Twitter Ad account access

(Optional)

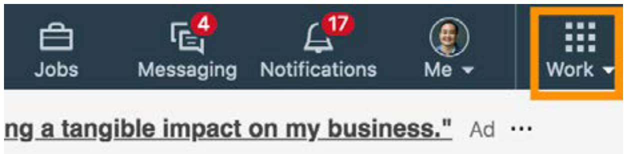
- ☐ 1. Go to **Profile and Settings**
- ☐ 2. Click **Analytics**
- ☐ 3. Click on your **Account Name**
- ☐ 4. Click **Edit access to account**
- ☐ 5. Click on **Add Access**
- ☐ 6. Type in "@BlitzMetrics"
- ☐ 7. Select **Ads Manager**
- ☐ 8. **Save changes**



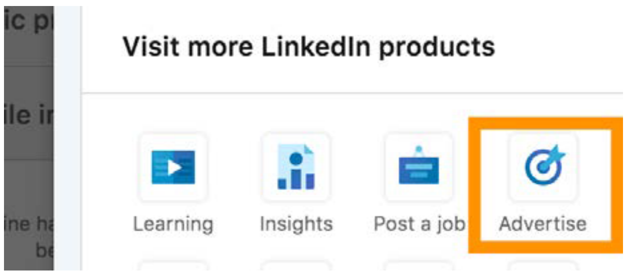
Linked in GRANT ACCESS TO LINKEDIN AD ACCOUNT

If you don't have a LinkedIn Ad Account or Business Page here's how to set it up:

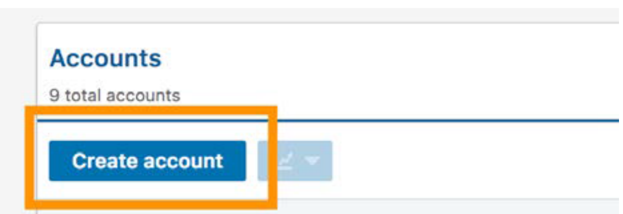
1. Access your *LinkedIn Profile*.
2. Click the 9 boxes icon.



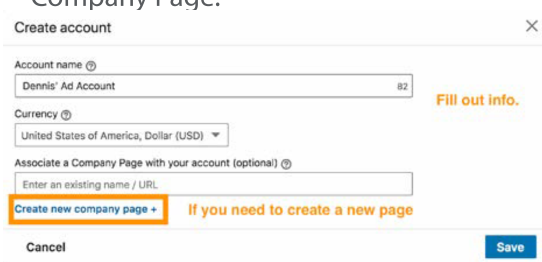
3. Click Advertise



4. Click "Create Account"

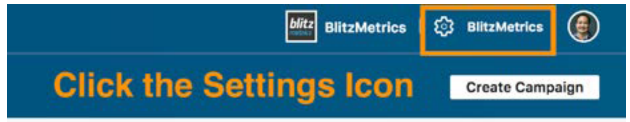


5. Fill out info and if needed create a new Company Page.

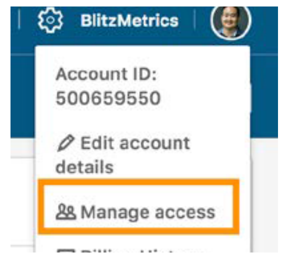


Once you have created a LinkedIn Ad Account and Company page, you can give us access using the instructions below.

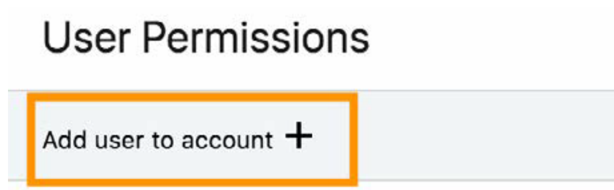
1. Login to your *LinkedIn Campaign Manager*
2. Click your Ad Account.
3. Click the settings Icon.



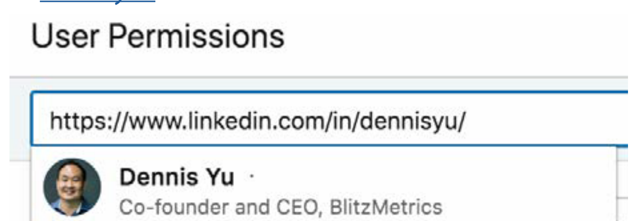
4. Click "Manage access"



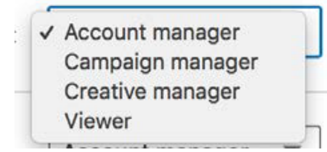
6. Click "Add user to account"



7. Copy and paste "*https://www.linkedin.com/in/dennisyu/*" into the form.



8. Select "Account Manager"

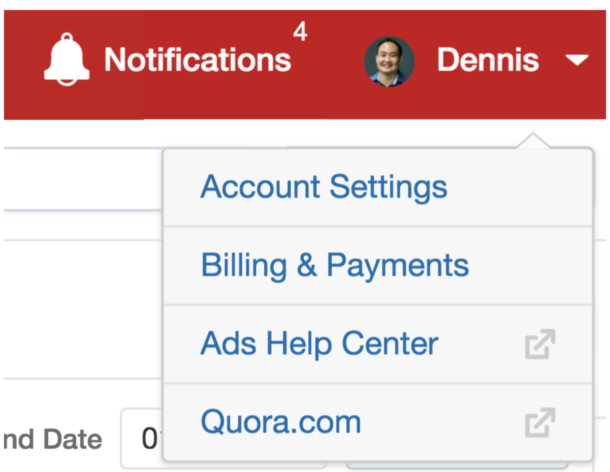


Grant Access to Quora Ad Account

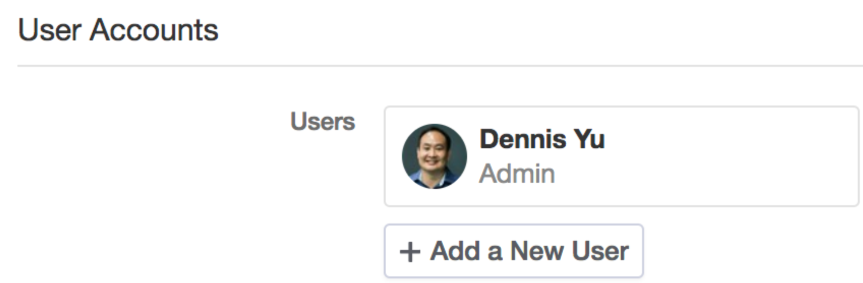
(Optional)

1. Access ads manager by signing in to www.quora.com and then accessing www.quora.com/ads

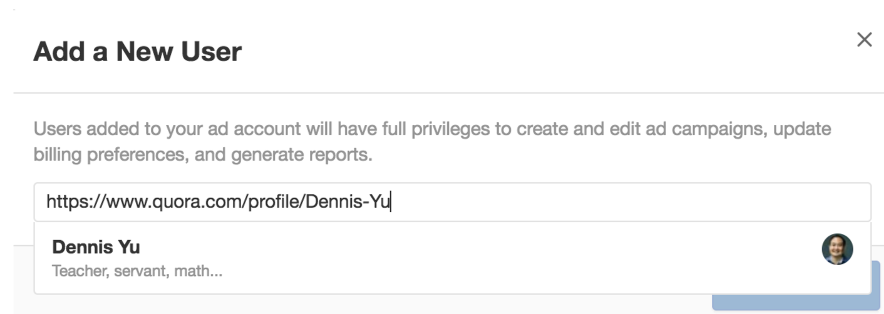
2. While logged into ads manager, click on your profile icon in the upper right corner.



3. Select **Account Settings** and click 'Add a New User'.



4. 4. Copy and paste "https://www.quora.com/profile/Dennis-Yu" in the blank fill box and click **Add New User**.



Quick Audit Checklist

GCT strategy assessment form

- ☐ General assessment of your submitted Goals, Content, and Targeting.
- ☐ Recommended strategies best fit for your goals.

Website contains sitewide HTTPS

- ☐ Assessment if your website contains site-wide HTTPS.

Digital plumbing using Google Chrome extensions

- ☐ Using Google Chrome extensions to see what you have and do not have implemented.
    - ☐ Facebook Pixel
    - ☐ Google Tag Manager
    - ☐ Google Analytics
    - ☐ Google AdWords Remarketing Pixel

Grabbing website speed using Page Speed Insights and TestMySite.

- ☐ Comparison of your speed and optimization for mobile and desktop.

Facebook Page analysis

- ☐ Content distribution in the Facebook funnel (Awareness, Consideration, Conversion).
- ☐ Analysis of your content posted.
- ☐ Strategies and solutions based on content.

Facebook Video analysis

- ☐ Average video length.
- ☐ Analysis of engagement and video views.

3x3 Video grid overview

- ☐ WHY, HOW, WHAT content.
- ☐ Grabbing 10-second video viewer audience of your winners.
- ☐ Creating if/then sequences that strings your WHY, HOW, WHAT content.

Instagram analysis (if applicable)

- ☐ Follower to the following ratio.
- ☐ Analysis content engagement and type of content post.

Twitter analysis (if applicable)

- ☐ Check the client follower to following ratio.
- ☐ Analysis of content engagement and type of content post.

Dennis Yu, CEO | BlitzMetrics

Overview of The Blitzmetrics Quick Audit

Goal:

The goal of this Quick Audit is for BlitzMetrics to deliver a comprehensive understanding and actionable steps on how you may improve the effectiveness of your digital marketing efforts.

This guide will include screenshots and an overview of what is covered in the Quick Audit Video.

What We'll Cover:

Plumbing

- We will go over the **basic plumbing needs** to verify they are implemented properly and that everything is there. We will let you know what is not implemented from the BlitzMetrics checklists that we use on all of our clients.

Content

- We will review your content across all your social sites. While we cannot see all of the insights from the front end, we will suggest content to create as well as discuss sequencing and how to use the funnel to your advantage. We will discuss evergreen content and why video is key.

3x3 Video Grid

-We will cover the 3x3 video grid, what it is, how you can utilize it, and why you need to utilize it.

Executive Summary for Client Name

For the Quick Audit executive summary include the most **important points**. This should be **clear** summary of their **goals, analysis, and important points.** The executive summary will outline the important but lightweight Metrics, Analysis, Action (MAA). This will be in three parts: Goals, Current status, and Plans and recommendations.

Example Quick Audit Decks: Haze Ice Cream Example, Land Academy Example.

Your summary should include:

- ❑ Important points
- ❑ Important metrics
- ❑ Client goals
- ❑ Packages and recommendations that best fit their goals.
- ❑ Main points from their social sites and websites.
- ❑ Important analysis relating to client's goals.
- ❑ Performance
- ❑ Strategies that could be used by the client.
- ❑ Links to articles and informational items for the client.

Design:

- ❑ Bold Major Points
- ❑ Color code informational pieces like website speed, etc.

Executive Summary for Legacy Research Group

Goals:

- Increase newsletter sign-ups.
  - Utilize if/then sequences to grab custom audiences to retarget with lead ads to get more newsletter sign-ups.
- Increase book bundle conversions.
  - Using proper sequential sequencing to move people down your sales funnel by providing multiple touches of your content before adding a clear call-to-action button for conversion.

Current status:

- This Quick Audit contains an analysis of your Digital Plumbing to verify that your remarketing and tracking is in place.
  - Currently have the Google Analytics tag implemented and firing correctly.
  - You do not have the Google Tag Manager, Google AdWords Remarketing Pixel, and The Facebook Pixel implemented. The importance of these three tags and pixel is to ensure those who have engaged in your content and has not convert gets more touches to move them down your sales funnel to convert.
- This Quick Audit contains an analysis of your Social Sites (Facebook, Instagram, Twitter, etc).
  - Vast majority of your content is shared content. To help the productivity of your content utilize the 3x3 video grid to produce one minute videos to increase conversion rate.
  - Apply the Facebook For A Dollar A Day Strategy to amplify content and optimize to their best audiences.
  - Create if/then sequences to move those who are consistently showing interest down your sales funnel to increase conversion rate.

Plans and recommendations:

- Complete Digital Plumbing to make sure all data and remarketing is in place on your website. You can check out our Digital Plumbing Guide which will show you how to set up your Digital Plumbing, or you can Check out our Express Digital Plumbing where we can set up your Digital Plumbing for you.
- Equal distribution throughout your sales funnel to properly create if/then sequences and provide multiple touches to increase conversion rate.
- Utilizing the 3x3 video grid to generate one minute videos that fit into your sales funnel to drive more conversions as well as content creation.
- Create more content related to your WHY, HOW, WHAT.
- Utilize the Facebook For A Dollar A Day strategy to amplify your content to different audiences and further optimize for the campaign generating the best result. From here we can also create a content library to keep track of all evergreen content being produced.

Download These 4 Chrome Plugins To Help Verify Proper Plumbing Implementation

1. **Tag Assistant – By Google** - Helps you make sure your Google tags such as Google Analytics, Google Tag Manager, AdWords Conversion Tracking, and more are working correctly. Using Tag Assistant, you can make changes to your tags and instantly verify that they are firing as intended.

2. **Facebook Pixel Helper -** The Pixel Helper works in the background to automatically review the websites for code that looks like the Facebook Pixel. When a website has a Facebook Pixel installed the </> icon in your browser turns blue and a small badge will appear indicating the number of pixels found on the page.

3. **CrowdTangle -** It is an easy way to see how often a link has been shared, who shared it and what they said. We'll show you the aggregate share counts, as well as the specific Facebook Page posts, Tweets and Subreddits that shared any URL you want to check.

4. **BuiltWith -** Is a plugin that allows us to see the current internet technologies that you have on your website. Internet technologies can include analytics, advertising, hosting, CMS, and many more.

Goals, Content, Targeting: Business Strategy

Goals: Business goals must be quantifiable and actionable. Business goals must reflect the company's true mission to inspire customers to genuinely identify and share. Start with why.

Content: Production is on-going validation of mission and values, delivered to audiences.

Targeting: Who are your best customers and how do we get more of the same? Organize customers into personas, which courses content production. Database marketing is delivering the right message to the right user at the right time.

Your Goals, Content, Targeting (GCT)

Screenshot of Client's Goals, Content, Targeting (GCT)

Overview of Your Goals, Content, Targeting (GCT)

What to include but not limited to:

- Client's goals.
- Solutions/recommendations on how we can help client reach goal.
- Apply strategies to content.
- Recommendations on content submitted.
- Analysis on targeting.
- Strategies that could be applied.
- Link to important articles.
- Link to our packages.

Review of Surge Forward's GCT (Goals, Content, and Targeting)

GOALS | CONTENT | TARGETING

Mission: Surge wants to be the premier onshore IT services company and our primary service is senior-level IT consulting.
Cost Per Lead: $3,000.00
Cost Per Sale: $28,000.00
Target Return on Ad Spend (ROAS): 5
Monthly Budget:$10000
People on Team: Me and some freelancers
AdWords status: would like to improve
Facebook status: would like to improve
Google Display Network status: would like to improve
LinkedIn status: would like to improve
Twitter status: would like to improve
SEO status: would like to improve
Email status: already doing well
Local Reviews status: would like to improve
Apps Status: not yet doing
Goal #1 with us: Improve our social interactions so that we are regularly engaging people using social media
Goal #2 with us: Increase our organic traffic 10X this year pushing people to our community web page

GOALS | CONTENT | TARGETING

Customer Interests: Detail communication, Transparent progress, High energy
Competitors:
Toptal, Gigster, Fiverr
Workplace Targets:
CIO, CTO, VP Development, CEO, Founder

GOALS | CONTENT | TARGETING

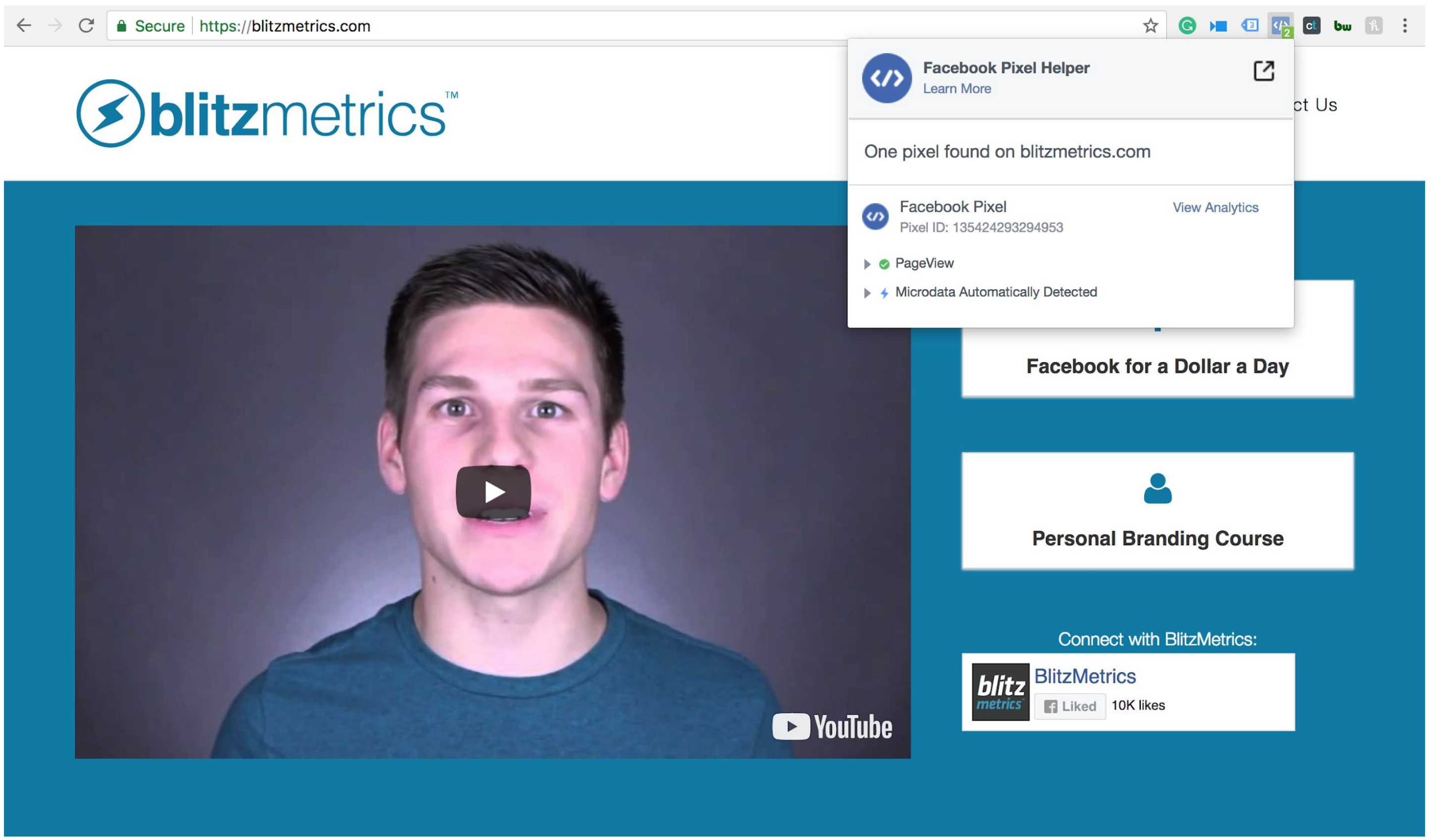
Story: Surge started as a 100% remote workforce company that only uses onshore resources. This was the initial niche because we felt it was an underserved segment within our industry and we still feel that is the case.
Niche: We are the best at providing remote, onshore development teams for an size IT project. If you want to avoid offshoring and avoid junior devs, Surge should be your top choice.
Unique Selling Proposition: People love Surge because we treat every project like our next referral. We offer white glove treatment matching companies with IT professionals that are experts in agile development.
Proof: We have a customer commercial and solid reviews online
Content producer: Content Team/Specialist/Marketing Executive
Pieces of content per week: 1-2

- Surge Software set a goal to improve their social interactions and improve social engagement. This could be accomplished by creating more evergreen video content that fits each section of the awareness, engagement, and conversion funnel, and testing that content using the Facebook for a Dollar a Day strategy.
- Content should follow if/then sequencing which will allow us to target warm prospects and sequence them down the sales funnel to convert into paying customers.
- 3x3 Video Grid will assist in sequencing content to reach goals.
- Utilize CTA buttons on posts to drive more visitors to Surge software's website.
- We can utilize workplace targeting and your competitors audience by targeting competitor companies.

Your Current Implementation of The Facebook Pixel

What to include but not limited to:

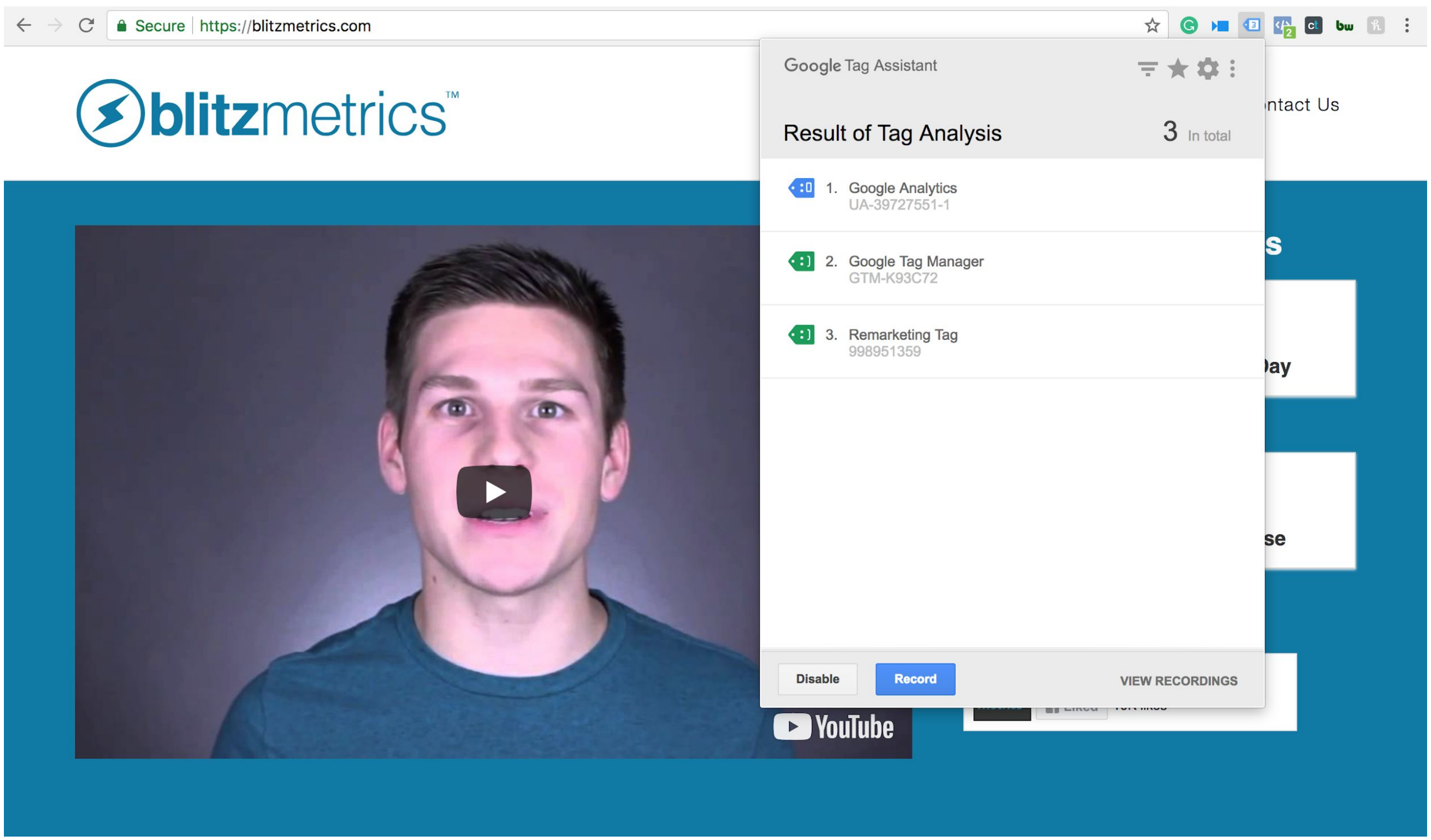
- Screenshot showing pixel on the website using the Facebook Pixel Helper.
- Circle for emphasis
- If Facebook Pixel is missing, provide analysis based on the missing pixel and provide analysis on the importance of having the pixel implemented.
- Provide links to articles/packages that could provide added value to the client to allow them to reach their goals.



Your Current Implementation of The Google Tags

What to include but not limited to:

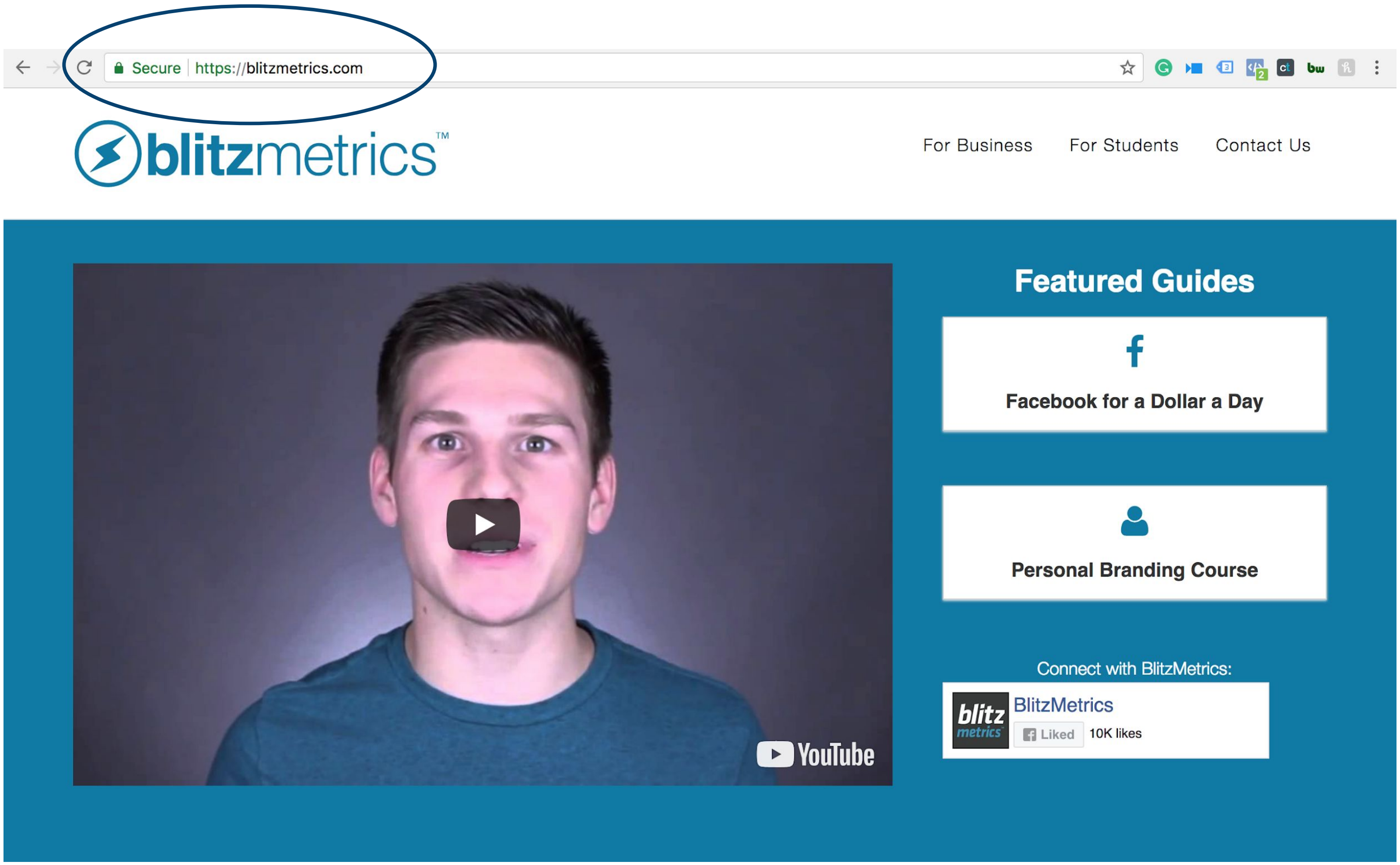
- Screenshot shows the tags that you currently have on your website.
- Circle for emphasis
- What tags are implemented on the client website?
- What tags are not implemented on the client website?
- Based on the missing tags, provide analysis on the importance of having the tag implemented.
- Provide links to articles/packages that could provide added value to the client to allow them to reach their goals.



How to Tell If Your Website Has Site Wide HTTPS

What to include but not limited to:

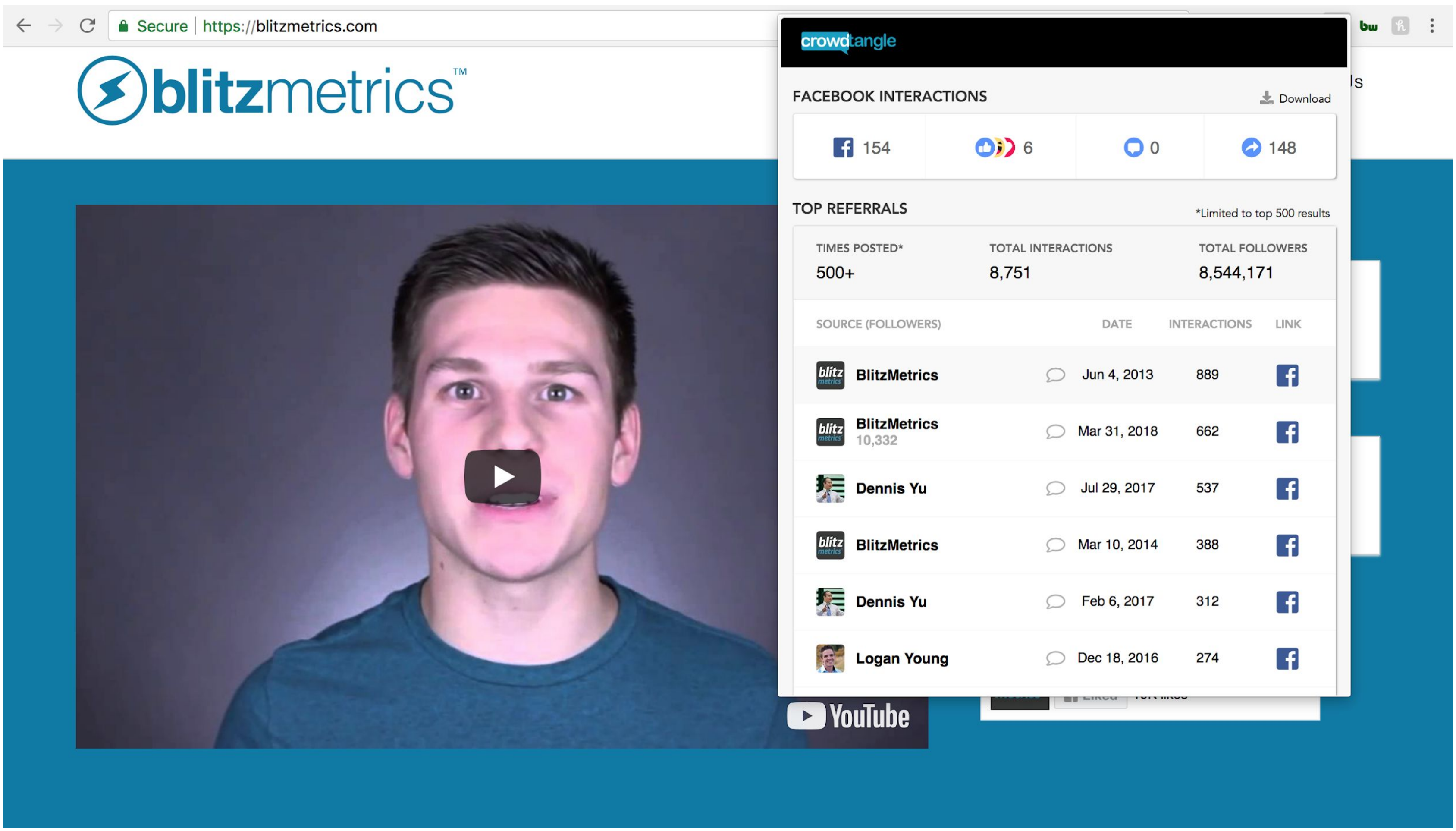
- Screenshot shows that you have site-wide HTTPS.
- Provide analysis on having site-wide HTTPS.
- Provide links to articles/packages that could provide added value to the client to allow them to reach their goals.



Your Social Mentions From CrowdTangle

What to include but not limited to:

- Screenshot shows that you all of your social interactions using CrowdTangle
- Provide analysis on CrowdTangle, and the importance of CrowdTangle and why we use it.
- Provide links to articles/packages that could provide added value to the client to allow them to reach their goals.



Screenshot of client's website, and data from BuiltWith and which internet technologies they have on their website.

Your BuiltWith Analysis of Current Internet Technologies Utilized On Your Website.

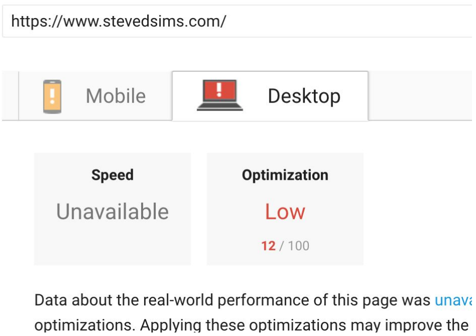
What to include but not limited to:

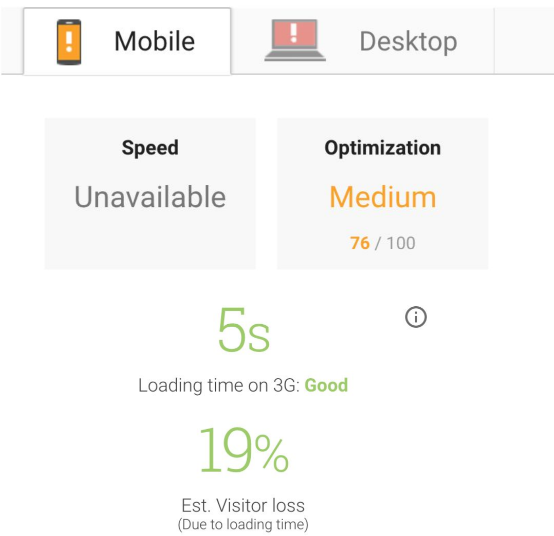
- General assessment of overall tags and plugins.
- Analysis of important tags and plugins.
- Importance of tags and plugins.
- Utilization of BuiltWith (why are we using this extension)

Your BuiltWith Analysis of Current Internet Technologies Utilized On Your Website.

- BuiltWith analyzes all the current internet technology you have included onto your webpage.
- Two important tags on your webpage is Google Analytics and the Facebook Pixel which are both part of digital plumbing. By having both on your website it allows you to properly grab custom audiences and use strategic remarketing to move customers down your funnel.
- Viewpoint media is extremely important in mobile site optimization. By having viewpoint media your website is optimized for mobile users, which allows the same user experience as desktop users.
- Amazon CloudFront plays a role in your website speed delivering your content faster by files traveling directly using two closest Amazon server locations traveling directly to the destinations without having to make stops at other servers.

Your Current Website Speed For Mobile and Desktop.





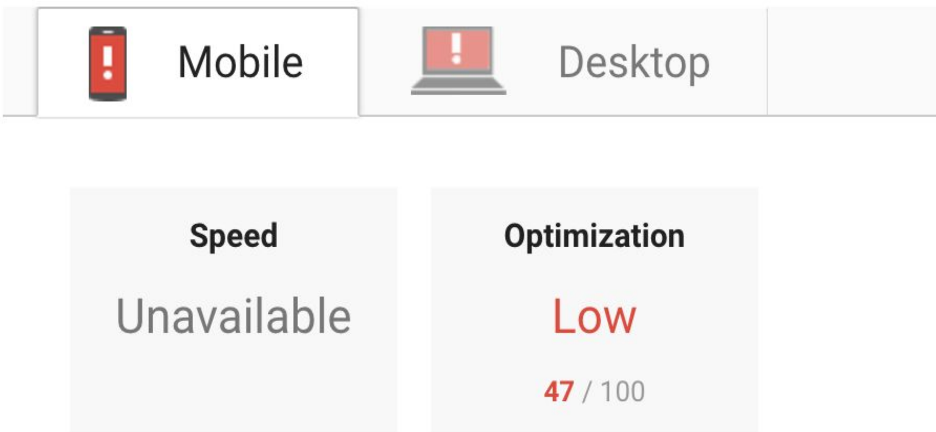
What to include but not limited to:

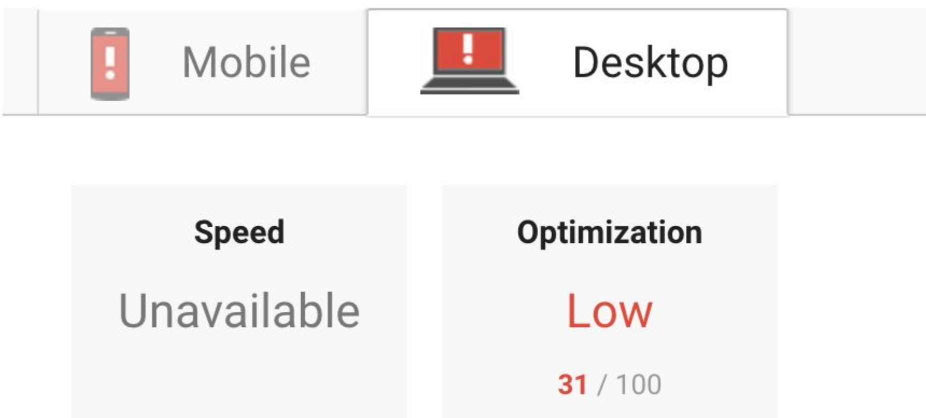
- Screenshot of Google Speed Insights and TestMySite.
- Speed and optimization for mobile and desktop.
- Analysis on overall website/mobile speed. Fast, slow?
- Analysis on effects of website speed.
- Recommendations/solutions that could be applied to website to improve the overall website.
- *Note if website speed is not unavailable, note why it is not showing up.
- Link any important articles.
- Link our packages.

When a user navigates to a web page, they're typically looking for visual feedback to reassure them that everything is going to work as expected.

Is it happening?	Did the navigation start successfully? Has the server responded?
Is it useful?	Has enough content rendered that users can engage with it?
Is it usable?	Can users interact with the page, or is it still busy loading?
Is it delightful?	Are the interactions smooth and natural, free of lag and jank?

Your Speed and Optimization for Mobile and Desktop to Improve User Experience





- Mobile: Speed is Unavailable and Optimization is Medium 47/100
- Desktop: Speed is Unavailable and Optimization is 31/100
- Focus making speed of website for both mobile and desktop to increase user experience and delivery best results for customers that are coming to buy product.
- Slow website speed and optimization could result in bad user experience and making people click off your website.
- Check out Google recommendations to help with optimization for both mobile and desktop.
- Reason why speed is not showing is because Chrome User Experience Report provides speed data for popular URLS known by Googles web crawlers.
- The image below explains what Google's suggestions are based around improving the speed end.

Is it happening?	Did the navigation start successfully? Has the server responded?
Is it useful?	Has enough content rendered that users can engage with it?
Is it usable?	Can users interact with the page, or is it still busy loading?
Is it delightful?	Are the interactions smooth and natural, free of lag and jank?

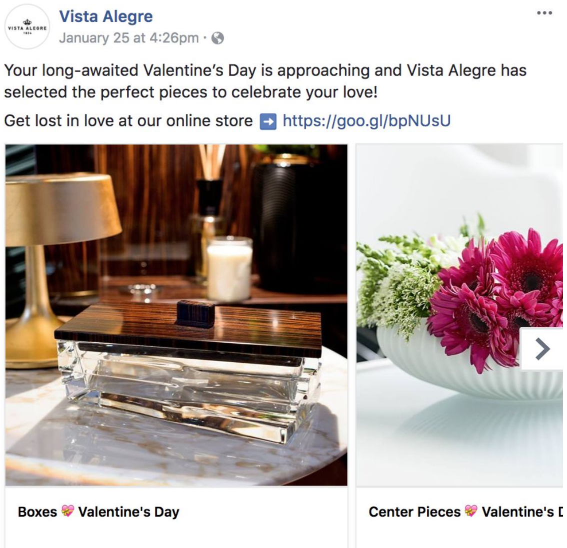
Your Facebook Analysis of Client Name

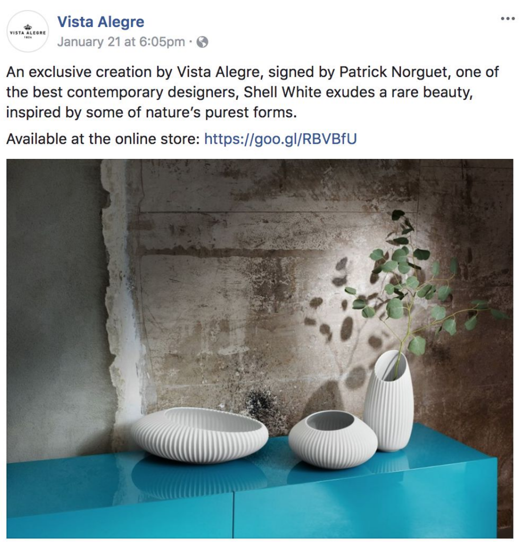
Screenshot of client's content make sure to mix the content regarding where post lies in the funnel (at most 4 screenshots)

What to include but not limited to:

- Post frequency
- Content creation placement in the 3 parts of the funnel.
- Analysis on content.
- Recommendations/next steps to take with the content.
- Strategies that could be used.
- Key points.
- Key Metrics.
- Links to important articles.
- Link to our packages.

Facebook Analysis





- Content is ranging 1-4 days apart from each other which is great to see continuous content being produced.
- Majority of content is at the bottom part of the funnel linking to buying products. Very little content in the top and mid funnel.
- Recommend creating more top funnel and mid funnel content that includes stories and educational content about brand.
- Add Call-To-Action buttons to help articles when boosting and running ads with links to other pages.
- Using your content in a funnel and sequencing out the content being created.
- Utilize lead ads if goal is to collect more emails/sign up for newsletters.

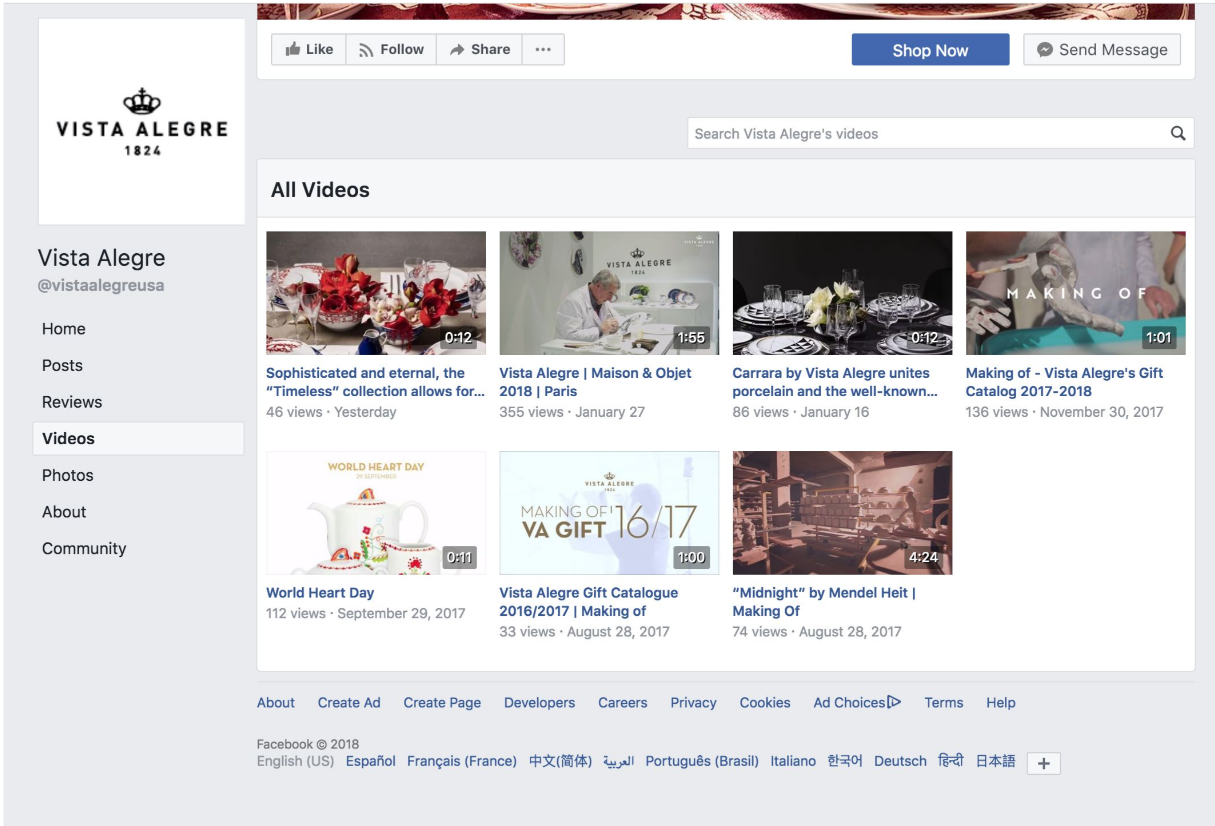
Your Facebook Video Analysis

Screenshot of client's video content

What to include but not limited to:

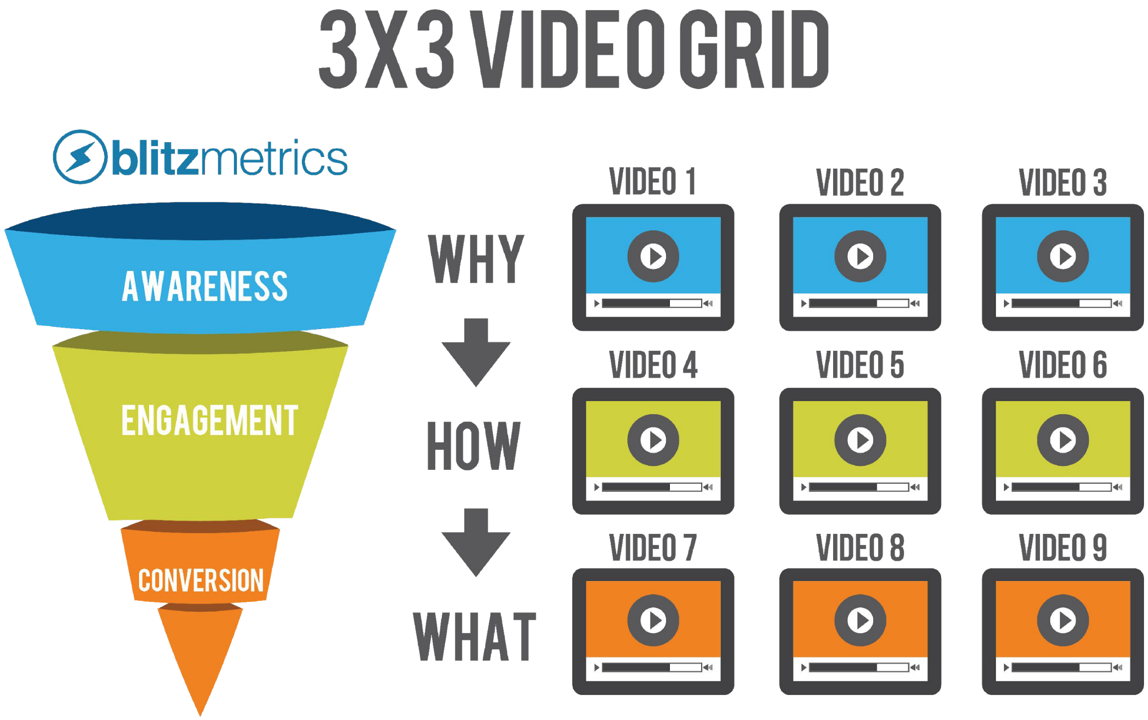
- Current video length
- Video creation placement in the 3 parts of the funnel.
- Analysis on video content.
- Recommendations/next steps to take with the building video content.
- Strategies that could be used.
- Key points.
- Key metrics.
- Links to important articles.
- Links to our packages.

Facebook Analysis Cont. (Video)



- Create more video content ranging from 1:00-1:20 Minutes.
- Total of 7 videos with a decent amount of engagement and views.
- Take your content with the most views and put ad spend on it to different audiences (cold audiences) and see which ones performs best and continue to put ad spend towards to amplify.
- Utilize 3x3 video grid to sequence and help content creation.
- More videos on top funnel, which is your why, tell your story, and your mission.
- Key metric while boosting, take note of average watch time if it is 10 seconds or more consider putting ad spend towards video

3x3 Video Grid Overview



Optimize your content by sequencing it out. Drive people down your funnel with proper targeting/retargeting and focusing on utilizing all three stages of the funnel. The content is there, you have it out there, now utilize proper sequencing to increase awareness, engagement and conversion while optimizing ad spend.

- Create video content that forms from your WHY, HOW, and WHAT.
- **WHY:** Is your stories, your mission, the reason behind your product.
- **HOW:** Is the educational points of your product, the benefits of your product, and what your product can buy (do not try and sell too much)
- **WHAT:** Is where you are selling your product and telling people to buy your product. (Can be accompanied by conversion ads ran in ads manager)
- Using this funnel we can build custom audiences of 10-second viewers and remarket and sequence materials for light touches to send process down funnel and gain conversions.

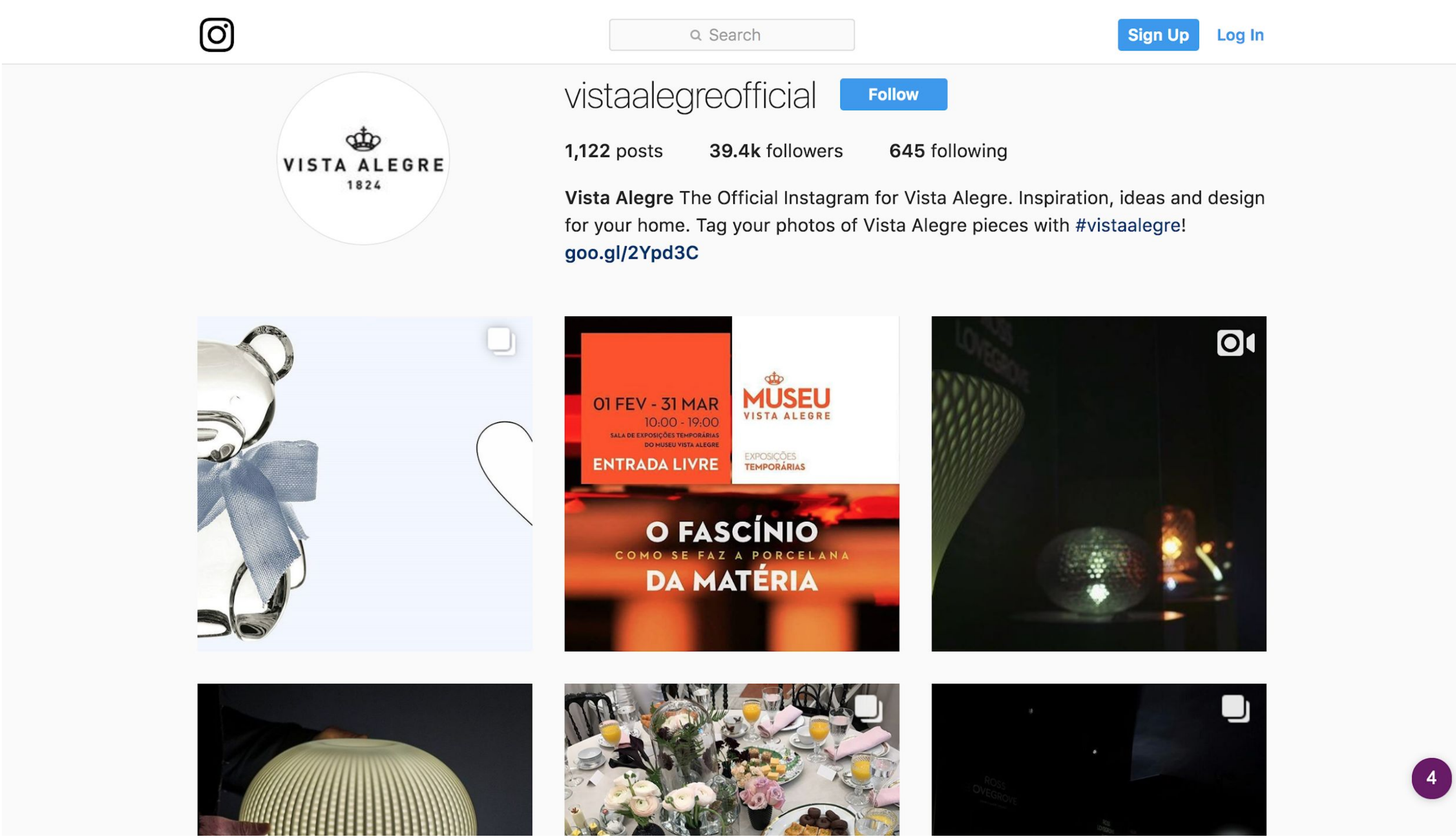
Your Instagram Analysis (If Applicable)

Screen shot of client's Instagram

What to include but not limited to:

- Follower to following ratio.
- Content creation within the 3 parts of the funnel.
- Engagement rate.
- Utilization of One Minute Videos.
- Content quality.
- Links to important articles.
- Link to our packages.

Instagram



- Following: 645
- Followers: 39.4K
- Great engagement on post and also some replies and an amazing amount of video views.
- Great amount of followers.
- Continuous works of brand growth could also result in growth of Instagram.
- Great quality picture and content.
- With boosting on Facebook it could also greatly benefit your Instagram as well.

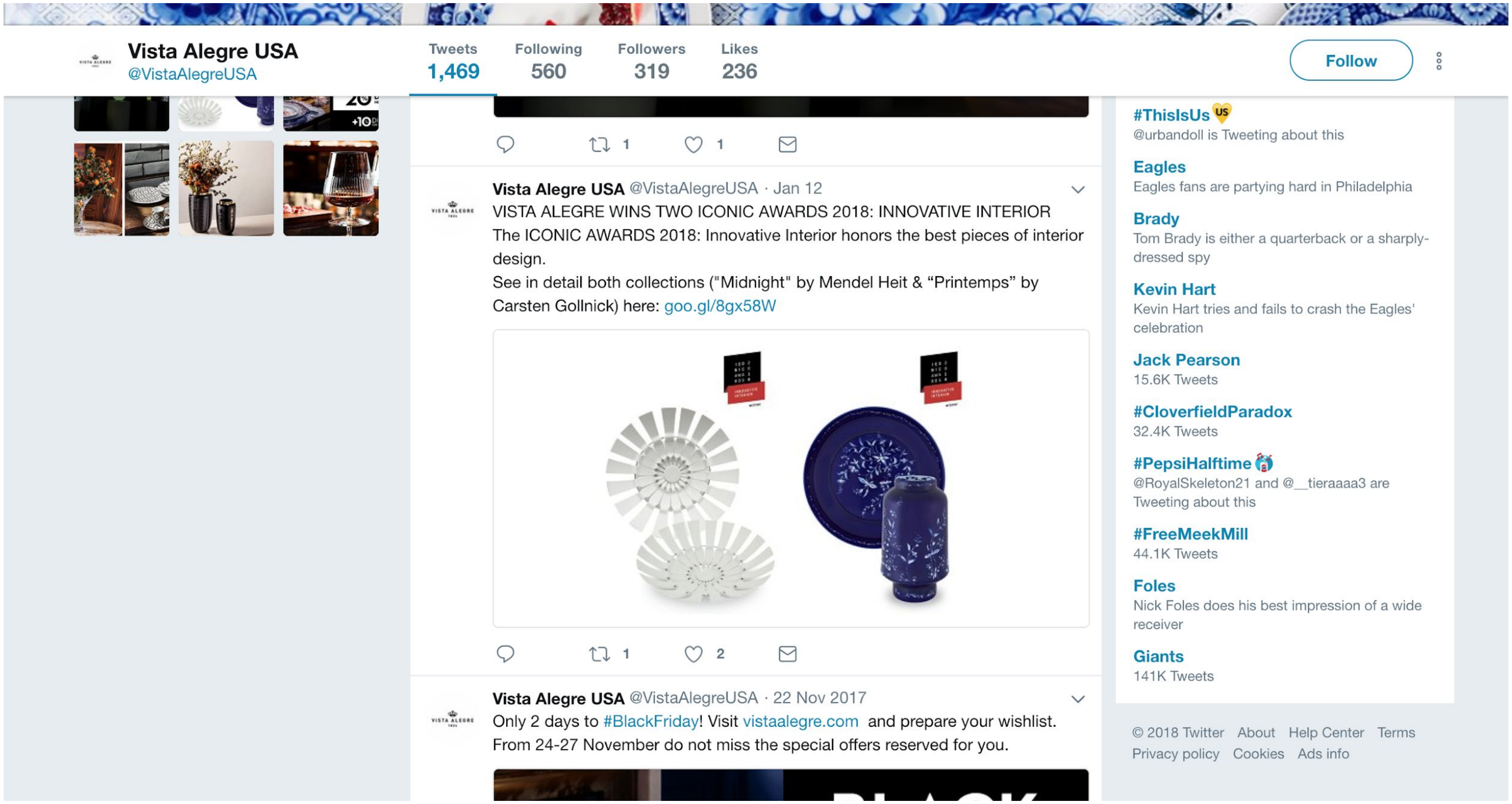
Your Twitter Analysis (If Applicable)

Screen shot of client's Twitter page.

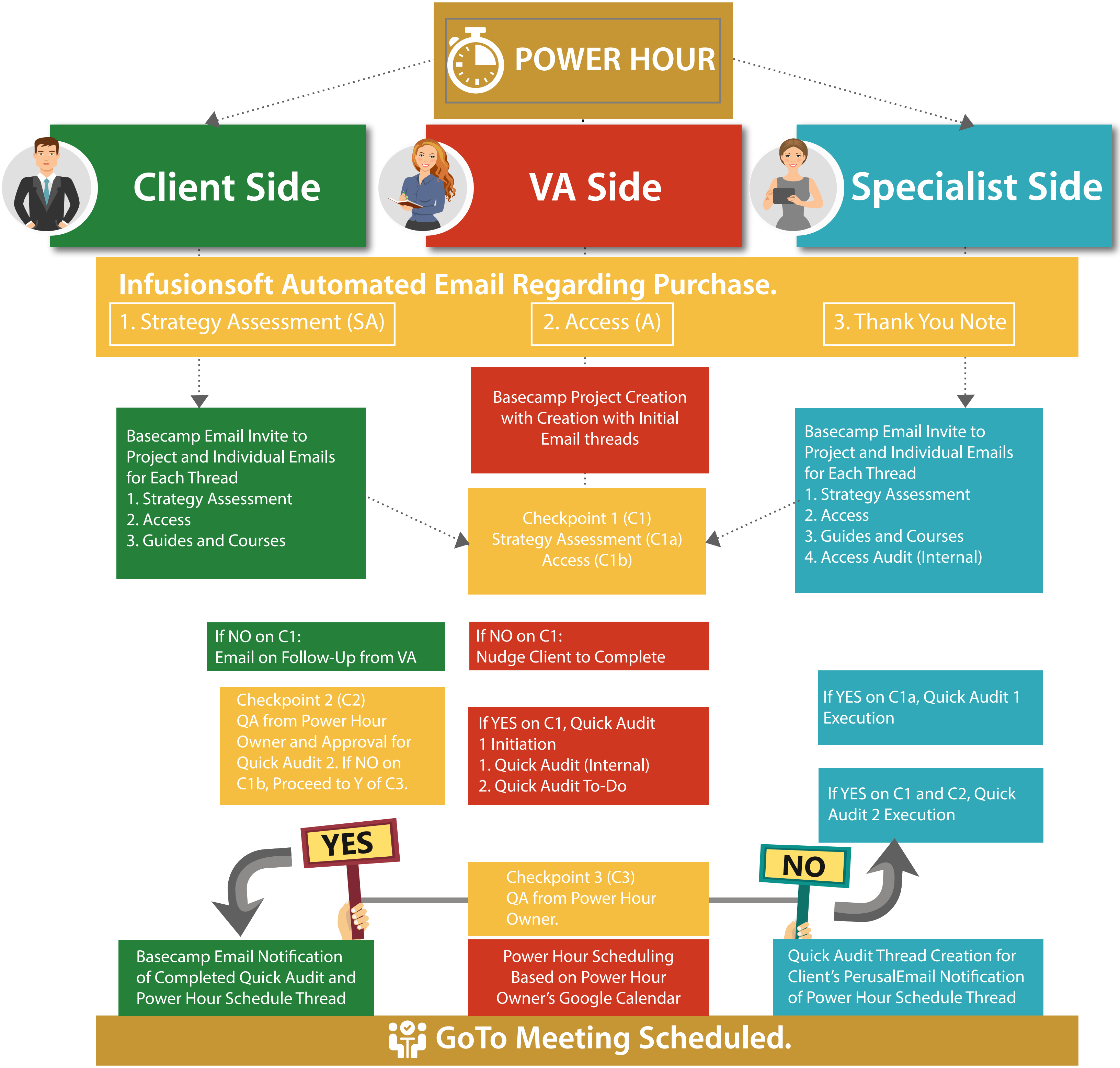
What to include but not limited to:

- Follower to following ratio.
- Content creation within the 3 parts of the funnel.
- Engagement rate.
- Utilization of One Minute Videos.
- Content quality.
- Links to important articles.
- Link to our packages.

Twitter



- Following: 560
- Followers: 319
- Some engagement on your Twitter retweets and replies
- Great content being produce.
- Post regularly.
- With brand growth potential growth can happen on Twitter.


POWER HOUR
Client Side
VA Side
Specialist Side
Infusionsoft Automated Email Regarding Purchase.
1. Strategy Assessment (SA)
2. Access (A)
3. Thank You Note
Basecamp Email Invite to Project and Individual Emails for Each Thread
1. Strategy Assessment
2. Access
3. Guides and Courses
Basecamp Project Creation with Creation with Initial Email threads
Checkpoint 1 (C1) Strategy Assessment (C1a) Access (C1b)
Basecamp Email Invite to Project and Individual Emails for Each Thread
1. Strategy Assessment
2. Access
3. Guides and Courses
4. Access Audit (Internal)
If NO on C1: Email on Follow-Up from VA
If NO on C1: Nudge Client to Complete
Checkpoint 2 (C2) QA from Power Hour Owner and Approval for Quick Audit 2. If NO on C1b, Proceed to Y of C3.
If YES on C1, Quick Audit 1 Initiation
1. Quick Audit (Internal)
2. Quick Audit To-Do
If YES on C1a, Quick Audit 1 Execution
If YES on C1 and C2, Quick Audit 2 Execution
YES
NO
Checkpoint 3 (C3) QA from Power Hour Owner.
Basecamp Email Notification of Completed Quick Audit and Power Hour Schedule Thread
Power Hour Scheduling Based on Power Hour Owner's Google Calendar
Quick Audit Thread Creation for Client's PerusalEmail Notification of Power Hour Schedule Thread
GoTo Meeting Scheduled.

BEFORE THE MEETING
☐ Research your client. Use all available social media platforms to find out more.
☐ Ensure client expectations are set.
☐ Cover logistics (time/place, frequency, calendar invites).
☐ Have the reports ready.
☐ 24 hours prior, send meeting items, agenda, and discussion points. Send a "looking forward" note.
DURING THE MEETING
☐ First, lay out the agenda, introduce everybody, and briefly go through the items and what the decisions are (Success Tracker).
☐ Pay full attention.
☐ Take notes on actionable items.
☐ Relay at the end and get input or feedback.
AFTER THE MEETING
☐ Double-check notes prior to relaying them to the client on the SAME day.
☐ Include follow-up items or a to-do list.

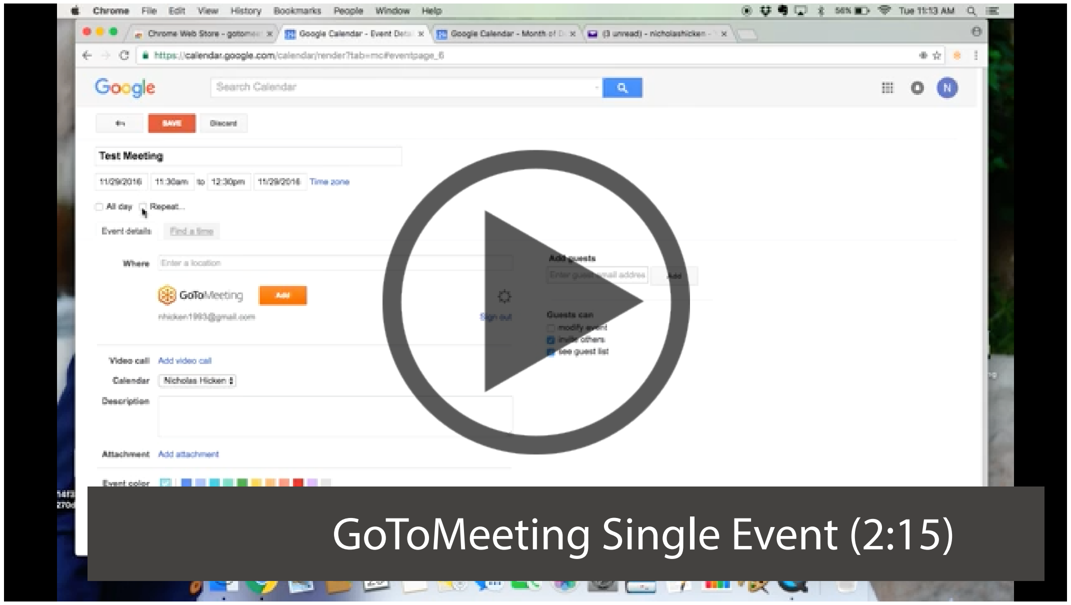
STEPS	BEFORE	DURING	AFTER
1 Schedule a Standing Call Time.	• ***Schedule the call***. • Send a meeting invite to all attendees. • Use a calendar reminder.	Confirm all attendees are available for the meeting.	Coordinate a follow-up meeting schedule.
2 Prepare a ***Success Tracker*** and a Call Agenda.	• Nudge client to fill out the ***Strategy "GCT" Evaluation***. • Refer to the client's completed "GCT" Evaluation.	Have a junior VA/specialist take down notes during the call.	• Send the call recording to a VA. • Have a junior VA take notes from call.
3 Record the Call.	• Check internet connection. • Check sound and video quality.	• Speak clearly. • Mute your microphone when the client talks (to prevent any background noise or static).	Upload recording to the meeting thread under the project in Basecamp.
4 Delegate Tasks.	Assign Team Lead and back-up for meeting.	• Focus on the agenda (don't splinter off into other topics). • Give full attention to the client.	Assign tasks on the "To-Do" section of the project for any dependencies.
5 Keep Track of your Project.	Create a Basecamp thread for the meeting. Post the GoToMeeting invite and meeting details, such as the call agenda.	Take note of tasks to assign to specialists/VAs.	Use Boomerang for Gmail to schedule follow-ups on tasks and dependencies.

When you're preparing for a client meeting, it's not the same thing as reading an analysis back to them. Since it's live, demonstrate a full understanding of the material that you're producing.

For us, that means their goals, content, targeting, and how we're amplifying it. If we're running ads, we have to know the backgrounds of each of the people we're talking to. We prepare a document that analyzes (more than a report) the company's progress and how to move forward.

For any documents used in the meeting, run multiple iterations through someone who is senior to make sure it checks out so you don't have grammatical mistakes.

Be prepared with everything so that, on the day before, you've already sent out the meeting items, there already is a WebEx or Skype meeting that they're aware of, and the system (or you) will have also sent out a note the day before, saying, "Hey! I am looking forward to seeing you tomorrow."



GoToMeeting Single Event (2:15)

Before the Meeting Checklist

- [ ] 1. Set expectations with the client so they know what to expect from the meeting.
- [ ] 2. Mutually agree on a time and place to meet and the frequency of meetings. Send out a calendar invite to ensure that the date and time doesn't conflict with any other plans.
- [ ] 3. Create multiple iterations of a report before it is sent out to the client.
- [ ] 4. Send out meeting items 24 hours in advance, ideally tied to the meeting invite. Send out an agenda. Make the agenda concise. List discussion points but save the details for the meeting. (For a rolling agenda that can be easily edited and shared, create a Google doc).
- [ ] 5. Before the meeting, if it's with a client, make sure to connect with them on LinkedIn, Twitter, and Facebook. Follow their company on the same channels.
- [ ] 6. Before the meeting, know what the expected outcomes are, not just the client's goals.
- [ ] 7. Have you or your system send a note to the client the day before the meeting saying that you are looking forward to it.
- [ ] 8. Research all the clients who will be in the meeting across all social media platforms.
    - Connect with them across all social media platforms (LinkedIn, Facebook, Twitter, etc.)
    - Know who they are as people - what they like and dislike.
- [ ] 9. Research the company and know recent news and events happening with the company.
- [ ] 10. Have materials out and ready before the meeting starts.
- [ ] 11. Show up at least five minutes early and always be there before the client.
- [ ] 12. Practice presenting. Join Toastmasters to learn how to speak without "ums" and "ahs".

If the meeting is taking place virtually:

- [ ] 1. Have virtual meeting set up in advance and make sure the client is aware of it (internally, we use GoToMeeting).
- [ ] 2. Plan your location to avoid connectivity issues.
- [ ] 3. Schedule what channel to use (Skype, phone call, in person, etc.).

You will have researched all of these people on LinkedIn, Facebook, and Twitter, and you will have connected with them. You will have looked at news that has happened to their company, and loosely know the attendees' likes and dislikes. When you have all of that, you know you can come to the meeting.

Show up to that meeting five minutes in advance. Never show up after the client. Have the materials ready. Be in a place that has solid WiFi and make sure that you have everything open in advance so there's no fumbling.

If you're not sure how to present or haven't presented before, practice with other people. If there's enough time, join Toastmasters to learn how to speak with no "ums", and then you'll be able to deliver a great presentation.

1

At the start of the meeting, mention who is taking notes and project managing (usually the specialist, but for enterprise projects, we might have a project manager, too).

2

Keep meetings short. Typically, you'll only need roughly 30 minutes - agenda, introduction, items to cover, what the decisions are, executive summary, summarize.

3

Take notes.

- Note action items—things you or the client has to do.
- Use notebook and paper during in-person meetings.

4

Give them your undivided attention (full eye contact, no phone on the desk, etc.). Same rules apply to virtual meetings.

During the Meeting

During the meeting, you want to take notes. If meeting in person, have a notebook and some paper. Don't have your laptop open or your phone on the desk. Give full attention, eye contact, and the same level of respect if it's a WebEx meeting or virtual meeting, where you can't be typing emails or doing other stuff while the client is talking.

As you take notes, make sure that you are capturing action items, which are items that you or they have to do. Make sure that you know specifically what those items are, when they are due, what the dependencies are, and which things they need to do for you to be successful. Then, at the end of the meeting, relay back to them by saying, "Okay <client name>, to make sure I understand, here are the things that we said that we would do as part of our follow-up. Does that sound about right? Did we miss anything?"

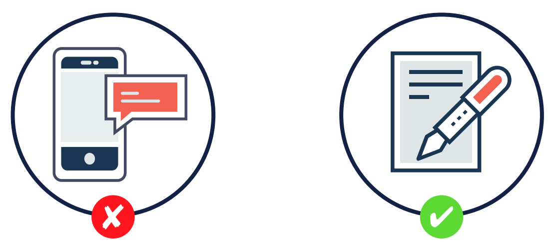
When you do that, get their confirmation and ask them if they have any other feedback. You may even drop in things by asking, "Is there anything that we can do to make you look good?", "Do you have any feedback on my performance?", and/or "Are there other things that we should be aware of that would help us be more effective?"

If there are things that you need from the client, you want to make sure you have those in advance. You should have all of those the day before the call. Don't have your analysis or the checklist items, but specifically things that you're going to need from them in advance so that you're not wandering through the call.

You want to have the call be as short as possible. People expect most calls to last an hour, but we think most calls can last 30 minutes if you follow this framework.

You lay it out in the beginning: discuss the agenda, introduce everybody, and briefly go through the items you are going to cover and what the decisions are.

The executive summary is the most important part because this is the information the senior people see if it's a bigger company.

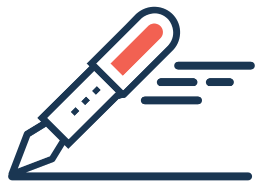


Do not pull out your phone during meetings, even if at a meal.

***It's disrespectful.* Take notes on paper.**

After the Meeting Checklist

Take time to double-check meeting items for spelling and grammatical errors and then post them that same day.



The key to taking notes is *speed*.

Make sure that follow-up items and summary are sent out within a couple of hours

☐ 1. Double-check notes for spelling and grammatical errors. Relay the notes to the client.

☐ 2. Update everything the same day. (We post into our Basecamp.)

☐ 3. Add the follow-up items (also called "action items") to a to-do list and share it.

For correspondence outside of the scheduled meetings:

☐ 4. Email vs. Phone call - This needs to be gauged depending on the dynamics within the client's organization. For example, if they reached out to you via email, copying their manager or CMO, you generally want to reply to the email thread, as compared to when a client POC or team lead reaches out; then you might want to take it offline for a quick conversation.

☐ 5. Scheduling responses - In normal cases, one business day is acceptable unless there's an issue. You generally do not want to be replying in the middle of the night as that might convey a negative image. Scheduling your responses ensures that they do not see you sweat and, at the same time, gives you some breathing room to do your research and get composed before replying

Executive Summary

Your summary should include, but is not limited to:

- [ ] Their goals.
- [ ] Our actions to reach their goals.
- [ ] Metrics that prove we are reaching their goals.
- [ ] Total spend.
- [ ] Conversions.
- [ ] ROI.
- [ ] Changes we made to their accounts.
- [ ] Results.
- [ ] Dependencies.
- [ ] The next steps.
- [ ] The time we have left in the process and what we can expect for the rest of it.
- [ ] Vertical performance.

Writing:

- [ ] Don't use ***passive voice***.
- [ ] Avoid using the word "their" to describe the client. It creates distance between you and them.
- [ ] Use business writing. There is no need for legalistic writing.
- [ ] Avoid phrases like "We present this report to __________".

Design:

- [ ] Bold the major points.
- [ ] Don't use a font greater than 18 pt.

Getting Stuff Done

What We've Done

- [ ] Insert 3 main points that are most interesting to the client.

What We're Doing Next.

- [ ] Focus on the next five things you're going to do next.

Dependencies

- [ ] List every single thing that you need your client to do as soon as possible.
- [ ] Include a deadline AND name of person-in-charge whenever possible.

Items for Discussion

Executive Summary for Client Name

In an Executive Summary, include only the most **important points.** This should be a **clear and concise** summary of **their goals**, **what has happened** so far, and **what we will do.**

You can find some example summaries here:
Fluidigm, Allstate

Metrics:
Don't be vague about the metrics. This is not about making the summary long or filling the pages with fluff. We want to show valuable MAA. If you have questions about what metrics to use, ask yourself, "So what?" Do these metrics have context (Analysis) or action? What do these metrics mean? How do they relate to our goals? What will we do because of this? If you're unsure about MAA, check out the 6th Mari Module or this article:
https://www.business2community.com/social-data/metric-analysis-action-superstar-social-analysis-0545953#!JkyWT

Be careful about how you present your conclusion. Don't attack a brand.

Your summary should include, but is not limited to:
- ❑ Their goals.
- ❑ Our actions to reach their goals.
- ❑ Metrics that prove we are reaching their goals.
- ❑ Total spend.
- ❑ Conversions.
- ❑ ROI.
- ❑ Changes we made to their accounts.
- ❑ Results.
- ❑ Dependencies.
- ❑ The next steps.
- ❑ The time we have left in the process and what we can expect for the rest of it.
- ❑ Vertical performance.

Writing:
- ❑ Don't use passive voice. You can find an article on it HERE.
- ❑ Avoid using the word "their" to describe the client. It creates distance between you and them.
- ❑ Use business writing. There is no need for legalistic writing. Avoid phrases like, "We present this report to _____".

Design:
- ❑ Bold the **major points**.
- ❑ Don't use a font greater than 18 pt.

GCT Assessment for Client Name

Include their Goals, Content, and Targeting assessment results here:

Goals: Business goals must be quantifiable and actionable. A business' goals must reflect the company's true mission to inspire customers to genuinely identify and share. Start with WHY.

Content: Production is on-going validation of mission and values, delivered to audiences.

Targeting: Who are your best customers and how do we get more of the same? Organize customers into personas, which courses content production. Database marketing is delivering the right message to the right user at the right time.

6 Module Implementation Process

Module 1: Digital Plumbing

We want to track your results and remarket to owned audiences. To do so, we need to ensure tracking is set up properly on your website. Give us partner access to your Facebook and Google ad accounts.

Module 2: Goals (via Strategy Call/Meeting)

Your goals will guide us throughout the implementation. We schedule a 30-minute strategy call or hour-long meeting to talk about your story, mission, and goals. Then, we will determine the most important metrics in the Audience, Consideration, and Conversion funnel.

Module 3: Content

Next, we identify supporting content at each stage of the funnel, assemble a content list of third party endorsements, and create personas for your top target customer segments, which drives targeting.

Module 4: Targeting

Next, we identify as many relevant targeting groups as possible to reach your target customer segments. We will track performance against each specific group.

Module 5: Amplification

Once we establish the strategic selection of Goals, Content, and Targeting, we will create three kinds of ads. The first kind is to amplify the five most recent Facebook posts to build audience and drive engagement. The second kind drives conversions, targeted to both saved and owned audiences. The third kind is to influence the influencers.

Module 6: Ad Optimization

This module is always ongoing. Every day, we will make tweaks that will create the most positive impact, expand on the audience and content that are working, tweak bidding where necessary, re-allocate budgets, and summarize the performance of content and targeting against your goals each week.

6 Phase Implementation Timeline

	Test 1	Month 1	Month 2	Month 3
Phase 0: (SET-UP)	Funds as determined			
Phase 1: ($14,000)		$14,000 6 Week Spend 20% Budget Spend		
Phase 2: ($21,000)			$21,000 6 Week Spend 30% Budget spend	
Phase 3: ($35,000)				$35,000 6 Week Spend 30% Budget spend

Your Marketing Technology Stack

There are 3,874 tools[1] in the marketing technology space and growing. Fortunately, we don't need to know all of them-- just the main ones. We already know how to work within the major systems as a necessary part of digital plumbing.

We don't have to be experts in any of them, so long as we understand how these marketing and technology tools fit together[2].
(You can have one, none, or many tools in each category.
If not listed, fill in the name of the tool.)
Circle all the tools you are using:

Content Management System:
WordPress, Drupal, SiteCore, custom
none

Web Analytics:
Google Analytics, GA Premium, Omniture (Adobe Analytics)
none

Tag Manager:
Google Tag Manager, Tealium, Adobe Tag Manager
none

Marketing Automation:
Infusionsoft, Marketo, HubSpot, Active Campaign, MailChimp
none

Salesforce Automation:
Salesforce, Netsuite
none

Social Monitoring/Management:
Radian6, HootSuite, Sprinklr, Spredfast
none

Reporting:
Tableau, Domo, SimplyMeasured, SocialBakers
none

Ads Management:
Marin, AdEspresso, WordStream
none

Mobile Analytics Partner:
Kochava, Localytics, AppAnnie
none

Landing Page Optimization:
Optimizely, Google Experiments, Leadpages, Click Funnels
none

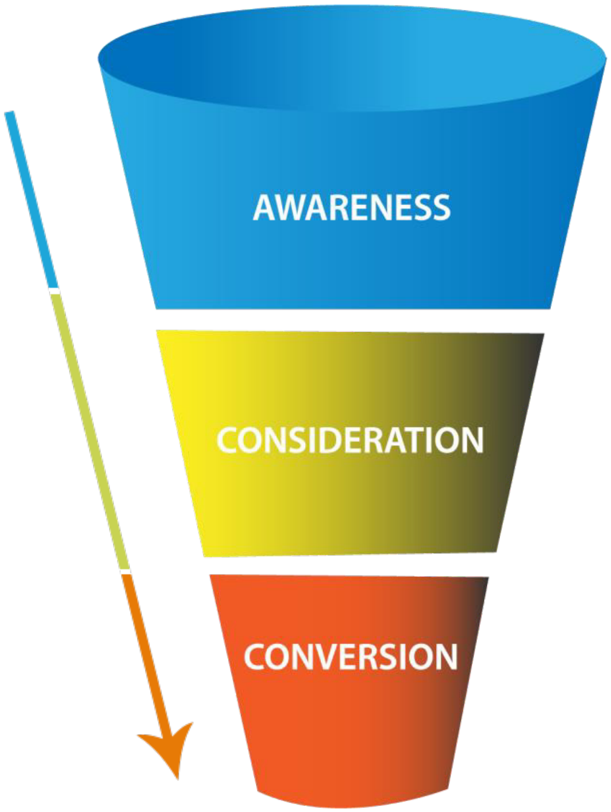
Shopping Cart:
Shopify, ZenCart, Yahoo! Cart.
none

Misc.
Tool Used 1, Tool Used 2, Tool Used 3, Tool Used 4

1 https://chiefmartec.com/2016/03/marketing-technology-landscape-super graphic-2016/

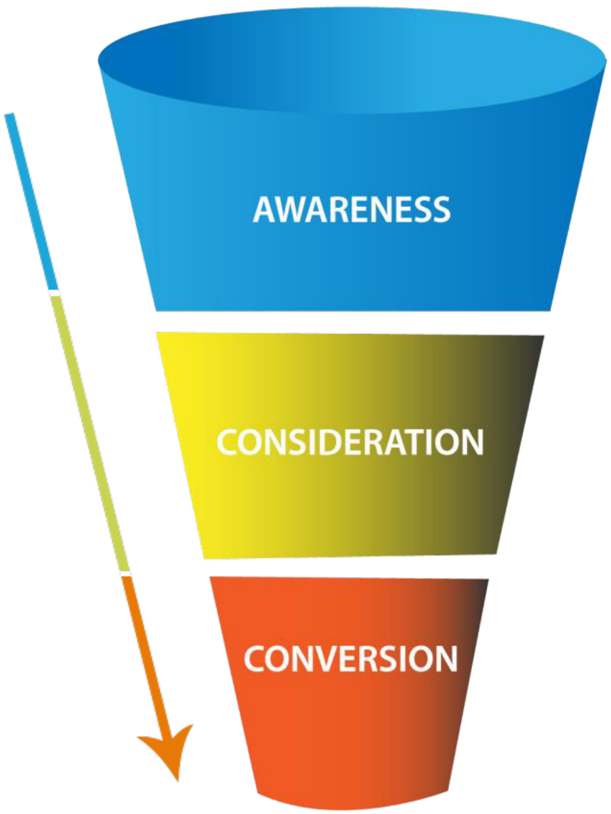
2 https://www.youtube.com/watch?v=yIbFA9rRznI

Funnel Performance Since Last Quarter



	Year-to-date	Last 90 days
Total impressions		
Total website clicks		
Total lead count		
Total revenue		
Total spend		

5.5X digital ticket revenue and 6.6X engagement over last season



	This Season So Far	Last Regular Season To Date
Total Impressions	16,121,761	7,135,179
Total Clicks	582,821	88,387
Total Revenue	$3,214,077	$578,927
Total spend	$123,297	$33,490

	This Regular Season Total (Forecasted)	Last Regular Season Total
Total Impressions	30,967,082	11,353,198
Total Clicks	1,129,011	141,735
Total Revenue	$6,141,872	$936,746
Total Spend	$264,938	$56,413

	This Playoff Season (Forecasted)	Last Playoff Season
Total Impressions	14,211,314	10,565,867
Total Clicks	1,327,045	439,886
Total Revenue	$8,175,468	$3,150,041
Total Spend	$213,062	$160,177

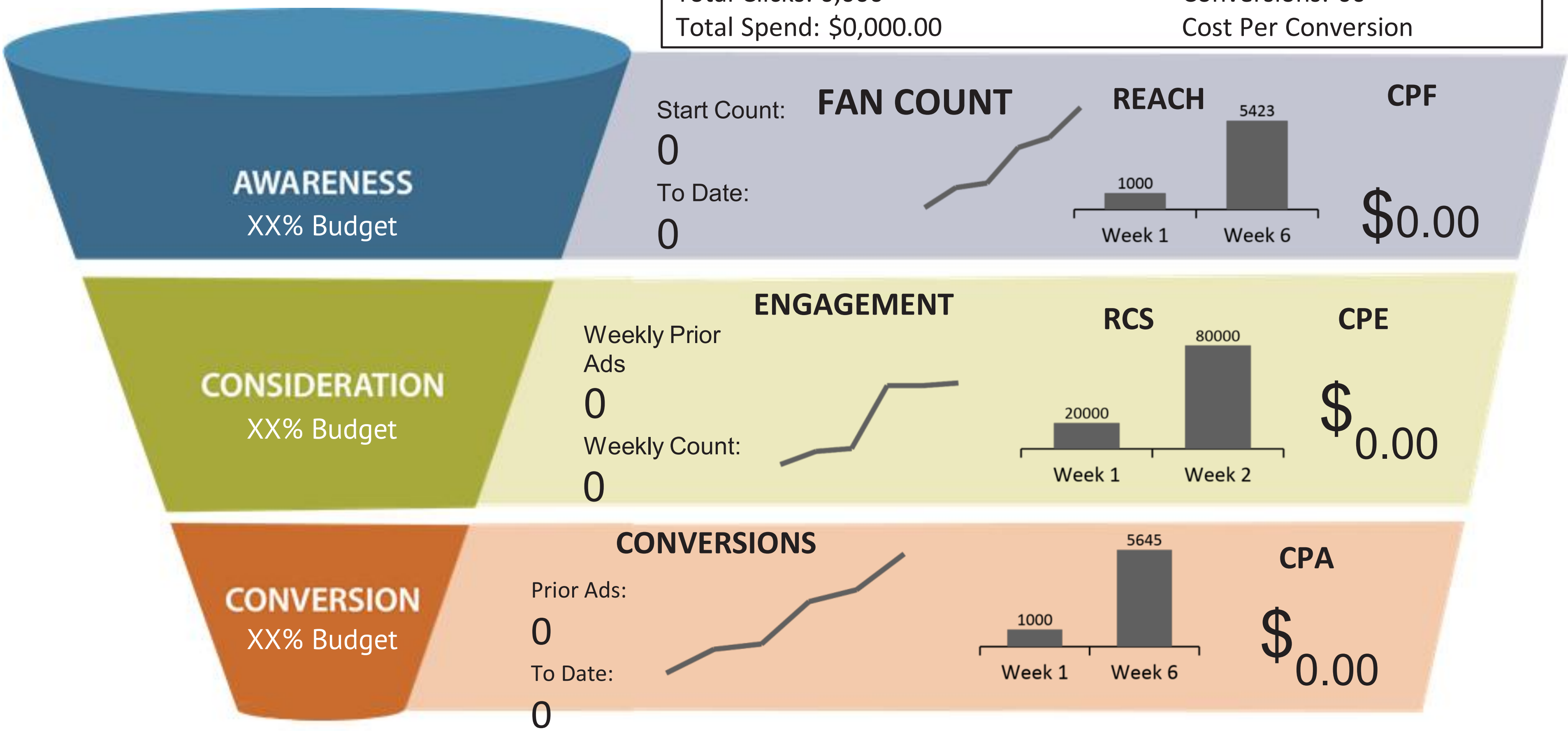
The large Y/Y change in clicks is from Facebook; ads started earlier and ran consistently this season. Still, daily click rate is **4.6X** higher this season.

Projections derived from extrapolating current proportions for daily averages. Total impressions consist of impressions across Google and Facebook. Time frame of regular season 10/10 - 4/17, timeframe of playoffs: MM/DD-MM/DD

Funnel Performance For Last 2 Weeks

During your campaign, we are setting goals and establishing the metrics to prove your success. You can look forward to coming weeks where this report will be filled with the changes and growth you'll experience.

Total Impressions: 000,000	Cost Per Click: $0.00
Total Reach 00,000	CTR: 0%
Total Clicks: 0,000	Conversions: 00
Total Spend: $0,000.00	Cost Per Conversion



Terms to know:

CTR: Click Through Rate
CPF: Cost Per Fan
CPE: Cost Per Engagement

CPA: Cost Per Acquisition
CPM: Cost Per 1,000 Impressions

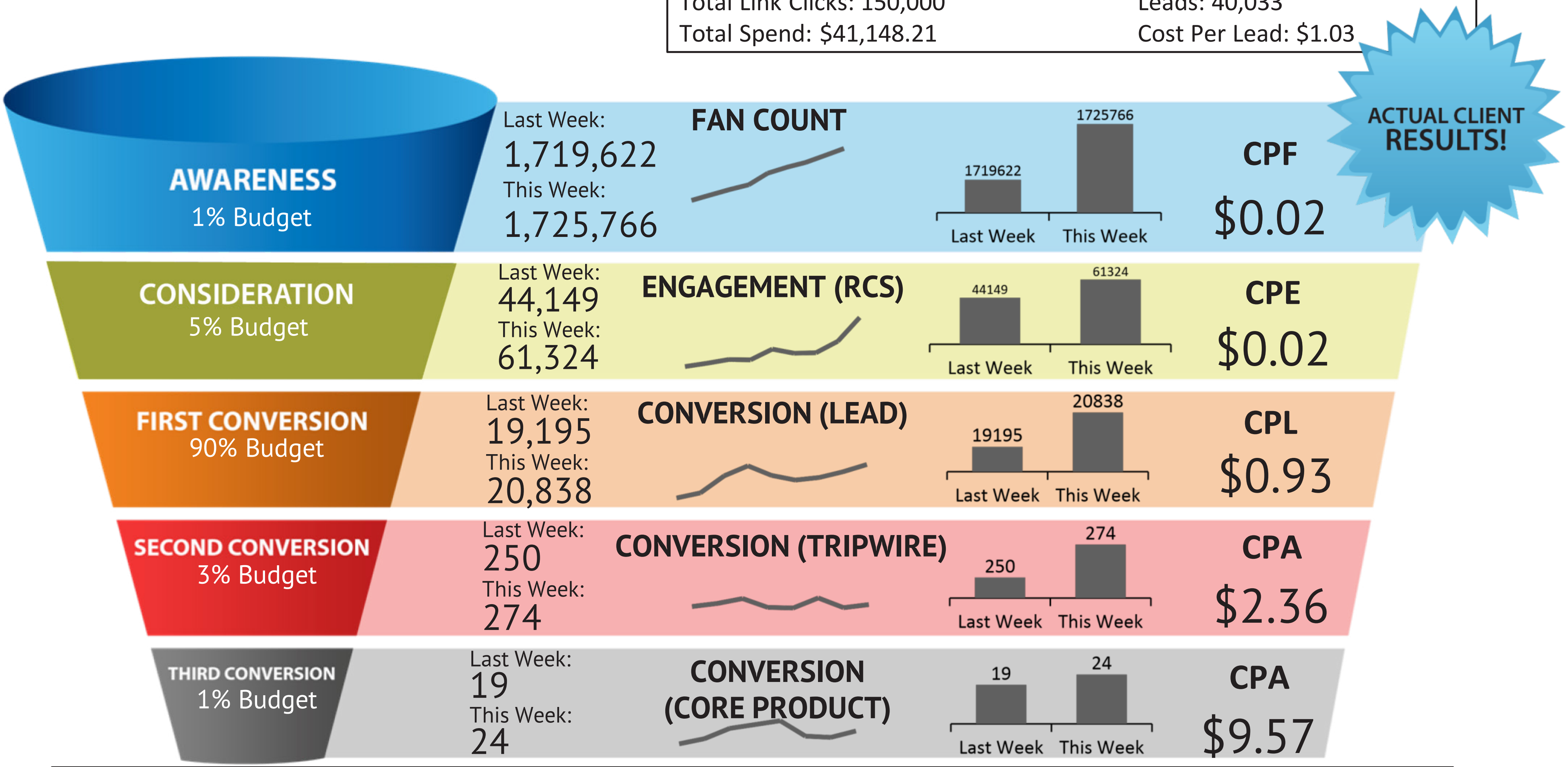
RCS: The Reactions, Comments, and Shares your page received

Funnel Performance For Last 2 Weeks

Assume a budget allocation across 4 objectives – leads, engagement, tripwire, and core product sales (previously book sales).

Total Impressions: 9,257,418
Total Reach: 4,053,269
Total Link Clicks: 150,000
Total Spend: $41,148.21

Cost Per Link Click: $0.27
Link CTR: 1.62%
Leads: 40,033
Cost Per Lead: $1.03



Terms to know:

CTR: Click Through Rate
CPF: Cost Per Fan
CPE: Cost Per Engagement

CPA: Cost Per Acquisition
CPM: Cost Per 1,000 Impressions

RCS: The Reactions, Comments, and Shares your page received

What we've done

- ☑ Item 1 (See here)
- ☑ Item 2 (See here)
- ☑ Item 3 (See here)
- ☑ Item 4 (See here)

What we're doing next (See Your Basecamp Project's To-Do List)

- ❑ Focus on the five things you're going to do next.

Dependencies

- ❑ List every single thing that you need your client to do as soon as possible.
- ❑ Include a deadline AND name of person-in-charge whenever possible.

ACTUAL CLIENT RESULTS!

What we've done

- ☑ Size up the owned audience and analyze them (Pages 6 and 8).
- ☑ Develop four models of [company name's] target audiences (Page 14).
- ☑ Analyze total ad spend and highlight top five Facebook Ads (Page 15).
- ☑ Analyze total ad spend and highlight at least three key insights based on the Audience, Consideration, and Conversion framework (Page 16).
- ☑ Research relevant media and influencers for the vocational college education industry and estimate the targetable audience sizes on Facebook (Page 21). (See research here.)

What we're doing next (See here)

- ❑ Implement all necessary tracking codes on [website].
- ❑ Audit Google Ads account, measure the performance against goals and highlight at least three key insights and immediate things that we can do to improve the performance.

Dependencies

- ❑ Verify the makeup of each custom audience list uploaded onto Facebook with Tracie.
- ❑ Have the tech person from Delta Education replace existing (hard-coded) Facebook conversion pixels and publish tracking codes for Berks Technical Institute (BTI).
- ❑ Obtain Cost per Call benchmark from Tracie and Claire.
- ❑ Obtain content library of historical mentions and third-party endorsements from Tracie.

Plumbing: 02/01/17 – 02/28/17

Note: Change date for your client.

1 PLUMBING

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Daniel Goodrich
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DONE:

✓ Plumbing bi-weekly audit for first half of February.
✓ **Big Win:** Circle back to details on collaboration with Leadsbridge.

TO DO:

❑ Refine Google AMP HTML style elements and troubleshoot hurdles with access and servers (Girard).

❑ Discuss where we stand on plumbing for Marketo pages and what actions still need to be taken.

Plumbing Setup As A Strong Foundation For Optimization

Landing Page Screenshot

[Page Name]
Pixel ID: [What is the standard event used to track this page?]

[What does the user click on to get to this step?]

Signup Form Screenshot

[Page Name]
Pixel ID: [What is the standard event used to track this page?]

[What does the user click on to get to this step?]

hank You Page Screenshot

[Page Name]
Pixel ID: [What is the standard event used to track this page?]

[What does the user click on to get to this step?]

Signup Form Screenshot

[Page Name]
Pixel ID: [What is the standard event used to track this page?]

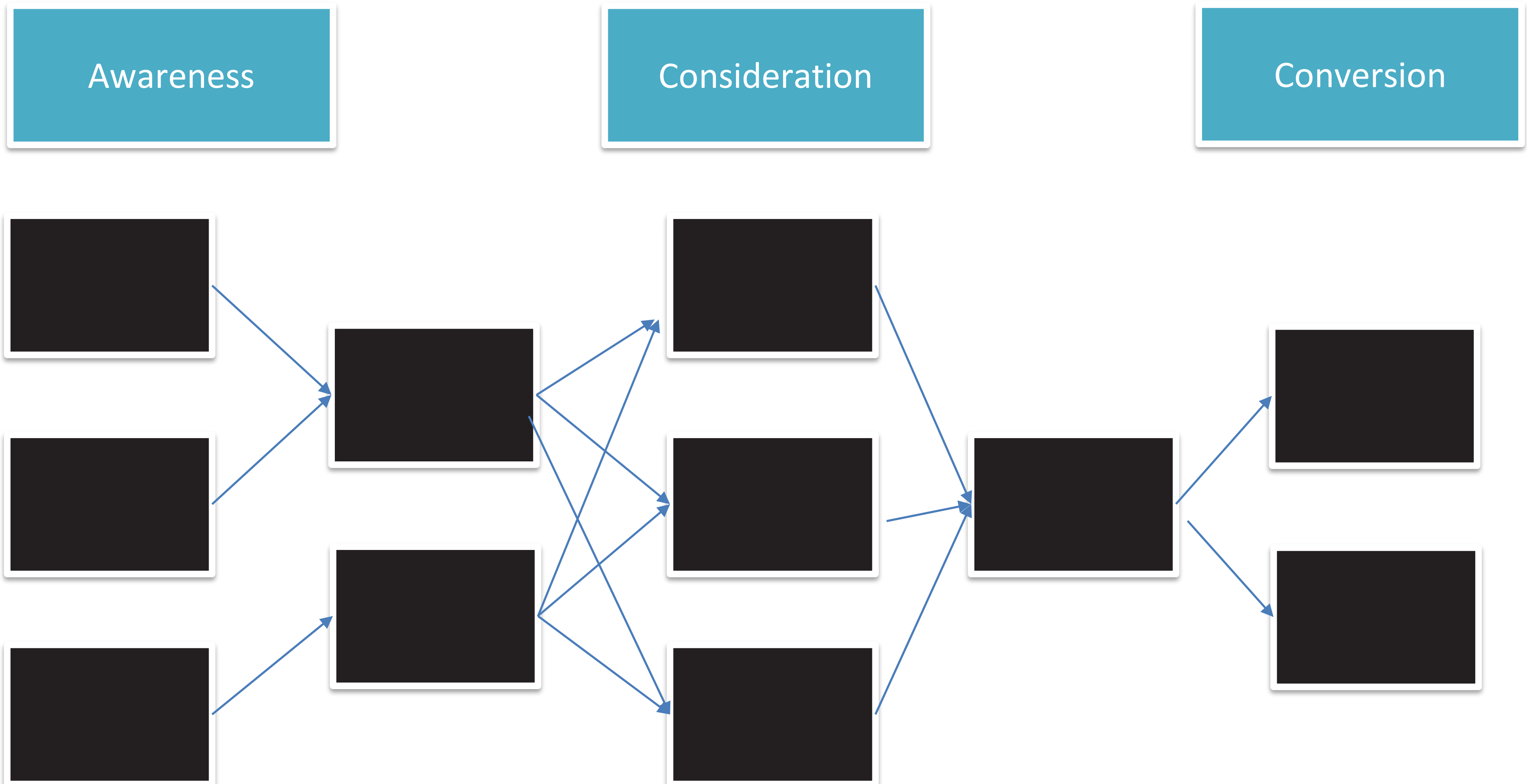
[What does the user click on to get to this step?]

Thank You Page Screenshot

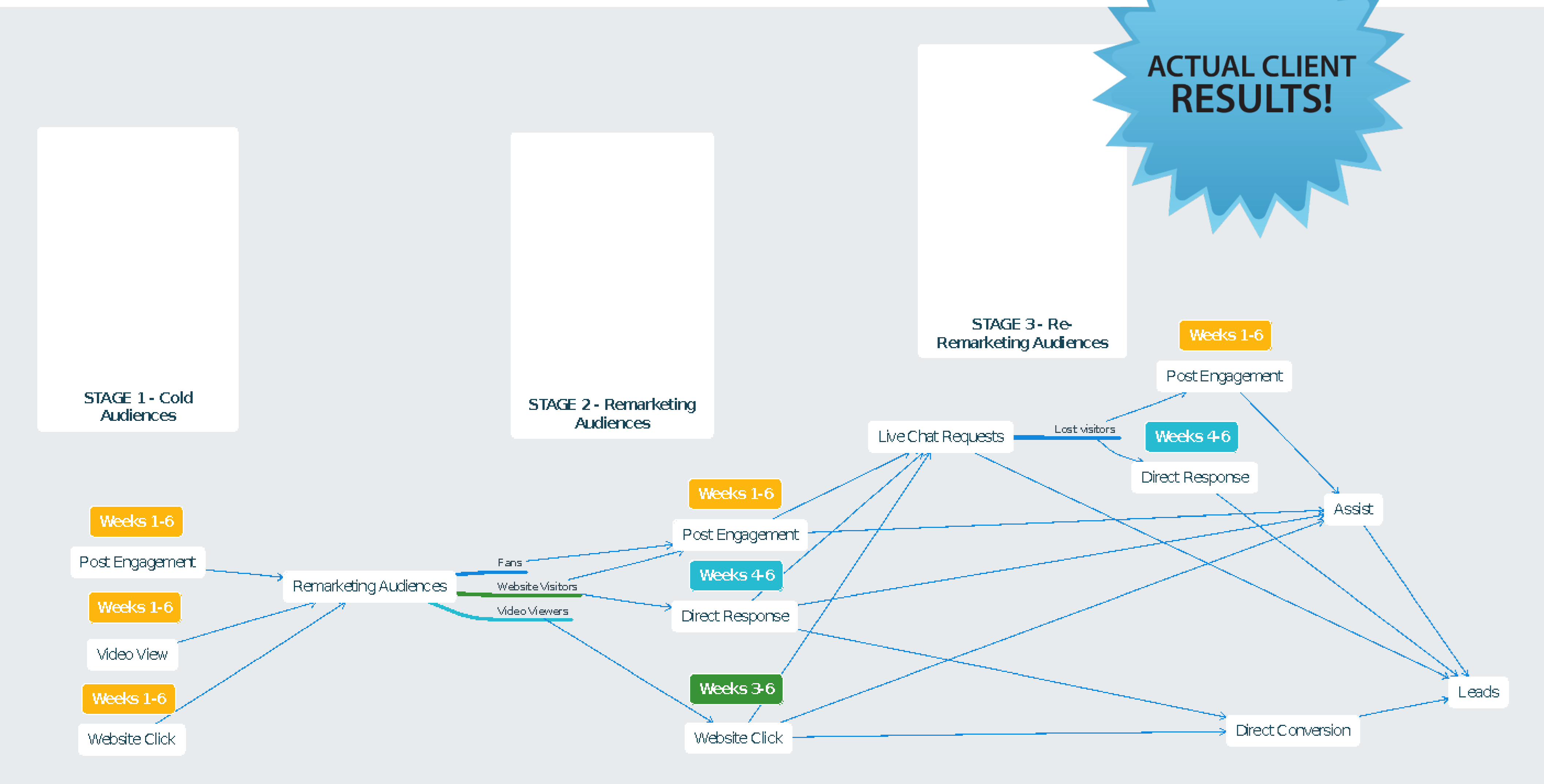
[Page Name]
Pixel ID: [What is the standard event used to track this page?]

Plumbing Tracker

No.	Pixel/Standard Event	Pixel/GTM Tag ID	URL tracked	Verified and firing correctly?


Awareness
Consideration
Conversion

Visualizing Client Name's Funnel



First, we amplify non-promotional BTI content that shows what the school is all about. This attracts many views and website visits, since this content is crafted to show how BTI can add value to these people. Next, we re-market to people who know about us – fans, website visitors, and video viewers -- to drive deeper levels of engagement (more touches), sharing more content about our programs, before prompting them to sign up before classes start.

Note: Change date for your client.

2 GOALS

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ACTUAL CLIENT RESULTS!

DONE:

✓ Decide on our 3-5 flagship programs to run through the funnel.
  - MED
  - ENGINEERING
  - EXPLORE STEM
  - JUNIOR
  - PATHWAYS

✓ Determine overlaps in content/funnel sequence for DM-supported and greenfield.

✓ Develop User Mapping to associate triggers in greenfield with content delivery. Simple starting point is basic remarketing.

✓ Implement a testing methodology this quarter (so we can measure incremental revenue), set up sequences, and run triggered messages against these sequences.

TO DO:

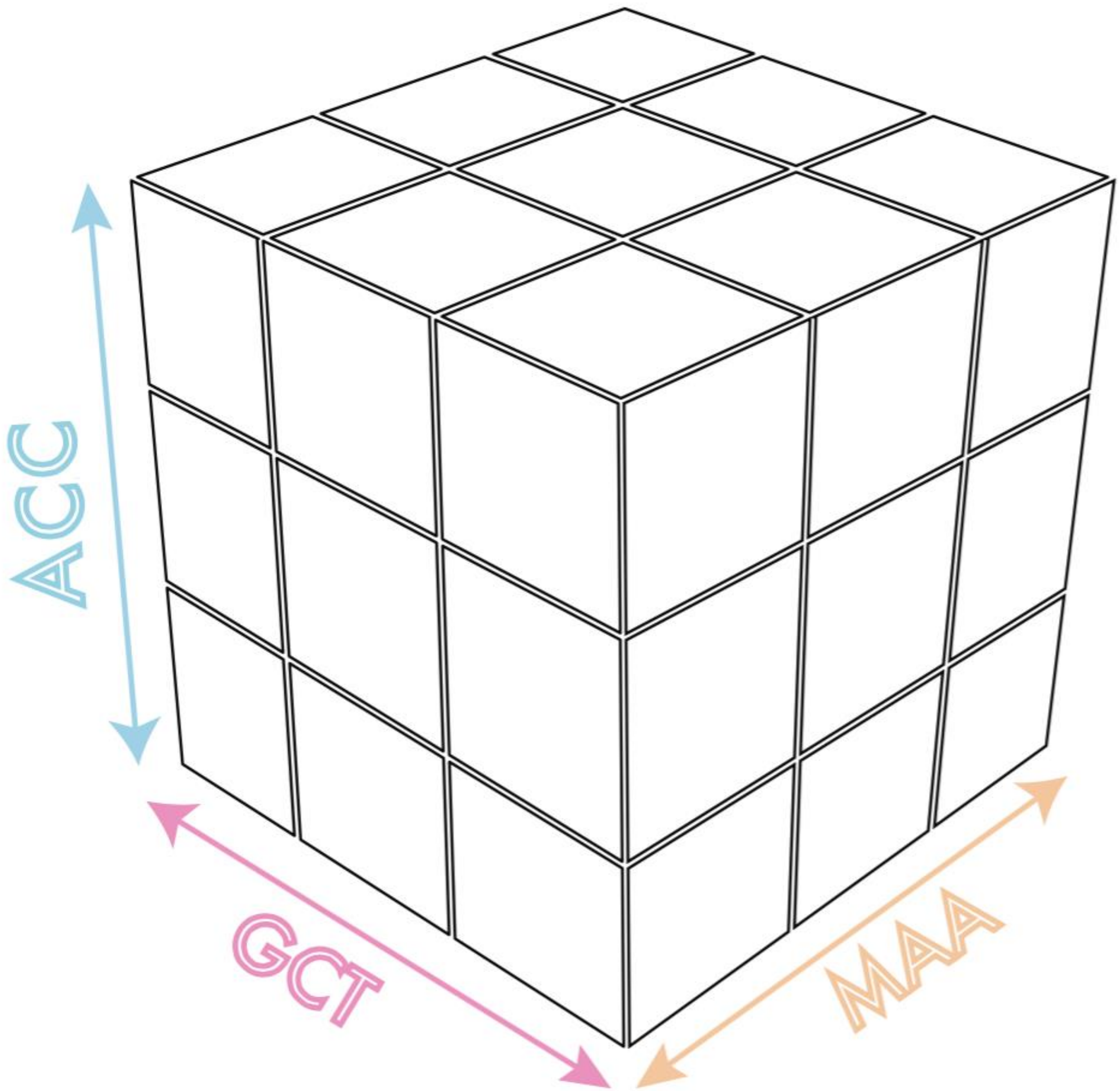
❑ Define cadence for reporting on DM-support vs. greenfield enrollment numbers.

The project goals are:

- Increase **Fan Count.**
- **Reach and Engage fans** in **[Company Name's]** social content.
- Increase **[Company Name's] email list size**
- **Drive Leads** through **[Company Name's]** social and marketing automation process
- **Prove Social ROI** through our three methods.
- Establish an **industry-wide social standard.**
- **Benchmark [Company Name]** against other major **[Industry]**.
- Create **social dashboards** to measure **[Company Name's]** and the competitors' social status.
- **Build internal expertise** through weekly call and training.

The campaign's performance will be measured by:

- **Affinity snapshots** that measure audience size and changing composition.
- **BlitzMetrics social dashboards** that monitor campaign performance for on-the-fly optimization.
- **Regular reports (flexible timing) with in-depth analysis,** made available on our project management system (BaseCamp).
- **Weekly scheduled** meetings.


ACC
GCT
MAA

Driving ROI Through the Social Amplification Engine

Strategy:

Based on the client's GCT, what is your proposed strategy?

(We'll refine based on joint feedback.)

Goals:

[Change the text to what the company's goals actually are. Show that we understand what they are looking to do. Personalize when possible.]

Content:

[Look over the client's content and use existing knowledge of goals to tie the importance of content in the cycle.]

Target:

[If you already know their targets or their audience, make note of this. Again, personalize as much as possible.]

More about the Business Strategy

Content: 02/01/17 – 02/28/17

Note: Change date for your client.

3 CONTENT

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Daniel Goodrich
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ACTUAL CLIENT RESULTS!

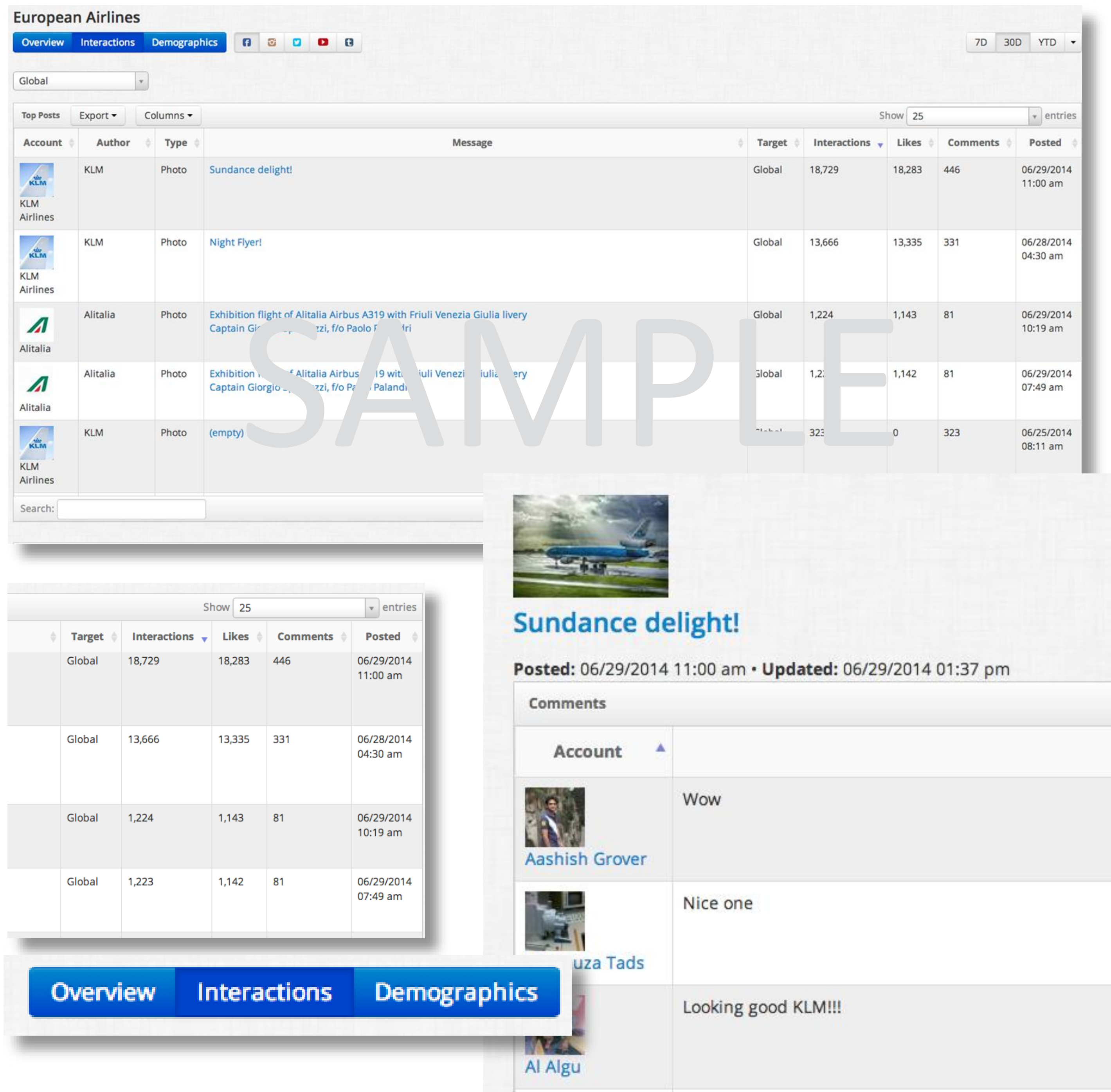
DONE:

✓ Update content library with newly approved content (recurring).
✓ Approve select pieces of video content to add to content library.
✓ Create 30-60 second video clips from Tom Tucker interview.
✓ Iterate on and complete the NS Canvas to begin testing (waiting on approval from Envision content team).
✓ Work with Andrew Potter to create videos based on IF/THEN logic.
  - To answer potential questions that teachers and/or students may have about the program (supplementary to parent/student testimonials).

TO DO:

❑ Revise copy to include more terminology/content like "investment" rhetoric, encouraging prospects to minimize perceived cost.
❑ Explore cinemagraphs and their potential to draw attention to our Canvas funnel.
❑ Visual Content – Iterating on "first touch" and program-specific Canvas (designed to drive self-segmentation).

Learn What Content Works From Competitors



Aggregate Your Content

Brands	Ad Copies	Blog	Facebook Page	Photographs	Videos	Website
Brand 1	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 2	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 3	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 4	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 5	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 6	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 7	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 8	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
Brand 9	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N

Aggregate Your Content

ACTUAL CLIENT RESULTS!

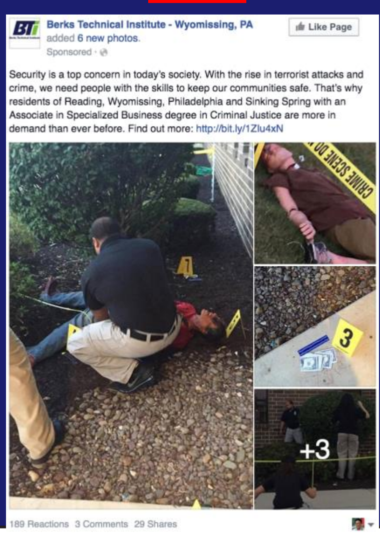
School	Ad Copies	Blog	Facebook Page	Photographs	Videos	Website
BTI	Y	Y	Y	Y	Y	Y
Creative Circus	N	Y	Y	Y	Y	Y
MJCC	N	Y	Y	Y	N	Y
McCann	N	Y	Y	Y	N	Y
MMC	N	Y	Y	Y	Y	Y
MMTC	N	Y	Y	Y	Y	Y
Tucson College	N	Y	Y	Y	Y	Y
CDL	N	N	Y	Y	N	Y
International Schools	N	N	N	Y	N	Y

Learn What Content Works Best From Our Historical Results

Content	Spend	Target	Action
[Link to content] [Screenshot of content]	$10.44	[Persona] [Exact targeting used]	**RCS:** xxx **Website clicks:** X at $x.xx CPC **Lead form visits:** xxx **Important conversion 1:** xxx **Important conversion 2:** xxx
[Link to content] [Screenshot of content]	$10.44	[Persona] [Exact targeting used]	**RCS:** xxx **Website clicks:** X at $x.xx CPC **Lead form visits:** xxx **Important conversion 1:** xxx **Important conversion 2:** xxx
[Link to content] [Screenshot of content]	$10.44	[Persona] [Exact targeting used]	**RCS:** xxx **Website clicks:** X at $x.xx CPC **Lead form visits:** xxx **Important conversion 1:** xxx **Important conversion 2:** xxx
[Link to content] [Screenshot of content]	$10.44	[Persona] [Exact targeting used]	**RCS:** xxx **Website clicks:** X at $x.xx CPC **Lead form visits:** xxx **Important conversion 1:** xxx **Important conversion 2:** xxx

Learn What Content Works Best From Our Historical Results

ACTUAL CLIENT RESULTS!

Content	Spend	Target	Action
IT Support Photo Album 	$10.44	[Hispanics] Location - Living In: United States: Pennsylvania Age: 14 - 42 Exclude: Income: $125,000 - $150,000, $150,000 - $250,000, $250,000 - $350,000, $350,000 - $500,000, Over $500,000, $100,000 - $125,000, $75,000 - $100,000 or $50,000 - $75,000 People Who Match: Ethnic Affinity: Hispanic (US – All)	**RCS:** 18 **Website clicks:** 5 at $2.09 CPC **Signup form visits:** 4 **Live chat count:** 4 **Click-through signups:** 4 **View-through signups:** 0
Criminal Justice Photo Album 	$26.20	[Young Females] Location: United States: Pennsylvania Age: 18 - 42 Gender: Female Exclude: Income: $125,000 - $150,000, $150,000 - $250,000, $250,000 - $350,000, $350,000 - $500,000, Over $500,000, $100,000 - $125,000, $75,000 - $100,000 or $50,000 - $75,000	**RCS:** 59 **Website clicks:** 9 at $2.91 CPC **Signup form visits:** 10 **Live chat count:** 2 **Click-through signups:** 2 **View-through signups:** 0

Targeting: 02/01/17 – 02/28/16

Note: Change date for your client.

4 TARGETING

Reed Carlstrom
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ACTUAL CLIENT **RESULTS!**

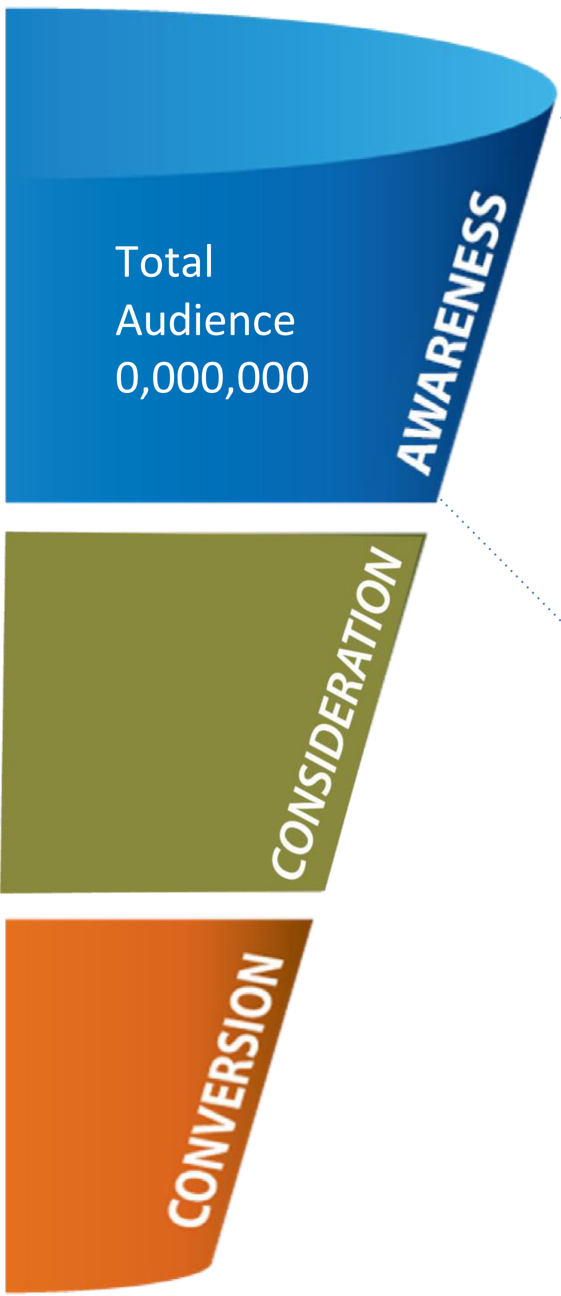
DONE:

✓ Create top percentage of site visitors audiences.
✓ Create remarketing audiences against program landing pages.

TO DO: ***we have many audiences already created

- ❑ Expand audience lists (will follow up with Facebook rep to expand out to 10k audiences).
- ❑ Jake to get with Adam and review the Envision audience naming convention and suggest audience creation depending on our current list.
- ❑ Create new saved target audiences based on what interests are converting via Audience Insights.
- ❑ Create remarketing audience of people who have viewed the program page but haven't enrolled yet.
- ❑ Help implement a "win-back" program for teachers who have previously nominated students by conducting research into why they aren't nominating new students. Create a "nurture" campaign for these teachers (via the plumbing we have set up).
- ❑ Audience and fan analysis to drive informed decisions about campaign target groups.
- ❑ Evaluate which DM audiences are driving the highest results and try to recreate that success in our greenfield efforts via Lookalikes.

The total owned audiences that you can reach via Facebook plus the organic fan base on other social networks.

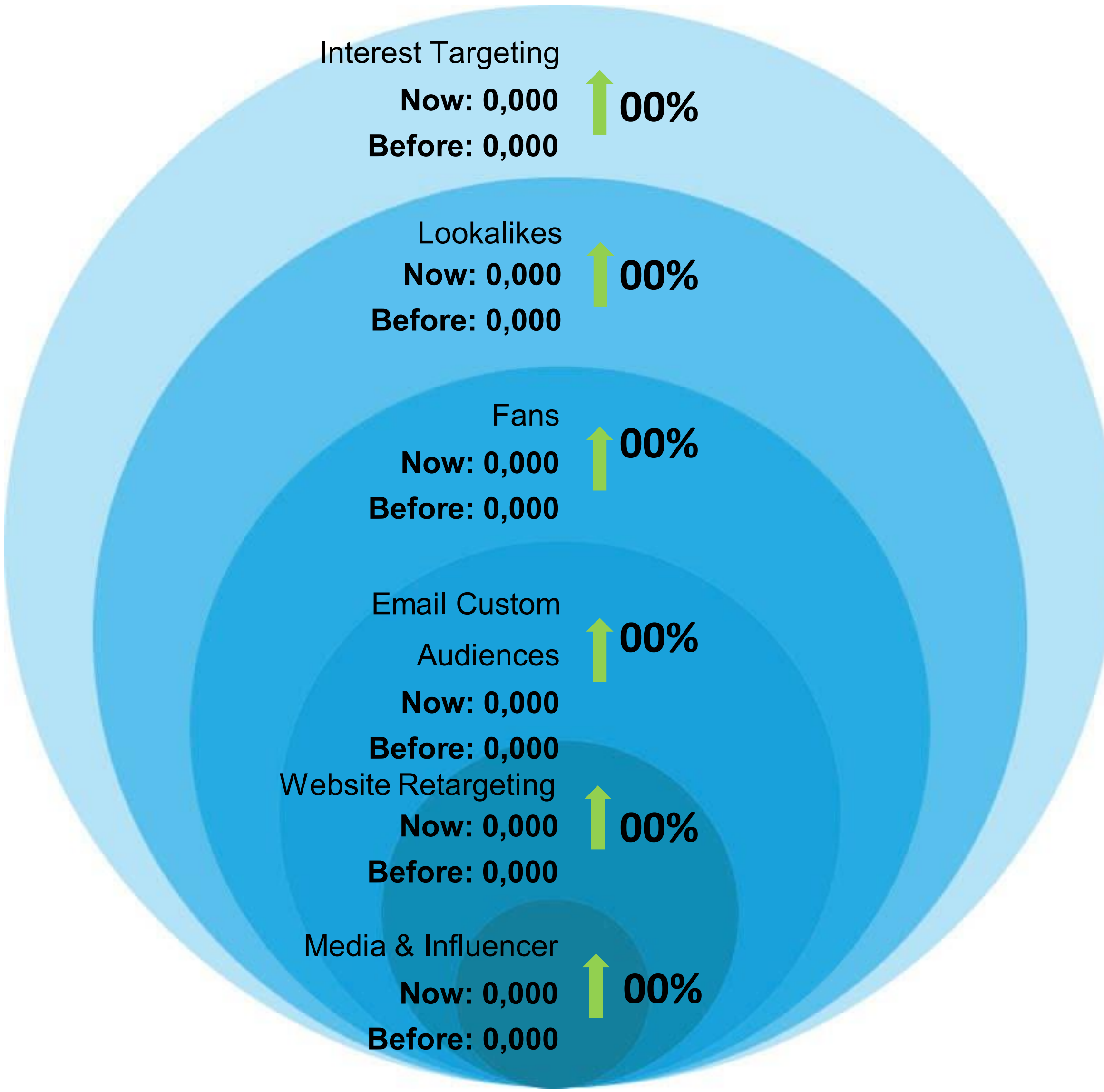


Website	000,000,000
Email	000,000,000
Facebook	000,000,000
Twitter	000,000,000
Linkedin	000,000,000
Instagram	000,000,000
Total	**000,000,000**

Audience Performance

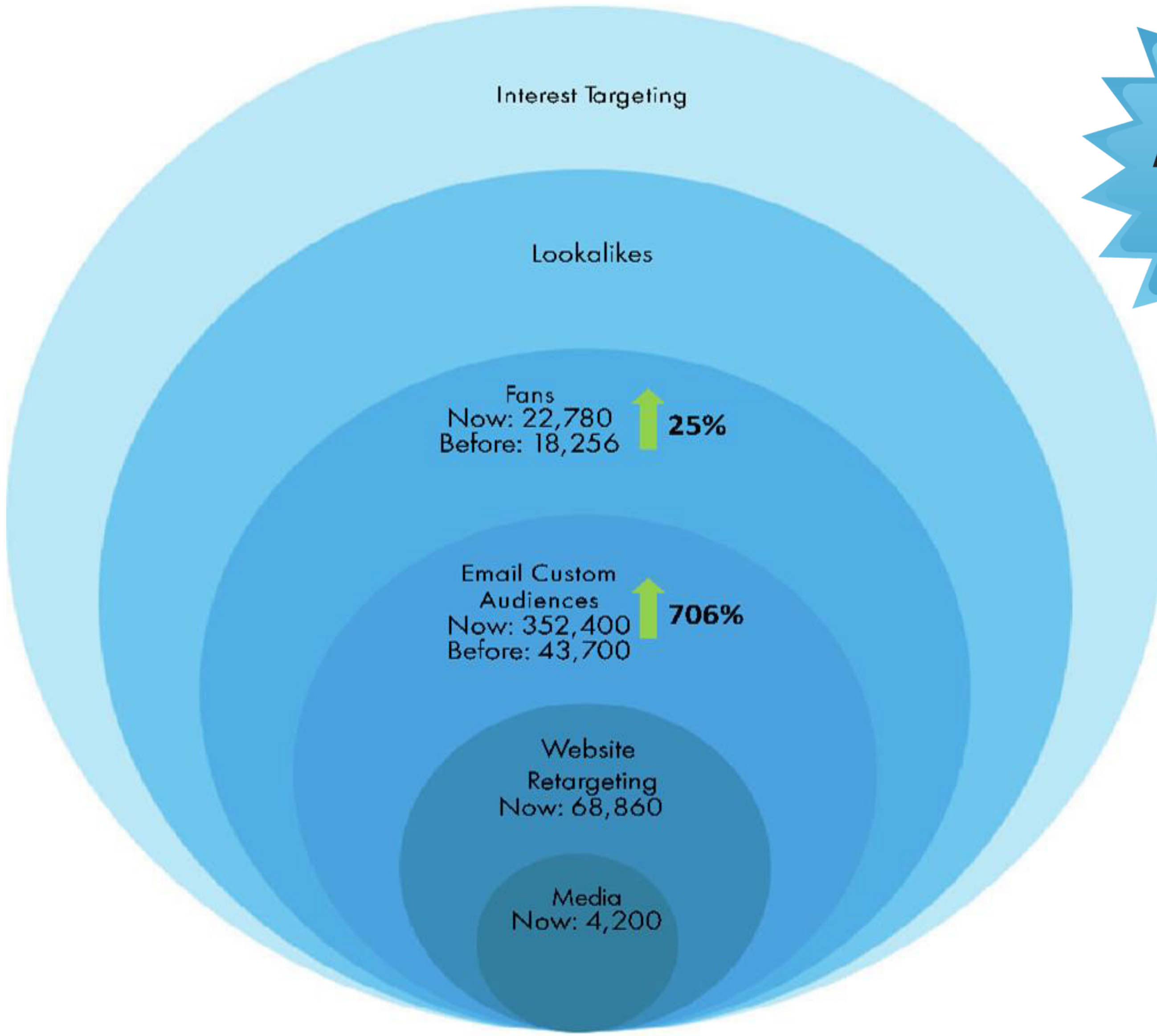
We start each campaign with your core customers and influencers. We'll grow and expand to each profitable audience based on how they relate to you.

Total: 000,000,000 people, 00% ROI



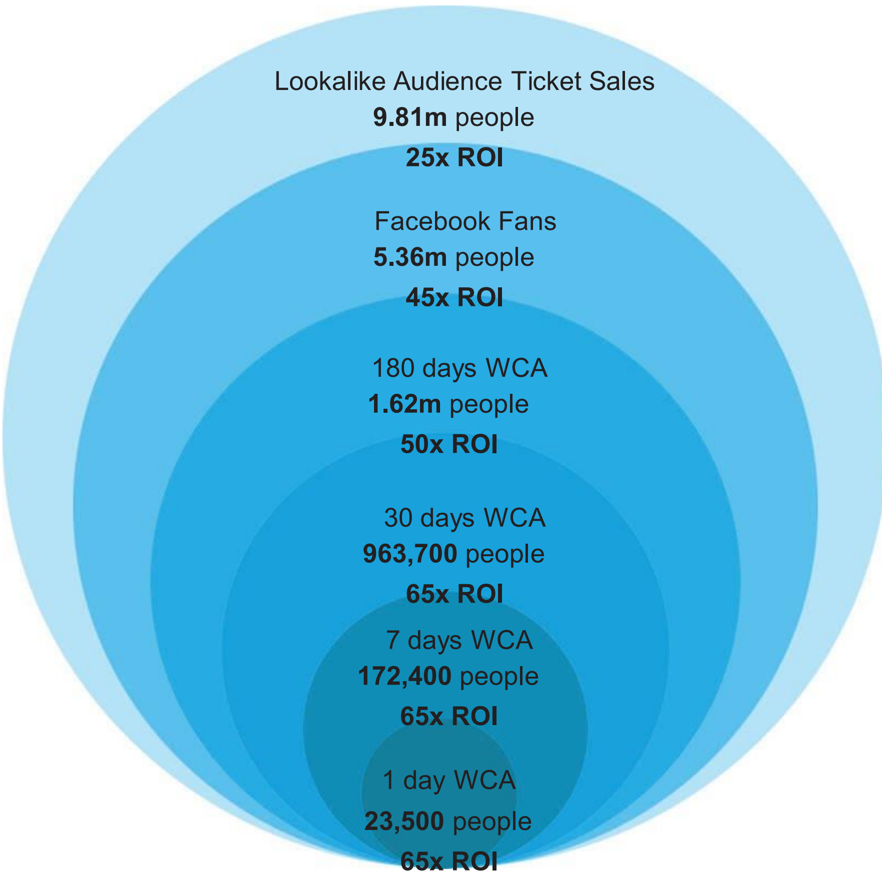
We start each campaign with your core customers and influencers. We'll grow and expand to each profitable audience based on how they relate to you.

ACTUAL CLIENT RESULTS!

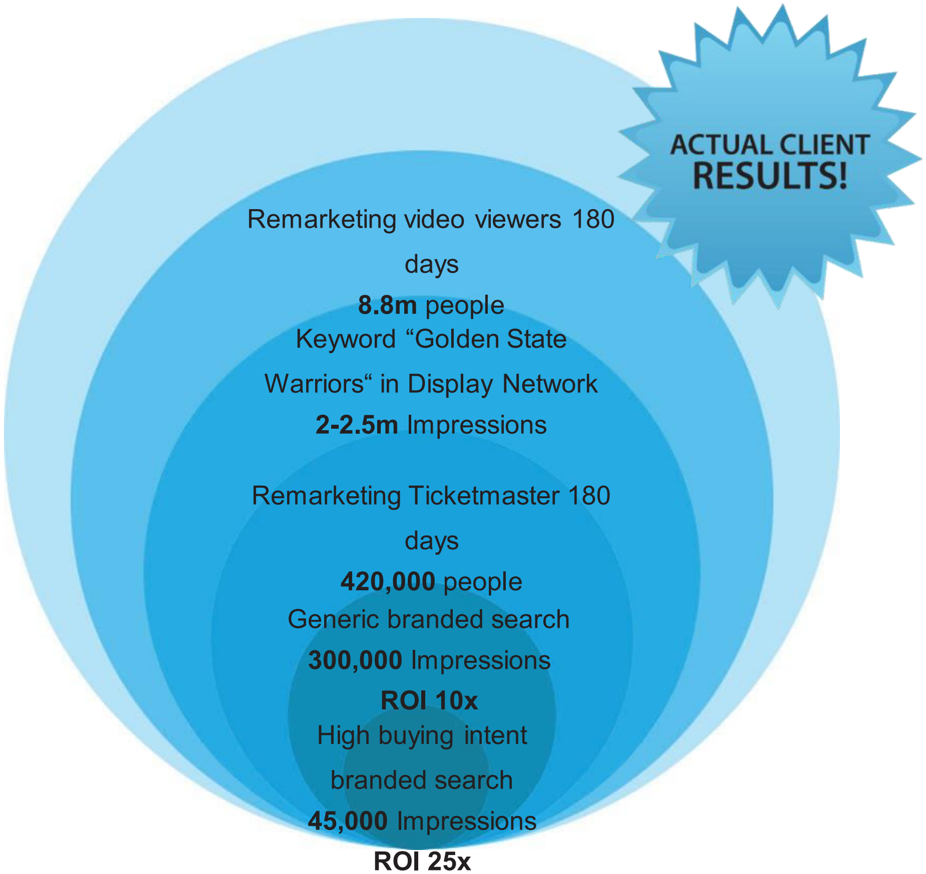


Investing Into Precise Tracking And Audiences Increases ROI

Facebook – 5.36M people, 4,675% ROI*



Google – 8.8M people, 1,793% ROI

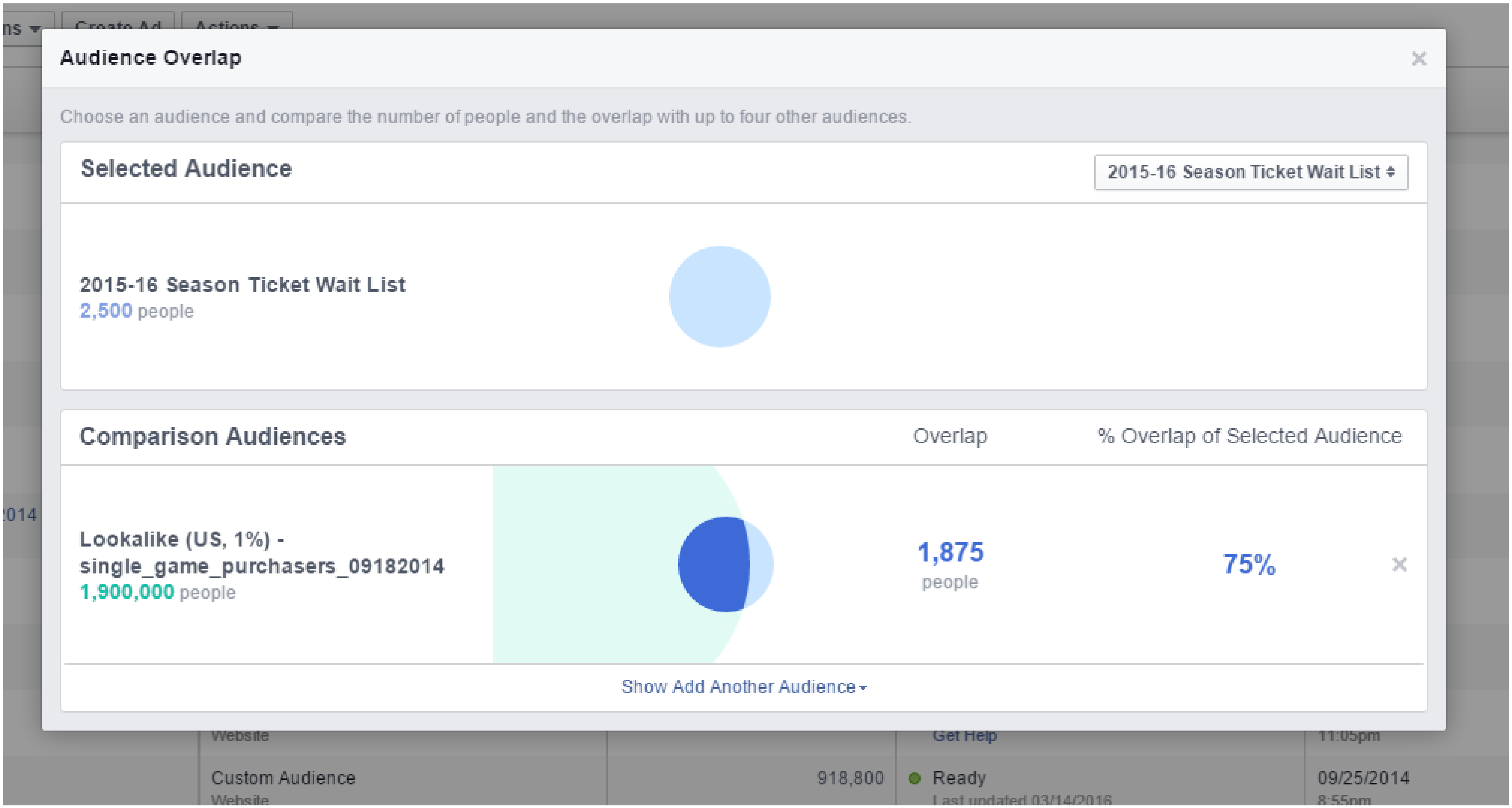


Audience buckets correspond with **ROI**. **Increasing the size of remarketing audiences** leads to an **increase** in the overall **ROI**.

*) Timeframe is this season from 9/20 – 12/31, assessing different audience buckets based on the data available.

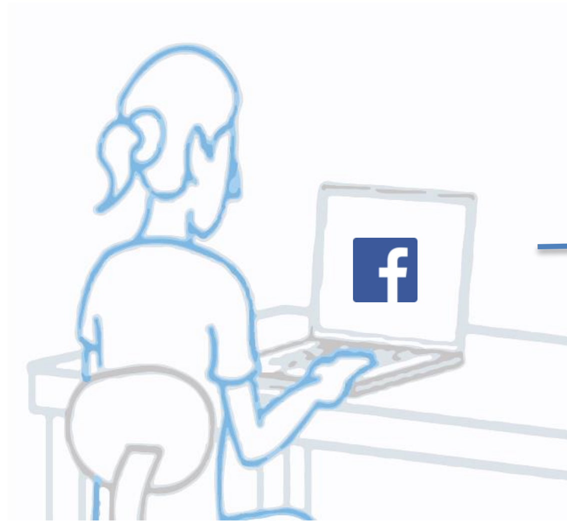
Audience Overlap

Audience Overlap allows advertisers to take 2-5 audiences and find the percentage of overlap between them. In other words, ***how many users who are in Audience A are also in Audience B?*** We use this tool to better manage and optimize your custom audiences.



Capture Users With Retargeting

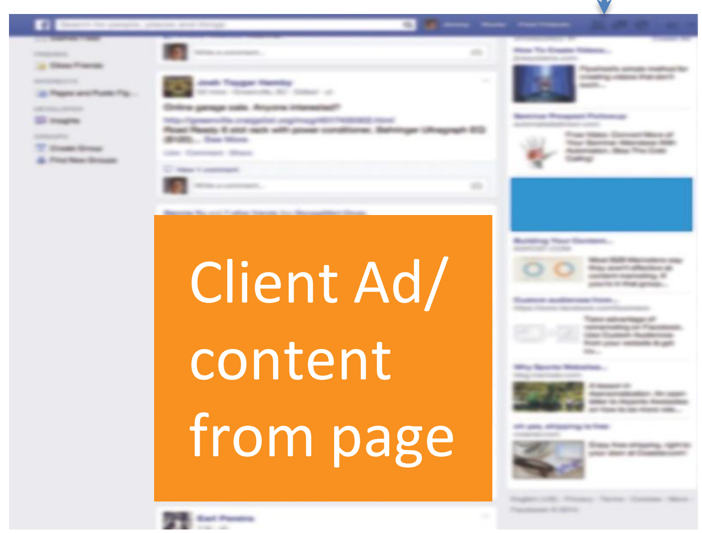
Landing page here



Recapture users who visited your site.

Show your site visitors your ads on the web.

Advertise to Facebook users who have visited your site.



Increasing Website Yield via Retargeting

Website Yield	
Site-wide 30 day count	xxxxxxx
Site-wide audience count for 180 days	xxxxxxx

Screen shot from conversion volumes by pixel.
Notes: If missing, show “missing”.
Show snap shot date since we will refresh this regularly.

Cross Channel Counts

We will identify your total audience and measure the growth between your important channels. When we fully utilize cross-channel counts, we use your existing business logic to feed them content and deliver a unified message based on who they are and the relationship they have with your brand.

Total Audience
000,000,00

Email	Website	Facebook	Twitter	LinkedIn	Instagram
000,000,000	000,000,000	000,000,000	000,000,000	000,000,000	000,000,000

Audience Combination 1

00%

00,000 people
Have visited your website and are in your email list
- 00,000 Email list
- 00,000 Website

Audience Combination 2

00%

00,000 people
Have visited your website and are in your email list
- 00,000 Email list
- 00,000 Website

Audience Combination 3

00%

00,000 people
Have visited your website and are in your email list
- 00,000 Email list
- 00,000 Website

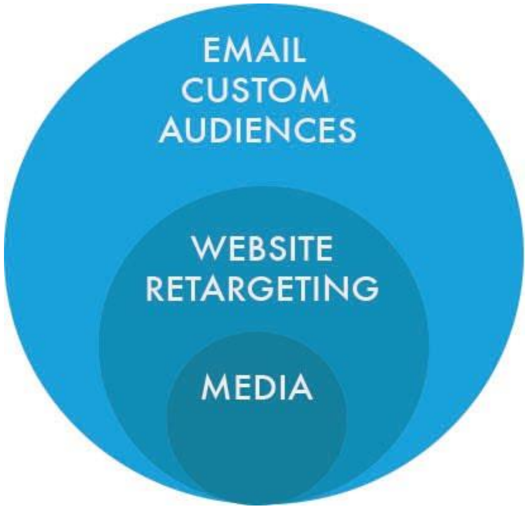
Audience Combination 4

00%

00,000 people
Have visited your website and are in your email list
- 00,000 Email list
- 00,000 Website

Core Customers and Influencer Performance

Audience Performance										
	Reach	Awareness			Consideration			Conversion		
		Clicks	CPV	Action	Clicks	CPE	Action	Clicks	CPA	Action
Website Custom Audiences										
Email Custom Audiences										
Media & Influencers										



Analysis and Discussion

-
-
-

We will perform real in-depth analysis and build the dashboards around it. We will analyze the factors that make your brand successful. This a sample analysis. We will look at a codeshare partners and global airlines, not just European airlines.

[Company Name] and their closest competitors:

All of these companies are large airlines in Europe. They all have a similar male to female ratio of Facebook fans, about 48%/52%:

Airline	Likes	Total Interest	% Male	% Female	Male	Female
KLM	6,000,000	3,300,000	46%	54%	1,52[illegible],000	1,780,000
Lufthansa	1,636,183	2,260,000	50%	[illegible]0%	1,120,000	1,140,000
Turkish Airline	4,239,780	1,880,000	46%	54%	860,000	1,020,000
Alitalia	1,200,000	1,880,000	4[illegible]%	51%	920,000	960,000
Pegasus Airlines	59,800	660,000	48%	52%	320,000	340,000
Air Europa	65,713	156,000	50%	50%	78,000	78,000
Virgin Atlantic	326,709	92[illegible]	46%	54%	420,000	500,000

On average, all of these pages, including [Company Name], have a post frequency of about once per day.

Airline	Engagement Rate
KLM	1.14%
Lufthansa	2.01%
Turkish Airline	6.00%
Alitalia	1.96%
Pegasus Airlines	0.43%
Air Europa	2.16%
Virgin Atlantic	1.15%

Turkish airlines had the highest engagement rate per amount of fans (6.0%). The biggest insight is that they are posting an average of three posts every day, opposed to one post per day like all the other airlines.

Top Targeting Groups By Size

Name of Audience	Exact Targeting Input	Size	Overlaps

Top Keywords Groups By Size

Name of Audience	Exact Keywords	Size	Overlaps

Potential Facebook Targets

Total Audience
0,000,000

Persona Modeling

Target	Audience Size	Content	Landing Page
Target Description	Audience Size 000,000,000	Replace with Content	Replace with Landing Page
Target Description	Audience Size 000,000,000		
Target Description	Audience Size 000,000,000		
Target Description	Audience Size 000,000,000		

Based on the unique needs of each persona, amplify appropriate pieces of content. Address segment-specific objections to __________ and promote success stories of ________. Test our assumptions and place greater emphasis on ___________ and __________. In lead up to every _____________, increase emphasis on _____________ content.

Persona Modeling

Target	Audience Size	Content	Landing Page
Media Influences	Audience Size 4,200	Replace with Content	Replace with Landing Page
Parents in minimum wage jobs	Audience Size 380,000		
Tennessee Car Insurance Renewals	Audience Size 220,000		
College students within 50 miles of Nashville	Audience Size 13,000		

We are able to target the interests, competitors, media, and skills that make your clients unique. Once we have narrowed down your target audience, we can send relevant content directly to them. They can then be lead through nurturing paths. After customers are sent an email, click a link, or visit Direct Auto’s website, they are then directed through a path of information specific to their interests and needs.

Example: Direct Auto

Segment, Message, and Drive Business Results

Goal: State client's awareness goal

Goal: State client's consideration goal

Goal: State client's conversion goal

Insert name of segment

What will they do at this stage?

Where will they go next?

Insert name of segment

What will they do at this stage?

Where will they go next?

Insert name of segment

What will they do at this stage?

Where will they go next?

Insert name of segment

What will they do at this stage?

Where will they go next?

Insert name of segment

What will they do at this stage?

Where will they go next?

Segment, Message, & Drive Business Results

ACTUAL CLIENT RESULTS!

Target audiences based on app stage & objective and then direct to related experiences

Goal: App Install or Web Visit

Goal: App Install or Web Visit

Goal: Drive Revenue

New Customers

Inform people about items available in their interest / LAL category

Drive to App

Installed, Yet to act

Feature collections / categories / popular / browsed items

Drive to Collection Page in App via Deep Link

Reengagement

Showcase items that were previously added to cart to drive purchase in app

Drive to Item in App via Deep Link

Retention

Highlight browsed / related / complimentary categories to lapsed buyers

Drive to Collection Page in App via Deep Link

Resurrection

Highlight collections / categories to churned browsers / buyers

Drive to Collection Page in App via Deep Link

Amplification: 02/01/17 – 02/28/17

Note: Change date for your client.

AMPLIFICATION 5

Adam Needs
aneeds@envisionexperience.com

Aarun Rumbaugh
aarun@blitzmetrics.com

ACTUAL CLIENT
RESULTS!

DONE:

✓ Boost posts with call to action buttons.
✓ Collect the TFN for click to call ads.
✓ Mark all paused ads with "xx_" naming convention.
✓ Create dark posts bidding to website clicks (CPC) for landing page using saved audiences.
✓ Remarketing ads for 1-day landing page abandoners via Google and Facebook.

TO DO:

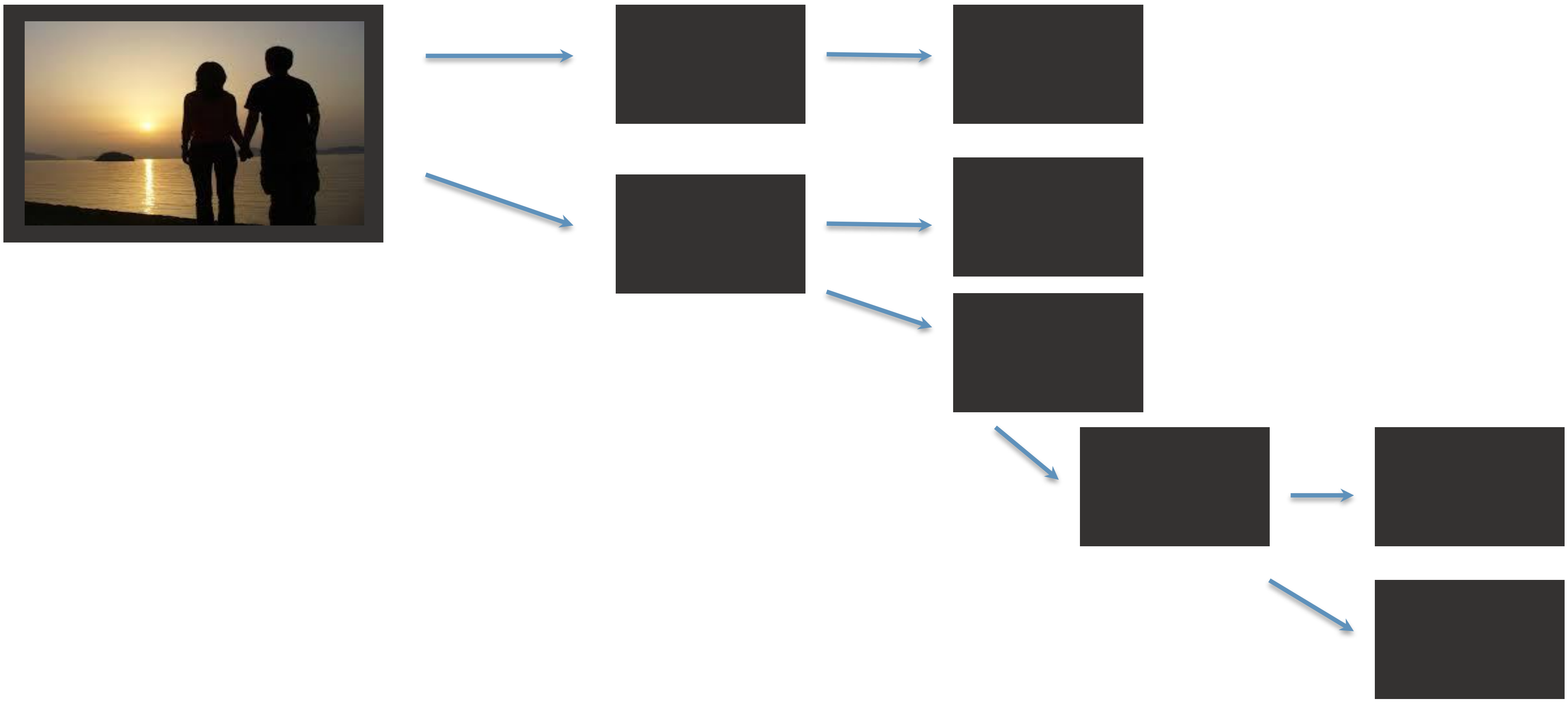
❑ Launch MED greenfield pilot on Facebook, nurturing to click-to-call ads.
❑ Create lead ads (Jake Campoli).
❑ Specify call to action buttons on User Mapped posts (send to URL, watch a video, etc.), which is perfect for remarketing sequences.

Put in rules of business logic that drive ROI for your business into a system.

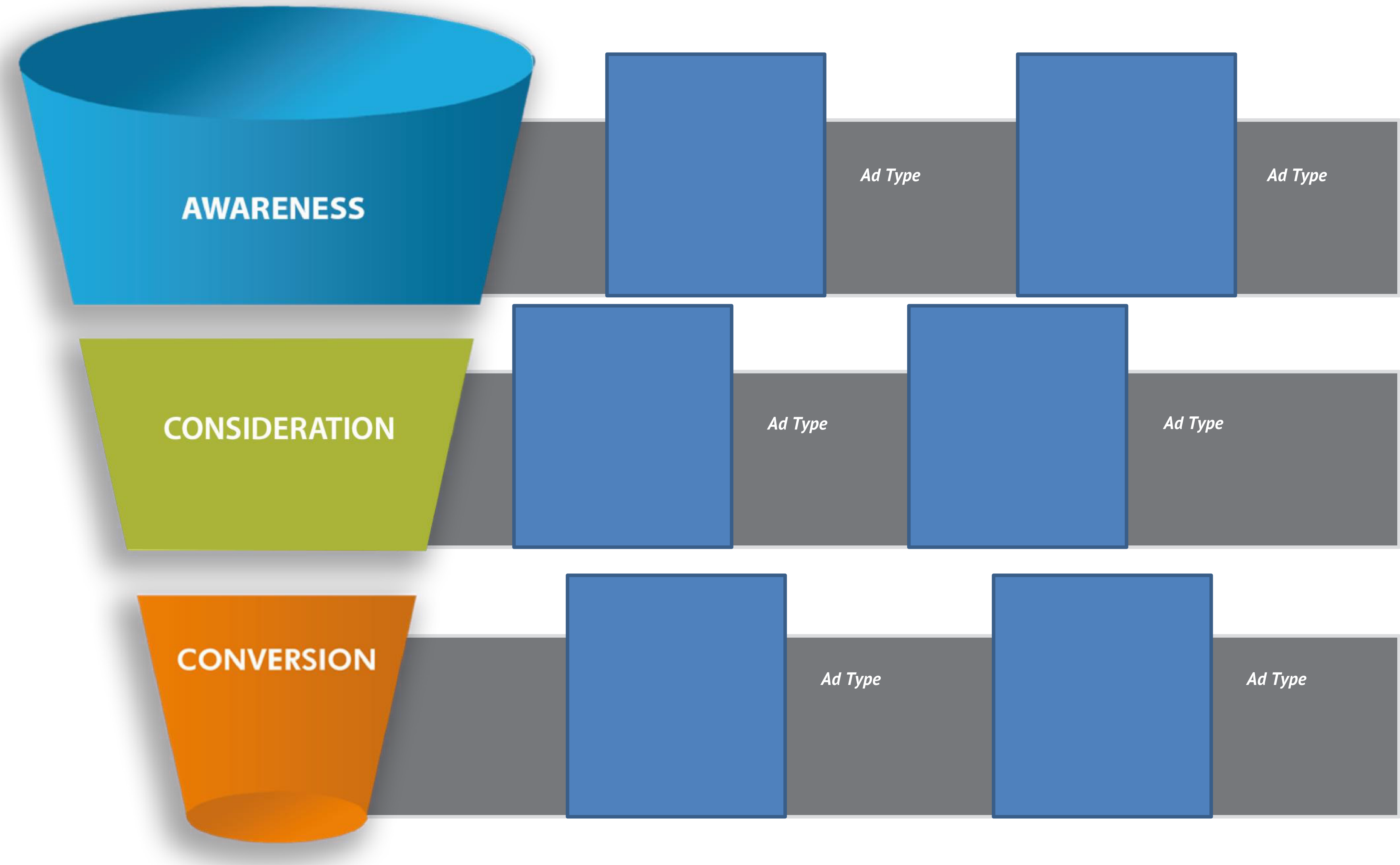
1 Identify a segment from your total audience.

2 Feed your audience segment-specific content across all channels based on business logic.

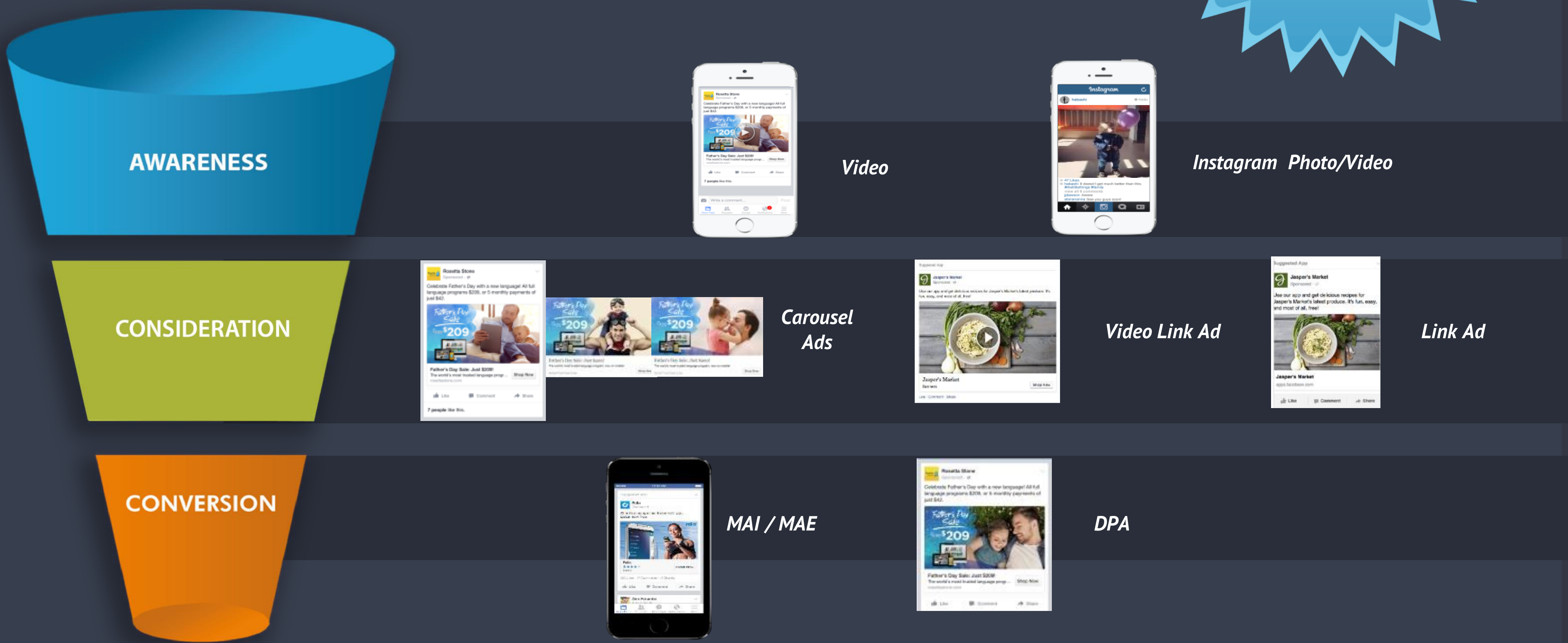
3 Use your logic to move your customers through the funnel based on your goals.



Move People Through The Funnel With A Turnkey Marketing Solution



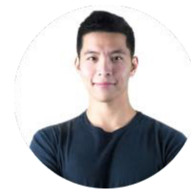
Advance people through the funnel with an end-to-end marketing solution



Note: Change date for your client.

6 OPTIMIZATION

Adam Needs
aneeds@envisionexperience.com



Kenny Hoang
kenny@blitzmetrics.com

ACTUAL CLIENT RESULTS!

DONE:

- ✓ Complete Facebook Ads audit and post in Basecamp.
- ✓ Complete first round Google Ads audit to reduce waste across campaigns.
- ✓ Execute recommendations made in Google Ads audit. (Adam and Jake).
- ✓ Execute recommendations made in Facebook campaigns audit. (Adam and Jake).

TO DO:

- ❑ Sean to discuss reporting requirements and cadence with Marcie and Ringer. How to consolidate Facebook exported data broken into gross and derived metrics with standing reporting spreadsheet.
- ❑ Relevance scores of at least 6, 4, and 2 (respectively) for content Awareness (1_), Consideration (2_), and Conversion (3_).
- ❑ For conversion events that have at least 20 conversions in the last month, switch bidding from website clicks (CPC) to website conversions, if not already.
- ❑ Scale: If video generates a CPV below $0.005 and ad frequency is below 1.2 after 3 days, increase budget by 10%.

The Highest Grossing Facebook Ads

What are the results from this ad? Spend? ROAS?

Who did it target? What was the ad about? How long did it run?

What are the results from this ad? Spend? ROAS?

Who did it target? What was the ad about? How long did it run?

What are the results from this ad? Spend? ROAS?

Who did it target? What was the ad about? How long did it run?

Highest Grossing Facebook Ads This Season

ACTUAL CLIENT
RESULTS!

Carol of the Dubs for the Warriors-Cavs rematch made $44,000 from only $300 spend, an ROAS of 14,667%.

The ad ran for three days (12/23/15 – 12/25/15) and Targeted Warriors and Ticketmaster visitors in the Bay Area.

Xmas Day Game Giveaway brought in $25,000 from only $366 spend, an ROAS of 6,830%.

The ad ran 12/4/15 – 12/23/15 and targeted Warriors and Ticketmaster visitors in the Bay Area.

Warriors-Cavs Rematch generated $24,000 from only $277 spend, an ROAS of 8,643%.

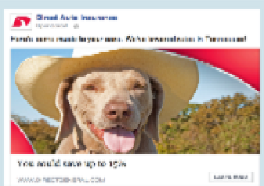
The ad ran 11/27/15 to 11/30/15 and targeted Warriors and Ticketmaster visitors in the Bay Area.

Top Performing Ads by Spend

Ad	Spend	Target	Actions
	$00,000	Consideration - Online Shoppers, Women, over the age of 18	000 Actions $0.00 CPC

Top Performing Ads by Spend

ACTUAL CLIENT RESULTS!

Ad	Spend	Target	Actions
	$2,422.16	**Facebook exclusive Discount** – Friends of Fan targeting	1,926 Actions $1.25 CPA
	$2,112,94	**Life Insurance -** 18+, 13 states you cover	2,279 Actions $0.92 CPA
	$1,862.79	**Life Insurance -** 18+, 13 states you cover, online buyers	1,794 Actions $1.03 CPA
	$1,665.93	**Lower Tennessee Rates -** Tennessee Residents over 18	1,558 Conversions $1.06 CPA
	$1,253.41	**Facebook exclusive Discount** – Custom Audiences and Fans	981 Conversions $1.06 CPA

Example: Direct Auto

7

Top Performing Audiences By ROAS

Ad	Spend	Target	Actions
	$00,000	Consideration - Online Shoppers, Women, over the age of 18	000 Actions $0.00 CPC

Worst Performing Audiences By ROAS

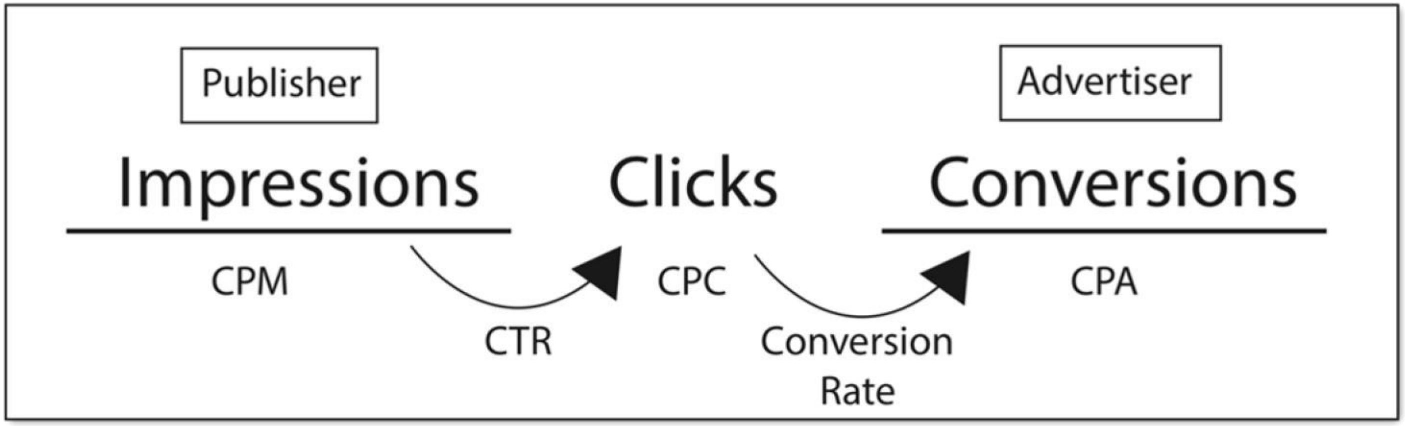
Ad	Spend	Target	Actions
	$00,000	Consideration - Online Shoppers, Women, over the age of 18	000 Actions $0.00 CPC

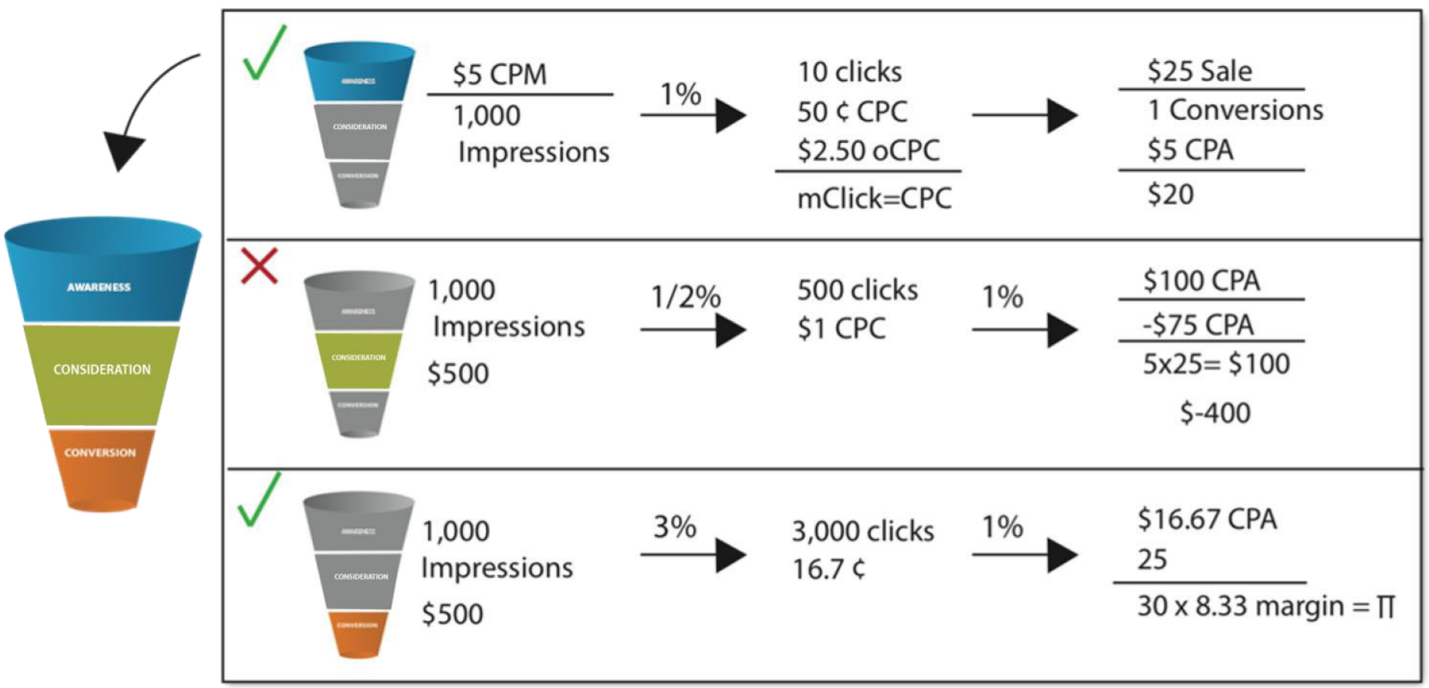
“Blacklisted” Audiences By CPL Target

Ad	Spend	Target	Actions
	$00,000	Consideration - Online Shoppers, Women, over the age of 18	000 Actions $0.00 CPC

Systematically Optimizing for Client Goal at a Set Threshold

Traffic x Conversion = Revenue





Awareness:

Use this for simple campaigns. Explain the MAA.

-
-
-
-
-

Consideration:

-
-
-
-
-

Conversion:

-
-
-
-
-

Awareness	CPF	Fans
Total Audience Campaign	$0.00	

Audience

-
-
-
-
-

Engagement	CPE	Actions
Total Engagement Average	$0.00	

Consideration

-
-
-
-
-

Analysis & Action - Conversion

Conversion	CPA	Actions
Total Conversion Average	$0.00	000

Conversion

Analysis & Action – Conversion Audiences

Audience	Audience Size	Reach	Clicks	CPC	Spend
Total Conversion Average		000	000	$0.00	$0.00

Analysis:

-
-
-
-
-

NOTES: Who are the audiences that are converting better?

What are the next steps with the audiences that have high conversion rates?

Media and Influencer Targeting (Dollar a Day Strategy)

Media Targeting Results	
Overall Results	xxxxx
Gross Audience Size	
Reach	
Clicks	

Target → Audience Size → Content → Landing Page

Target Description → Audience Size 000,000,000 → Replace with Content → Replace with Landing Page

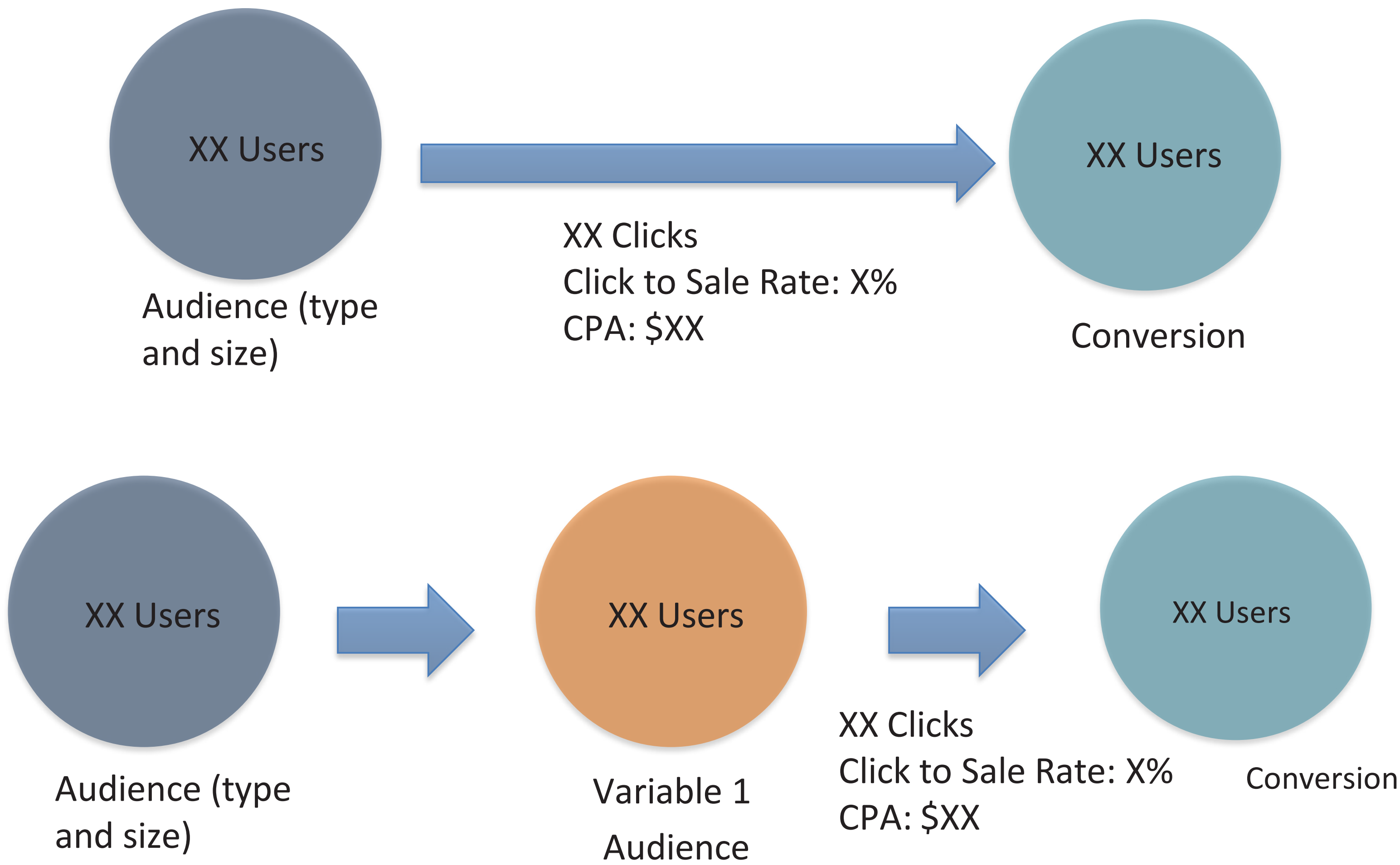
Target Description → Audience Size 000,000,000 →

[More about the Dollar a Day Strategy]

Media and Influencer Targeting

Target	Audience Size	Content	Landing Page
Target Description	Audience Size 000,000,000	Replace with Content	Replace with Landing Page
Target Description	Audience Size 000,000,000		
Target Description	Audience Size 000,000,000		
Target Description	Audience Size 000,000,000		

By testing a single step vs a two-step conversion, we can assess the value of the intermediate step. Of course, we expect the conversion rate and cost per conversion to be favorable from the intermediate step to the purchase.



AUDIENCE PERFORMANCE MATRIX

CUSTOM AUDIENCES

- IMPRESSION - 1,145,247 — 8%
- CLICKS - 18,983 — 18%
- SPEND - $14,419.39 — 16%
- REVENUE - $31,948.01 — 69%
- ROAS - 2.22

NON-CUSTOM AUDIENCES

- IMPRESSION - 13,001,599 — 92%
- CLICKS - 88,819 — 82%
- SPEND - $76,240.82 — 84%
- REVENUE - $14,295.71 — 31%
- ROAS - 0.19

BRAND

- IMPRESSION - 13,9311 — 65%
- CLICKS - 5,320 — 76%
- SPEND - $10,651.94 — 68%
- REVENUE - $10,314.74 — 93%
- ROAS - 0.97

NON-BRAND

- IMPRESSION - 76,082 — 35%
- CLICKS - 1,697 — 24%
- SPEND - $5,085.56 — 32%
- REVENUE - $744.94 — 7%
- ROAS - 0.15

GRAND TOTAL

- 14,362,239
- 114,819
- $106,397.71
- $57,303.40
- 0.54

IN JANUARY 2018, WE GENERATED 13MM IMPRESSIONS FROM $76,242. THIS WORKS OUT AT A CPM OF $5.86, WHICH IS WITHIN OUR STANDARDS OF ECXELLENCE, BUT WELL BELOW OUR ACCOUNT AVERAGE FOR 2017. NOT ONLY ARE WE BUILDING OUR FUNNEL IN PREPERATION FOR PROMOTIONAL PERIODS, BUT WE ARE DOUNG THIS AT MUCH LOWER COST. THESE ARE POSITIVE RESULTS

Client's Name Optimization Team

photo

[Name]
[Email]
Team Lead

photo

[Name]
[Email]
Project Manager

photo

[Name]
[Email]
Senior Analyst

photo

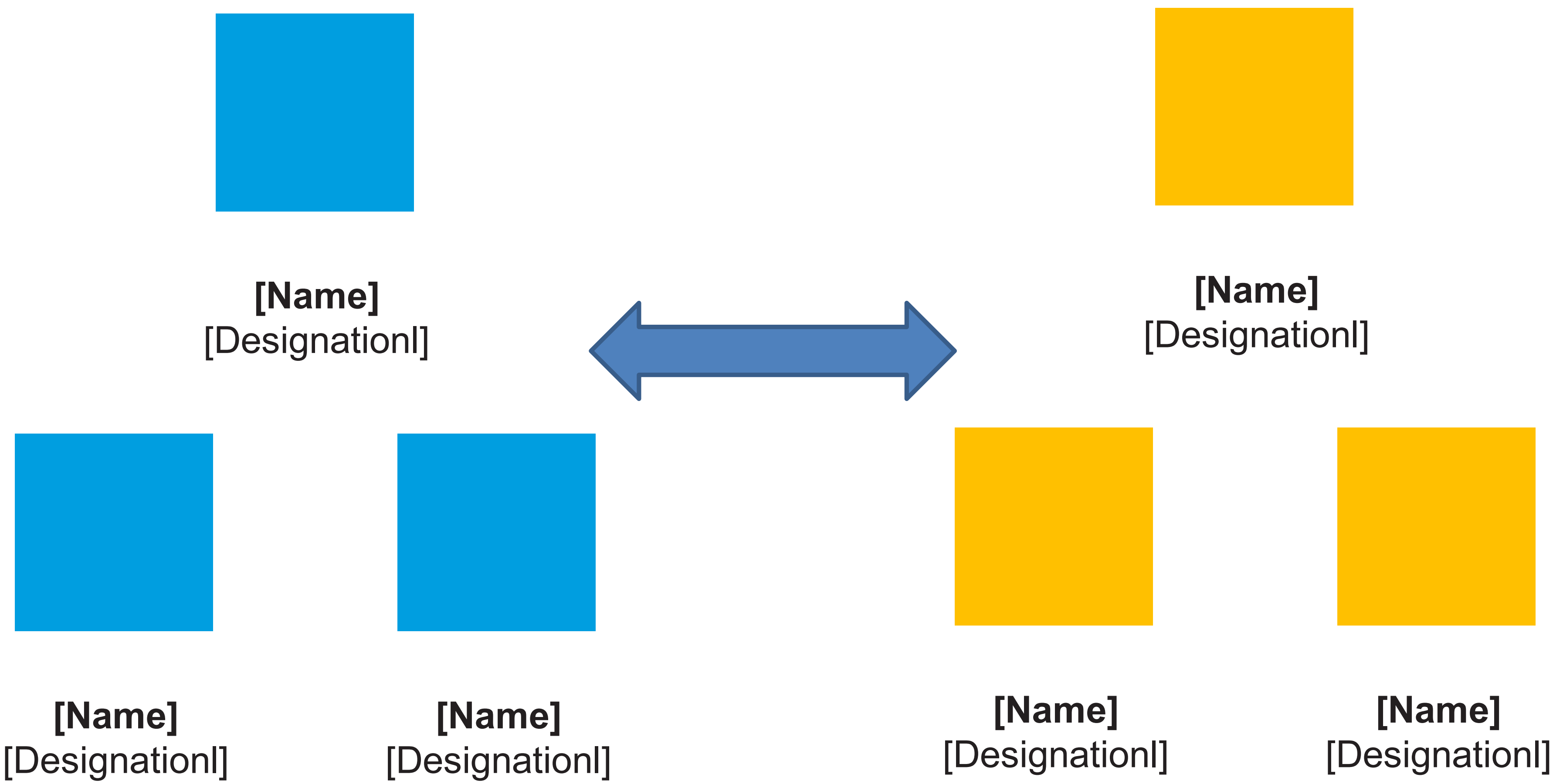
[Name]
[Email]
Analyst

blitzmetrics

See your Basecamp: [Insert URL]
See your Dashboard: [Insert URL]

Your Optimization Specialists

Each unit has 3 members, which interface with 3 named members of the client



Thank You!

Conquer Local
ACADEMY