



FACEBOOK FOR \$1 A DAY

AMPLIFYING YOUR AUTHORITY



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Chief Technology Officer

GUIDE VERSION

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Welcome!

Do you want to promote to audiences that will eat up your content?

Let's lay the groundwork for you to do this through boosting, what we call the digital marketer's "easy button". Whether you're a musician, a non-profit, a Fortune 500 company, or a small business, there's no difference. The Dollar A Day Strategy will become one of the most powerful advertising tools in your repertoire.

We know entrepreneurs because we are entrepreneurs. You want to be spending more time working on your company instead of in it, and so do we. That's why our DIY checklists are the written manifests of the exact processes we use to drive results for our clients.

We're putting it in your hands to amplify your success and promote your passion. The best part is that it can be made quick and painless, saving you time to focus on what really matters to you. Module 5 (Amplification) is a part of our 6-module [Social Amplification Engine](#), a full-fledged process for running ads.



Boosting on social - the **RIGHT** way to do it

Before we called boosting the "easy button", we called it digital marketing "crack", because the big blue button made it seem as if, with one push, you could hit it and forget about it, only to come back to excellent results. However, this was not the case.

You can save target audiences to boost against, and the system learns faster.

Why only a Dollar a Day?

It's quality over quantity, folks. 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?

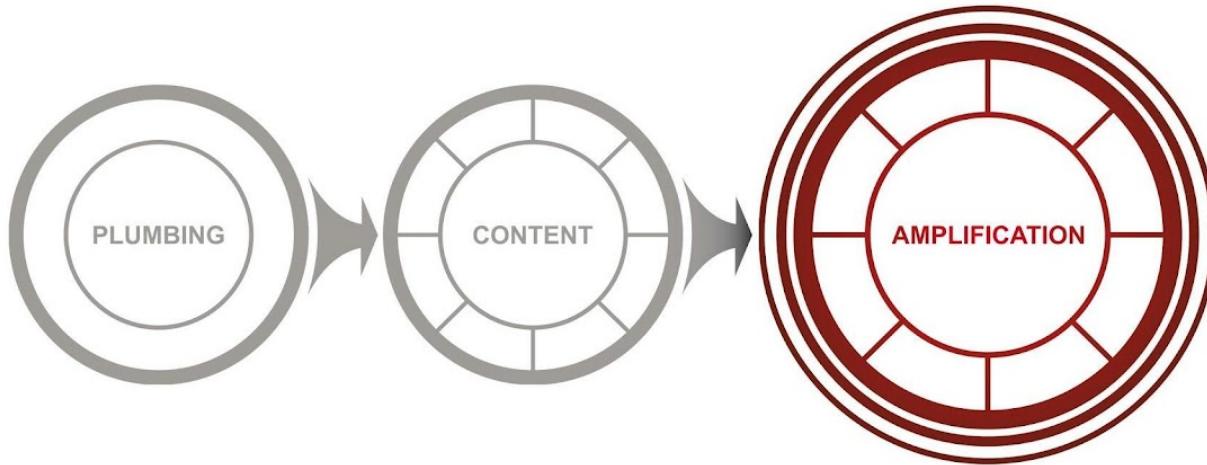
Need some PR help but can't afford a New York PR agency for \$10,000 a month? Then let Facebook do the work for you, running ads that target journalists who write for The Wall Street Journal, Mashable, Forrester, VentureBeat, The New York Times, or whoever. What would you like to say to them?

By now, I hope to have shown you that, with some ingenuity and \$5 in your pocket, you can make some serious noise on Facebook. If you're a small business or start-up, learn to master some of the techniques mentioned here. If you're a big brand and looking to scale, then you'll need some process and software automation to make this happen across thousands of conversations.

Know of any companies that offer software that will do mass personalization of ad and landing page content? Ad agencies are good at throwing bodies at client accounts-- great service, but no scale. 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.

Amplify your Power to get results



Once you've done your [plumbing](#) and produce consistent and constant content, you must amplify it.

In the following pages, we'll discuss precise targeting, highlighting case studies that offer glimpses into the possibilities with a \$1 daily budget. The "Dollar a Day" strategy is one part of amplification, which includes commenting back, interviewing thought leaders systematically, and putting checklist processes in place. The idea of amplification is not only a paid strategy; it is also the way to make your social tactics 10x more powerful.

If you're not rock solid on content yet, [start with why](#).

Course Videos



[Welcome \(00:42\)](#)



[Measuring Post Performance \(00:58\)](#)



[Layering Your Posts \(00:28\)](#)



[Close, Next Steps \(00:46\)](#)



[Intro To Boosting To Influencers \(01:09\)](#)



[How to Boost to Influencers \(00:35\)](#)



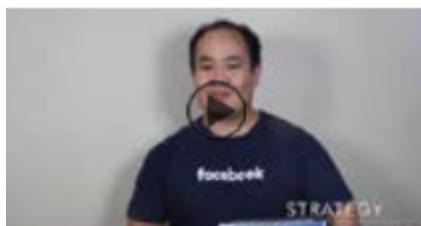
[Boosting on Twitter \(01:00\)](#)



[Boosting on Social \(01:22\)](#)



[Boosting on Facebook \(00:42\)](#)



[Strategy for FDD \(03:51\)](#)

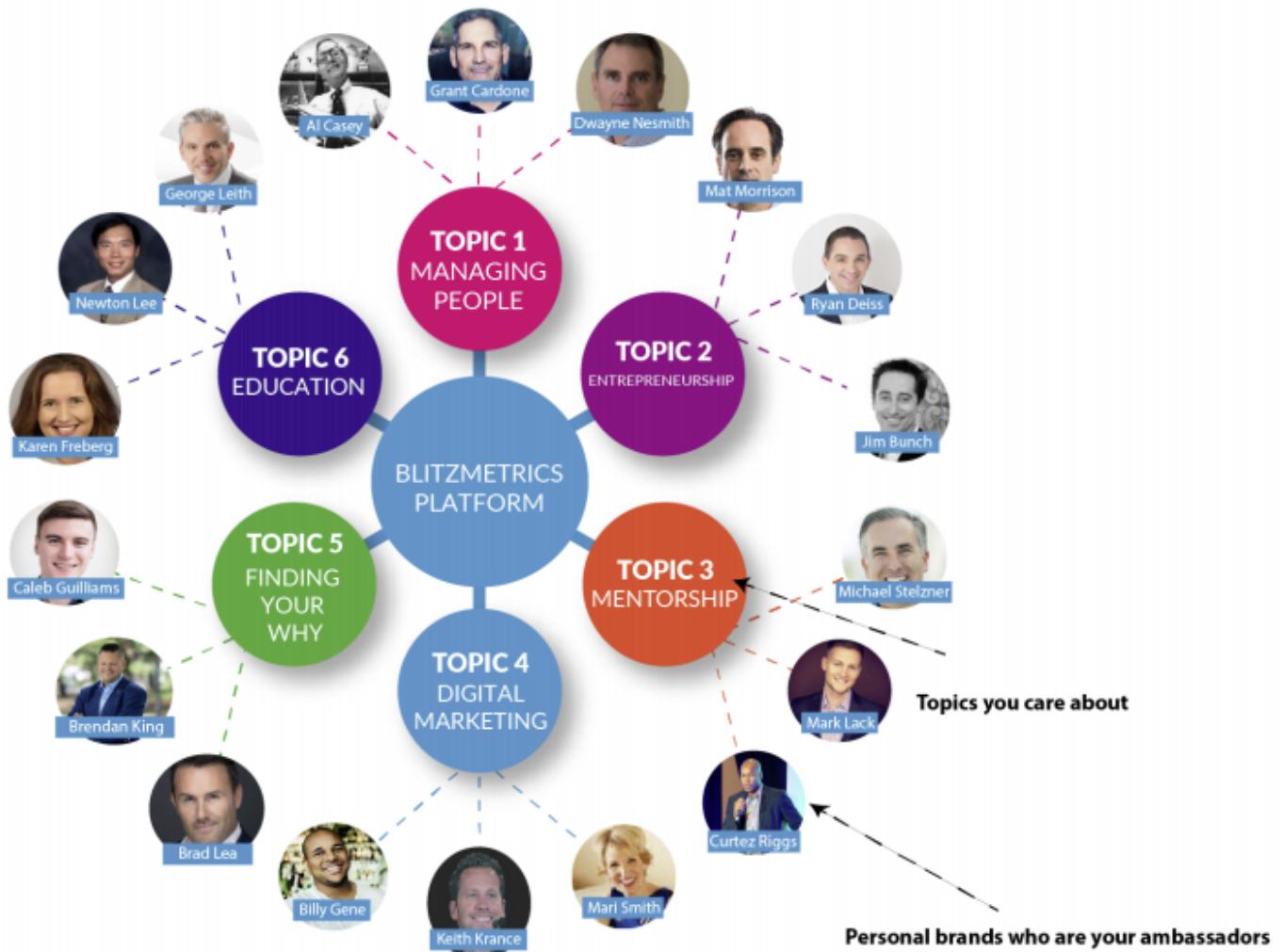
Influence Generator

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).

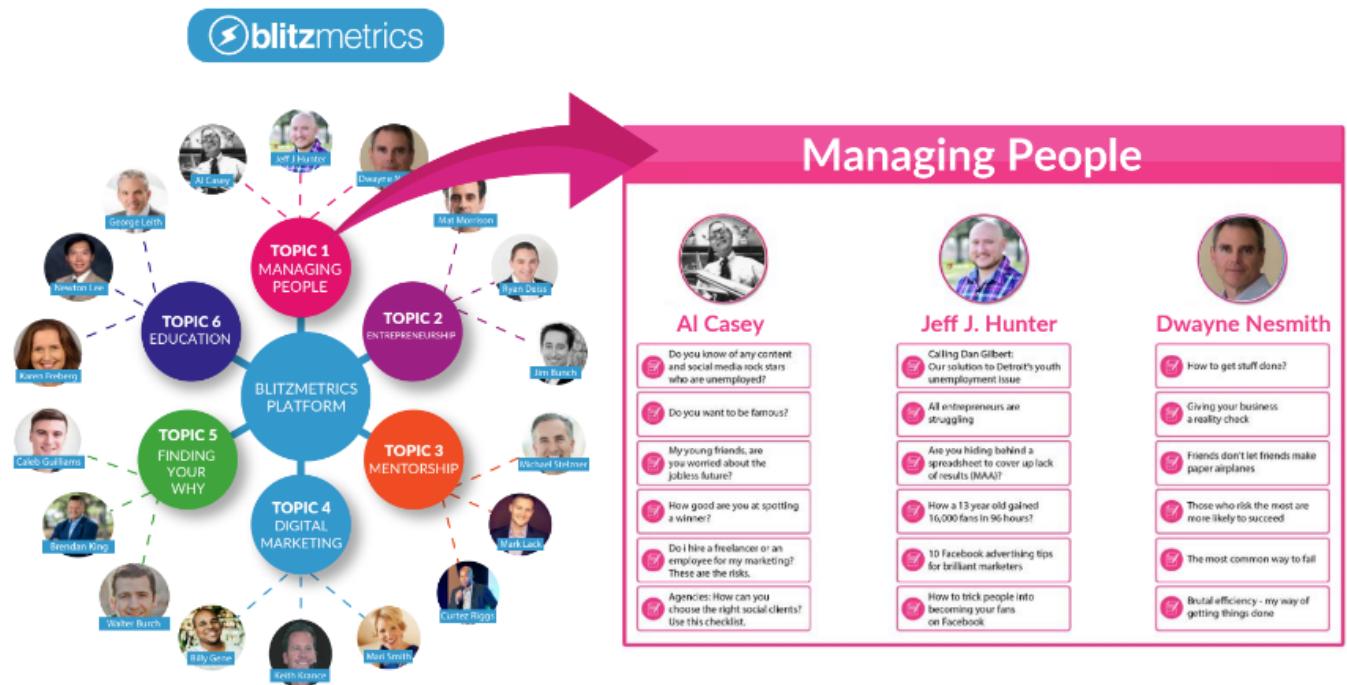
Our personal brands allow us to show this through the content that we create, which, of course, always ties back to our WHY.

At CoachYu, our WHY is to educate and create jobs for students, which carries through in all of what we do. Once you've determined yours, create a three-minute video about it. Whether you've been regularly creating content for ten years or have never written an article in your life, you'll be able to easily create a WHY video by following [these simple guidelines](#).



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

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 generate more influence?



Consider the Following

Goals

Have a clear goal driving your boost:

- Audience engagement
- Create awareness around a promotion (discount/coupons)
- Get more page likes and followers (social proof)
- Media Inception (get the press to write about you)

Content

Good content is the only thing that nobody else can do for you because no one else knows about your company, personal brand, or niche better than you do. This is a critical piece of the [amplification process](#).

The power of boosting is drawn from existing organic success driven by quality content. Amplification is the multiplication of this existing success. Amplifying irrelevant, poor quality content is no different than putting lipstick on a pig.

Get your Strategy (GCT) Assessment here: <https://blitzmetrics.com/GCT>.

When you boost posts that already have good engagement (or social proof), you are amplifying word of mouth. When people react, comment on, and/or share your post, it's as if they are endorsing your brand/message. Use this word of mouth by boosting it.

Think of the boost button as Facebook's version of Amazon's one-click shopping.

You can boost on other sites too: Twitter has [Quick Promote](#), and LinkedIn has [Sponsored Content](#). However, neither of the two have analytics as comprehensive as Facebook and, for Quick Promote, we discourage using it since we want to set our bids manually. Automatic bidding on Twitter leads to super high CPE.

Highlights by network

Facebook - has the smartest analytics and automatic optimization. Create saved audiences on [highly specific interests](#) to [workplace targeting](#), allowing you to micro-target down to a single person for nearly free. Boost is available in a pop-up screen directly from the post. This means there's no need to open up Ads Manager. Choose from multiple [saved audiences](#) and set a budget.

Twitter - has in-line boosting (no need to go to the ads tool) from analytics but lacks workplace targeting. Narrow audience by keywords, @handles, and even custom audiences. You can scrape handles to create custom audiences, in addition to web and email audiences, called "tailored audiences"-- no bidding to conversion.

LinkedIn - LinkedIn lets you boost right from the Timeline. Targeting covers occupations, companies, and any other details on profiles (e.g., degrees, skills, job titles). “Audience Expansion” is featured as an option that allows targeting similar audiences to the ones that you have targeted, but this wastes money since \$10 clicks with no optimization will blow your budget quickly.

Boosting on Facebook

Targeting

Location - Unless your target market is outside of one of the main industrialized countries, the rule of thumb is to not boost posts there. There are exceptions to this rule. For example, the Golden State Warriors have a strong Filipino audience (Manny Pacquiao has come to play, Filipino Heritage night, Filipino jerseys), so boosting “unicorn” (i.e., extremely well-performing) posts to a worldwide audience is smart because there is enough overlap to justify reaching some folks who aren’t necessarily buying tickets or merchandise.

When boosting any location-specific events or promotions, target by city. Select a range outside of that city (up to 50 mi.). If you’re trying to target by county, you’ll notice that Facebook’s location targeting doesn’t have an option for this. Oftentimes, unlisted locations will have pages, so in this example, we’ll target fans of Orange County. It’s expected that a majority of fans will be residents.

Boosting central brand content to an audience of multiple geos is way more effective than 14 separate ads, one for each geo. oCPM kicks in to get us better performance, plus smaller audiences tend to cost more and are more effort to tweak.

While it’s okay to boost to worldwide for engagement, when we drive people into Messenger or landing pages, let’s select only from pre-made audiences that have just US, CA, UK, IE, ZA, AU, and NZ for countries.

The more accurate alternative for targeting an unlisted location (since it’s not guaranteed that all fans of the city page are current residents) is to target locations making up the area and expanding the radii as needed.

Age and Demographics

There’s no need to pick an age range because CPM will take care of it. The same goes for targeting by gender. Facebook will automatically put your content in front of the demographics that will connect best with said content. Let the system optimize for you.

The “worldwide” country target will give you crazy good engagement rates and cost per engagement-- up to 10 likes per penny in some cases.

To enable it, you have to choose it in Ads Manager since it’s not available when creating/editing audiences from boosting posts.

The downside is that most of your traffic comes from India and Bangladesh. Check out the screenshot to see what you’ll normally get.

To overcome this, target by worldwide + another target, such as fans of Digital Marketer (in my example here). Then, after you build up 10,000 likes, switch the targeting to the sister audience that is exactly the same but, now, just the United States (or whatever country you want to hit).

If you practice this technique, you'll build social proof via boosted posts by having audiences in pairs-- identical, except that one has the worldwide targeting to get it going.

And, if you use video, you'll build remarketing audiences at the same time, so you can show a sequential piece of content to anyone who watched your video.

Workplace and Interest Targeting

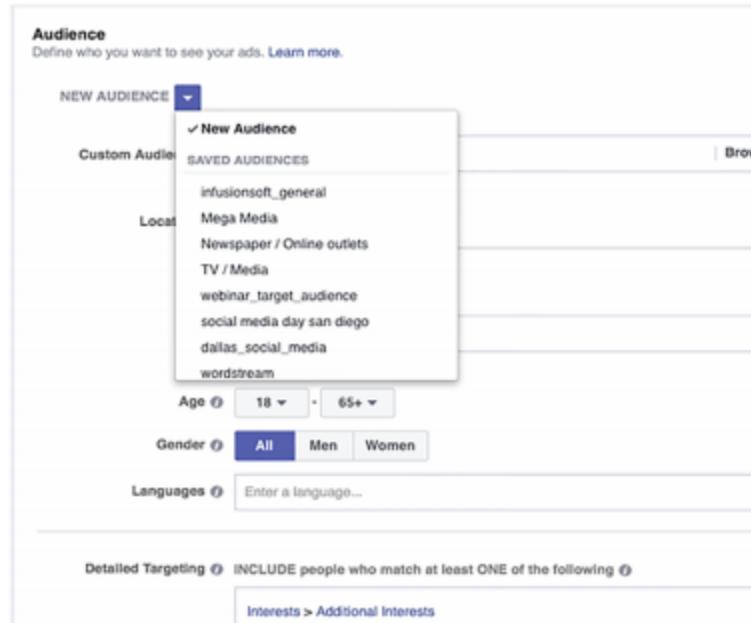
This is the best part of Facebook ads. Facebook allows you to target up to 1,000 items, so go crazy having a single "mega" audience of all of them and some smaller audiences you'll reuse by topic.

We like to have ones for media and ones for vertical influencers (people who work at related companies, partners, customers, etc.).

All it takes is \$1/day to increase your content's reach by influencing the influencers. Assume this is about 200-300 people per day. If Facebook's estimator says it's under 1,000 people, don't worry about it.

Saved Audiences

Using Facebook's Ads Manager, create saved audiences that you can promote to on a regular basis. This will save you time by allowing you to simply hit "Boost", select an audience, and set a budget.

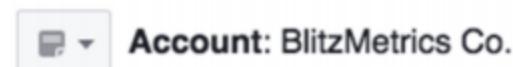


Here are 3 steps to make your own:

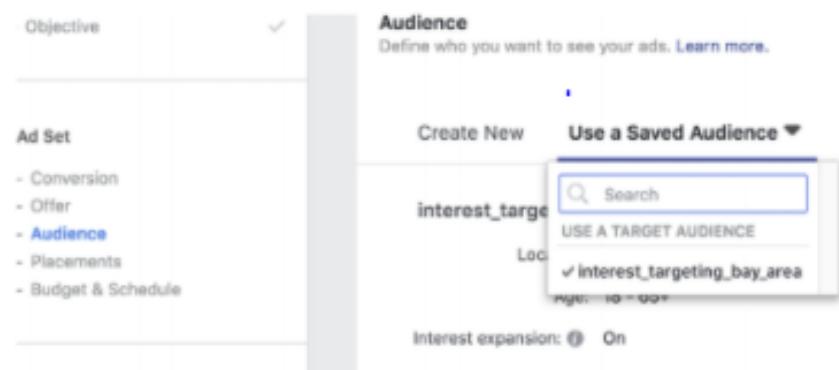
1. Click the dropdown menu in the top-left corner of Ads Manager.



Account: BlitzMetrics Co. (12163637) ▾



- Under the “Saved Audience” heading, find “Create a Saved Audience”



The screenshot shows the Facebook Ads Manager audience creation interface. On the left, there's a sidebar with 'Objective' (selected), 'Ad Set' (expanded to show 'Conversion', 'Offer', 'Audience', 'Placements', and 'Budget & Schedule'), and 'Interest Targeting' (selected). The main area has a 'Create New' button and a dropdown menu for 'Use a Saved Audience'. The dropdown menu is open, showing a search bar with 'Search' placeholder, a 'USE A TARGET AUDIENCE' button, and a checked checkbox for 'interest_targeting_bay_area'. Below the dropdown, there's a note about 'Interest expansion'.

- Click “Save This Audience”



The screenshot shows the final step of saving the audience. It includes a checkbox for 'Expand interests when it may increase conversions at a lower cost per conversion.', a 'Connections' section with a 'Add a connection type' button, and a prominent 'Save This Audience' button.

Amplification

Here's what you should know before you publish and hit "Boost".

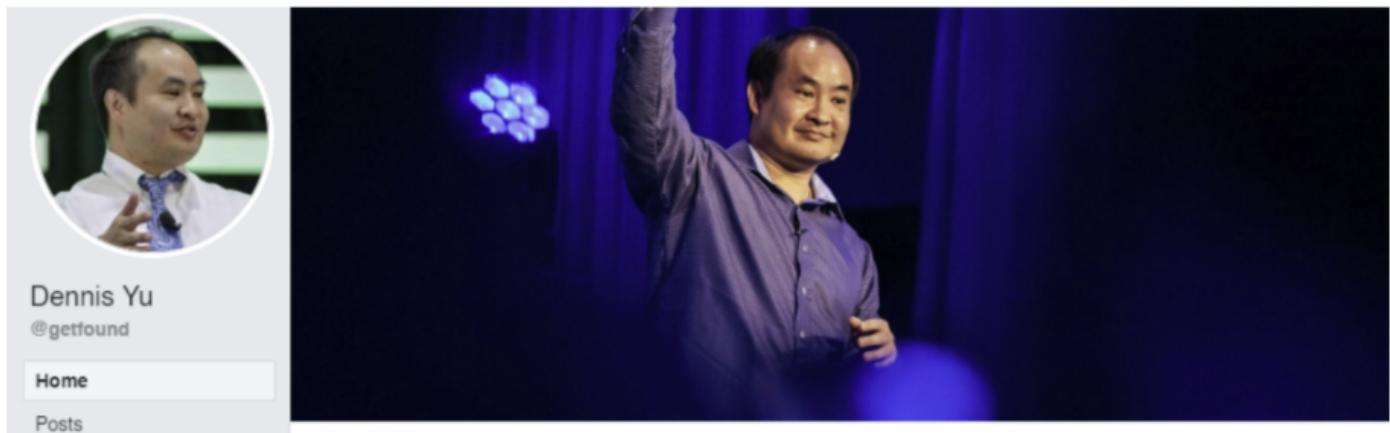
Text to image ratio

See if your content passes the 20% text ratio. Facebook previously limited text on ad images to a strict 20% to maintain an “enjoyable consumer experience”, as they put it. If an ad had 20% or more text in the image, it wouldn’t be approved.

They've since shifted policy to accommodate text while maintaining that minimal text is the preferred image style. The more text on the creative (including logos, watermarks, and numbers), the lower the reach and the higher the cost. Beware of this since Facebook might charge you more to serve your ad less.

Boosting Cover Photos

Many people will put their highest authority photos as their cover photos, but then they're not able to boost these from the page. However, if you pull the Post ID, you can still get them to run by setting it up in Ads Manager.



When to boost posts

If content is immediately relevant and time-sensitive (e.g., SpaceX landed Earth's first humans on Mars), it should be boosted directly after posting before losing relevance.

Certain posts with short-term relevance, like news, will only have a 24-hour window to create value. After this, stop boosting and move on to the next piece of content.

That being said, boosted content may exist concurrently but should target slightly different audiences.

For non-urgent posts, wait. If you boost too early, you run the risk of cannibalizing your impressions and not giving enough time to see winners emerge. You'd be paying for impressions that you would've had organically.

If you boost after 2-3 hours, you lose relevance-- especially if you have a big page (more than 100,000 impressions a day).

While timing and duration are important, if you're not boosting at the right point in your conversion funnel, these other strategic points won't be effective.

How much?

How much you spend depends on your overall budget—allocate 50% of your Facebook budget to boosting posts, especially video, as a starting point.

The better your mid-funnel content, the more you can spend. With good targeting, you should see winners after spending \$20 over 24 hours. Larry Kim says \$50, but I say \$10 is enough to tell.

Here's an example of how we've broken down a budget in the past:

Post Type	Cost
Lower Power Posts	\$10-\$30
Medium Power Posts	\$50-\$70
"Unicorn" or High Power Posts (CPE/CPV under a penny)	\$250

It may be hard to predict “unicorn” posts, so it’s smart to keep room in the budget to be more aggressive if/when these opportunities arise.

Placement

The best exposure is in the News Feed and mobile News Feed, so don’t bother with right column placement. Facebook includes Instagram ad placement as well, but that’s out of the scope of this course.

Actionable metrics

Avoid hyper-focusing on vanity metrics like reach. Focus your analytics on actionable metrics like Click Through Rate (CTR), Cost per Click (CPC), Cost Per View (CPV), and Cost per Engagement (CPE), to name a few.

You may be asking, “What’s a good click-through rate? What’s my target CPC, and when should I kill an ad?”

That depends on your objective (fans to your page, increase brand awareness, conversion) and industry (sports vs B2B, IT software, leads).

News Feed frequency

Frequency is a measure of how often an ad gets served to the same user. It’s important to monitor this to prevent spamming audiences. When serving ads to fans of your page, don’t let frequency go above 4. When targeting “non-fans”, cut off an ad if it has a frequency over 2.

If you’re serving more than one ad copy to the same audience over and over again, you may crowd out your own ads and annoy targeted users. This will eventually cause ad burnout and frustrate your audience.

The boosted post isn’t doing well...

If it has low relevance, or less than 10% of folks are engaging (divide reactions by reach), kill it. Expect that you’ll kill 90% of your posts, if not more.

Facebook won’t allow you to change much once you’ve boosted a post, but if you think something didn’t work with the targeting and want to give it a tweak, you can always stop boosting and create a similar ad using the same post within Ads Manager.

Here's an example of a piece of content that wasn't performing well.

	Post: /BitzMetrics/posts/1221728041172...	● Inactive	14 Post Engage...	882	1.47 Per Post E...	\$1.31 Per Post E...	2
--	---	------------	----------------------	-----	-----------------------	-------------------------	---

Low relevance and engagement merited the creation of a similar ad set.

Delivery
● Active
(3 Approved)

Amount Spent Today
\$0.20 of \$0.81

\$25.76 total spent of \$30.00 budget

Schedule
Jun 06, 2016 1:10pm – Jul 06, 2016 1:10pm

Bidding & Optimization
Ad delivery optimized for Post Engagement
You'll get charged per Impression (CPM)

Targeting

After adjusting the targeting and using the remainder of the budget for the ad (\$1/day), the relevance score skyrocketed, and more people were reacting to the post. CTR increased from 0.4% to 2.5%, which is over 6x better.

This process of trial and error (post isn't performing well, kill it, experiment with audiences) is the best way to develop tried and true saved audiences that will always engage. The goal is to align your content with the right audience.

3... rti...	● Active	67 Post Engage...	730	1.59	\$0.11 Per Post E...	\$7.30	9
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Fuel on the fire

Once you've boosted a post, "throw fuel on the fire". Identify what's working (creative, title, targeting, etc.) and amplify it (spend way more money)

For example, if we're trying to promote a new article, we may have two or three ad sets running concurrently, targeting different audiences. After letting them run for a bit, we'll see what the data tells us.

	Ad Set Name	Delivery	Results	Reach	Fre...	Cost
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: Page Fans & FOF "Hey, what can you say?... Post: "Hey, what can you say? The Warriors are killing...	Active 1 Approved	151 Post Engage...	3,047	1.38	\$0.18 Per Post E...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: Media Pub Inception "Hey, what can you sa... Post: "Hey, what can you say? The Warriors are killing...	Not Delivering All Ads Off	6 Post Engage...	297	4.06	\$2.23 Per Post E...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: Mega Media "Hey, what can you say? The ... Post: "Hey, what can you say? The Warriors are killing...	Completed	27 Post Engage...	2,819	1.55	\$1.48 Per Post E...

See how the top ad set has the highest engagement rate (~5%) with the largest audience, resulting in the lowest cost per engagement (\$0.18)? Because of this, we turned the other two ad sets off and can now put more money against the high-performing one.

Evergreen vs. One-day boosts

The “fuel on the fire” strategy is a great way to sift out posts that are evergreen. These continuously draw engagement and traffic to your page. If evergreen, make sure the daily budget does not let you hit more than 10% of the available audience, or you’ll burn it out.

If a post has sustained a low CPE, and high engagement rate, and relevance score, set it as “ongoing”, boosting your custom audiences as long as it maintains this high engagement rate.



For content that falls under the category of “breaking news”, boost for one day. Put more money against it than normal, targeting media and news audiences (e.g., CNN, NBC, FOX, NY Times) while the content is still relevant. We discuss this technique further later on in this course.

Take note

When you first start boosting, it's going to take a while to find out what combination of factors work best for your campaigns. It's key to document your process and develop what we call “repeatable excellence”. A good way to do this is by taking notes. Write things down, take screenshots, and create checklists that, when followed, can replicate this tested success. You want your colleagues and junior folks to do this for you, right? You set the example for others to follow, then delegate yourself out of doing this every day.

Boosting video

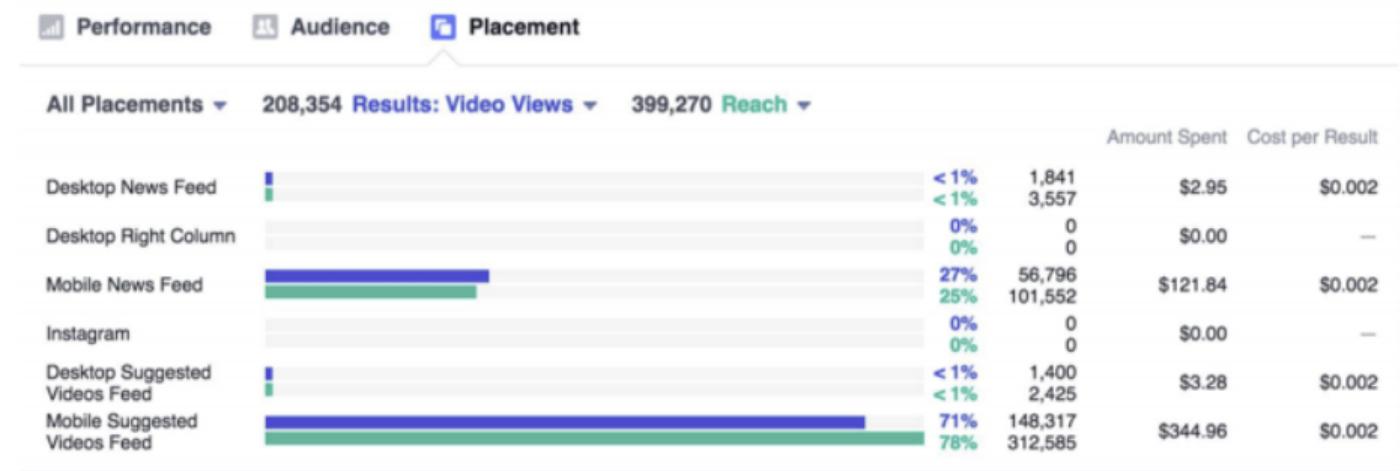
Do you love using Facebook videos for promoting? We chuckle when people say video doesn't convert, video is too hard to produce, or video won't work for them. These are the same people who missed the boat on custom audiences a few years ago and remarketing in general.

Why do we love video? Let's count the ways...

1. Remarketing Audiences

There is no cheaper way to build remarketing audiences, which you can then sequence into other videos or other follow-on content.

Check this out:



Look at all that traffic coming from mobile News Feed suggested videos-- traffic that you'd be missing otherwise.

Do you have [funnel logic](#) in email? Then you should be doing the same with Facebook video and YouTube video at the same time.

Pro tip: Run Facebook and Google remarketing audiences at the same time using the same logic.

2. Higher Quality Signals

When you promote a video, whether choosing the video views objective or a video link ad, you'll get a lot more views than RCS (reactions, comments, and shares), but a 30-second view beats a reaction, comment, or share any day.

Facebook does take into account view length, and there's no question that a solid view does more to promote organic/viral reach than a share, which is already worth thirteen times more than a reaction.

3. Video generates demand

I'll be the first to admit that Google Ads is a demand harvester, not a demand creator. There's a proper strategy when you want to get your share of existing demand, which must be initiated by a search.

What about doing the things that will motivate someone to search? Video done properly is neither a pure branding vehicle nor a direct response late night infomercial, but a bridge between awareness and conversion.



"I believe that if you aren't using Facebook native video in your content strategy, you're not only missing 99% of your audience, but you're leaving money on the table by wasting time and ad dollars. Video, and more so LIVE video, has such a positive effect on the Facebook Timeline that it's possible to organically reach those you have been otherwise unable to reach."

In the next two years, we may see Facebook video outpace YouTube, and we will see content created specifically for FB video in forms of news, sports, and entertainment." - Vincenzo Landino, Aftermarq

Let's look at how Emily Skye, a fitness brand, is applying these concepts properly. They are direct marketers who understand branding, too.

How to get \$0.0005 cost per views on Facebook (not a typo) and diagnose false metrics.

Tom Hiscocks runs social advertising for Emily Skye and sends us these awesome campaign screenshots - but notice anything strange?

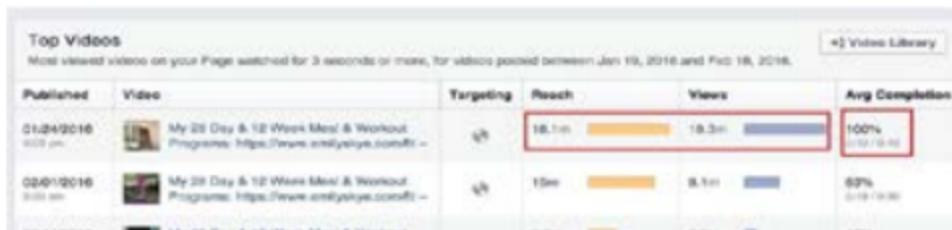
The screenshot shows a Facebook post from 'Emily Skye' with the caption: 'January 24 at 8:00am · Facebook Mentions · 0h'. The post content is: 'My 28 Day & 12 Week Meal & Workout Programs: <http://www.emilyskye.com/fit>' followed by a link to a photo. To the right of the post, there is a callout box with the text: 'Wait! Running a test allowing people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.' Below the post, the metrics are listed: '18,075,967 People Reached' (highlighted with a red box), '18,258,456 Video Views' (also highlighted with a red box), and '61,410 Reactions, Comments & Shares'.

Check out the views and reach on this 10-second video they posted. More views than reach? Technically, this is possible because video views are not unique.

The screenshot shows a Facebook Ad Performance report. The top navigation bar includes 'Performance' (selected), 'Audience', and 'Placement'. The main data table shows the following metrics:

Results: Video Views	1,527,958	1,527,958 Results: Video Views	\$0.0005 Cost per Result	61.73% Result Rate
People Reached	2,524,635			
Amount Spent	\$800.00			

Look at the Cost per Result. Looks broken, right? We've confirmed with a Facebook rep that this is, in fact, possible and not a bug.



Then there's the 100% Completion rate. Again, notice that there are more views than reach. We have known Facebook Insights to be buggy over the years, which is why we recommend you to be more discerning when it comes to data. For example, a 100% completion rate, regardless of the video length, seems a bit odd any way you slice it.

Worse, the number of views is greater than the reach. While it's possible for some people to watch the video more than once, it is also equally possible that not every person who was reached with the video had watched it.

Given that the above video was only 10 seconds long and the auto-play nature of Facebook videos, someone could have scrolled past the video on their News Feed and that scroll would've been counted in the analytics.

Don't worry if you're not a video expert; you can still reap the benefits of video. One of our guys made an impromptu video for kicks-- literally shot with an iPhone.

And here are the campaign results:

This Ad		Create Similar Ad		Columns: Video Engagement ▾						Breakdown ▾		Export ▾	
Ad Name		Delivery		Impressions	Video Views	Cost p...	10-Second Views		Cost p...	Reach	Amount S...	Avg. % n...	V
	Post: https://www.facebook.com/1110044727035	Delivery	Active	8,128	3,347	\$0.02		1,050	\$0.05	7,210	\$49.26	23.71%	
Results from 1 Ad				8,133	3,348	\$0.02	Total	1,050	\$0.05	7,197	\$49.18	23.70%	Average

Because of so much user-generated video flowing these days, people don't expect HD quality production and lighting, especially on mobile. You don't have to be a professional sports team or have a big brand budget. You just need a dollar a day. For the naysayers who note that a good chunk of these views are 3-second auto-plays, we agree. Look at 10-second views to get a sense of whether you got a "real" view-- that your content was interesting enough to stop someone from continuing to scroll through their News Feed.

		Columns: Video Engagement ▾						Breakd	
Video Vie...	Cost p...	10-Second Views	Cost p...	Reach	Amount S...				
3,047	\$0.02	1,050	\$0.05	7,210	\$49.26				
3,046	\$0.02	1,050	\$0.05	7,197	\$49.18	Total	Per Action	People	Total Spent

Take a look at Daniel Kędzierski's 10-second video performance after boosting:

Post Details

Video Post

Działa mi, nie wierzę w to

FastTony.es Weather Ads Control: Mam ten KOD - Weather Ads Control Cover O przygotowany przed nasczego fana panie City O

3:38 · Uploaded on 12/13/2015

Video Performance In This Post	
Minutes Viewed	35,440
Unique Viewers	32,810
Video Views	35,494
10-Second Views	21,000
Average % Completion	27%

And another example of \$0.02 cost per video view:

	Ad Set Name	Delivery	Results	Reach	Cost
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "We had a successful conference down in Texas...." Post: "We had a successful conference down in Texas...."	Active 1 Approved	82 Video Views	301	\$0.02 Per Video View
	↳ Results from 1 Ad Set		82 Video Views	301 People	\$0.02 Per Video View

If you suspect that your data is incorrect, reach out to [Facebook support](#) like we did when Facebook had problems with video metrics some time ago.

Mind that it took them exactly one month (Jan 12 to Feb 11) to get it resolved, but they said they are unable to “apply this resolution retrospectively”. So, if the data is erroneous during a report period, sorry; the fix won’t correct it.

We spotted a similar issue for one of our clients because their videos had negative view metrics in the ad report, which was later fixed via this method.

Most of us rely on the analytics offered by this medium to tell us what is wrong or right, and we make important decisions based on these analytics.

The best mitigation is to have a secondary set of data that can help you verify your suspicions. When running Facebook or Google Ads, for example, you can make use of third-party analytics tools (like Google Analytics) to verify the number of conversions on your website.

Boosting memes

Memes, one of the 6 forms of visual content (Infographics, Instant Articles, Memes, One-minute videos, Lead Ads, and Video Conversion ads) on Facebook, are among the most effective forms of content to boost. They're easy to produce and yield massive engagement at low cost.

Choose quotes that align with your message to attract quality fans who resonate, resulting in consistent post engagement and loyal followers.

"Alone we are smart. Together we are brilliant"

-Steven Anderson

"An investment in knowledge always pays the best interest"

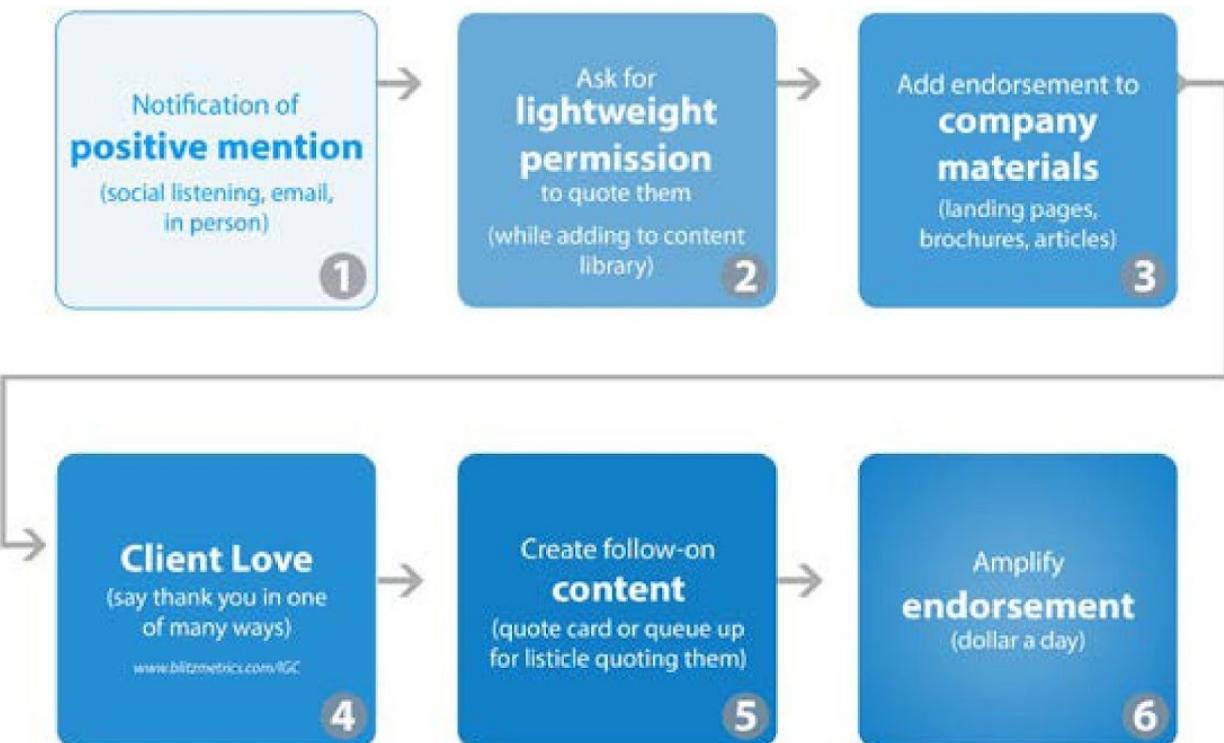
-Benjamin Franklin



Breaking down designs allows you to determine what style and quote combinations resonate better with your audience. Using Facebook's Ad system lets you see, in real time, what works best. We use CPE as a determinate.

Testing different designs with the audiences you've created allows you to understand what design-quote combinations resonate with your audience. There is no "best" vertical for memes. You can use them for any sort of business.

Amplifying Authority



1. Notification of positive mention. (social listening, Email, in Person)
2. Ask for lightweight permission to quote them. (while adding to content library)
3. Add endorsement to company materials. (landing pages, brochures, articles)
4. Client love. (say thank you in one of many ways)
5. Create follow-on content. (quote card or queue up for listicle quoting them)
6. Amplify endorsement. (dollar a day)

Boost Optimization



Kill 90% - if after 7 days of dollar a day (\$7 spent total), we don't see results (meaning the cost per engagement or average watch time isn't good), then just let it die. Do this 90% of the time; don't waste your money.

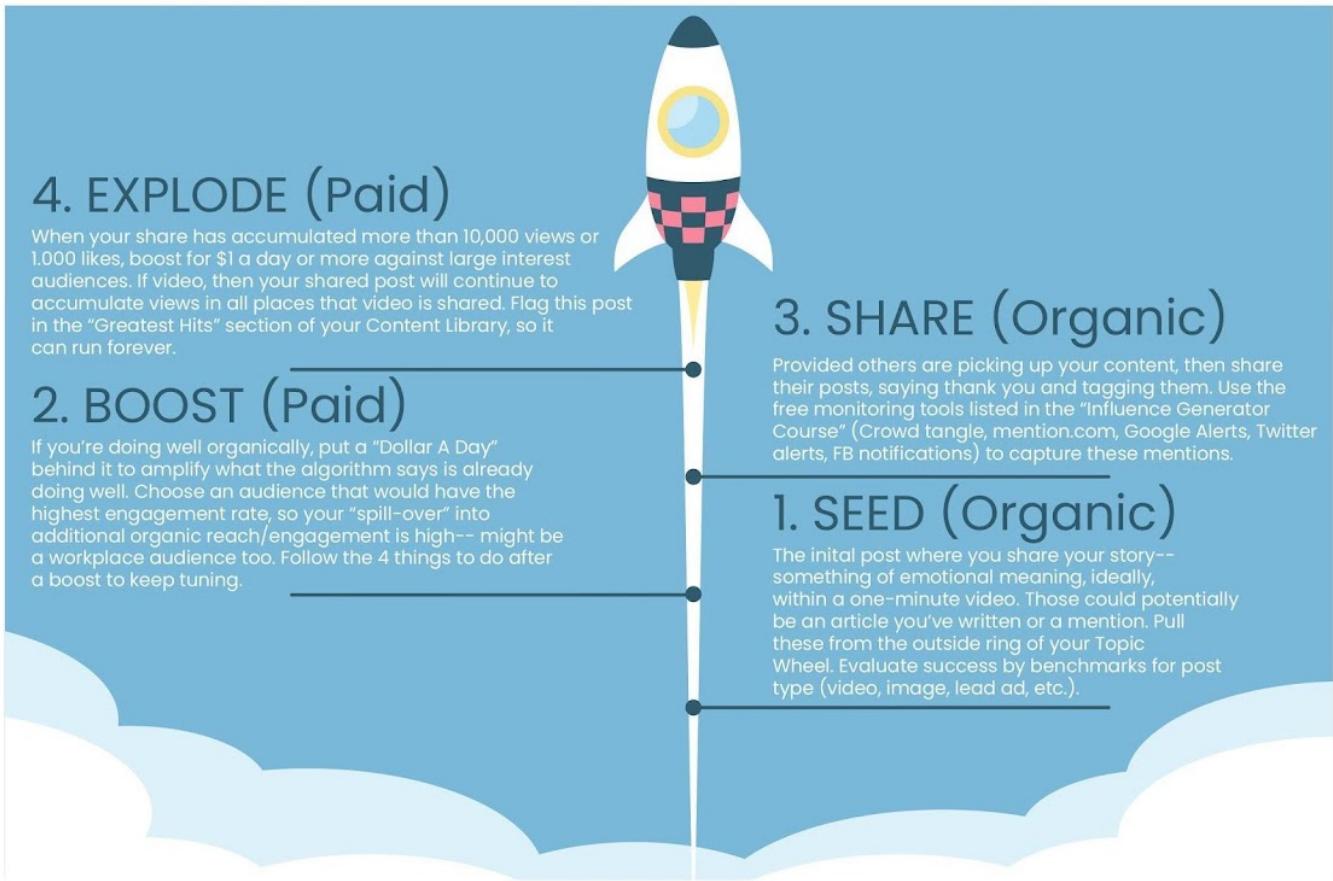
Expand 5% - if it's pretty good, we can then add another #30 for 30 days. Perhaps 5% of the time, you'll find a worthy post-- usually a video that gets above 20 seconds in average watch time or a regular post with over 10% engagement (interactions divided by impressions).

Switch-boost 3% - If it's a winner, change the audience we're targeting in the same boost right from the Timeline or Pages Manager. Usually, we'll initially boost to generate high traffic (BuzzFeed audience to a post on BuzzFeed). Switching to a media workplace audience a few days later. We also might switch to whatever audience we currently want to incept, perhaps we're speaking at the Social Media Marketing World conference, so we'd switch a bunch of posts to that audience temporarily. Some posts we have live forever; they keep producing for months or even years, often triggered by custom audiences.

Stack-boost 2% - If it's a "unicorn" (off the charts performance), duplicate the ad set inside Ads Manager so that we have another ad set running concurrently. When something is doing really well, we want to have multiple audiences seeing a post which means we need multiple ad sets. This is not possible inside the Timeline, but only takes a minute inside Ads Manager or Power Editor. The risk of a unicorn is that, if you run it too hard, it will burn out. We've seen a few

companies accidentally kill their unicorns by literally spending millions on the, but not having any backups. Create “unicorn children”, as Larry Kim likes to call them-- derivative pieces of content, so you can get a similar effect from similar posts.

4 Phase Boost Sequence



1. SEED (Organic)

The initial post where you share your story-- something of emotional meaning, ideally, within a one-minute video. Those could potentially be an article you've written or a mention. Pull these from the outside ring of your Topic Wheel. Evaluate success by benchmarks for post type (video, image, lead ad, etc.).

2. BOOST (Paid)

If you're doing well organically, put a "Dollar A Day" behind it to amplify what the algorithm says is already doing well. Choose an audience that would have the highest engagement rate, so your "spill-over" into additional organic reach/engagement is high-- might be a workplace audience too. Follow the 4 things to do after a boost to keep tuning.

3. SHARE (Organic)

Provided others are picking up your content, then share their posts, saying thank you and

tagging them. Use the free monitoring tools listed in the “Influence Generator Course” (Crowd tangle, mention.com, Google Alerts, Twitter alerts, FB notifications) to capture these mentions.

4. EXPLODE (Paid)

When your share has accumulated more than 10,000 views or 1,000 likes, boost for \$1 a day or more against large interest audiences. If video, then your shared post will continue to accumulate views in all places that video is shared. Flag this post in the “Greatest Hits” section of your Content Library, so it can run forever.

Boosting on Twitter

Targeting

Twitter has “promoted tweets”, which are a parallel to Facebook’s boosting feature. You can target audiences, set a budget, and amplify the same.

Here’s what we know:

- Promoted tweets are labeled as such and will pop up in Twitter search results and user timelines.
- Twitter is emphasizing keyword targeting (explained later).

Relevance, called “resonance”, will be measured based on interactions such as favorites, clicks on embedded links, or retweets. A low resonance score results in the end of a promotion.

Note that the techniques for timing, budgeting, and experimenting used for Facebook ads are ubiquitous guidelines in the realm of boosting, and should be applied across various social networks.

To avoid restating much of what was already covered on Facebook, we’ll go over what’s different about boosting on Twitter and LinkedIn.

There are standard targeting options (gender, age, location), but there are also Twitter-specific options, like keyword and follower-based targeting.

Notice that there’s a red box around “Add interests” above. Twitter’s data bank of interests is extremely broad in comparison to Facebook’s.

See here:

The image shows two side-by-side screenshots illustrating the difference in targeting capabilities between Twitter and Facebook.

Twitter Interest Targeting (Left): A screenshot of the "Browse Interests" interface. It shows a sidebar with categories like "Movies and television", "Music and radio", etc. Below this is a list of genres: All of Movies and television, Action and adventure, Animation, Biography, Business and news, Comedy, Documentary, Drama, Foreign, Horror, Indiependent, and Movie news and general info. A red box highlights the "Add interests" button at the bottom right of the list.

Facebook Keyword Targeting (Right): A screenshot of a search results page for the term "Inception". The results are listed on the left, and on the right, there are "Suggestions" and "Browse" buttons. Each result has a "Keywords" link next to it. The results include: Inception, Inception (2010), CrossFit Inception, Inception: The movie, Inception on Fandango, and Inception: Music from the Motion Picture.

VS

Compare Twitter’s limited options for interests in “Movies and television” (genres) against Facebook’s, which allows us to nail an interest all the way down to music from the motion picture Inception (much more narrow targeting). This is just one of many examples.

As far as micro-targeting users by interests, Twitter lacks scope. Budgets will get burned quickly on these kinds of audiences. Twitter will place your promoted post in front of some people who find the content relevant, but also in front of a lot of people who just don't care for it.

This drives CPE through the roof and tanks engagement rates on content since it's not creating interest for general audiences. Twitter hasn't developed the specificity needed for interest targeting to be worth using yet.

Keyword Targeting

Keyword targeting has interesting implications. It's actually similar to PPC in the sense that you can promote your post to pop up first in the search results, like how Google Ads users bid for higher positions on SERPs.

How many of us are spending time in the Twitter search bar?

The action is in the news feed. That's why Twitter is excited about keywords.

There's a world of possibility that opens up when you can target based on who is tweeting about or engaging with tweets that contain your keyword.

For example, Breyer's ice cream could use keywords and location to target people tweeting about ice cream, how hot it is in Tempe, AZ, and even include specific flavors, running ads promoting coupons for the latest flavor at a specific store in that city.

Follower Targeting

Supplementing keywords by targeting other users' followers is the easiest way to incept an audience that doesn't know you on Twitter. It's also an excellent way to elevate your personal brand and grow your community using help from influencers in your niche.

Quote authoritative figures in your content. They'll be flattered, and your content will be more likely to "grab" their audience. There's the added benefit of them possibly sharing what you wrote, which you should promote, too.

Targeting followers + keywords is where the power is:

Twitter	Date	Retweets	Impressions	Likes	Cards per 1000 posts	Clicks rate
Campaign details						
 GoldenStateWorkers (@goldenstateworkers) 11 May 2018 11 May 0 0 0 0 0.0%						

You can drive engagement and traffic to your profile by riding the coattails of influencers. Look at their followers as buckets of users with overlapping interests that you can select from by including keywords to further narrow the audience.

With the right plumbing in place, you could drive engagements down to conversions through promotion and track as well.

We have an example here of a tweet from the Golden State Warriors promoting Steph Curry "back-to-back MVP" merchandise.

Add followers [Remove follower targeting](#)
Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. [Search Twitter for @handles to include.](#)

Search for @usernames or Import multiple @usernames

 **Klay Thompson**
@KlayThompson

 **Draymond Green**
@Money23Green

 **Stephen Curry**
@StephenCurry00

Expand your reach by adding recommended @usernames like @warriors, @andrewbogut, and more

Include followers of @warriors
 Include users like followers of @warriors

In the midst of all of the NBA Finals hype, we were getting a ton of impressions, but let's take a closer look.

SELECT ADDITIONAL AUDIENCE FEATURES

Add keywords [Remove keyword targeting](#)
Target searches or users who tweet with words you enter. [More about keyword matching](#)

Recent global daily volume of Tweets containing each keyword

< 1,000 1,000-10K 10K-100K 100K-1M +1M

Enter a keyword or phrase or Import multiple keywords

 Match #warriors ~ #dubnation ~
- #NBAPlayoffs ~

New: Use the + symbol to match precise keywords; remove the + to expand to broad matching. [Learn more](#)

Expand your reach by adding recommended keywords like #dubs, golden state warriors, and more

©2014 or later may be required for most communication

The audience included followers of the Golden State Warriors, [FOF](#), and followers of team members. This was supplemented by keyword targeting, reaching folks who were searching for or using #warriors, #dubnation, and #NBAPlayoffs in tweets.

Tweet	Spend	site visits	purchases	Total conversions	Goal per Conversion	Conversion rate
Campaign totals	\$18.87	315	0	315	\$0.06	0.81%
 GoldenStateWarriors @warriors 11 May 2018 Celebrate the back-to-back MVP with official gear from the @warriors_store = bit.ly/1T2DyTa get.twitter.com/0jctf81Cz	\$18.87	315	0	315	\$0.06	0.81%

These combined targeting elements yielded a \$0.06 CPC, which is in the same realm of metrics that has had us boasting about Facebook ads for so long.

That being said, this is an ad pulled from the Dubs account during the NBA playoffs, which is context that's hard to rival. I want to make the point that Twitter ads aren't for everyone... at least not yet.

For now, it's worth testing; and don't worry if you don't have a \$15,000 budget to drop. All it takes is a dollar a day against an influential piece of content to incept audiences who will do the legwork for you.

We tried boosting some of our own content and found that you can post evergreen on Twitter as well. The highest performing post has 802 likes, 217 retweets, and 11 replies with nearly 200,000 impressions-- all of this for a CPC of \$0.14 right now (none of our boosted posts have a CPE over \$0.03 by the way).

This tweet is pinned to the top of my Twitter feed. Do you see how this generates immediate authority? Do this on Facebook too.

Tweet	Impressions	Clicks	Media engagements	Retweets	Replies	Followers	Campaign Engagements	Tweet engagement rate
Campaign totals	407,268	8,896	26,141	813	28	66	-	8.72%
 Dennis Yu @dennisyu 23 Apr 2018 Standing room only! https://t.co/2JRTB3UAVS	192,810	4,595	18,306	224	11	32	-	12.09%
 Dennis Yu @dennisyu 12 May 2018 The jaw-dropping power of \$1 a day on Facebook, summarized for you: https://t.co/facialbookads-f... https://t.co/1PWE33aO5a	71,916	1,736	4,293	130	7	14	-	11.31%
 Dennis Yu @dennisyu 12 May 2018 4 minutes to get pro at PNC from our inbound.org friends	14,041	396	352	39	3	-	-	8.58%

Boosting on LinkedIn

Targeting

LinkedIn offers certain targeting aspects that are unique. Creating audiences from job functions, skills, degrees, and job titles opens a door of possibilities for recruiters looking to find qualified candidates for job openings.

We recommend promoting LinkedIn posts but since LinkedIn's traffic costs more, we suggest promoting for at least \$5/day.

The audience on LinkedIn is more about professional networking than casual social use, which has an effect on the presence that ads have there, naturally. Consider that, while certain products may have traction if targeted correctly, the CPC could be so high that you may not even break even.

Sponsoring on LinkedIn serves the user best when boosting to a niche audience that will engage and convert. Experimentation is expensive, so you should have a pretty good idea for targeting prior to spending the money.

Here's what else you should know:

You can sponsor directly from your feed. If you decide to do this, you'll be taken to another page to determine which update you'd like to boost, what audiences to boost to, and what budget you'd like to set.

From our experience, organic engagement rates have been pretty low in general on LinkedIn when compared to posts on other media; but when we tried boosting, we saw improvement.

The results speak for themselves. There's a noticeable increase in impressions and engagements with sponsorship, but the quality isn't necessarily greater than what we may have acquired from boosting on Facebook or Twitter.

How to Use Social Media to Influence the Press

You are a member of the public, and thus, a member of the press. So, when I get terrible service, should I complain?

The levers of power have been tipping toward the public thanks to social media:

- A hotel treats a friend wrong (it's happened to you, too), so he writes about it.
- A cruise line screws up its Fourth of July cruise, so this author writes an [exposé](#) on Business Insider.
- An airline accidentally kills a woman's golden retriever, so she uses her blog and Facebook account to [warn others about neglect](#).

We resort to this only when we've exhausted our regular channels. Complaining on social media should be a last resort since it's basically jumping the line. When you're a journalist, blogger, or an influential person in other ways, you wield a megaphone. Even if you're not one of those, running Facebook ads gives you that same power for a few dollars.

Rent the megaphone!

A lot of people will file a complaint or go to the Better Business Bureau when they need to voice their opinion.

Try that and let me know how it works a few weeks later, counting up how much time and money you spent chasing wild geese.

Then, run Facebook ads with workplace targeting (targeting folks who work at The New York Times, Wall Street Journal, or wherever folks need to see your message). Target executives at the offending company by following [these easy steps](#).

Because you're targeting just a few dozen or a few hundred people, it can be done for a few dollars in a [few minutes](#). The next day, the general manager of the offending company calls to profusely apologize.

Of course, as members of the media, you and I have to be careful not to abuse our status. However, with Facebook ads targeted by the workplace, any consumer now has this lethal weapon.

We're all press now

At one point, you could get a message into Mark Zuckerberg's mailbox [for \\$100](#). Now, why not target employees at Facebook for far less and reach a few thousand people, too?

After a business customer tries to evade paying \$4,450 for goods, this seller [shared the story](#) and used \$1 a Day to leverage payment.

B2B firms target the press to get more coverage and [show up in the Facebook News Feed](#).

An army of advocates

Jim Williams of [Influitive](#) shared this with us:

“[Xactly's](#) advocate marketing program generated hundreds of recommendations, follows, and shares on LinkedIn, and a [single advocate challenge](#) resulted in nearly a hundred new Facebook fans and Twitter followers.”

Customers are already talking about the companies that they love or hate online, but advocate marketing programs allow marketers to better organize those customers, tying their activity to sales, marketing initiatives, and results.

How to take advantage of the power of Microtargeting on Facebook

– at a crazy cheap price

A while ago, there was a buzz in the CEO of Webtrends and CEO of CoachYu's offices. One of our employees was trying to get my attention. He did so by creating a Facebook ad targeting anyone who lived in Portland, was 30-40 years old, and worked at either Webtrends or (then) BlitzLocal. Of the nearly 600 million users (at the time) on Facebook, only 80 people met that criteria.

It cost him only \$0.06 to do it.

And for that price, he was able to bombard our people with ads.

The cost of that inventory was a \$0.30 CPM, which means it cost \$0.30 to show a thousand ads. He was able to send 200 highly targeted messages.

Targeting

- who live in the United States
 - age 30 to 40 years old
 - who work at JESS3
 - who are not already connected to Webtrends
- [edit](#)

Preview

Webtrends



Webtrends loves JESS3.
Just ask Dennis Yu or
Jesse!

Like · Dennis Yu likes this.

Using the Location section in the ads tool, he entered “Portland, Oregon” which is where BlitzLocal’s headquarters were located.

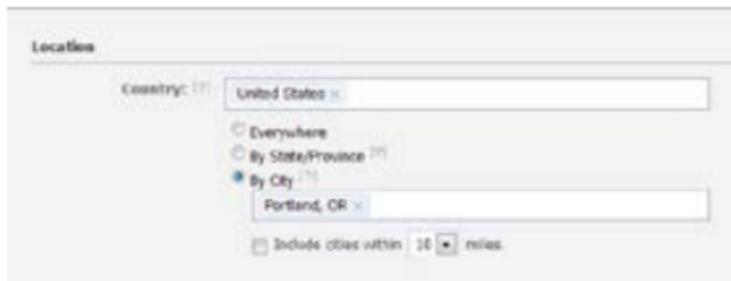
Locations

Country:

Everywhere
 By State/Province

By City

Include cities within miles.



In the Demographics section, he targeted males ages 30-40.

Demographics

Age: -

Require exact age match
 Target people on their birthdays

Sex: All Men Women

Interested In: All Men Women

Relationship: All Single Engaged Married In a relationship

Language:

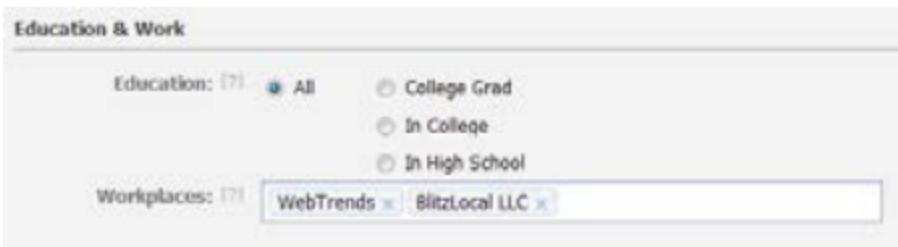


For Education and Work, he typed “BlitzLocal LLC” and “WebTrends”.

Education & Work

Education: All College Grad
 In College
 In High School

Workplaces:



The result ended with an estimated 80 people targeted and the total cost was \$0.06.

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 only pay when someone clicks it (yes, it's cost per click advertising).

An impression is guaranteed the next time the person opens Facebook (whereas, in sending an email, you can only hope that someone will open it).

Now, imagine that you're a software company like Webtrends, building relationships with other agencies that resell your social analytics software. The founders of the data visualization agency, JESS3, come to visit, and you'd like to strengthen that bond.

Maybe you spend \$5 on a micro-targeted campaign like the one above, but slice it up to put the ad image more compactly next to the stats. You absolutely bombard anyone who works at that firm with your message almost 3,000 times.

If they have 50 people, that's 60 ads per person. Who cares that we got only 9 clicks (of which, 4 happened to become fans)? The goal is not the click, but the awareness.

While each of these examples might be clever or interesting, the question becomes: How do you scale this? Social media success is about pinpoint precision targets — ultimately, 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?

FOR THE PROS: This is where smart automation comes in. Here's an example of our scoring platform at work.

We took the Fortune 1000 and ran a script that collected a wide range of data like market cap, their industry, annual revenue, P/E ratio, website URL, homepage pagerank, pages indexed, Facebook page, number of fans, company logo from Google images, and so forth.

Then, we ran this data through our scoring algorithm to calculate their Social Score — how well they did versus peers in their industry. We might say, "Shell, you got a 56 and rank 7 out of 9 in Oil and Gas", or "Shell, why do you only have 8.1 million fans while others in oil and gas have 184k on average?"

Then, we target people who work at Shell — not just everyone, but those people who have titles of VP of Marketing, Chief Financial Officer, Public Relations, and so forth.

There might be only a couple dozen people, and not everyone puts their information on Facebook; but it's enough, and you can bet it gets their attention!

They come to a landing page that has their social scoring report, which shows a portion of the metrics that we've gathered. They have to click "Like" to see the rest of the report, which is grayed out.

Now, what happens when that person clicks "Like"? Of course, some of their friends and coworkers see it, and as most curious coworkers do, they'll want to check out what you found to be so interesting.

Then, when these people see our ad, it shows that their friend liked it, which makes our offer of a report that much more credible.

Only you can work the magic at your company. As much as we'd like to sell you some 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 clients' pain.

Ultimately, these \$5 campaigns, whether you run just one of them or ten thousand of them, boil down to a marketing strategy-- a unique, compelling message that we can multiply out to your customers and get them to spread on your behalf. (Again, if you're a smaller company targeting just a few potential or existing clients or partners, go for it yourself!)

No matter how small you are, this will work for you since you're targeting only a few hundred people in your town. As long as your content is solid, this works like a charm.

Watch What Happens When Consumers Use Facebook

Sarah Sal shared the following story with us about her friend's encounter with a car rental company while en route to a show in Germany:



“This happened to my friend, Emaline Delapaix, when she booked a car from Enterprise Rent-A-Car.

They overbooked and told her they couldn’t honor the reservation just 45 minutes before she was due to pick up the car.

My friend is a singer/songwriter/musician and makes her living performing her own original music all over Europe. Having her reservation canceled last minute meant she lost money and didn’t honor her commitments.

Most rental car companies offer a complimentary upgrade to the next available car class for these situations. When no cars are available, they’ll offer to help organize a car with one of their competitors and pay the difference.”

Later, I promoted that post using a Facebook ad with the aim of reaching executives at Enterprise Rent-A-Car.

The ad campaign had three levels of targeting:

1. Fans
2. Enterprise Rent-A-Car Executives
3. The media

1. Fans

At the time of writing this post, Emaline’s fan page had over 3,000 likes. Getting likes, shares, and comments on the post was important, as it would show Enterprise Rent-A-Car that people were listening to her complaints.

Related Resources from B2C.

» Free Webcast: [Hooked: How to Build Habit Forming Products.](#)

Note that targeting those who like your page is done with “Connections” at the ad set level.

The first set of ads targeted her fans to make sure we got as much engagement/reaction from them as possible. We even had a comment from someone saying they did not like the company because of a similar bad experience.

2. Enterprise Rent-A-Car executives

The campaign targeted executives at three locations: the German headquarters in Frankfurt, the European headquarters in London, and the global headquarters in Clayton, Missouri.

To reach the executives, four targeting methods were used:

- Targeting people that listed Enterprise Rent-A-Car as an employer, while located in one of the three headquarters in Frankfurt, London, or Clayton.
- Targeting people who have Enterprise Rent-A-Car as an interest.

We also targeted based on people who:

- Have a management or PR/marketing work title. While located in one of the three headquarters in Frankfurt, London, or Clayton.
- Someone located in Frankfurt, London, or Clayton, while working for Enterprise Rent-A-Car.

There are more chances that they are also a fan of the company fan page. Of course, this does not mean that everyone seeing the ad works for Enterprise Rent-A-Car.

3. The media

This ad set targeted local Berlin newspapers and travel publications:

Potential Audience for this ad: 480 people

Location	Employers
<i>Australia</i>	berliner-zeitung.de ,
<i>Canada</i>	Berliner Kurier , Berliner
<i>Germany</i>	Morgenpost ,
<i>United Kingdom</i>	Tagesspiegel.de or DIE
<i>Poland</i>	WELT
<i>United States</i>	

Potential Audience for this ad: 1,920 people

Location	Employers
<i>Germany</i>	Condé Nast Building ,
<i>United Kingdom</i>	Travel Weekly , Conde Nast Traveler , Travel + Leisure , Condé Nast Traveller UK , Condé Nast
<i>United States</i>	or Backpacker Magazine
Age	
<i>18 and older</i>	

If you have a story worth sharing, why not show it to people working in the media for a few dollars?

Results

It's worth mentioning that the ads started running on Friday evening (European time zone). By Saturday morning, my friend asked me to stop them. Why?

The manager of the Berlin branch called her band offering to reimburse them what they would be paying to another competitor that morning. After running the ads, it is interesting to see how the situation changed 100%.

Before we set up the ads, my friend called them to try and find a solution, and they ignored her. Afterwards, the branch manager called her personally offering to fix the situation and admitted they had broken the law and were very sorry. How much did it cost? \$10.94-- a small amount to run some laser-targeted Facebook ads.

The ad got 18 clicks from the German headquarters in Frankfurt, 55 from the European headquarters in London, and 30 clicks from the main headquarters in Clayton, Missouri. For the media campaign, we got a total of 17 clicks.

The ads using workplace targeting had the highest CTR and cheapest CPC. Here's a screenshot from the ad spend breakdown per ad set.

What's also interesting was that most clicks came from mobile phones, perhaps from being a weekend evening in Europe and a holiday in the US?

Be weary though; If your company pissed off a major celebrity with poor service, how would you respond? Consider that even ordinary consumers have this power now.

JD Lasica from SocialMedia.biz shares his own experiences and outlines how to conduct yourself when amplifying your complaints via social:



"For years, social media has been tilting the balance of power between bad actors in the corporate world and consumers. From Dave Carroll's United Breaks Guitars to last week's hellish Comcast customer service call, our first impulse today is to take to our social networks to announce how we've been wronged".

I did this recently when my iPad Air was stolen at a W Hotel — and got W headquarters to buy a replacement iPad the next day.

The idea of taking this one step further by buying micro-targeted Facebook ads is genius because, ultimately, you need to cut through the corporate hierarchy and reach the decision-makers directly

with a genuine, human message. My advice for those who are wronged? Don't be abusive or over-the-top angry.

Express remorse that the company isn't living up to its values or responsibilities.

Have you ever complained about a bad experience with a company via social? How did they respond?

Special thanks to Sarah Sal for her story and campaign data.

See how, for just \$1, you can make some serious ripples? It all comes down to who you target. Do you have a dollar to spare to spread your message?

Power of Facebook Example

Chase Crawford, with the power of Facebook, was able to land a movie gig (his dream). He says,



“Boom! Just got offered a role in a movie without even having to audition because one of the producers came across my Facebook page and loved my charisma in the videos. Granted, it's an Under 5 role but it literally shows how powerful Facebook is”.

The image shows a screenshot of a Facebook message conversation. At the top, there is a header with a profile picture of Chase Crawford, a plus sign, and other icons. Below the header, a blue speech bubble contains his message: "in they don't respond, you just turn up the volume a bit more". Another blue speech bubble below it contains: "I can go up to 100, but haven't gone past 10". The timestamp "10:29AM" is shown between these two messages. In the main body of the conversation, another user has responded with a large text block: "Boom! Just got offered a role in a movie without even having to audition because one of the producers came across my Facebook page and loved my charisma in the videos. Granted, it's an Under 5 role but it literally shows how powerful Facebook is". A small profile picture of the responder is visible next to their message. At the bottom right, there is a blue button labeled "REPLY".

Fight back against big companies - using Facebook Ads

When you're promised something as a consumer, you expect a reputable company to follow through on their promise, right?

What happens when they decide not to, sweeping the situation under the rug with a band-aid because they know you can't do anything against it?

It's a helpless feeling, and it's exactly what Bryce Clark experienced when a car dealership promised to reimburse him for a rental car but didn't.

He was out \$973.33, until he spent just a few dollars using Facebook ads and got a full reimbursement.

He tried multiple times to resolve this issue, and using the following tactic wasn't even something he had thought of – until a few days later, he remembered the Dollar a Day strategy.

Here's what he did:

Step 1. Document the story

He used screenshots as proof, inside an article that he posted to a bare-bones WordPress site.

He posted from his Facebook public figure page with a link to the article.

Step 2. Run an ad behind the post

He then ran an ad against it using workplace targeting-- people who work at the dealership and others under the same umbrella:



"I was contacted again by the dealership, promised a check for the remainder of the bill, and apologized to by the general manager."

Here are the stats:

Sets in this Campaign		+ Create Ad Set	Columns: Custom Breakdown Export								
	Ad Set	Fre... Cost Budget Amou... Im... CPM (Link) CTR (Link) CPC (Link) Link C...									
<input checked="" type="checkbox"/>	Employees of [REDACTED] Impressions - BRYCE	1.44 \$17.46 Per 1,000 ... \$8.00 Daily	\$4.33	248	\$17.46	28.23%	\$0.06	70			
<input checked="" type="checkbox"/>	General motors Employees in Detroit Impressions - BRYCE	1.13 \$4.40 Per 1,000 ... \$3.00 Daily	\$2.72	618	\$4.40	2.59%	\$0.07	16			
> Results from 2 Ad Sets		1.20 \$8.14 Per Per... \$8.14 Total	\$7.05 Total Spent	866	\$8.14 Per 1,000 L...	9.93% Per Impressions	\$0.08 Per Action	86	Total		

28% CTR on the link, but we weren't bidding for clicks. We were bidding for impressions. We want the members at the company, and anybody related, to see this ad as many times as possible. These numbers are fantastic, mainly because of how direct and clear the messaging was. When bidding for Reach/Impressions, you can typically expect terrible CTR.

When the relevancy and CTR are that high, the effect is not only penny clicks, but a higher likelihood of "conversion".

In this case, the "conversion" is the dealership taking care of business immediately. They are definitely going to be getting calls from GM corporate, other dealerships, and other employees at their dealership.

The bigger they are, the more effective our "dollar a day" strategy is, since bigger companies care more about their reputation.

We got all this for \$4.33.

Just imagine if you spent \$20, or even \$200?

That's why there's just no winning against the Dollar a Day strategy – as long as you have a clear case, showing what the company did wrong.

How to target your Facebook ads to business locations

Do you want to get your Facebook posts in front of an audience at a specific physical location?

Have you considered targeting people based on where they work?

Using workplace targeting makes it easy to get your content in front of the right people at the right company.

Discover how to use workplace targeting to serve Facebook ads to people who work at specific companies.

Why use workplace Targeting?

Simply put, it works. It's one of the most effective ways to target users on Facebook, especially when it comes to informing the media and other influencers.

There are other uses, too.

If you own or manage a restaurant, publish posts about your daily specials and promote your posts to people who work at the businesses within walking distance.

If you're promoting an article about the top events in your town, you could target people who work at the local university and other companies, too.

If you run a PR agency, you can post links to successful client stories you were involved with and promote them to decision makers who work at companies you'd like to represent.

If you're pitching to investors or journalists, you can amplify your best content to impress people before your meeting.

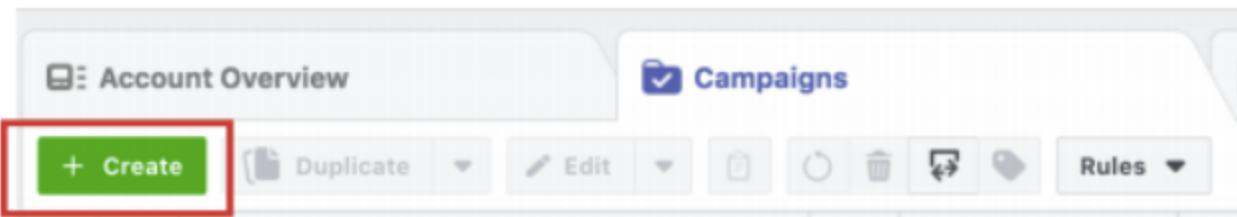
The possibilities are endless, and here's how you can get started:

#1: Create your targeted campaign

First, you'll need to decide what you want to achieve out of this [Facebook ad](#) campaign. Based on that goal, choose the content you want your target audience to see. If you want to highlight external content, create a post that links to an article, video, or image. You can also use this technique to drive engagement on native posts like this one.



After you've posted to your page, you're ready to get your page post in front of the right people at the right company. Open up your [Ads Manager](#), either directly or through [Business Manager](#), and click Create.



You'll then be taken to a screen with many marketing objectives to choose from. For this example, the best option is, "Post Engagement". Click on Boost your posts objective and you'll see a sidebar come out on the right. Use the sidebar to select the post you'd like to promote.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Post engagement	
	App installs	
	Video views	

You can also give your campaign a name. Then, click the Set Audience and Budget button to continue.

#2: Define your campaign audience

Here's the fun part. This is where you get to target the people who you want to see your ad.

You want to target the workplace. To find that option, click the Browse drop-down menu, click on Work and select one of the workplace targeting options. This example targets Employers.

The screenshot shows a dropdown menu for targeting. At the top, it says "Include people who match" with a "Suggest" button. Below is a search bar with "Add demographics, interests or behaviors". The main list starts with "Work" (which is highlighted with a red box), followed by "Employers", "Industries", and "Job Titles". Further down are "Interests" and "Behaviors".

Enter the name of the company you'd like to target in the box that appears. You'll also want to change the location targeting to match the geographic location of the company you're targeting. If your target has multiple offices, this helps ensure you're targeting the right audience.

#3: Set your campaign budget

Start with spending \$1/day for around two weeks. As you learn more about how your ads perform, you can adjust your [budget](#) and scheduling as needed.

This campaign example is set to run for 10 days at \$1/day.

You'll notice the option to give your ad set a name down at the bottom of the page. This is helpful when you're dealing with multiple ad sets under a single campaign.

The screenshot shows the 'Budget' section with a daily budget of \$1.00 USD. The 'Schedule' section is set to run from December 8, 2015, to December 18, 2015, at 7:59 PM Pacific Time. A note indicates the ad will run until Friday, December 18, 2018, and the total spend will be up to \$10.00.

Budget ⓘ Daily Budget ▾ \$1.00
\$1.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start 12/8/2015 7:59 PM
End 12/18/2015 7:59 PM
(Pacific Time)

Your ad will run until Friday, December 18, 2018.
You'll spend up to \$10.00 total.

#4: Create your ad

Double-check that everything looks the way you want it to.

Don't worry about optimization, [bid amount](#), when you get charged, ad scheduling, or delivery type; just make sure that your budget, duration, and campaign name are set. When you're satisfied, click Choose New Ad Creative.



#5: Choose your ad creative

After creating your campaign, it's time to make an ad for the page post you made in Step 1. You can select that post from the "Select an Existing Page Post" drop-down list to the left of the preview.

This is where you can preview how your ad will look. When you're satisfied with the ad, review your order and place it. Once your ad is approved and active, you'll find your ad in your Campaign view.

Account: BlitzMetrics Co.
Campaign: Article promotion - Akhil Suchak

Performance Audience Placement

Campaign On

Delivery
Active

Objective
Page Post Engagement
See Post (8)

Amount Spent Today
\$0.00 spent today
\$0.00 total spent of \$19.38 budget

Total Schedule
Dec 08, 2015 7:58pm – Dec 18, 2015

No Activity During Date Range
There wasn't any delivery in this campaign during this date range.
[Change date](#)

Ad Sets in this Campaign		Performance					Breakdown
	Ad Set Name	Delivery	Results	Reach	Cost	Budget	A
<input checked="" type="checkbox"/>	3Q Digital Article promotion - Akhil Suchak	Active Approved	—	—	Per Result	\$1.00 Daily	\$
<input checked="" type="checkbox"/>	Golden State Warriors Article promotion - Akhil Suchak	Active Approved	—	—	Per Result	\$1.00 Daily	\$

#6: Measure your results

Check the Campaign folder every few hours until the ad's run ends to see the performance for each ad set. You'll be able to track metrics such as post engagement, the number of people reached, and your ad spend.

this Campaign Columns: Performance Breakdown

Ad Set Name	Delivery	Results	Reach	Cost
Bauer Media Article promotion - Akhil Suchak	Recently Completed	21 Post Engage...	134	\$0.42 Per Post ...
Golden State Warriors Article promotion - Akhil Suchak	Recently Completed	2 Post Engage...	165	\$3.13 Per Post ...
3Q Digital Article promotion - Akhil Suchak	Recently Completed	2 Post Engage...	80	\$2.91 Per Post ...
Results from 3 Ad Sets		25 Post Engage...	380 People	\$0.84 Per Post ...

Pay attention to engagement and clicks to verify that your content is actually being served to people within your targeted audience, and to see how many people have interacted with your content.

Now imagine how you can use this technique to build rapport with influencers in your industry and the media.

Dollar A Day Layering Technique



[Video: RAW Logan Dollar a Day Layering Boosted Posts](#)



You may boost multiple posts that stack up, spending a dollar a day each. Over time, you might spend \$50 a day across 50 posts, or a budget that makes sense, as you accumulate more evergreen posts for different users at different stages in the funnel. For example, you may boost a post each day that runs for a week to promote the next webinar you're hosting and end up boosting 5-10 posts over the course of a week that are running together at a dollar a day.

Analyzing the ACC Funnel

Local businesses struggle with Facebook video marketing primarily because they do not have an effective strategy. This lack of strategy may stem from the fact that not all local businesses understand how to utilize the social media space. For most businesses, a video marketing strategy on social media does not even exist.

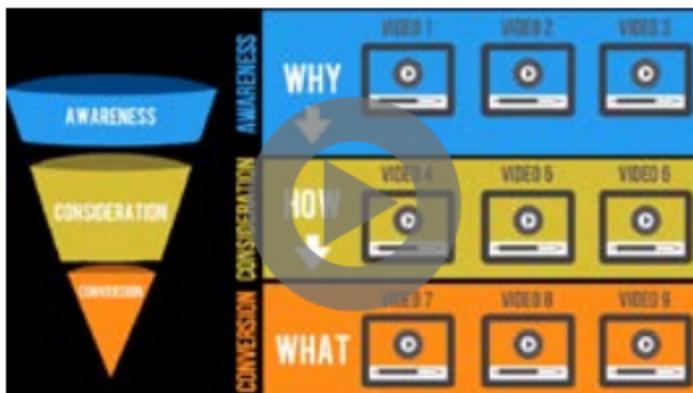
If you're wondering how to build the best video marketing strategy on social media for local businesses, we've got the answers.

The strategy itself is relatively simple, but the reason the 3x3 video grid is so effective is that it moves prospective customers down the funnel into a conversion campaign where they purchase.

Each video is designed to move the customer along their personal buyer's journey.

When a small business can address the why, how, and what of their business, they are able to effectively sequence their social following and ultimately convert views into sales.

Before we dive further into this Facebook video strategy, here is a quick video explaining the 3x3 video grid brought to you by Logan Young, Co-founder of CoachYu.

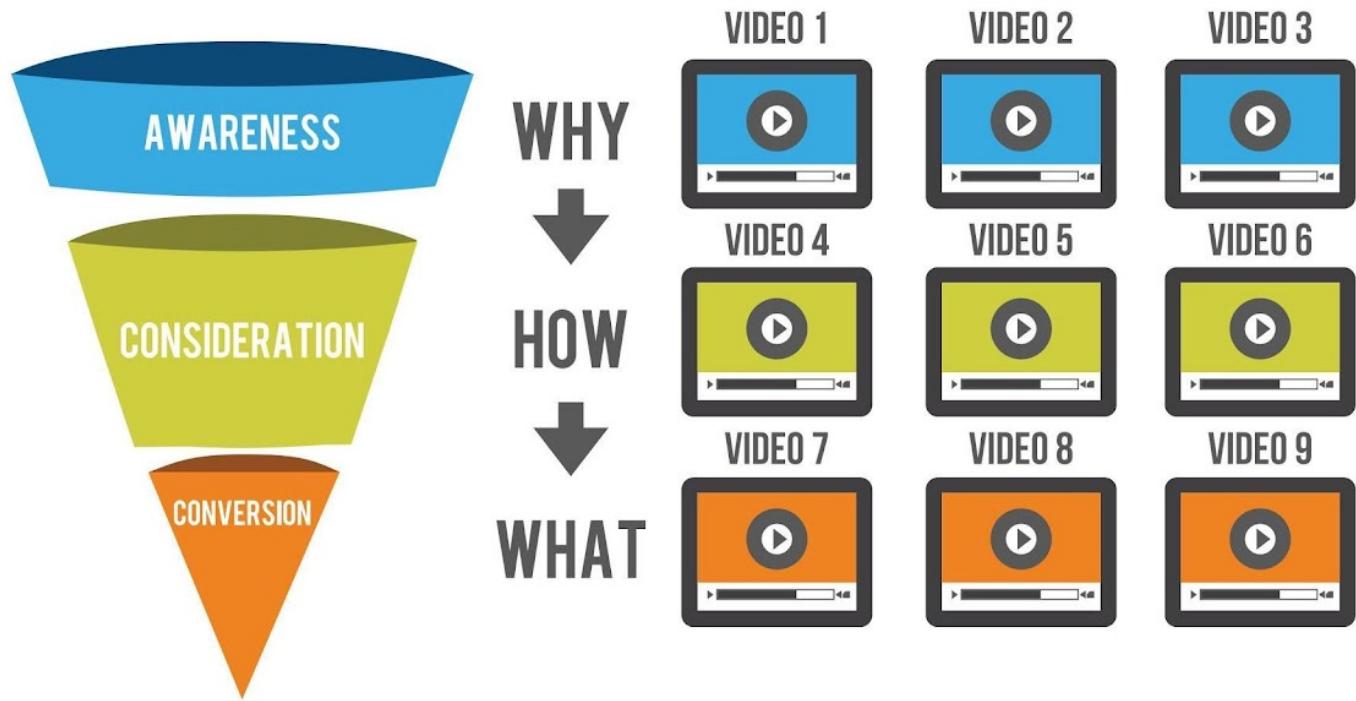


[Video: 3x3 Grid: Why, How, What - Logan Young](#)

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



3x3 Formula



The 3x3 video grid helps us build brand awareness first, then build social engagement, and lastly convert the sale. Each step consists of 3 different videos, strategically designed to generate social leads.



This first step is for you to develop brand awareness. Therefore, the first set of videos a business needs for their social media video strategy is the WHY videos.

Start with the WHY-- this is about your business's passion and your stories. No matter the industry or business, there is always a story or history as to WHY your business came together.

The goal of these WHY videos are not to push a product or service. They are used to develop brand awareness for your business. By sharing stories, it helps the consumer to connect with your brand on a personal level.

Industry Example (Health and Wellness):

Video 1: A business owner may have had a past injury or chronic pain that drove them into opening a fitness/injury rehabilitation center to help others with their discomfort.

Video 2: A business owner may refer back to college sports where they always pushed their teammates to focus on the fundamentals of proper weight-lifting which lead them to a career in physical therapy.

Video 3: A business owner may share a story about the first time they received physical therapy or athletic rehabilitation and how that experience drove them into starting their own business.



The second set of videos a business needs for your Facebook video strategy is the HOW videos. This step of the funnel is focused on consideration. The HOW videos are designed for your business to share your expertise online. Once again, it does not matter which industry or field you can operate in because there is always something educational that a business can share with their prospective customers.

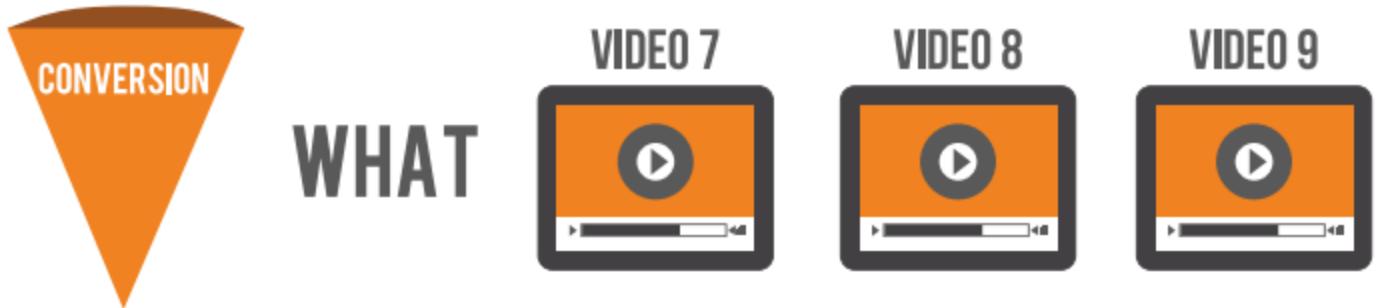
The purpose of the HOW video is to generate consideration with your content. Consideration comes in many forms, whether it's video views, reactions, comments, shares, or even link clicks. Not only do these videos drive consideration, but they help establish your business as a trustworthy source of information. This is a key step in the process to build positive connotations towards your brand.

Industry Example (Health and Wellness):

Video 4: A fitness/injury rehabilitation center will record and share how-to videos with tips on proper stretching techniques for shoulder pain.

Video 5: A fitness/injury rehabilitation center will record how to deal with the mental issues that stem from injury or dealing with the stress of not being able to work due to injury.

Video 6: A fitness/injury rehabilitation center can share tips and tricks for people who sit in an office chair to avoid a tight neck/upper back.



The final step of this video strategy for your business is to create the WHAT videos. The “WHAT” is the product or service that your business offers. This step is what most businesses do first, and that is to advertise or push their products/services online. Without the WHY and the HOW to set the stage for the WHAT, businesses are being ignored by prospective customers, as they do not want to connect with a business who constantly spams them with sales pitches.

With the 3x3 Facebook video strategy, the prospective customer has journeyed through three stages and is now ready for that sales pitch! So let ‘em have it!

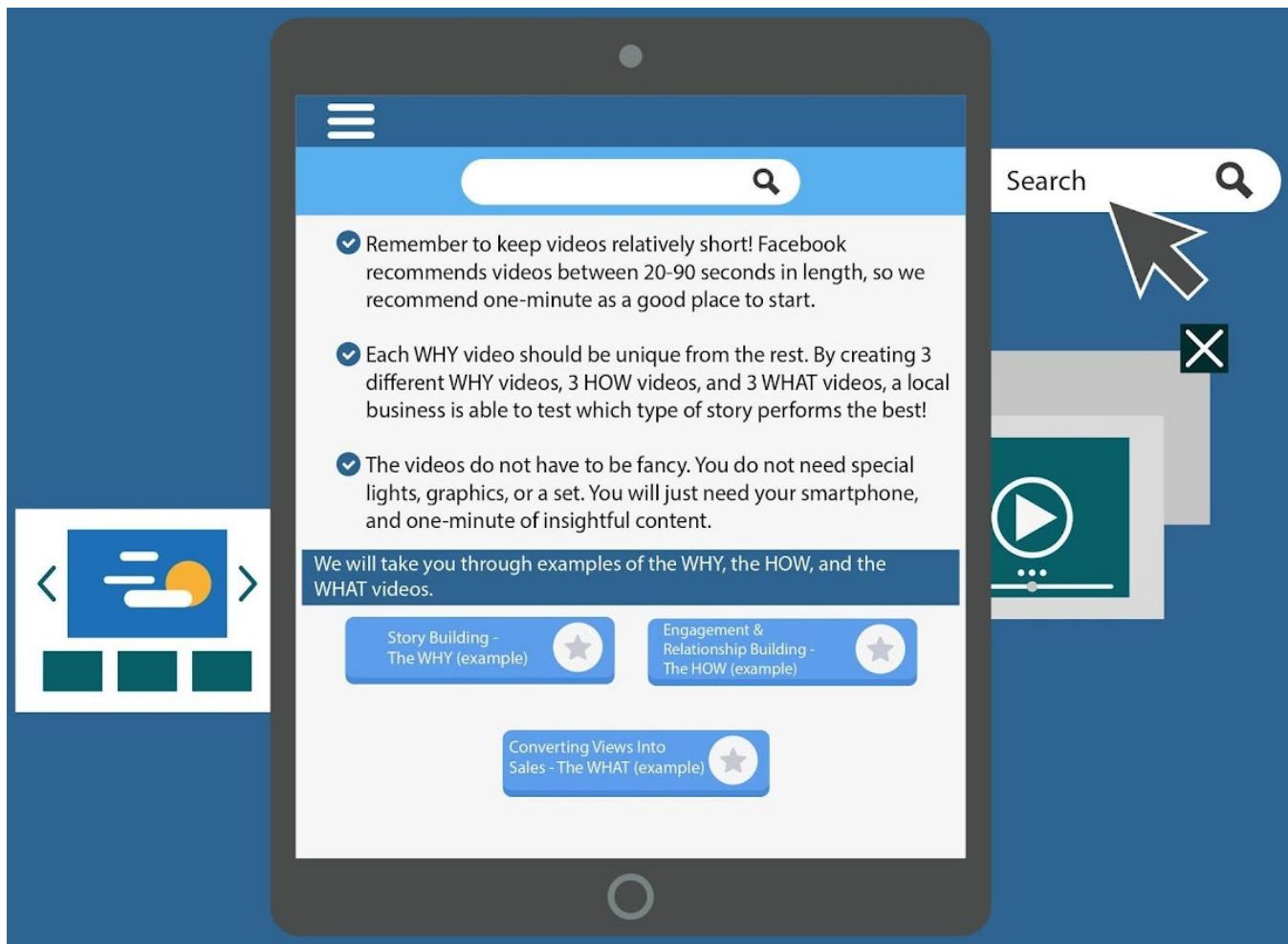
Industry Example (Health and Wellness):

Video 7: A fitness/injury rehabilitation center could promote their one-on-one therapy services.

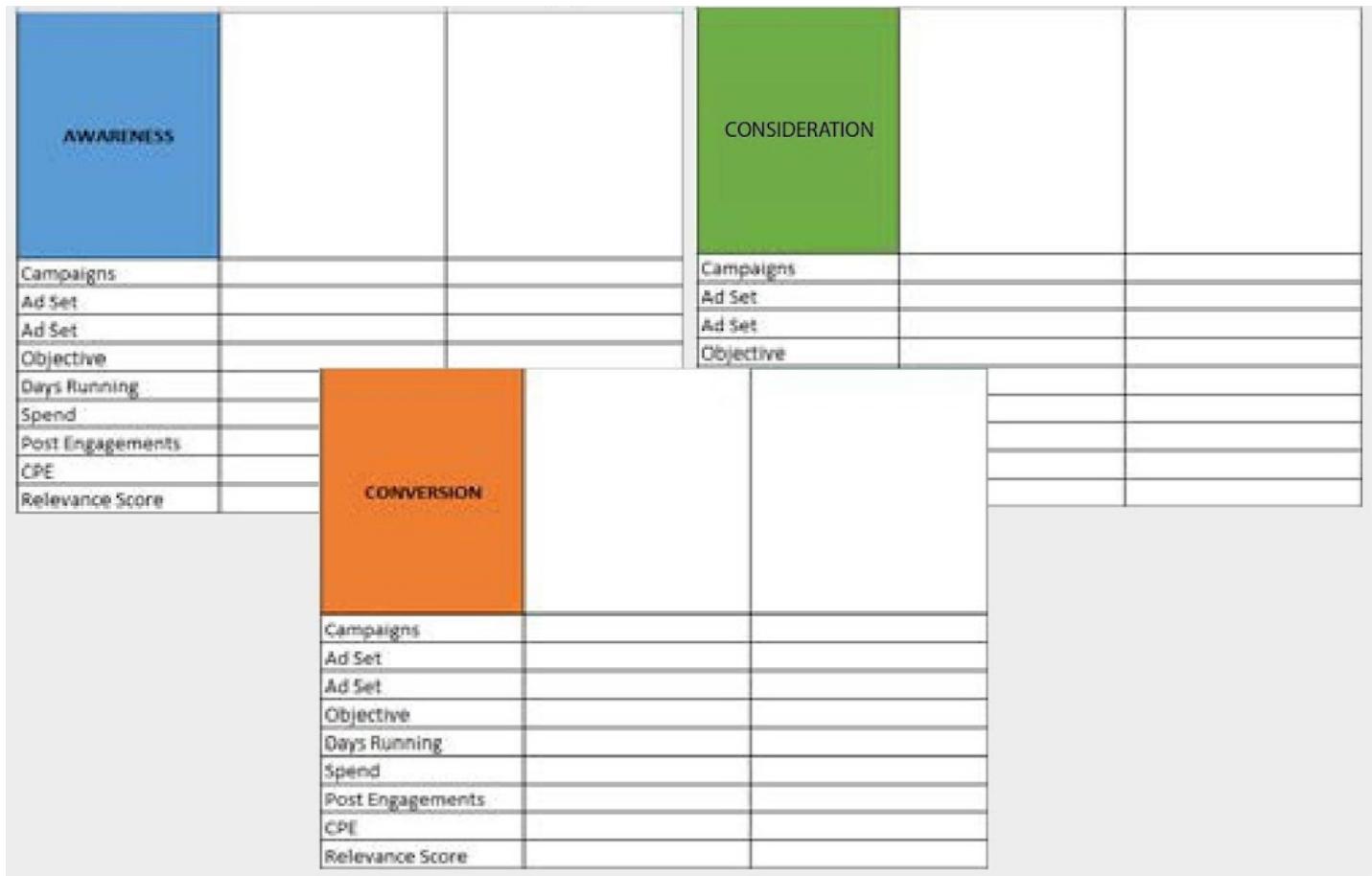
Video 8: A fitness/injury rehabilitation center could promote their mental health awareness month (May) specials and talk about the relationship between fitness and stress relief.

Video 9: A fitness/injury rehabilitation center could promote their group fitness sessions.

Key Video Tips and Examples



Understanding Greatest hits for Each Stage of the Funnel



Post and Ad Analysis			
Post and Ad Analysis			
Awareness			
Campaign	1-Campaign_objective_video_views	1-Campaign_objective_video_views	1-Campaign_objective_video_views
Ad Set	1-of_lowclick_low_impression_videos	1-of_lowclick_low_impression_videos	1-of_lowclick_low_impression_videos
Ad	1-of_lowclick_low_impression_low_imps	1-of_lowclick_low_impression_low_imps	1-of_lowclick_low_impression_low_imps
Objective	Video Views	Video Views	Video Views
Days Running	1st Days	1st Days	1st Days
Spend	\$0.494.70	\$0.470.91	\$0.485.77
Post Engagements	247,402	247,402	221,444
CPI	\$0.61	\$0.61	\$0.61
Ad relevance score	1	1	1
Consideration			
Campaign	1-People_reached_engagement	1-People_reached_engagement	1-People_reached_engagement
Ad Set	1-of_low_imps_engagement_low_engagement_low	1-of_low_imps_engagement_low_engagement_low	1-of_low_imps_engagement_low_engagement_low
Ad	1-of_low_imps_engagement_low_low_imps	1-of_low_imps_engagement_low_low_imps	1-of_low_imps_engagement_low_low_imps
Objective	Post Engagement	Post Engagement	Post Engagement
Days Running	1st Days	1st Days	1st Days
Spend	\$0.444.43	\$0.407.84	\$0.429.91
Post Engagements	111,019	81,876	94,410
CPI	\$0.61	\$0.61	\$0.61
Ad relevance score	1	1	1
Conversion			
Campaign	1-Campaign_objective_sales	1-Campaign_objective_sales	1-Campaign_objective_sales
Ad Set	1-of_lowest_low_impression_low_imps	1-of_lowest_low_impression_low_imps	1-of_lowest_low_impression_low_imps
Ad	1-of_lowest_low_impression_low_low_imps	1-of_lowest_low_impression_low_low_imps	1-of_lowest_low_impression_low_low_imps
Objective	Sales	Sales	Sales
Days Running	41 Days	34 Days	24 Days
Spend	\$0.444.43	\$0.407.84	\$0.429.91
Conversion Value	\$0.1,000.00	\$0.1,010.40	\$0.1,044.00
ROAS	24.7%	26.8%	26.7%
Ad relevance score	1	1	1

When analyzing your awareness and consideration stages, always use top of funnel metrics to determine which ad is top performing, these include:

- Impressions
- Reach
- Engagement
- Video Views

In Conversion campaigns, always use conversion purchase value as the measurable metric, along with ROAS to give you context through a counter-balancing metric.

Audience Performance Matrix




Custom Audiences			Non-custom Audiences			SUBTOTAL:	
	Number	%		Number	%		
Imps	100,000	10%		100,000	10%		100,000
Clicks	100,000	10%		100,000	10%		100,000
Spend	100,000	10%		100,000	10%		100,000
Revenue	100,000	10%		100,000	10%		100,000
ROAS	100,000	10%		100,000	10%		100,000
Brand			Non-brand			GRAND TOTAL	
	Number	%		Number	%		
Imps	100,000	10%		100,000	10%		100,000
Clicks	100,000	10%		100,000	10%		100,000
Spend	100,000	10%		100,000	10%		100,000
Revenue	100,000	10%		100,000	10%		100,000
ROAS	100,000	10%		100,000	10%		100,000

SUBTOTAL:

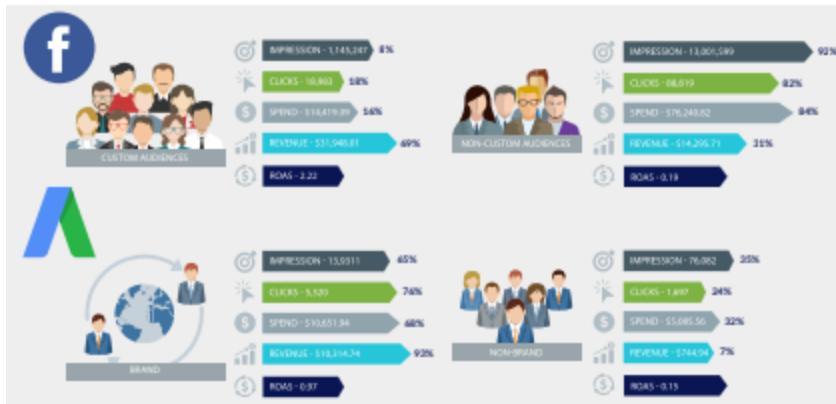
100,000	10%	100,000	10%	100,000
100,000	10%	100,000	10%	100,000
100,000	10%	100,000	10%	100,000
100,000	10%	100,000	10%	100,000
100,000	10%	100,000	10%	100,000

[Audience Performance Matrix](#) Helps to Plan Spend and Audiences within our Re-Marketing Funnel.




Audience Performance Matrix - January 2018							
Custom Audiences		Non-Custom Audiences		Subtotal		Grand Total	
	Number	%		Number	%		Number
Impressions	1,345,247	8	Impressions	13,001,599	52	Impressions	14,346,846
Clicks	18,863	18	Clicks	88,819	82	Clicks	107,682
Spend	\$14,479.39	28	Spend	\$17,343.82	80	Spend	\$30,823.21
Revenue	\$11,948.03	69	Revenue	\$14,295.71	72	Revenue	\$26,343.73
ROAS	2.22	ROAS	0.19	ROAS	0.51	ROAS	0.70
Brand			Non-Brand			Subtotal	
Impressions	1,398,113	65	Impressions	76,063	35	Impressions	215,386
Clicks	5326	76	Clicks	1,687	74	Clicks	7021
Spend	\$10,851.94	68	Spend	\$8,085.56	52	Spend	\$18,937.50
Revenue	\$10,814.74	69	Revenue	\$7,484.94	71	Revenue	\$18,059.68
ROAS	0.93	ROAS	0.15	ROAS	0.70	ROAS	0.70
Subtotal			Subtotal			Grand Total	
Impressions	1,384,558	Impressions	13,077,663	Impressions	14,362,239	Impressions	14,362,239
Clicks	28,309	Clicks	90,536	Clicks	134,818	Clicks	134,818
Spend	\$15,071.39	Spend	\$18,519.38	Spend	\$30,590.71	Spend	\$30,590.71
Revenue	\$12,162.75	Revenue	\$15,040.45	Revenue	\$31,803.40	Revenue	\$31,803.40
ROAS	1.08	ROAS	0.18	ROAS	0.54	ROAS	0.54

Using an Audience Performance Matrix helps you assess how your custom and non-custom audiences are performing, and how efficient your remarketing funnel is.



Using an audience performance matrix to measure the value of custom and non-branded audiences.

Measure how your remarketing audiences are performing in the funnel.

Are we driving conversions off the back of your top of the funnel endeavors?

Are our remarketing audiences covering the cost of our awareness and consideration stages?

Custom audiences include:

- Website visitors
- Video viewers
- Page engagers
- App visitors

Branded keywords are those which include your company name or a bespoke product title.



Audience Performance Matrix - December 2018

Custom Audiences		
	Number	%
Impressions	15,953,777	52
Clicks	313,073	56
Spend	\$126,237.55	58
Revenue	\$349,337.00	72
ROAS	2.77	
Brand		
	Number	%
Impressions	147	0
Clicks	27	0
Spend	\$17.17	0
Revenue	\$0.00	#DIV/0!
ROAS	0	
Subtotal		
	Number	
Impressions	15,953,924	
Clicks	313,100	
Spend	\$126,254.72	
Revenue	\$349,337.00	
ROAS	2.77	

Using an audience performance matrix to measure the value of non-custom and non-brand audiences

Splitting out our audiences into non-custom and non-brand is a great way of summarizing our top-of the funnel endeavors.

Do we have enough people entering our funnel?

Are we spending 40-80% of our budget on non-custom audiences and non-branded keywords?

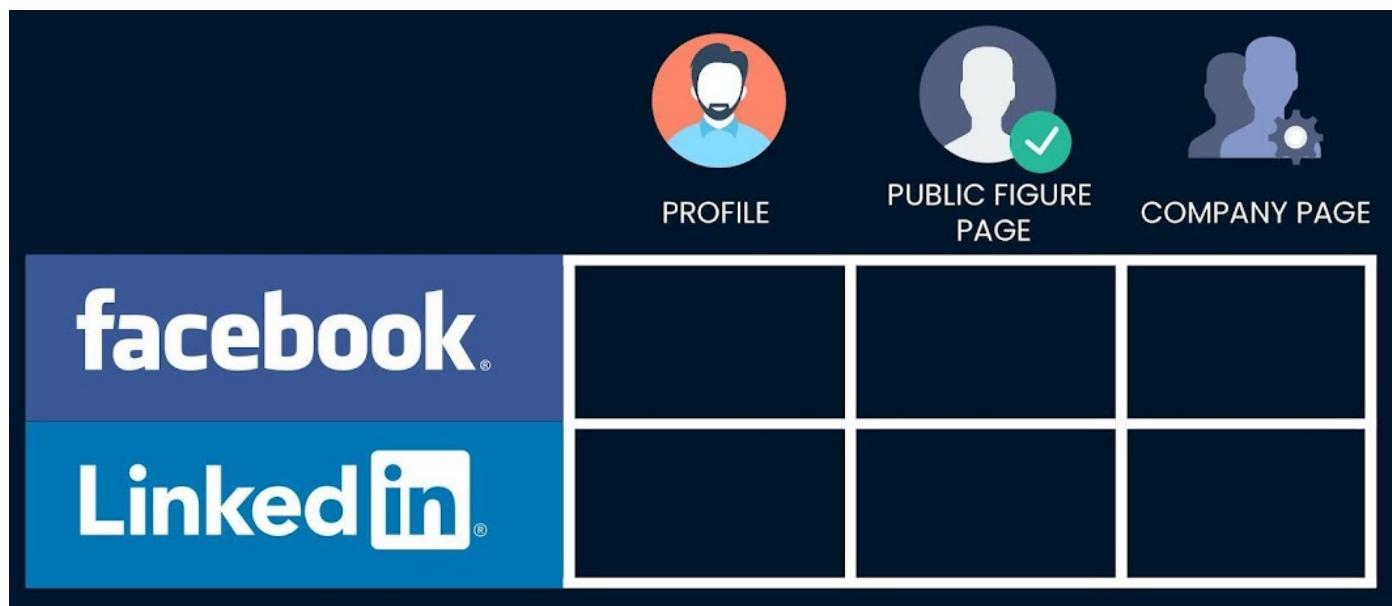
Do we have enough link clicks to fuel our website visitors?

Non-custom audiences include:

- Saved audiences
- Lookalike audiences

Non-Custom Audiences		
	Number	%
Impressions	14,630,995	48
Clicks	245,709	44
Spend	\$91,171.70	42
Revenue	\$135,596.33	28
ROAS	1.49	
Non-Brand		
	Number	%
Impressions	9,296,094	100
Clicks	90980	100
Spend	\$48,298.16	100
Revenue	\$0.00	#DIV/0!
ROAS	0	
Subtotal		
	Number	
Impressions	23,927,089	
Clicks	336,689	
Spend	\$139,469.86	
Revenue	\$135,596.33	
ROAS	0.97	

3 Assets on Facebook and LinkedIn



Next Steps...



You have completed Facebook for \$1 a Day Course!

Take Dollar a Day quiz here:

[Take Quiz](#)

Now move onto *Optimization*.

EXPRESS Package

One-Page Checklist:

- Quick Audit
 - Video recording going through your social profiles.
- Assemble a Content Library
 - Spreadsheet to keep track of all your digital assets
 - We use CrowdTangel to gather mentions for you
 - Create your 3x3 funnels
- Create Audiences
 - Up to 9 custom/saved audience based on Strategy Assessment
 - 1,7, and 28-day Website Visitors of lead magnet, shopping cart, and checkout page visitors
 - 1-2% Lookalike of Email list and/or Purchases in the last 180 days
 - Mega Media
 - Workplace
- Boost Your Content
 - Promote to custom and saved audiences created based on Strategy Assessment
 - Up to 9 pieces of content for a \$1 a day over 7 days
 - After 7 days, lightweight optimization, kill posts that don't meet our Standards of Excellence, and extend "winners" for \$30 over 30 days
 - Boost Cover Photo
- Add "Greatest Hits" to Content Library
 - Saving posts that meet or exceed our Standards of Excellence
 - Measure CTR, CPC, CPE, and Relevance Score against our goal defined by your Strategy Assessment
- Strategy Call with L4+ Specialists
 - This will be done at the end of the 30-day EXPRESS period
- Month-End Report
 - Change target audiences to "winners"
 - Create custom audiences based on 10-second video viewers
 - Assemble and rank "greatest hits" within your Content Library
 - Propose a monthly retainer option for on-going maintenance

For more information, visit: Blitzmetrics.com/FDD

*Thank
You!*

