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Social Amplification ENGINE





Welcome!

This guide will teach you to:

- Follow proven processes to increase your visibility, grow your audiences, supercharge engagement, drive leads and end-conversion goals.
- Go beyond just a single channel to take advantage of cross-channel marketing.

This guide will not teach you:

- How to create content, landing pages, or your sales funnel — you must have a funnel that already converts.
- How to start your business — what we teach you will amplify your existing marketing efforts into digital.

Let's implement the **Social Amplification Engine** together!

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Why Social Amplification?

Facebook amplifies what's already working, as we've learned from the Warriors [*case study*](#)⁽¹⁾ that Facebook released.

Custom audiences = people-based marketing = remarketing = sequences across channels = word of mouth at scale.

So custom audiences allow us to market cross-channel to amplify where fans are already engaging in the stadium, in the app, in our email sequences, on our website, via our Google channels, and anywhere we can place a tag.

We have grown these audiences and nurtured them through funnel stages of audience > engagement > conversion.

The ticketing and merchandise revenue we drive is a direct function of how well we have nurtured these engagement audiences-- for example, organic efforts during the pre-season and boosted posts that have already performed well organically.

“ Facebook ads increase the yield of our other marketing programs. Specifically, custom audiences yield at least a 1,000% ROAS and were as high as 4,000% during the playoffs. That means getting back \$40 in revenue for every \$1 spent. Lookalikes on top of custom audiences throw fuel on the fire. ”



Kenny Lauer, VP Marketing, Golden State Warriors

Success with Facebook was about having a repeatable process where everyone knows in advance who is posting organically, what sponsor campaigns are running, the ROI/revenue targets for each game, pre-made reports to run, who is turning which campaigns on/off, and how we're continually testing.

For example, if we have a bobblehead giveaway night, we'll test whether boosting a post is more effective than promoting an event, if lookalikes outperform custom audiences, if video alone outperforms multiple items in the carousel, what timing works best for merchandise versus ticketing.

For example, in testing we've learned that mobile video is killer, driving costs per view at fractions of a penny at Relevance Scores of 10. Boosting these videos creates custom audiences that are effective remarketing channels for ticket sales.

We also know that campaign effectiveness increases steadily until game time. So when we used to have a weekly budget that was spread evenly on a daily budget, we've created a hockey stick distribution to capture increasing ROI.

We found that the content which resonates best in other social networks isn't necessarily the same that works on Facebook.

Bottom line-- test as part of your regular operations and have a turnkey process to boost organic content, report on results, optimize, and repeat.

1 <https://www.facebook.com/business/success/golden-state-warriors>

There are 6 phases to the Social Amplification Engine

Maximize what's already working in your business-- to increase conversion rates on existing traffic and find more ideal customers. It's not for brand new products or businesses that don't have an existing funnel.

1 PLUMBING

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

2 GOALS

Your **Goals** are your metrics and your mission. Metrics are your numerically driven targets -- cost per lead, ROI, revenue, traffic, and so forth. Meaning is your WHY-- your reason for existence.

3 CONTENT

Content flows from your mission-- so strong you can't help but talk about it and encourage others to embrace common goals. Conversion happens after indoctrination (audience and engagement stages).

4 TARGETING

Target this content to multiple owned audiences (Facebook remarketing, Google remarketing, email remarketing, app remarketing, tie-ins with your CRM) and core audiences (lookalike audiences for each conversion type, media/influencer targets, related interest targets). Getting your "digital plumbing" in place is key to be able to create these audiences and create cross-channel campaigns (people who've been to your site, but haven't bought, who are fans but you don't have an email, have bought last year but not this year, are in your email list, but haven't been to the site, etc).

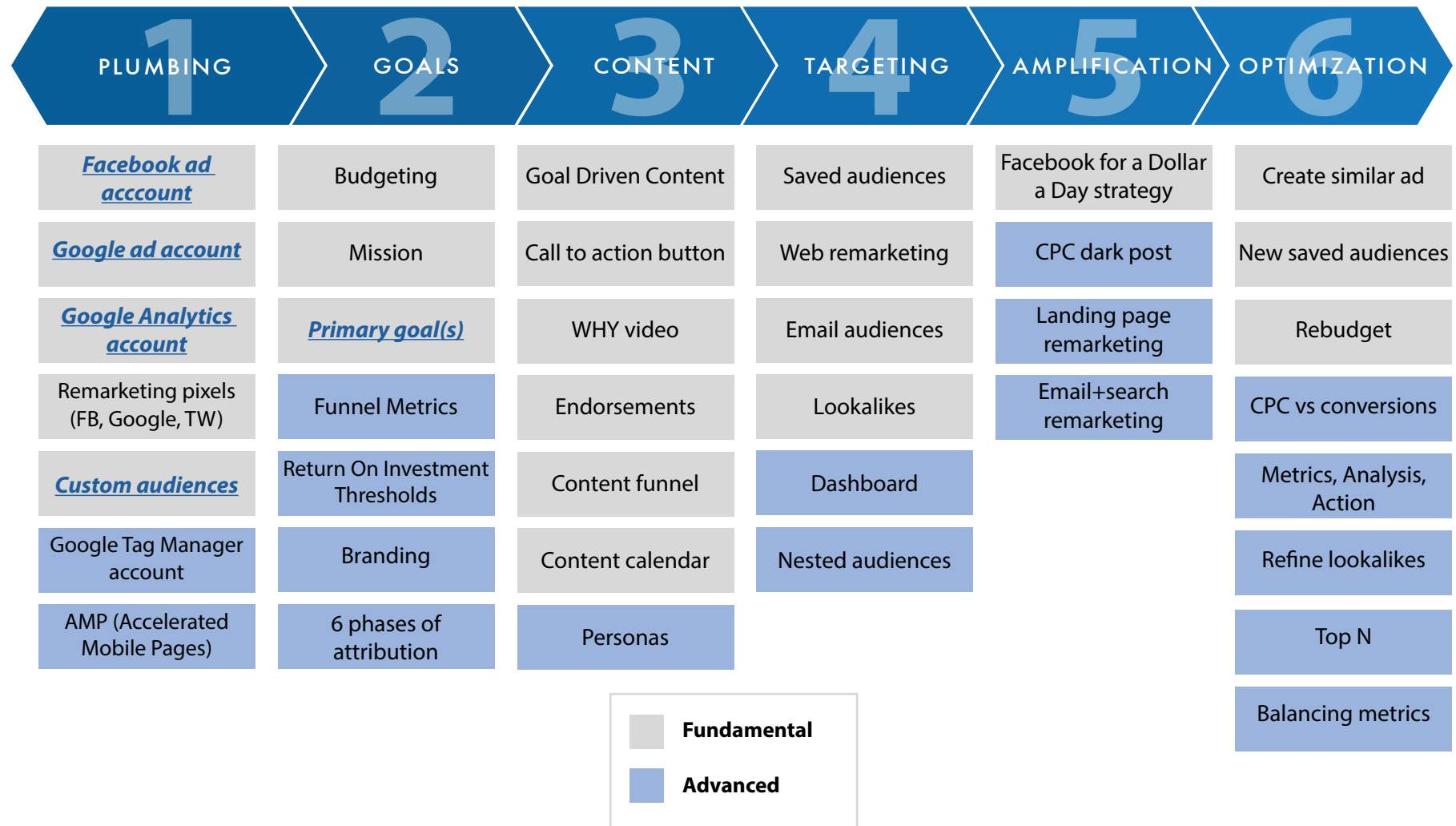
5 AMPLIFICATION

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

6 OPTIMIZATION

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

Overview of the tasks within the Social Amplification Engine



We can further break down these 6 phases into task groupings.

Facebook ad account : <https://business.facebook.com/>
Google ad account : <https://www.google.com/adwords/>
Google Analytics account : <https://www.google.com/analytics/>

Custom audiences : <https://blitzmetrics.com/creative-ways-we-use-custom-audiences-at-blitzmetrics/>
Primary goal(s) : <https://blitzmetrics.com/determine-goals-build-personal-brand/>

Your Marketing Technology Stack

There are [3,874 tools^{\(1\)}](http://chiefmartec.com/2016/03/marketing-technology-landscape-super-graphic-2016/) 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.

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

We don't have to be experts in any of them, so long as we understand [how these marketing and technology tools fit together^{\(2\)}](https://www.youtube.com/watch?v=ylbFA9rRznI). The client 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

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



none

Shopping Cart:

Shopify, ZenCart, Yahoo! Cart.



none

1 <http://chiefmartec.com/2016/03/marketing-technology-landscape-super-graphic-2016/>

2 <https://www.youtube.com/watch?v=ylbFA9rRznI>



Digital Plumbing

- ☐ Create your Facebook Ads account using "Business Manager" www.business.facebook.com.
- ☐ Create your Google Ads account and tie it to the Google MCC.
- ☐ Create your Google Tag Manager (GTM) account.
- ☐ Create your Google Analytics account.
- ☐ Set up Google Analytics with GTM.
- ☐ Set up Facebook Pixels and Standard Events with GTM.
- ☐ Create your first Website Custom Audience on Facebook.
- ☐ Set up Google Remarketing Pixel using GTM.
- ☐ Publish your GTM container and tags to website.
- ☐ Verify everything is setup correctly.

Need help? View **video tutorials** (<http://bit.ly/2du96At>) explaining these steps.

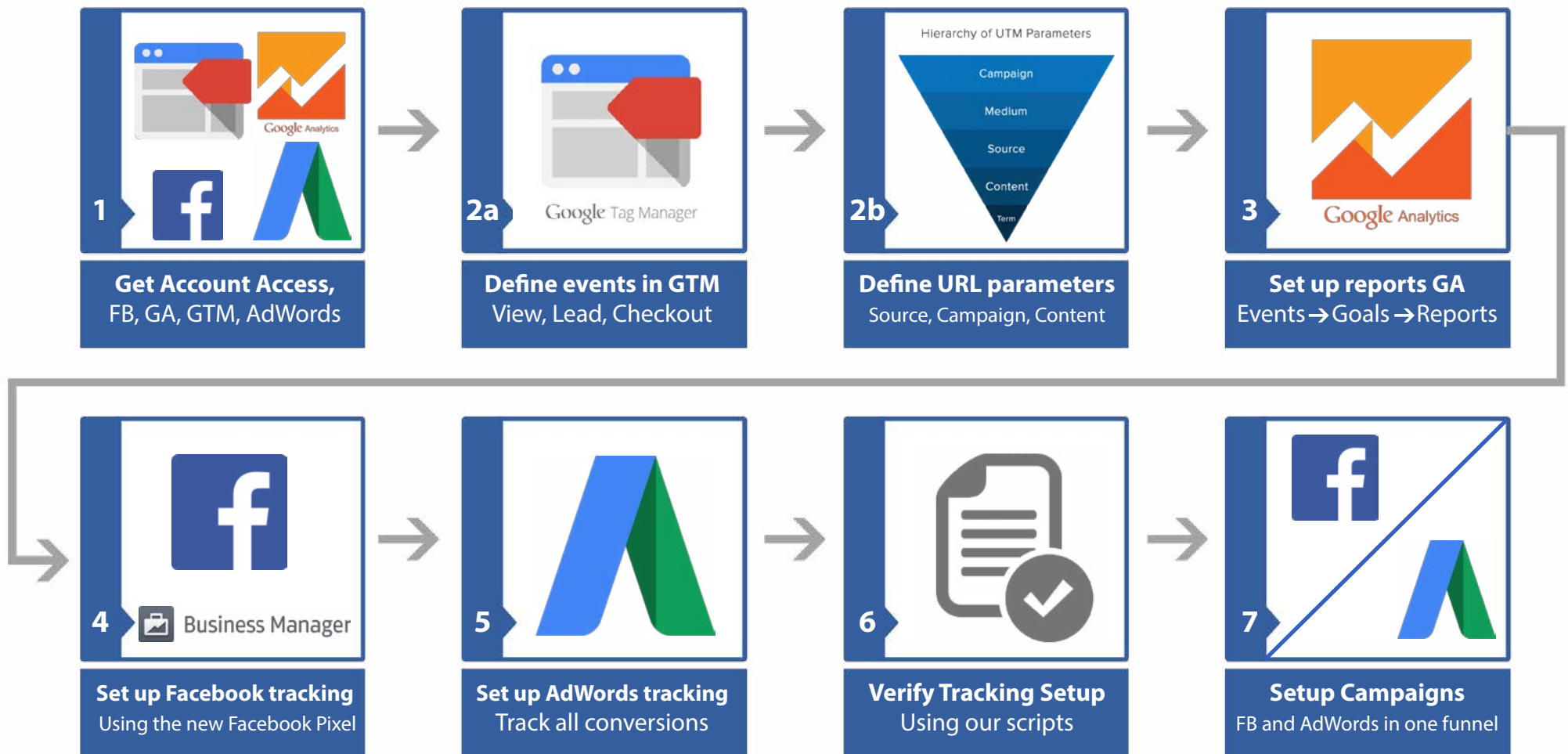
Get The Guide:



PLUMBING

<http://www.blitzmetrics.com/gtm>.

BlitzMetrics Social Amplification Flowchart - SETUP



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

Creating Your Google Tag Manager Account

With Google Tag Manager, you can track all of your tags from Facebook, AdWords, or anywhere else.

Go to <http://google.com/tagmanager> to set up a Google Tag Manager account and follow the instructions provided on the site. Once you agree to the Google Tag Manager Terms of Service, you'll see the Tag Manager code that you will need to install on your site. **Paste the code into your website to complete the integration.**

- **HTML Sites:** If your site uses HTML editor then copy the code and open up your website's HTML page template. Find the code "" within your page template and paste in the Google Tag Manager code directly after and hit save. You will need to do this for all pages or page templates that you want to use Google Tag Manager with.
- **WordPress Sites:** There's a useful [plugin^{\(1\)}](#) for Google Tag Manager. You can just copy your Tag ID which is shown next to your account name in the GTM dashboard or from the code itself after "?id=" and then paste it into the plugin settings page.

What You'll Need To Get Started

- ☐ Create your Facebook Ads account using "Business Manager" www.business.facebook.com.
- ☐ Create your Google Ads account and tie it to the Google MCC.
- ☐ Create your Google Tag Manager (GTM) account.
- ☐ Create your Google Analytics account.

¹ <https://wordpress.org/plugins/duracelltomi-google-tag-manager/>

Setting Up Your First Facebook Custom Audience

- ☐ 1. Go to business.facebook.com and click on **Ad Manager**.
- ☐ 2. Click the Create Audience button and select to create a Custom Audience.
- ☐ 3. Select **Website Traffic** so that you can build an audience from your website visitors.
- ☐ 4. Configure the tag to target **Anyone who visits your website** and set a period of **180 days**. Make sure you also give it a name you'll remember such as All BlitzMetrics.com Visitors.
- ☐ 5. After creating your audience you should be presented with your pixel. If you don't see it, click the gear in the lower left corner to bring up your pixel code.
- ☐ 6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.
- ☐ 7. Select Custom HTML as the product and give the tag a recognisable name e.g. (Facebook Audience) by clicking the pencil icon next to the tag title.
- ☐ 8. Click **Continue** and paste in the Custom Audience code provided by Facebook.
- ☐ 9. Set the tag to fire on **All Pages**.
- ☐ 10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.

Setting Up Google Analytics with Google Tag Manager

- ☐ 1. Go to the [Google Analytics website^{\(2\)}](#) and either create an account or log in to your existing site to get your Tracking ID. Make sure you copy the Tracking ID rather than the full code from **Admin > Tracking Info**.
- ☐ 2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.
- ☐ 3. Select the **Universal Analytics** tag type and give your tag a name e.g., Google Universal Analytics.
- ☐ 4. Click **Continue** and paste in your **Tracking ID**. That you copied from the <https://analytics.google.com/analytics/web/>

²

Analytics site. You will also want to make sure that you check the box to Enable Display Advertising Features.

- ☐ 5. Set the tag to fire on **All Pages** and click **Create Tag**.
- ☐ 6. Once your tag is complete, you can click to **Publish** the container or add another tag.

Setting Up Google AdWords Remarketing with Google Tag Manager

- ☐ 1. Go to the **Shared Library** section of your [Google AdWords^{\(3\)}](#) account and click to **View Audiences**.
- ☐ 2. Click to **View Audiences** and then hit the big red **Remarketing List** button.
- ☐ 3. Pick the type of users/categories you want to use.
- ☐ 4. Give your list a memorable name and ensure that the **Remarketing Tag** option is selected. You will also want to set a **Membership Duration of 180 days** before saving the list.
- ☐ 5. Once your tag has saved you can click on the blue **[Tag]** link to bring up the code that you need.
- ☐ 6. Copy your Remarketing tag into a text editor so that you can copy specific details from it.
- ☐ 7. Go to Google Tag Manager account and click to create a **New Tag**.
- ☐ 8. Select **Google AdWords** as the Product type.
- ☐ 9. Select **AdWords Remarketing** as the Tag Type.
- ☐ 10. Paste in your **Conversion ID** and **Conversion Label** from your Remarketing Tag.
- ☐ 11. Click to **Create Tag** and then you can either publish your container or add another tag.

Publishing Your Google Tag Manager Container

- ☐ 1. Make sure you have completed any tags you were building and click **Publish**.
- ☐ 2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy, click **Publish Now**.
- ☐ 3. Your tags will now be live on any pages where you have added the **Google Tag Manager** code.

Setting Up Facebook Conversion Tracking

- ☐ 1. Go to the **Conversion Tracking** menu item in your Facebook Ads dashboard and click to **Create Pixel**.
- ☐ 2. Select the type of conversion that you want to measure and give it an easily recognisable name.
- ☐ 3. Copy the Conversion Pixel code that Facebook presents you.
- ☐ 4. Go to your Google Tag Manager account and click to create a **New Tag** of the **Custom HTML** product type.
- ☐ 5. Paste in the Facebook conversion code. If you look through the code you will see two instances of "value" and "currency" in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables (an advanced topic beyond the scope of this guide).
- ☐ 6. Click to continue and then set the tag to fire on Some Pages.
- ☐ 7. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html". The benefit of only using a part of the URL such as "thankyou.html" is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

3 <https://adwords.google.com>

- example.com/product/thankyou.html
- example.com/service/thankyou.html

- ☐ 8. Click **Save** to confirm the new rule and then **Create Tag** to add the conversion tag to your container.
- ☐ 9. Your new tag is now complete and you can either publish to activate the tag or add another tag.

Setting Up Google AdWords Conversion Tracking

- ☐ 1. Go to the **Tools > Conversions** section of your Google AdWords account and click the + **Conversion** button.
- ☐ 2. Click to add a new Conversion item and then select Website as the source of conversion.
- ☐ 3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click **Save and Continue**.
- ☐ 4. Copy your conversion tag to a text editor so you can copy the **Conversion ID** and **Conversion Label** later.
- ☐ 5. Go to your [Google Tag Manager](#) ⁽⁴⁾ account and click to create a **New Tag** of the **Google AdWords** product type.
- ☐ 6. Give the tag a memorable name and select **AdWords Conversion Tracking** as the tag type.
- ☐ 7. Find your **Conversion ID** and **Conversion Label** in the code you copied from AdWords earlier and then paste them into the tag configuration. You can also set a specific conversion value and currency here, or use dynamic variables (advanced method beyond the scope of this guide).
- ☐ 8. Click to **Continue** and set the tag to fire on **Some Pages**.
- ☐ 9. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/

thankyou.html" or enter "thankyou.html".

- ☐ 10. Click **Save** to select your new firing rule and then **Create Tag** to complete the setup.
- ☐ 11. Your new tag is now complete and you can Publish your changes or add another tag.

Google Tag Manager Tips Version Control

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

Managing Users

You can add more users e.g., agencies or web developers, to your Google Tag Manager account in just a few clicks.

- ☐ 1. Go to the **Admin** section of your Google Tag Manager account and click **User Management**.
- ☐ 2. Click **New** to add new user and then enter the email address of the person you would like to invite.
- ☐ 3. Select the features that you want to grant access to under **Container Permissions** and then click **Confirm**.

Verifying Your Tag on the Published Site

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

Setting up Twitter Remarketing Audiences

- ☐ 1. Go to your Twitter Ads Dashboard at <https://ads.twitter.com/>
- ☐ 2. Input **payment** information.
- ☐ 3. Select **Tools > Conversion Tracking**.
- ☐ 4. Click to Create your **first website tag**.
- ☐ 5. Enter a descriptive name for your first audience, set a conversion type of **Site visit** whilst ensuring that the tailored audience box is checked.
- ☐ 6. Click to **Show Conversion Settings** and set appropriate attribution windows. For a simple catch all remarketing tag.
we recommend **90 days** post engagement attribution and turning **Off** or setting a low **1 day** post-view attribution.
- ☐ 7. Click **Save tag and generate code snippet** and you will be presented with your remarketing tag, which you can now add to Google Tag Manager.

Adding Your Twitter Remarketing Tag to Google Tag Manager

- ☐ 1. If you haven't already got your Twitter code to hand you can access existing tags under the **Tools > Conversion tracking** page and hitting the edit option on your audience.
- ☐ 2. Go to your **Google Tag Manager** account and click to **Add a new tag**.
- ☐ 3. Enter a descriptive name for your Twitter Remarketing Tag and select **Custom HTML Tag** as the type.
- ☐ 4. **Paste in the code** that you got from your Twitter Ads account and hit **Continue**.
- ☐ 5. Click the **All Pages** option to ensure your primary remarketing site catches all visitors to your site, and then click **Create Tag**.
- ☐ 6. Click **Publish** and then confirm with the **Publish Now** button in the box that pops up.
- ☐

Adding Your Instagram Account to Your Facebook Advertising Account

- ☐ 1. Go to Facebook Business Manager at business.facebook.com
- ☐ 2. Hover over, or click on, **Business Manager Settings** and then select **Instagram Account**.
- ☐ 3. You will usually be presented with a list of Instagram Accounts but as you haven't linked one yet, click to **Claim New Instagram Account**.
- ☐ 4. Enter your Instagram Username and Password to the pop up box and click Next.
- ☐ 5. You will be presented with your linked **Instagram Accounts**, showing the one you just linked. Click to **Assign Ad Accounts**, select your Facebook Ads account and click **Save Changes**.
- ☐ 6. (Optional) You can also click to **Assign Partner** to allow an agency to manage your account. You can then simply enter the Business ID they provide, for example BlitzMetrics would be: 552854764819146 found in the Info tab and click Confirm.

Creating an Ad for Instagram through Facebook Power Editor

- ☐ 1. Go to your Business Manager and Click on Power Editor.
- ☐ 2. Click on **Create Campaign**.
- ☐ 3. Make sure you select Website Clicks as the Objective, enter some basic details and click to Create.
- ☐ 4. Under your Ad Sets settings make sure you enabled Instagram Placement as it is disabled by default.
- ☐ 5. Open your Ad settings and select which accounts to link the creative to.
- ☐ 6. Add your Website URL (where you want people to go), Add text and select an image that is a minimum of 640x640px however, Facebook recommends at least 1200x1200px to look great across all platforms. You can also select a call to action button.



Goals

- ☐ Define your mission (start with your “why”) and identify the desired outcome and customer segments.
- ☐ Identify your primary goal(s) in the next 90 days.
- ☐ State your Cost per conversion (CPA) or Return On Ad Spend (ROAS).
- ☐ Determine which channels are critical to your marketing goals.
- ☐ Determine the value of your fans using one of the 3 outlined methods.
- ☐ Choose one key metric for each funnel stage: audience, engagement, and conversion (AEC).
- ☐ Create free dashboard to track analytics and ad performance at www.dashboard.blitzmetrics.com.

GOALS

Laying down the plumbing for an awesome article machine

Figure out what you stand for (your “why”)

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

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

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”](#)⁽¹⁾ 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 piggyback 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?

1 <https://blitzmetrics.com/ntg/>

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
- ☐ I have a marketing team
- ☐ Me and some freelancers
- ☐ 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		
 AdWords		
 SEO		
 LinkedIn		
 Twitter		
 Email		
 Local reviews		

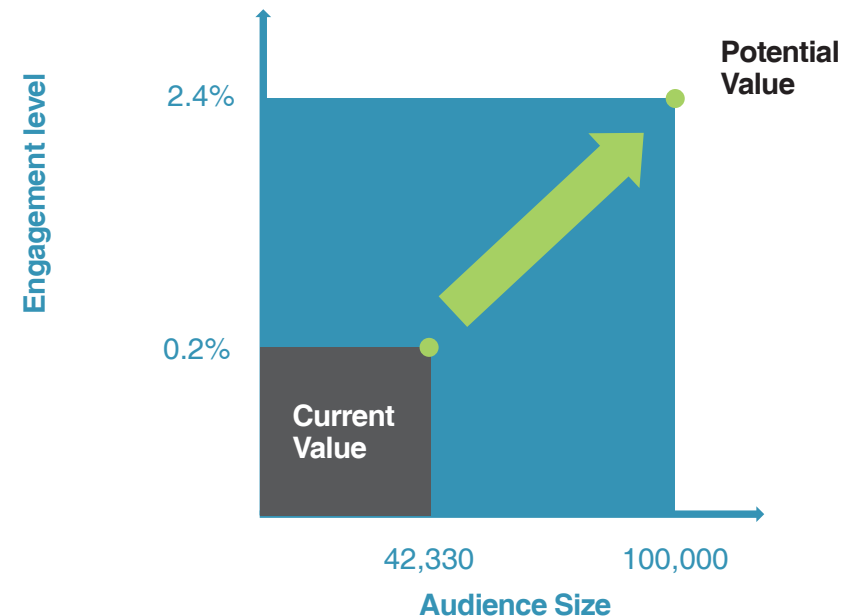
What is the value of your fans?

There are 3 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 wall posts and your cost of media is a \$5 CPM in 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. But what if you post only 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 3 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

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 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.



implied interest rate. 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 \$150 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 3 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, BlitzLocal 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 is a fan or not compared to purchasers who are fans or not). Indisputable value which can then be plugged into our grading tool- to override the default fan value. Justin said 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. But 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 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 acknowledgement 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, but will have one Facebook. 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 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 in 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 ratecard, 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 2nd model.

Measuring Engagement

If you're an administrator of your brand's Facebook page, you can access Insights. Here are 3 key metrics to determine your engagement:

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 wall is where most engagement occurs, although you can boost your engagement rate by running ads to your postings, plus including engagement apps.



Officer Ludwig I'm thankful for my dad, Officer Ludwig. The best, most loving man I've ever known. I was blessed beyond belief to have him for as long as I did. God bless the rest of you this Thanksgiving week. May each of you shine in your own family with God center in your lives!!
73,247 Impressions · 1.72% Feedback
Sunday at 6:26pm · Unlike · Comment · Promote

You, Kalley Rasz, M. Kendall Ludwig, Eric Ludwig and 1,109 others like this.

View all 147 comments

Write a comment...

Officer Ludwig Friends, what is something you're grateful for this week?
106,884 Impressions · 1.04% Feedback
Saturday at 11:22pm · Unlike · Comment · Promote

You, Eric Ludwig, Kathy L. Beach, Debi Ludwig and 446 others like this.

View all 663 comments

Write a comment...

Officer Ludwig NIGHTSHIFT. Enjoy your last hour with the family. Shower, eat, pray. Kiss your loved ones, then lock in and focus on taking the bad guys DOWN!!! Getting colder, times are tough, and there are many good people tonight in the crosshairs of the wicked. Be that THIN BLUE LINE. God be with you all!!!
109,765 Impressions · 1.33% Feedback

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. Underpost and you have no community. Overpost 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 4 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.

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 wall to push their latest products. Here is how we explained the problem to them:

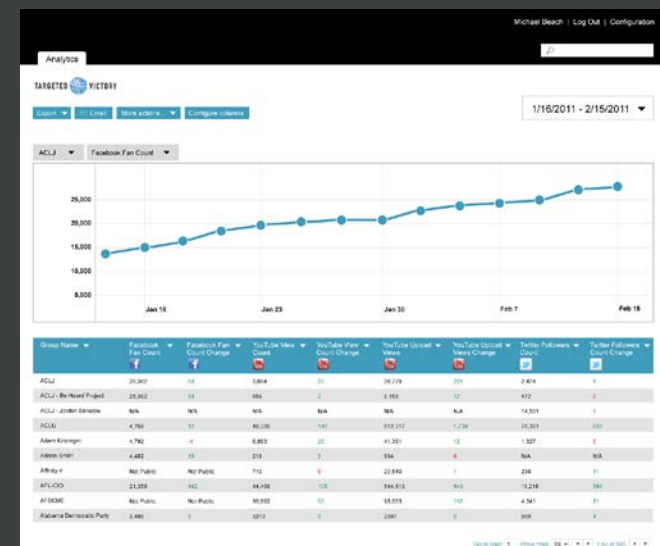
- “Contest traffic is the lowest quality - people who come in via incentives are not there because they truly care about shiny, frizz- free hair. The worst quality traffic is pure game incent traffic (where people do something just to earn coins). Our traffic is somewhere in the middle. It's reasonable 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 FarmVille's 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 wall 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.



The goals of the Golden State Warriors for [Facebook are described here in the Facebook GSW 2015-16 TICKETS Season Order^{\(1\)}](#).

The main goal is to **maximize ROAS (Return On Advertising Spend)**.

We do this by employing our key concepts:

- Use social media to amplify what already works
- Set up an online marketing funnel to fuel remarketing audiences
- Have processes and canned reports in place
- Continuously optimize campaigns and ads (by using **MAA - Metrics, Analysis, Action**)



Content

- ☐ Create personas for the top three customer segments you serve, which drives targeting.
- ☐ Highlight at least 1 key objection for each persona (for either your product or industry).
- ☐ Gather suitable content for each stage of the AEC funnel, addressing every key objection for each persona.
- ☐ Assemble a list of third-party endorsements especially positive mentions from high-authority sites.
- ☐ Create at least one video.
- ☐ Create a content calendar for your social media platform.
- ☐ Create promotional content to drive conversions.
- ☐ Create at least one blog post a month.

Get the guide:



CONTENT

<https://blitzmetrics.com/cmgi>

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 that you're also writing about the same topics that they are.

Write your article draft

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

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

Start with the numbers / metrics, give it context by telling the story behind them, and then make recommendations that form a strategy as to what they can do to improve.

Link to thought-provoking content with relevant anchor text

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

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

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

Give your article a snappy title

Once your article is done, it's time to give it a killer headline that summarizes what your article is about and why your audience should 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 (VA's) like Fancy Hands, Fiverr, Upwork, or WriterAccess.



☐

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.

☐

Is the proof online? Can you share them?

☐

Who produces content for your business?

☐

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

☐

Do you collect positive and negative brand mentions online?



Targeting

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

Get the guide:



TARGETING

<https://blitzmetrics.com/fdd/>

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

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

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

Subject: Love this Facebook ad

Attention Dennis Yu!

DENNIS
YU
!!!!!!

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

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

And, in fact it is, except for this:

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

A move to quality targeting over mass media blasts

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

Can't afford \$15,000 to exhibit at your 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 **Wall Street Journal, Mashable, Forrester, VentureBeat, the New York Times**, or whoever. What would you like to say to them? Can't afford to hire a big sales staff to cold call people who don't want to talk to you? Easy. Just run Facebook ads targeting the competitors of your existing customers.

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

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

Maybe you spend \$1 a day on a micro targeted campaign like the one above, but slice it up to put the ad image more compactly next to the stats. You absolutely bombard anyone who works at that firm with your message almost 3,000 times. If they have 50 people, that's 60 ads per person. Who cares that we got only 9 clicks

(of which 4 happened to become fans)? The goal is not the click, but the awareness.

Total cost: \$5.67 in Facebook ads.

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

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

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

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

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

Make sure that these pieces of content that you feature meet certain criteria, such as their expectations, their usage of product, experience level, etc. You'll also need to have a process in place to acquire user consent before featuring them-- not through a heavy-handed disclosure form, but a light compliment/question that

requires as little effort as possible on the user's side, like how Nautica shoes does with #GoNautica:

Targeting Planning Checklist

- ☐ Name 3 direct interests related to your brand.
Interest 1 _____
Interest 2 _____
Interest 3 _____
- ☐ Name your closest competitors.
Closest competitors are competitors who your customers regard as a substitute - not necessarily the biggest competitors in your industry.
Competitor 1 _____
Competitor 2 _____
Competitor 3 _____
- ☐ Name 3 interests that your targets share.
Interest 1 _____
Interest 2 _____
Interest 3 _____
- ☐ Import your customers' and leads' emails into Facebook and Google as custom audiences.

Target		Audience size
List your competitors <i>Closest competitors are those who your customers regard as a substitute – not necessarily the biggest competitors in your industry.</i>	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



Audience Details

View how this audience is defined

Audience Name Mega Media and Sponsor Workplaces - Bay Area - 52k

Saved Audience Details **Location:** United States: San Francisco (+50 mi), San Jose (+50 mi) California
Age: 18 - 65+

People Who Match: Employers: ESPN, adidas, Mezzetta, Chron.com from the Houston Chronicle, Athletics Weekly, ESPN Magazine, ISM Sports, Yahoo Sports Fantasy, Webclinic, SB Nation NBA, iHeartMedia Chicago, The Dr. Oz Show - Zoco Productions, HoopsHype, Pacific Convenience & Fuels, Viacom, Live with Regis and Kelly, ThePostGame, California Office of Traffic Safety, New York Daily News Sports, Hanson Bridgett LLP, USA TODAY Sports, Zazzle Travel, Prestige Protection Agency LLC., Steve Harvey Morning Show, Basketball Insiders, USA Today Sports Weekly Magazine, ESPN First Take, FOX Sports Arizona, NBADraft.net, Bleacher Report Radio, New York Times, Footlocker INC., Turner, Under Armour Basketball, iHeartMedia, RealGM, Scout Media, Hanson Bridgett, Hartford Courant, Jawbone, Ross Stores, Sports Weekly Magazine, CBS Radio, RantSports, RealGM.com, CNN Sport, iHeartMedia Portland, Footlocker Inc., Live With Kelly And Micheal, FanSided, The Kansas City Star, MetroPCS, Kaiser Permanente, Time Warner Cable, SFGate, Ellen DeGeneres, Esurance, The Guardian, CNN Sports Illustrated, ESPN on ABC, Live Nation Entertainment, NBC Nightly News with Lester Holt, The Late Show with Stephen Colbert, Today Show, People magazine, FOX Sports, CBS News, Zazzle Media, Benjamin Moore, The San Diego Union-Tribune, Oracle, Detroit Free Press, TIME, Anheuser Busch Inc Brewery, Red Bull, USA TODAY, Pacific Gas and Electric Company, New York Post, Weekly World News, SportsCenter, NBC Sports, Yardbarker, Professional Sports Publications, The Tonight Show with Jay Leno, NBC News, Oprah Winfrey Show, Good Morning America, Wyndham Vacation Resorts, NBCUniversal, Mike and Mike, The Solar Company, Fox News, Sharp Business Systems, iheart Media, The Late Late Show with James Corden, Jimmy Kimmel, ESPN The Magazine, SportsPro, Diageo, Dr Oz Show, Milwaukee Journal Sentinel, Footlocker, CNN International, The Buffalo News, Newsweek, The Huffington Post, Mashable, Ticketmaster, Business Insider, The Dallas Morning News, Coors Brewing Company, PBS, Sports Center, Newsday, Vista Equities Group, FOX10 News, Yahoo! Sports Radio, New York Daily News, MSNBC, Jackson Arms Shooting Range, The Star-Ledger, CBS Sports, iHeartMedia Inc., Adobe, Miami Herald, Yahoo Sports, SLAM Magazine, Jimmy Kimmel Show, Jimmy Kimmel Live!, SB Nation, The Seattle Times, XFINITY, South Bay Solutions, Star Tribune, Dr. Mehmet Oz, KNBR, Jack in the Box, The Chicago Sun-Times, Late Show With David Letterman, Jamba Juice, ESPN3, McDonald's, CNN, The Charlotte Observer, Porsche, PepsiCo, The Sacramento Bee, azcentral, The Boston Globe, Pepsi, The New York Times, Las Vegas Review-Journal, Los Angeles Times, Orlando Sentinel, Chicago Tribune, Omaha World-Herald, CNET, Sun Sentinel, Bleacher Report, Orange County Register, Washington Post, State Farm, American Express, Deadspin, O, The Oprah Magazine, ABC News, Stanford Health Care, The Columbus Dispatch, The Denver Post, Under Armour, NBC, CBS Sports Network, Ross Dress for Less, Tampa Bay Times, Sports journalism, The Virginian-Pilot or Wienerschnitzel at 2420 MacArthur Drive

Edit



Audience Details

View how this audience is defined

Audience Name Mega Media and Sponsor Workplaces - USA

Saved Audience Details Location: United States
Age: 18 - 65+

People Who Match: Employers: Viacom, Live with Regis and Kelly, Athletics Weekly, Yahoo Sports Fantasy, Chron.com from the Houston Chronicle, ISM Sports, Pacific Convenience & Fuels, Mezzetta, Red Bull, ESPN, Time Warner Cable, Under Armour, O, The Oprah Magazine, Tampa Bay Times, Stanford Health Care, NBC, State Farm, The Columbus Dispatch, The Kansas City Star, CBS Sports Network, Orange County Register, Omaha World-Herald, Bleacher Report, CNET, ABC News, Washington Post, American Express, The Denver Post, Orlando Sentinel, Chicago Tribune, Los Angeles Times, Good Morning America, CNN, Pepsi, The Boston Globe, Las Vegas Review-Journal, The New York Times, azcentral, Late Show With David Letterman, Porsche, KNBR, McDonald's, The Chicago Sun-Times, FOX Sports, Jack in the Box, ESPN3, Jamba Juice, Jimmy Kimmel Live!, South Bay Solutions, Jimmy Kimmel Show, Deadspin, The Charlotte Observer, Star Tribune, SB Nation, SLAM Magazine, Miami Herald, Yahoo Sports, The Star-Ledger, Dr. Mehmet Oz, XFINITY, Adobe, Ellen DeGeneres, MSNBC, iHeartMedia Inc., PepsiCo, New York Daily News, Business Insider, The Sacramento Bee, Jackson Arms Shooting Range, CBS Sports, Ticketmaster, Yahoo! Sports Radio, FOX10 News, Vista Equities Group, Sports Center, The Dallas Morning News, PBS, Mashable, Newsday, SportsPro, Dr Oz Show, NBC News, Diageo, Newsweek, The Buffalo News, NBC Nightly News with Lester Holt, The Huffington Post, iHeart Media, Footlocker, Coors Brewing Company, Sharp Business Systems, NBCUniversal, Oprah Winfrey Show, The Tonight Show with Jay Leno, The Late Late Show with James Corden, Wyndham Vacation Resorts, The Solar Company, Professional Sports Publications, Detroit Free Press, CNN International, Yardbarker, Mike and Mike, Pacific Gas and Electric Company, CBS News, The San Diego Union-Tribune, Zazzle Media, Anheuser Busch Inc Brewery, Jimmy Kimmel, NBC Sports, Weekly World News, SportsCenter, The Late Show with Stephen Colbert, Oracle, Benjamin Moore, adidas, ESPN on ABC, Live Nation Entertainment, CNN Sports Illustrated, People magazine, The Seattle Times, Fox News, Today Show, The Guardian, Esurance, MetroPCS, SFGate, ESPN The Magazine, USA TODAY, ESPN First Take, New York Post, Kaiser Permanente, TIME, Ross Dress for Less, FanSided, Scout Media, Bleacher Report Radio, NBADraft.net, Footlocker Inc., Live With Kelly And Micheal, Sports Weekly Magazine, Hartford Courant, Jawbone, USA Today Sports Weekly Magazine, RealGM.com, RantSports, FOX Sports Arizona, Footlocker INC., iHeartMedia, RealGM, Turner, Ross Stores, iHeartMedia Portland, CNN Sport, Hanson Bridgett, Basketball Insiders, Zazzle Travel, California Office of Traffic Safety, Hanson Bridgett LLP, Prestige Protection Agency LLC., New York Times, Under Armour Basketball, Steve Harvey Morning Show, New York Daily News Sports, USA TODAY Sports, CBS Radio, ThePostGame, ESPN Magazine, HoopsHype, SB Nation NBA, The Dr. Oz Show - Zoco Productions, iHeartMedia Chicago, Webclinic, Sun Sentinel, Sports journalism, Wienerschnitzel at 2420 MacArthur Drive, Milwaukee Journal Sentinel or The Virginian-Pilot

Edit

CORE AUDIENCES

ONLINE AND OFFLINE SOURCES

facebook

Partner
Categories

acxiom.

datalogix

epsilon



Interests



Location



Demographics



Behaviors

TARGETING TYPES

SAMPLE SEGMENTS



Targeting the right audience is based on the steps of the funnel. The Warriors have a high number of **Fans (5.2MM** in December 2016) and a **large website remarketing audience**, both from ticket sales and the Warrior Team Store.

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



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





Amplification

- ☐ Boost the top 3 to 5 pieces of content on Facebook to at least one Saved Audience per persona.
- ☐ Create unpublished posts with Website Clicks objective using Power Editor, bid for Website Clicks (CPC), and use at least one Saved Audience per persona.
- ☐ Separate campaigns by audience, engagement, and conversion.
- ☐ Create media inception ads using the “[Dollar A Day^{\(1\)}](https://blitzmetrics.com/fdd/)” strategy.
- ☐ For each unpublished post, use UTM parameters in the URL.
- ☐ Set up remarketing ads for one day landing page abandoners on AdWords and Facebook.

AMPLIFICATION

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

We'll do three campaigns:

1. News Feed Exposure

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

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

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

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

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

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

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

But even if you're not B2B, job title targeting will still work for you. If you sell children's

books, target teachers in your neighborhood — the superintendents, perhaps. If you're a cosmetic surgeon, target other medical specialists who'd drive referrals to you. If you're a wealth advisor, put in "vice president" and "CEO" to reach rich people.

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

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

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

3. Interest Targets

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

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

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

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

Lateral: This is where the targeting fun really is. If you're Jack Daniel's, you might target certain country bands. If you're a marijuana dispensary, target folks in Portland who listen to Bob Marley. You get the idea.

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

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

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

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

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

This is helpful if you want to craft a message for each type of audience, but don't want to spam the News Feed and expose them to posts only meant for a select group, allowing you to filter who sees what.

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



Amplification Package - Overview

1 Specialist Setup

Step 1-3 takes 1 minute

- ☐ Open a new tab and login with your personal Facebook account at <http://business.facebook.com> and go to the client's Ad Manager.
- ☐ Click on the [Power Editor^{\(1\)}](#). Select the client's ad account.
- ☐ Open your Campaign Segmentation Plan.

2 Create Campaign

Steps 1-3 take 2 minutes

- ☐ Click **Create Campaign**.
- ☐ Enter Campaign Name. Choose Buying Type. Choose Objective. Choose "Auction" for Buying Type unless otherwise stated.
- ☐ Click **Create**.

3 Create Ad Set

Steps 1-3 take 2 minutes

- ☐ Click on the Ad Sets icon.
- ☐ Click Create **Ad Set**.
- ☐ Choose an existing campaign.
- ☐ Enter Ad Set name according to the naming conventions.
- ☐ Click **Create**.

¹ <https://business.facebook.com/ads/manage/powereditor>

- ☐ Select the budget type and type the budget into the empty field.
- ☐ Choose Start Date. If you want to put an end date, choose end run on else, choose don't schedule end date, run as ongoing.
- ☐ Click **Audience**.
- ☐ Fill out the Custom Audience field (if any).
- ☐ Fill out the Location field (compulsory).
- ☐ Fill out the Age field (compulsory).
- ☐ Fill out the Gender field (compulsory).
- ☐ Fill out the Detailed Targeting field (if any). Include any AND/OR logic if indicated.
- ☐ Fill out the Connections field (if any).
- ☐ Click **Save**.
- ☐ Choose Placement.
- ☐ Choose Optimization and Bidding. Use the default option unless otherwise stated.
- ☐ Choose Delivery Type. Use the default option unless otherwise stated.

4 Create Ad

Steps 1-18 take 20 minutes

- ☐ Click on the Ads icon.
- ☐ Click Create Ad.
- ☐ Choose an existing campaign and ad set.
- ☐ Enter Ad name according to the naming conventions.
- ☐ Click Create.

- ☐ Select client's Facebook Page and Instagram Account (if applicable).
- ☐ If promoting a post that the client has published on their Facebook Page or Instagram Account, click Use Existing Post. Else, proceed to Step 9.
- ☐ Obtain Post ID and insert in the empty field. Proceed to Step X.
- ☐ To create a [single image ad^{\(2\)}](#), tick the box beside Ad with an image or video.
- ☐ To create a [carousel ad^{\(3\)}](#), tick the box beside **Ad with multiple images or videos in a carousel (Recommended)**.
- ☐ Fill out the Headline field (compulsory).
- ☐ Fill out the News Feed Link Description field (if applicable).
- ☐ To use an image, click **Select Image**.
- ☐ On the popup, find and upload the image.
- ☐ Click **Confirm**.
- ☐ To use a video, click on the radio button beside **Video**.
- ☐ Click Select **Video**.
- ☐ On the popup, find and upload the video.
- ☐ Click **Select**.
- ☐ Choose the Call To Action from the dropdown menu.
- ☐ Repeat Steps 2 to 18 to create another ad.

5

Upload Ads

Steps 1-18 take 20 minutes

- ☐ Check that you have implemented the Checklists 02 to 04 correctly.
- ☐ Click Review Changes on the top right corner.

2 <https://www.facebook.com/business/ads-guide/clicks-to-website/links/?toggle0=Photo>

3 <https://www.facebook.com/business/ads-guide/clicks-to-website/carousel?toggle0=Photo>

Boosting

When used correctly, boosting can be a very quick and helpful tool for advertising on Facebook. We suggest the following guidelines for the best results:

Targeting

Location

Target by location when relevant. If you're promoting an event in Boston, set your location within a 50-mile radius of the city. Otherwise, don't target outside of the main industrialized countries unless that's where your market is.

oCPM

Facebook optimizes ads for parameters such as age, gender and demographic, so there's no need to specify these targets unless, of course, your market is narrowly defined e.g.(34 year-old females from London).

Workplace/Interest Targeting

With specific workplace and interest targeting, narrow an audience down to influencers in your industry that can do PR for you. If you want to be featured in CNN, boost content to people who list CNN as their employer, job title "Journalist", and so on. All it takes is a dollar a day to make ripples by "incepting the inceptors".

Boosting

"Fuel On The Fire" and Saved Audiences

Experiment by boosting posts to many different audiences at the same time and monitor for "winners" that engage well. Then, "throw fuel on the fire". That is, identify what's working (creative, title, targeting, etc.) and amplify it—spend way more money on it.

Add successful interest and workplace targets to saved audiences in ads manager, which you can later access from the news feed.

Now all you need to do is publish, select a saved audience that aligns with the content, and hit boost.



Optimization

- ☐ Apply Balancing Metrics and make sure you have meaningful metric pairs.
- ☐ Apply Top N to the data set and explain the results in terms of Goals, Content, and Targeting for each level.
- ☐ Apply Metrics Decomposition and further elaborate on the explanations you have provided above.
- ☐ Slice the data in different ways and explain what it means.
- ☐ Compare all the metrics you have listed in this period against the last period.
- ☐ Create new saved audiences based on the interests that are converting using Audience Insights.
- ☐ Review budget allocation by channel and ad set based on performance (watch out for statistical noise).
- ☐ Increase the relevance of your targets by adding positive and negative audiences.
- ☐ Based on the analysis above, list 3 to 5 top recommendations that you can immediately execute in the next 7 days.

OPTIMIZATION

Beginning Optimization

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

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

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

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

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

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

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

Once your pilot is successful

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

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

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

You then clone your three campaigns so you now have two of each-- two audience, two engagement, and two conversion. Except you have one "test: campaign and one "production" campaign for each type of campaign.

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

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

Super pro tips

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

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

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

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

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

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

We optimize using our [Facebook Optimization Checklist^{\(1\)}](#), but with specific adaptions for the Warriors:

- Make sure campaigns are turned on/off depending on the games they are promoting.
- Find the best performing page posts and boost them before during and after each game.
- Monitor the mix between remarketing, lookalike and interest based ad sets.

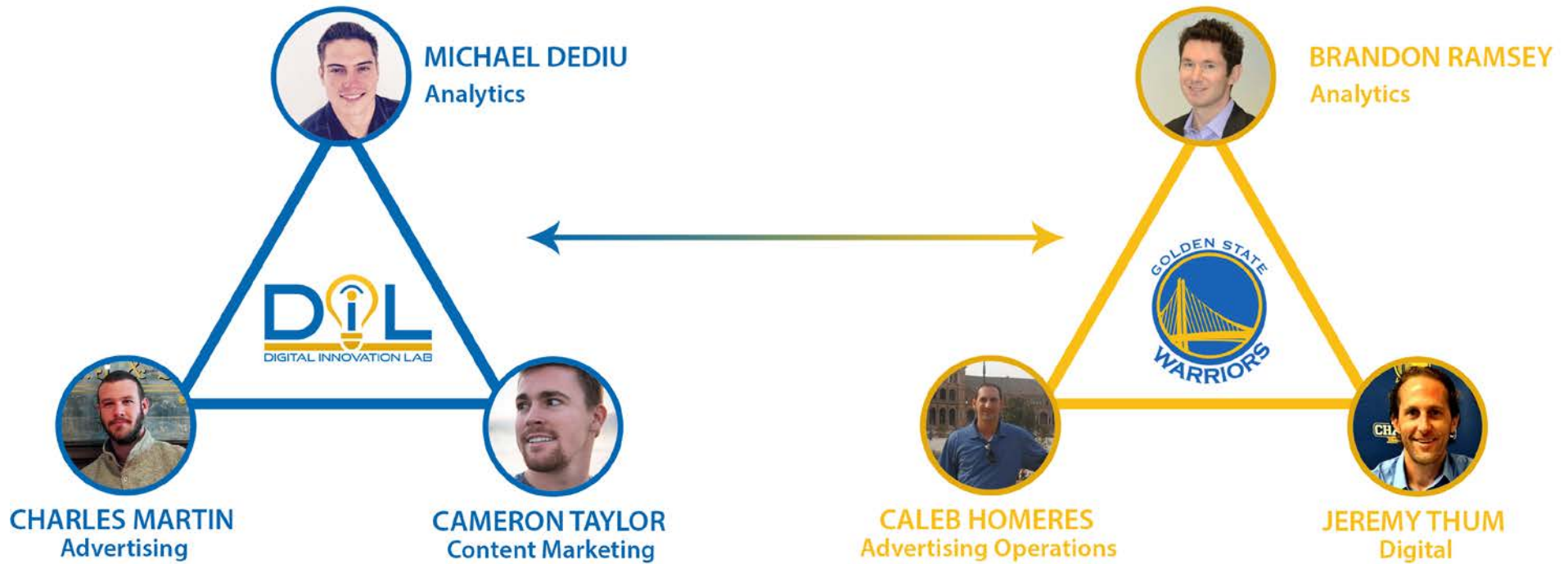
1 https://docs.google.com/document/d/1u87SOi7wxKwHQB_7TZD6AFkX5711Ow2v5JrfuaPJNlc/edit

- Use our Top N and MAA approach to optimize ads.
 - Focus on campaigns, ad sets and ads with the biggest budget and conversions.
 - Look at metrics (CTR, CPM, Conversion Rate).
 - Create an analysis (Why is CTR high/low?).
 - Take action (Change the ad, ad set or targeting options).

Create a RPU (Revenue Production Unit)

You need to fill roles for goals, content, and targeting- with senior internal team members and junior staff.

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



Reporting is the logical conclusion of the MAA process. We are setting up the following reports.

- Weekly Report via Project Reporting Template
- Sponsorship Infographic
- Digital Overview Infographic

The weekly report shows:

- Delivered Impressions
- Delivered Clicks
- % CTR
- Post Click Conversions
- Post Click Revenue
- Post View Conversions (28 days)
- Post View Revenue
- Tickets Sold
- Conversion value (if available - depending on ticketmaster)
- Total Conversions Combined
- Total Revenue Combined
- Spend
- Cost/Click
- Cost/Conversion
- % ROI

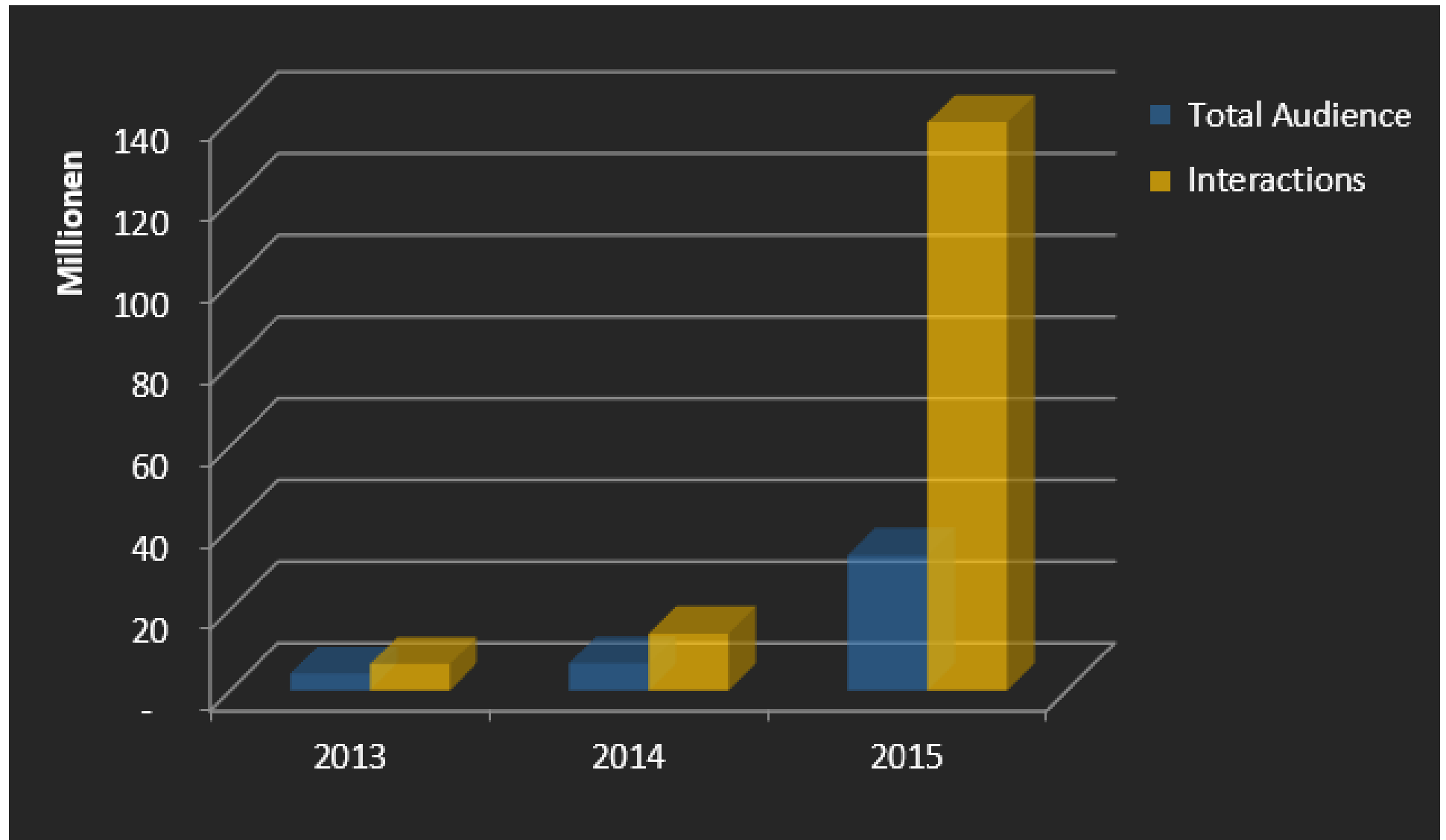
The Sponsorship Infographic

This infographic relies on our online marketing performance and is used to convince potential sponsors to partner with the Golden State Warriors. The following screenshot shows an example of how one page in a sponsorship infographic could look like (template):



The Digital Overview

The Digital Overview shows high level data to give an overview about digital advertising:

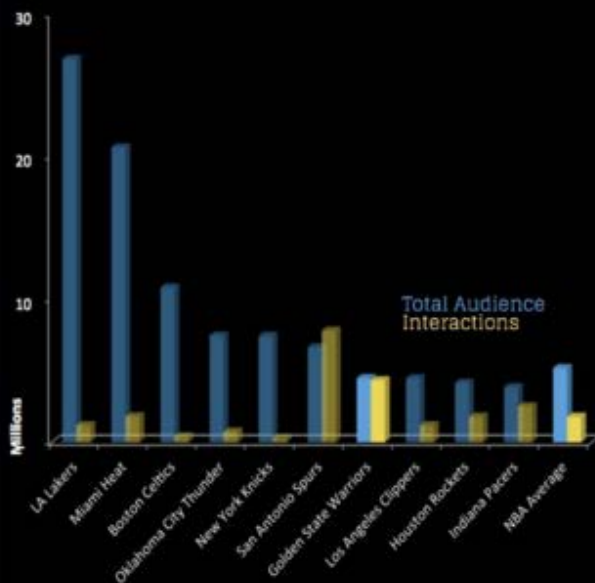


Golden State Warriors



Social Media Analysis

Great Total Interactions



Recent Audience and Interactions Data from various social networks like Facebook, Twitter, Instagram and Youtube

	Total Audience	Interactions
LA Lakers	26.848.013	1.189.865
Miami Heat	20.658.656	1.817.036
Boston Celtics	10.850.182	408.642
Oklahoma City Thunder	7.483.891	750.515
New York Knicks	7.448.311	305.738
San Antonio Spurs	6.662.045	7.812.984
Golden State Warriors	4.496.439	4.352.422
Los Angeles Clippers	4.478.600	1.183.319
Houston Rockets	4.172.641	1.786.288
Indiana Pacers	3.858.367	2.526.782
NBA Average	5.214.986	1.787.388

The Golden State Warriors have outstanding and very active fans. Compared to the LA Lakers, the GSW have only 1/6 of the fan base, but almost 4 times the interactions.

The numbers are from the last 30 days, so the Playoffs have some influence. The exciting race between the San Antonio Spurs and the LA Clippers shows some effect on the interactions of the SAS.

Yes, I want you to do it for me.

The first step is for you to get your “plumbing⁽¹⁾” in place. Get our \$37 guide for you or a teammate to do it yourself or have us do it for you for \$20K for 13 weeks.



For questions, contact: dennis@blitzmetrics.com