

FACEBOOK FOR \$1A DAY

AMPLIFYING YOUR AUTHORITY



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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?

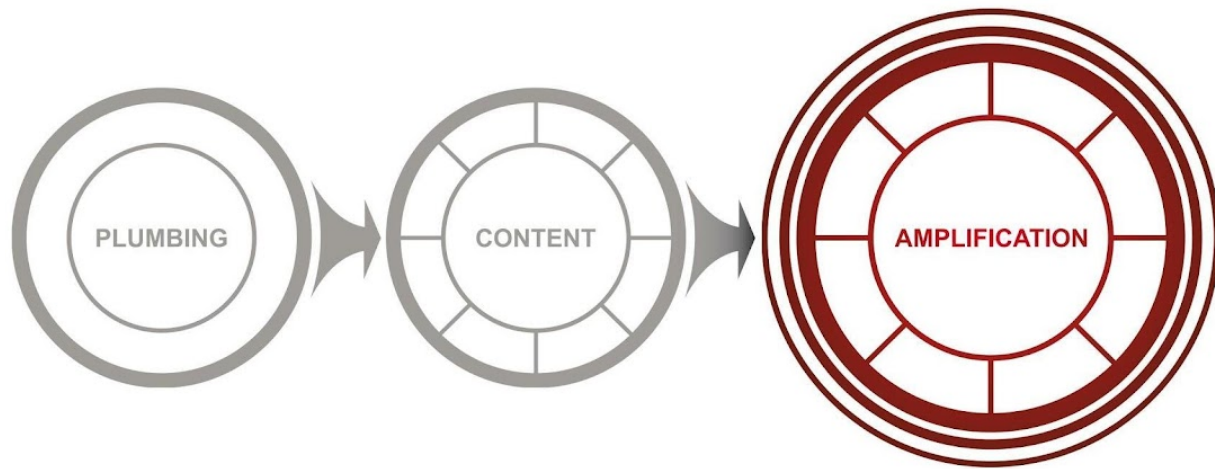
Need some PR help but can't afford a New York PR agency for \$10,000 a month? Then let Facebook do the work for you, running ads that target journalists who write for The Wall Street Journal, Mashable, Forrester, VentureBeat, The New York Times, or whoever. What would you like to say to them?

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 \(03:51\)](#)

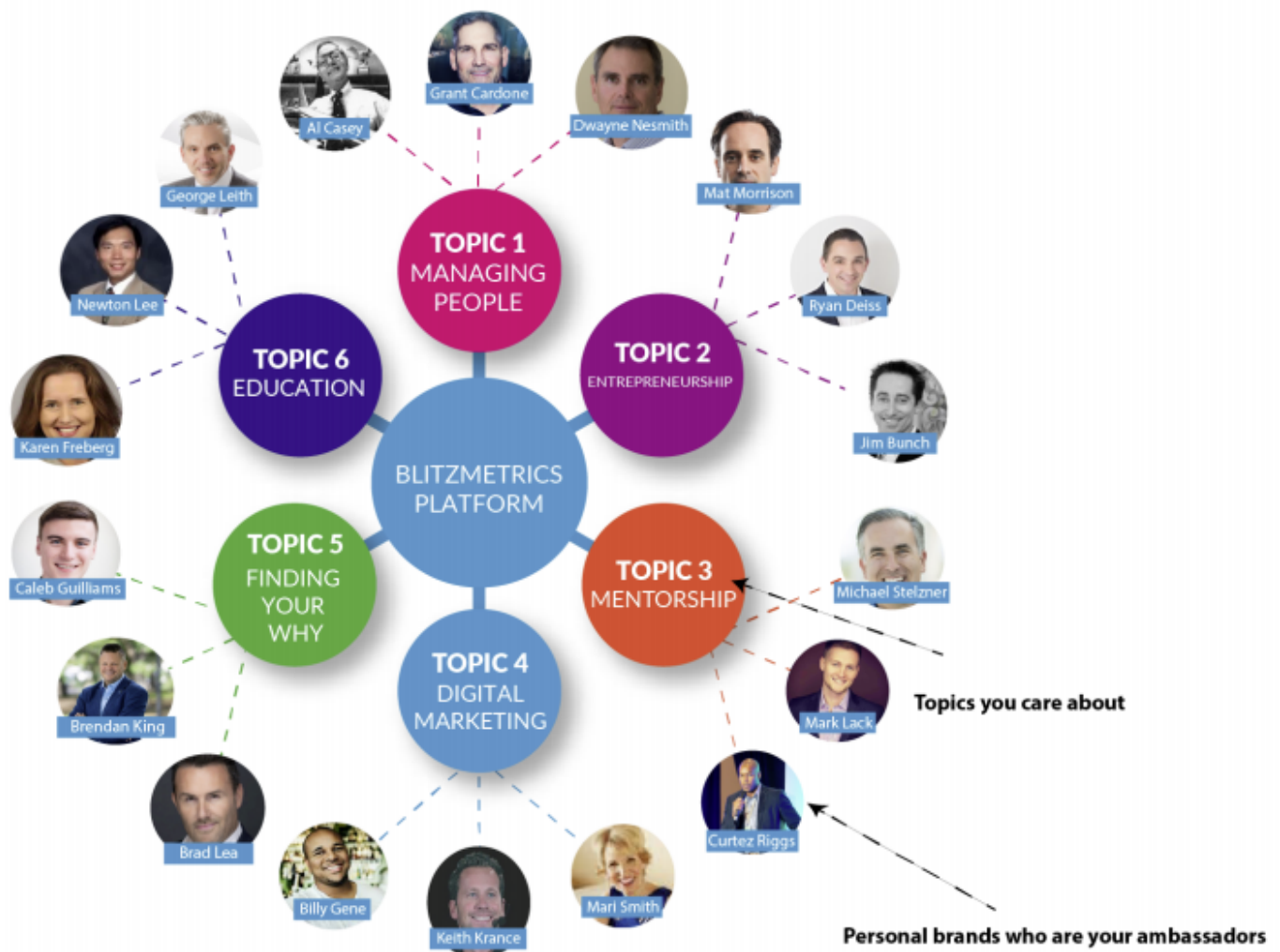
Influence Generator

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).

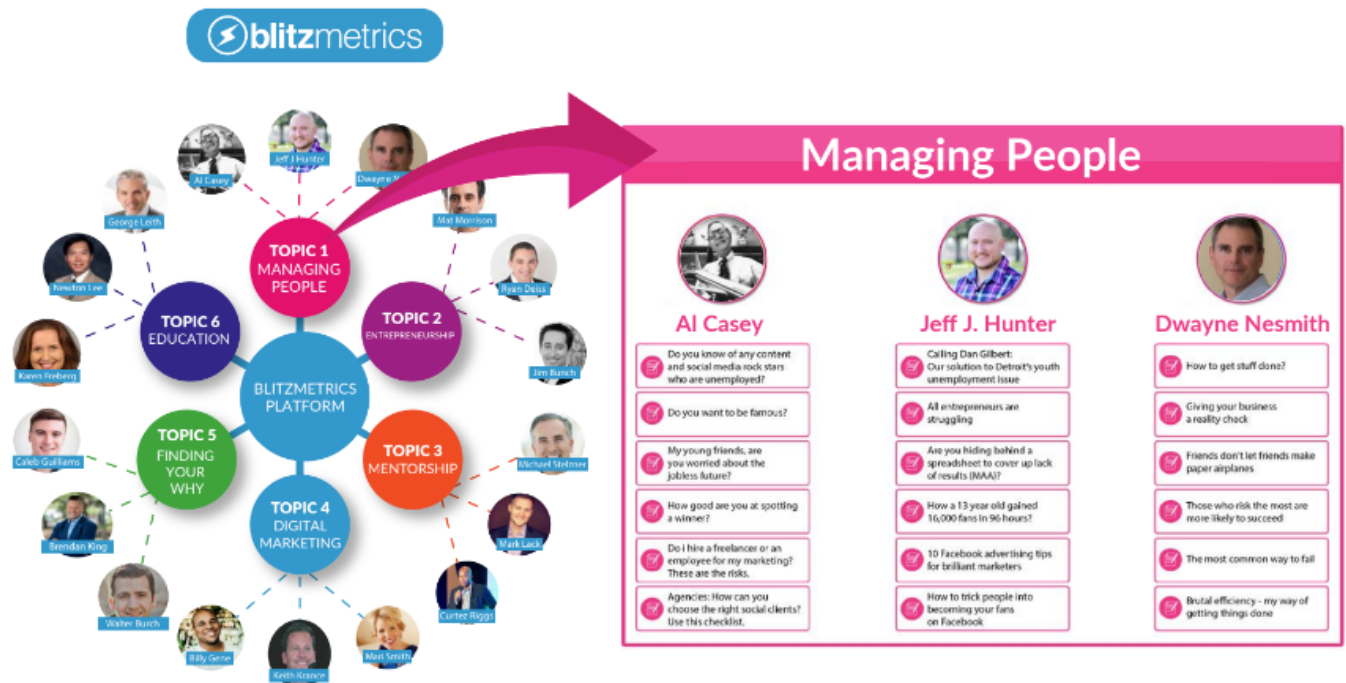
Our personal brands allow us to show this through the content that we create, which, of course, always ties back to our WHY.

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 radiuses 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” county 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

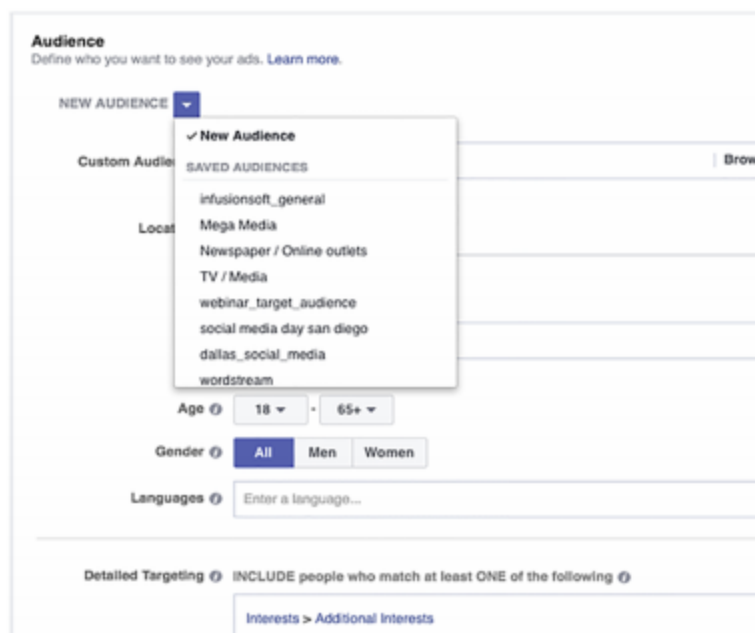
This is the best part of Facebook ads. Facebook allows you to target up to 1,000 items, so go crazy having a single "mega" audience of all of them and some smaller audiences you'll reuse by topic.

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.

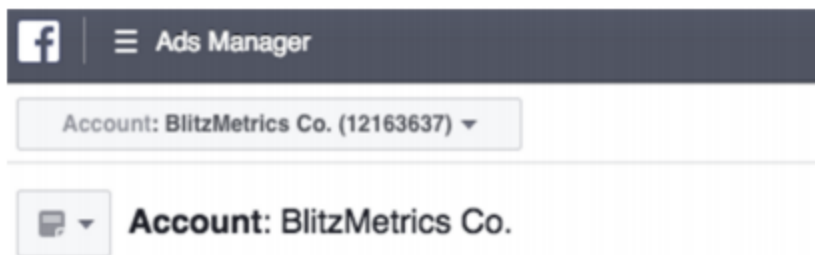
Saved Audiences

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.

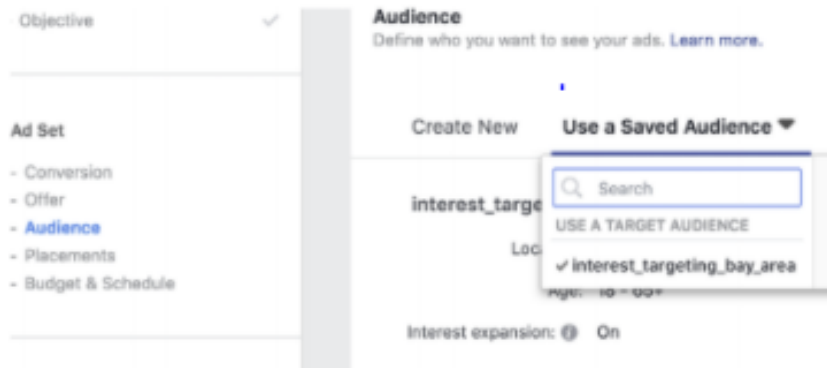


Here are 3 steps to make your own:

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



2. Under the “Saved Audience” heading, find “Create a Saved Audience”



3. Click “Save This Audience”



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.

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