COACHYU

GOOGLE ADS OPTIMIZATION

A MASTER CLASS

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Fundamental   Advanced

Set-up, Strategy, Scale!

The 6 phases of social amplification:

Strategy

Social media, paid or not, is an **Amplifier** of what's already working for your business.

Social media advertising is less about advertising and more about paid **Word of Mouth**.

Third-party authority mentions and reviews convert better because they generate implied endorsement.

My social advertising relies upon my content marketing engine to generate and collect authority.

Relevancy is the intersection of Content and Targeting, whether Google Quality Score or on Facebook.

The chaining of messaging is called Sequencing, also known as Marketing Automation in the email space and People-Based Marketing by Facebook.

My company's social strategy is the unique intersection of **Goals, Content**, and **Targeting**. They are channel and tool independent.

Conversely, social media tactics change constantly, can be delegated, and are repeatable.

They are channel and tool dependent, driven by checklists.

The three components of successful social selling are **People, Process and Platform** (technology). Not interchangeable.

There are 6 phases to 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.

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 make the most difference.

Your **Goals** are your metrics and your mission. Metrics are your numerically driven targets - cost per lead, ROI, revenue, traffic, and so forth. Your mission must be authentically defined in the WHY of your brand - authentic statements that drive content that converts at each stage of the funnel. These values drive content sequences that effectively drive traffic and conversion.

Your **Content** is tied to these funnel metrics and audience segments - posts to boost to drive ticket/merchandise sales, sponsored content to drive partner activations, videos to drive database growth, and so forth.

Target your 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 being 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, and so forth). Check out these other examples of funnel sequences.

AMPLIFICATION 5

Once we have established the triad of Goals, Content, and Targeting, we're ready to run ads. **Amplify** the most important pieces of content that will attract the most relevant people and drive engagement; intensify promotional efforts to the engaged crowd for conversions; place brand content in the News Feeds of influencers to incept the media.

OPTIMIZATION 6

Finally, in **Optimization**, we 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.

Strategy Audit (GCT)

Defining your **Goals**, **Content**, and **Targeting** is your foundation for digital marketing.

What problem would you like solved?

_____

_____

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

_____

_____

Current monthly ad spend:
- ☐ $100
- ☐ $500
- ☐ $2,500
- ☐ $10,000

How many people are on your team?
- ☐ Just me
- ☐ Me and some freelancers
- ☐ I have a marketing team
- ☐ Enterprise

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

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

Content and Targeting

CONTENT
What is your story? (If your story is published online, like on your "about" page, paste the link below.)
_____
_____

What is your business the BEST in? What niche do you aim to dominate?
_____
_____

Why do people love you? *(If information about your Unique Selling Proposition is published online, paste the link below.)*
_____
_____

What credible proof do you have to tell your story? Is the proof online? Can you share it?
_____
_____
_____
_____

Who produces content for your business?
- ☐ Business Partner
- ☐ Me (Business Owner)
- ☐ Me (Marketer)
- ☐ Content Team/Specialist/Marketing Executive

How many pieces of content do you produce in a week?
- ☐ 0
- ☐ 1-2
- ☐ 3+
- ☐ One every 2 weeks
- ☐ One every month

TARGETING
Demographics
Who is your customer? [gender, location, age group(s), profession(s), marital status, annual income, etc.]

_____
_____
_____
_____

Name three common interests your customers share.

1. _____
2. _____
3. _____

Name your three closest competitors.
(Competitors your customers regard as a substitute, not necessarily the biggest competitors in your industry.)

1. _____
2. _____
3. _____

List 5 workplace-based targets. _(Think of influencers in your field, the job titles of your customers, etc.)_
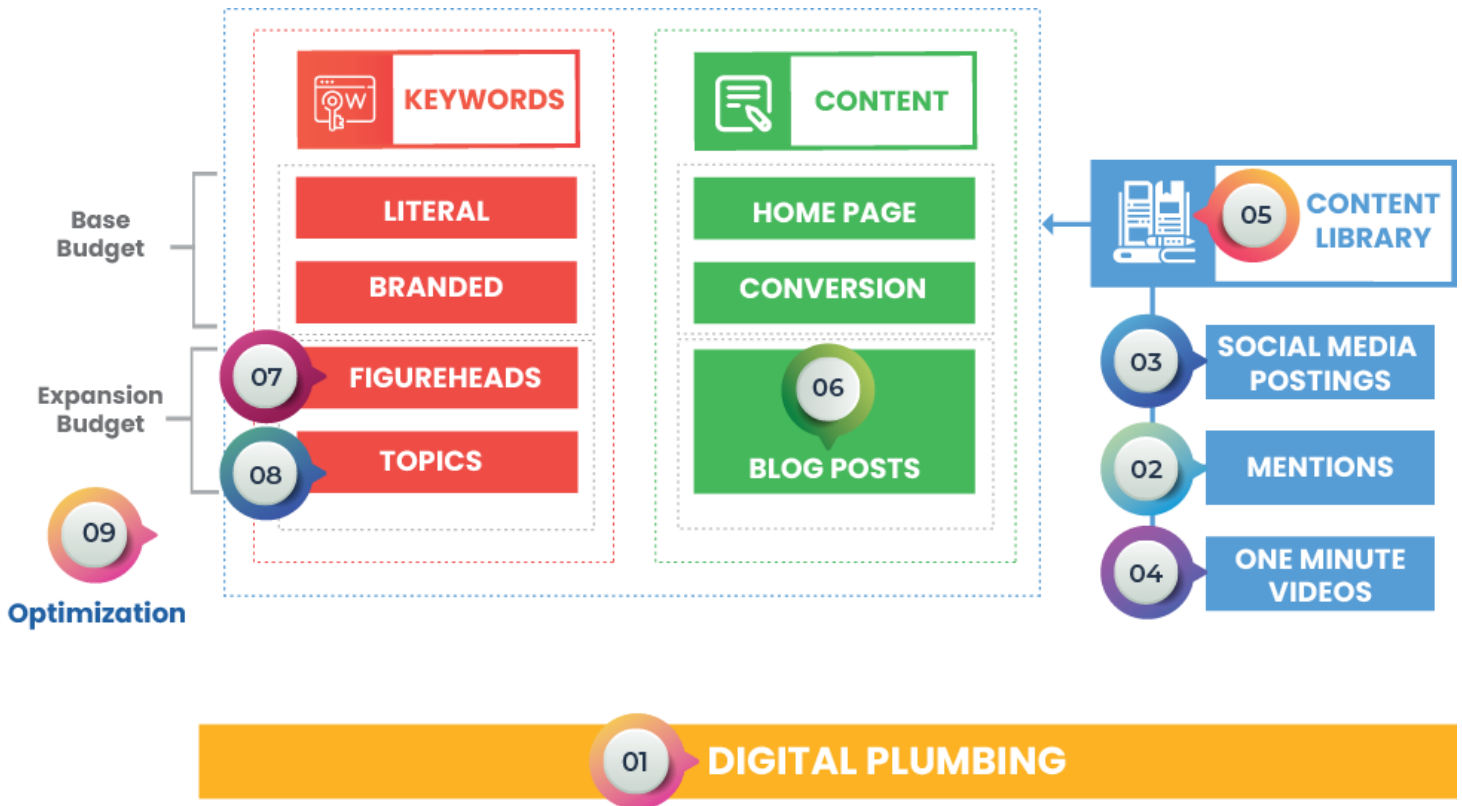
1. _____
2. _____
3. _____
4. _____
5. _____

Google Ads Optimization Checklist

☐ **I. DIGITAL PLUMBING**

☐ **II. MENTIONS**

☐ **III. SOCIAL MEDIA POSTINGS**

☐ **IV. ONE MINUTE VIDEOS**

☐ **V. CONTENT LIBRARY**

☐ **VI. BLOG POSTS**

☐ **VII. FIGUREHEADS**

☐ **VIII. TOPICS**

☐ **XI. OPTIMIZATION**

I. DIGITAL PLUMBING

| FOUNDATION	ADVANCED	OPTIONAL
Google Analytics (GA) Account	Google Tag Manager (GTM) Account	Google Analytics Custom Events
Google Ads Account	GTM with GA, Google Ads, and FB	Instagram Business Profile
Google Ads Remarketing Pixel	Google Ads Conversion Tracking	Twitter Remarketing Pixel
Facebook (FB) Ads Account	Facebook Standard Events	Twitter Conversion Tracking
Facebook (FB) Pixel	Saved Audiences	LinkedIn Conversion Tracking
Website Custom Audiences	Accelerated Mobile Pages (AMP)	
Native custom audiences on Facebook and Twitter	Facebook Advanced Measurement	

Digital Plumbing Validation Checklist

☐ Create your Facebook Ads account using "Business Manager" 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.
☐ Create your Website Custom Audience on Facebook.
☐ Set up Facebook Pixels & Standards Events with GTM.
☐ Set up Google Remarketing Pixel using GTM.
☐ Set up Google Ads Conversion Tracking with GTM.
☐ Publish your GTM container and tags to the website.
☐ Verify everything is set up correctly.

Digital Plumbing: https://blitzmetrics.com/dpc/

II. MENTIONS

True Currency you have is influence, and that influence comes from saying "Thank you"

CONTENT FACTORY
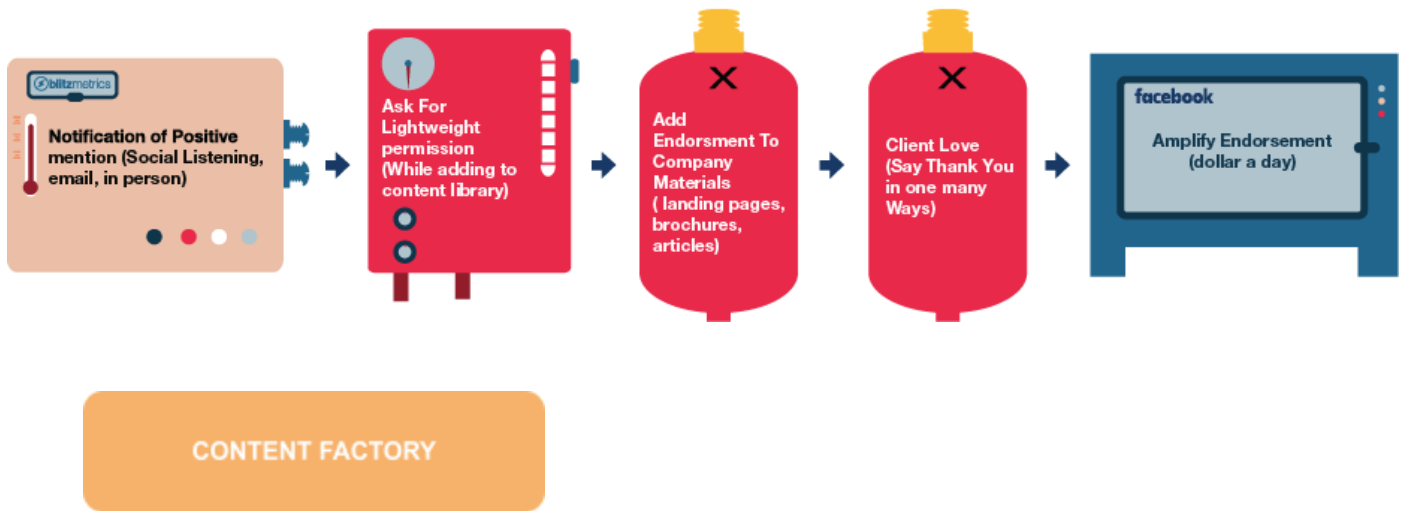
Dennis Yu

Content

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

To get the full course:

> CONTENT

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