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SHURE

SOCIAL AMPLIFICATION ENGINE

MAGNIFYING WHAT'S ALREADY WORKING WELL

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Host of the CoachYu Show

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Welcome!

This guide will help you to:

- Follow proven processes to increase your visibility, grow your awareness, supercharge engagement, and drive leads and conversions.
- 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 — existing marketing efforts into digital.

Let's implement the Social Amplification Engine together!

Social Amplification Engine - Introduction (03:37)

Social Amplification Engine Cheat Sheet

PLUMBING → GOALS → CONTENT → TARGETING → AMPLIFICATION → OPTIMIZATION

1. **PLUMBING**
    - ☐ Create your Facebook Ads account using **Business Manager** (https://business.facebook.com).
    - ☐ Create your Google Ads account and tie it to the Google My Client Center (MCC).
    - ☐ Create your Google Analytics account.
    - ☐ Create your Google Tag Manager (GTM) account.
    - ☐ Publish your GTM container and tags to the website.
    - ☐ Facebook Instant Articles.
    - ☐ Google AMP (Accelerated Mobile Pages).

2. **GOALS**
    - ☐ Define your mission (start with WHY) and identify your desired outcome and customer segments.
    - ☐ Identify your primary goal(s) in the next 90 days.
    - ☐ Determine your target Cost per Acquisition (CPA) or Return On Ad Spend (ROAS).
    - ☐ Determine your ads budget relative to campaign goals (optimizing for clicks, page likes, form submissions, etc.).
    - ☐ Choose 1 key metric for each funnel stage: Awareness, Consideration, and Conversion (#ACC).
    - ☐ Develop your brand via the 6 phases of the Personal Branding Course (https://blitzmetrics.com/PBC).

3. **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.
    - ☐ Determine your ONE QUESTION
    - ☐ Gather content by stage of the #ACC funnel, addressing a key objection for each persona.

4. TARGETING

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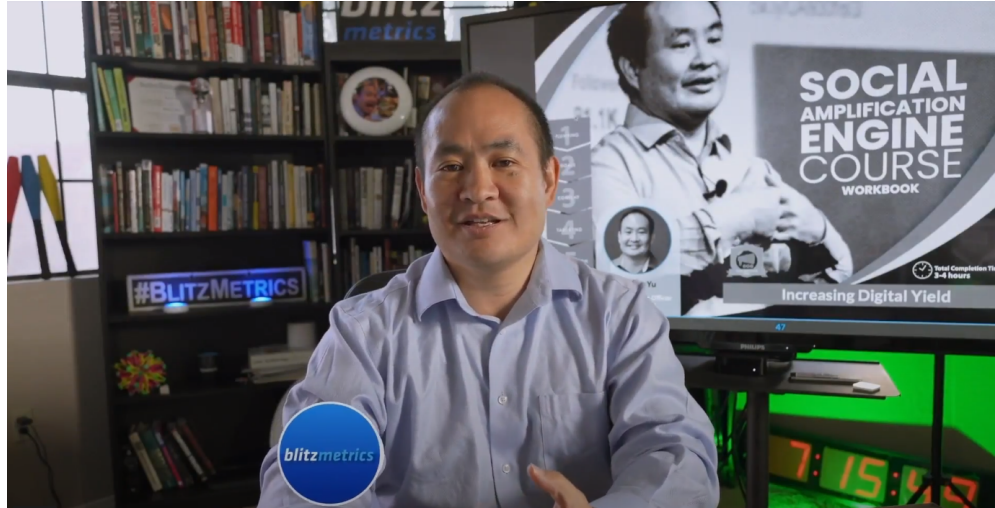
5. AMPLIFICATION

- ☐ Boost top 3 to 5 Facebook Posts to at least 1 Saved Audience per persona.
- ☐ Boost optimization: 4 Stages.
- ☐ Set up remarketing ads for 1-day landing page abandoners on Google Ads and Facebook.
- ☐ Create media inception ads using the Dollar A Day strategy (https://blitzmetrics.com/FDD).
- ☐ For each unpublished post, use tracking (UTM) parameters in the URL.
- ☐ Create unpublished posts, boosted for website clicks and conversions.

6. OPTIMIZATION

- ☐ Apply Metrics Decomposition.
- ☐ Compare the current period against last period.
- ☐ Using Audience Insights, create new saved audiences.
- ☐ Review budget allocation by channel and ad set based on performance (watch for statistical noise).
- ☐ Increase relevance, positive and negative audiences.
- ☐ List 3 to 5 top recommendations to execute in the next 7 days.
- ☐ Apply Top N to the data set and explain the results in terms of Goals, Content, and Targeting for each level.
- ☐ Refine lookalike audiences.
- ☐ Update Success Tracker.

Why Social Amplification?

Social Amplification Engine (10:12)

Content amplifies what's already working, as we've learned from the Warriors *case study* that Facebook released.

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

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 **Awareness > Consideration > 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.

Success with your content is 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 if boosting a post is more effective than promoting an event, if lookalikes outperform custom audiences, whether or not video alone outperforms multiple items in the carousel, and what timing works best for merchandise versus ticketing.

In testing, we've learned that mobile video is killer, driving costs per view at fractions of a penny. 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.

Set-up, Strategy, Scale!

SET-UP
1 PLUMBING

STRATEGY
2 GOALS
3 CONTENT
4 TARGETING

SCALE
5 AMPLIFICATION
6 OPTIMIZATION

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.

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6 phases to Social Amplification Engine

Social Amplification Engine - Overview (03:46)

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 make the most difference.

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. 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.

3. **CONTENT**
   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.

4. **TARGETING**
   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*.

5. **AMPLIFICATION**
   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.

6. **OPTIMIZATION**
   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)

Now let's complete your Strategy Assessment, to collect the ingredients we will need later in the program.

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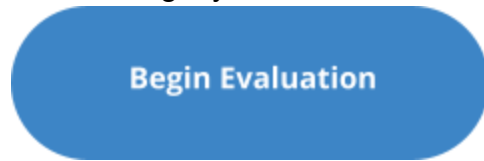
How many people are on your team?
- ☐ Just me
- ☐ I have a marketing team
- ☐ Me and some freelancers
- ☐ Enterprise

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		
Google Ads		
SEO		
LinkedIn		
Twitter		
Email		
Local reviews		

Apps		

Want to begin your evaluation?

Begin Evaluation

#ACC: Awareness, Consideration, Conversion

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 estimate of your break-even cost)
_____

Cost per Lead: _____
Cost per Sale: _____
Target Return on Ad Spend (ROAS): _____%

	Current Results		Goals	
	Cost per result	Volume	Cost per result	Volume
AWARENESS ☐ Get video views. ☐ Reach people near your business. ☐ Increase brand awareness.				
CONSIDERATION ☐ Boost your posts. ☐ Collect leads.				
CONVERSION ☐ Increase website conversions. ☐ Relationship selling ☐ Sell products online.				

Content and Targeting

Social Amplification Engine - Content Strategy (02:28)

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.

Your Marketing Technology Stack
There are 7,040 tools in the marketing technology space and growing. Fortunately, we only need to know the main tools.

We already know how to work within the major systems as a necessary part of digital plumbing.

We don't have to be experts in any of them, so long as we understand how these marketing and technology tools fit together.

(You may have one, none, or many tools in each category. If not listed, fill in the name of the tool.) Circle all the tools you are using.

Content Management System:
WordPress, Drupal, SiteCore, Custom, None

Web Analytics:
Google Analytics, Analytics 360 Suite, Omniture (Adobe Analytics), None

Tag Manager:
Google Tag Manager, Tealium, None

Marketing Automation:

Keap, Marketo, HubSpot, Active Campaign, MailChimp, Email Studio, None

Salesforce Automation:
Salesforce, Netsuite, None

Social Monitoring/Management:
Social Studio, Hootsuite, Sprinklr, Khoros, None

Reporting:
Tableau, Domo, SproutSocial, SocialBakers, None

Ads Management:
Marin, WordStream, None

Mobile Analytics Partner:
Kochava, Localytics, AppAnnie, None

Landing Page Optimization:
Optimizely, Experiments with Google, Leadpages, None

Shopping Cart:
Shopify, ZenCart, BigCommerce, None

Digital Plumbing Audit

Do you have your digital plumbing in place so you can track, measure, and re-target?

Social Amplification Engine - Digital Plumbing One-pager (04:23)

ONE-PAGE CHECKLIST:

- ☐ Create your Facebook Ads account using Business Manager.
- ☐ Create your Google Ads account.
- ☐ Create your Google Tag Manager (GTM) account.
- ☐ Create your Google Analytics account with GTM.
- ☐ Create your website custom audiences on Facebook. 1, 7, and 28 day page and website engagement audiences.
- ☐ Set up Facebook pixel and standard events using GTM.
- ☐ Set up Google remarketing pixel using GTM.
- ☐ Set up Google Ads conversion tracking using GTM.
- ☐ Publish your GTM container and tags to your website.
- ☐ Verify that everything is set up properly.

3 Content Production Strategies

Content Calendar

A calendar is great for seasonal businesses and campaigns that are timed by date-- Black Friday, summer blowouts, product launches, and events. These are usually great revenue generators because they rely upon sales and stack upon the power of other channels (TV, radio, in-store, etc).

Topic Wheel

A Topic Wheel is fantastic for building evergreen contents that are triggered by user action-- lead magnets, autoresponders, inbound marketing efforts, SaaS/recurring products, and software companies. This technique is excellent at building loyalty because it amplifies word of mouth into sales (collecting what customers are saying about you and distributing their words).

Spontaneous Content

Spontaneous content production is excellent for publishing businesses that have to produce hot, fresh content-- today's sports scores, commentary on current events, opinion pieces, and general blogging. This is the easiest place to start because it doesn't require a structure in advance, can be done by individuals versus teams, and allows you the flexibility to jump on the latest trends.

We believe in a combo of a content calendar, the Topic Wheel, and spontaneous (news + curation) content working together. Most companies do just one of the three models of content production, but you'll have greater power when you combine all three.

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Plumbing

Social Amplification Engine - Plumbing (03:13)

Digital Plumbing
- ☐ Create your Facebook Ads account using [Business Manager](#)
- ☐ Create your Google Ads account and tie it to the Google MyClient
- ☐ Center (MCC).
- ☐ Create your Google Analytics account.
- ☐ Create your Google Tag Manager (GTM) account.
- ☐ Publish your GTM container and tags to website.
- ☐ Facebook Instant Articles.
- ☐ Google AMP (Accelerated Mobile Pages).

To get the full course:

We need to get your ads and analytics in sync–the data and tracking flowing properly, so the numbers match up and we're building good audiences. To do that, we need to make our ads effective by feeding the right signals into Google and Facebook. That's where Google Tag Manager comes into play.

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