COACHYU

Standards of Excellence
COURSE

IDENTIFY WINNERS AND LOSERS

Dennis Yu
Chief Executive Officer

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About the Author

Dennis Yu is the CEO of CoachYu, a digital marketing company which partners with schools to train young adults.

He's a former Yahoo search engine engineer who optimizes ads and analytics across search and social that he's turned into training to create good jobs for aspiring digital marketers.

Dennis's personal mission centers around mentorship from his experience with helping people from all walks of life grow their expertise in digital marketing, sharing his insights from managing campaigns for enterprise clients like The Golden State Warriors, Nike, and Rosetta Stone.

He's an internationally recognized lecturer in Facebook Marketing and has spoken over 730 times in 17 countries, spanning 5 continents, including keynotes at L2E, PubCon, Conversion Conference, Social Media Marketing World, Gultaggen, and Marketo Summit.

Dennis has been featured in The Wall Street Journal, New York Times, LA Times, National Public Radio, TechCrunch, Fox News, CNN, CBS Evening News and co-authored "Facebook Nation" – a textbook taught in over 700 colleges and universities.

He's a regular contributor to Adweek's SocialTimes column and is published in Social Media Examiner, Social Media Club, Tweak Your Biz, B2C, SocialFresh, and Heyo.

Dennis has held leadership positions at Yahoo! and American Airlines and studied Finance and Economics at Southern Methodist University and London School of Economics. He ran collegiate cross-country at SMU and has
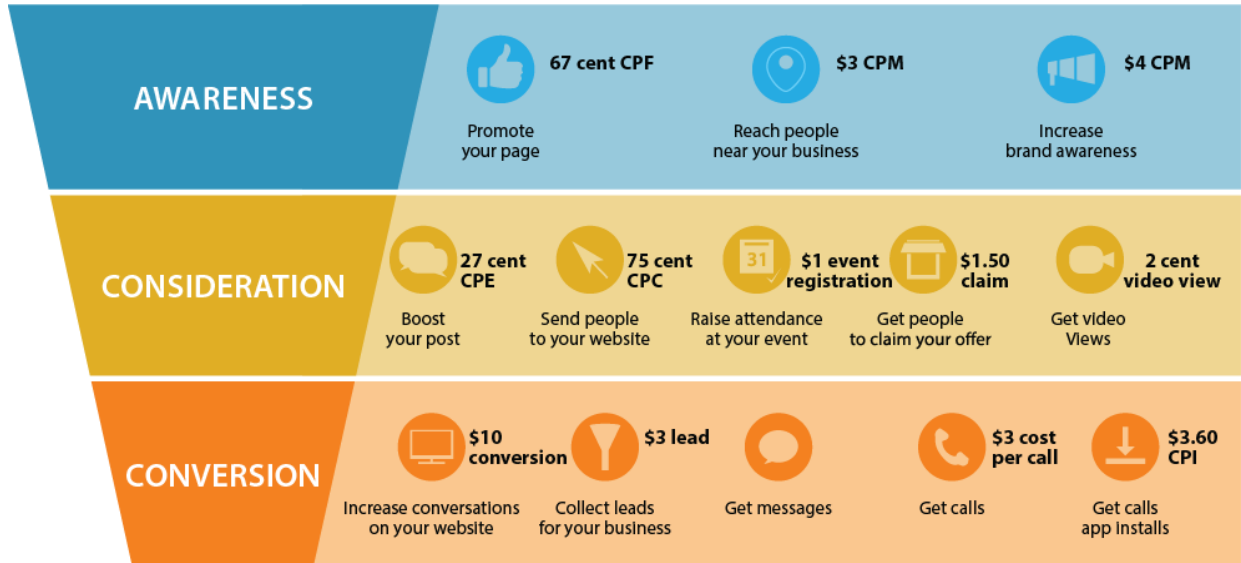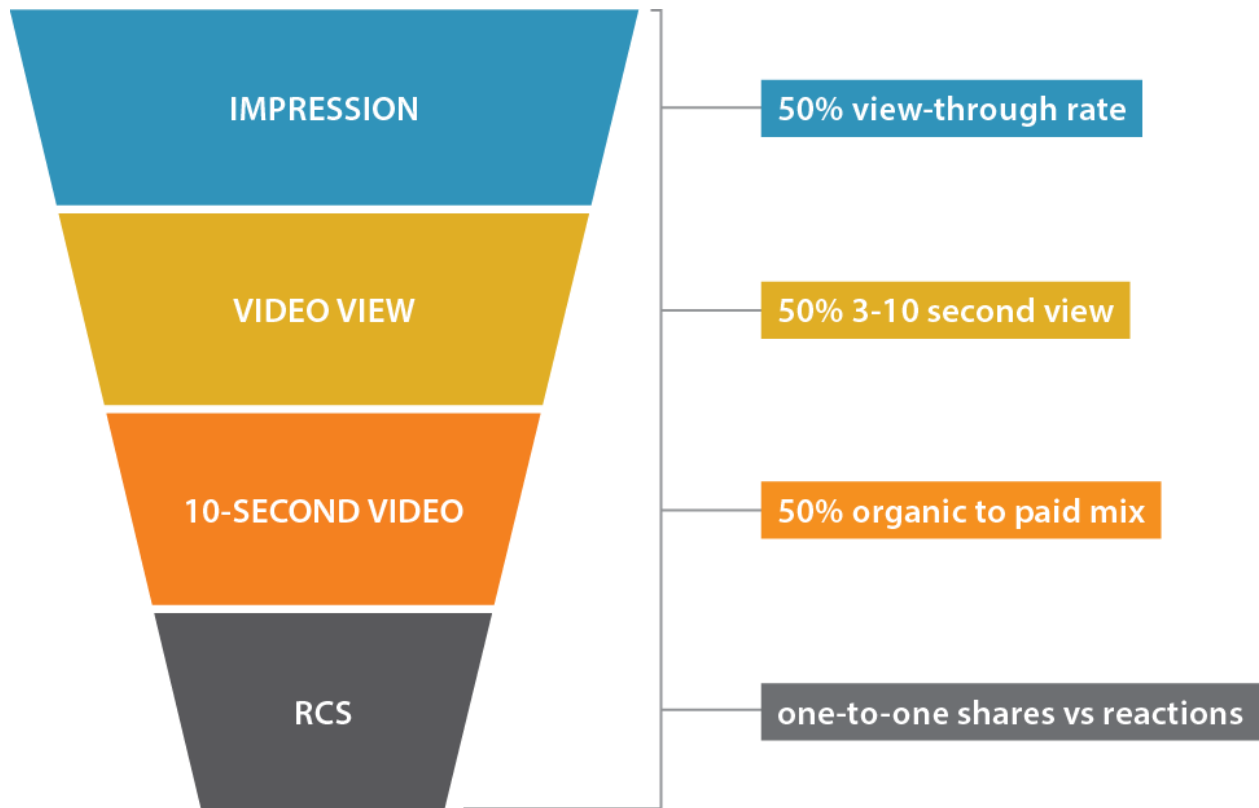
competed in over 20 marathons including a 70-mile ultramarathon.

He was ranked as the number one speaker of the conference at the PPC Caesar's Award 2018.

Besides being a Facebook data and ad geek, you can find him eating chicken wings or playing Ultimate Frisbee in a city near you.

Diagnose performance at each stage

AWARENESS

- 67 cent CPF — Promote your page
- $3 CPM — Reach people near your business
- $4 CPM — Increase brand awareness

CONSIDERATION

- 27 cent CPE — Boost your post
- 75 cent CPC — Send people to your website
- $1 event registration — Raise attendance at your event
- $1.50 claim — Get people to claim your offer
- 2 cent video view — Get video Views

CONVERSION

- $10 conversion — Increase conversations on your website
- $3 lead — Collect leads for your business
- Get messages
- $3 cost per call — Get calls
- $3.60 CPI — Get calls app installs

AWARENESS

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- Reach people near your business
- Increase brand awareness

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CONVERSION

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Standards of Excellence for Facebook Page

Followers -> Reach (30%)

5-10% is average or good, and 30% is great. So if I have 1,000 followers on my page, I want to see my posts get 300 reach.

1,000 FOLLOWERS

Reach

300 REACH

Reach -> Engagement (70%)

300 REACH

Reach --> Engagement (10%)

If I have 1,000 likes, but only 700 follows, I'm likely receiving negative feedback where people are "unfollowing" my page based off content in their feeds.

Standards of Excellence for Video

Diagnose performance at each stage

REACH

(Will vary based on target audience)

Views = 50% of Total Reach

EX. For Every 100 reach, you want 500 views

1,000 Views

500 Views

X ■ ___ View Length

Under 3 Seconds | Poor

6 Seconds | Average

10 Seconds | Good

15-20 Seconds | Great

30+ Seconds | Excellent – This is Your UNICORN

UNICORN

Once you find your Unicorn (or your greatest hit), throw fuel on the fire and have it live evergreen so long as it continues to generate results. This is taking the funnel, not the calendar, approach to marketing.

Diagnose performance at each stage
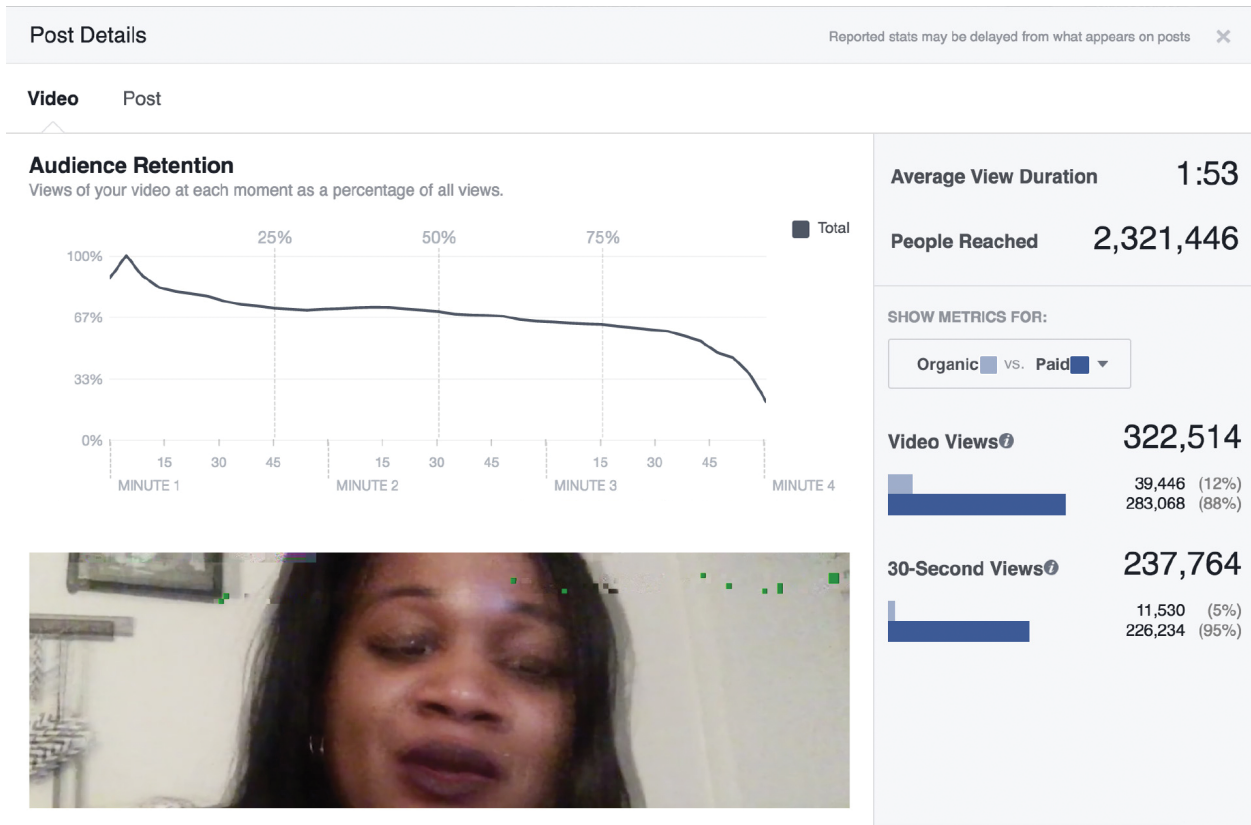
This deserves a quick mention as the highest average watch time on video we've ever seen.

Some people may show what appears to be a higher watch time on a small audience base or super long video (3 viewers of an hour long live video, for a 5-minute average watch time).

But this example is mainly paid media on a 4-minute long video.

It happens to be us boosting a video BuzzFeed made for one of our clients.

Standards of Excellence by Stage of the Funnel
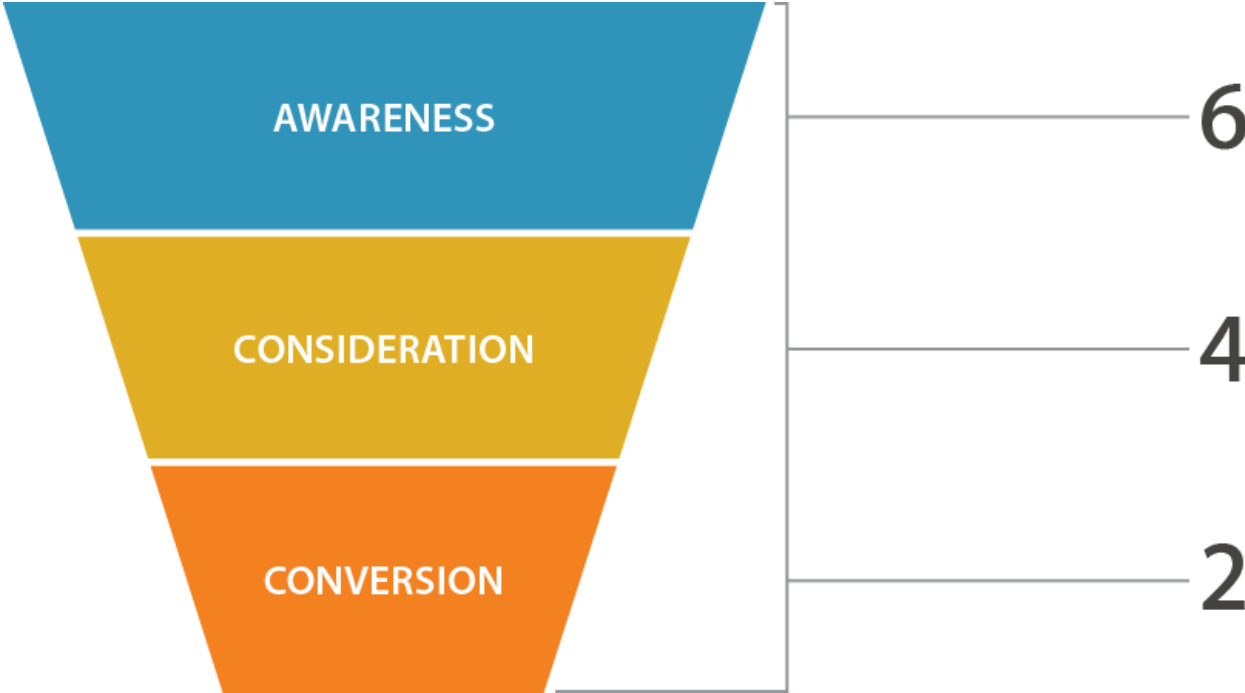
Critical Video Metrics and How Use Them to Improve your Business

1. Video Viewing Time

2. Average Watch Time

3. View-through Rate

4. Engagement Rate

5. Applause Rate

6. Consumption Rate

7. Cost Per View
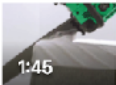
8 Critical video metrics and how to use them to improve your business

TL;DR: show funnel slide with 4 signals to detect when your video is doing well.

#1 & 2: Video Viewing Time & Average Watch Time

6 seconds is the average view time on Facebook. It can't be lower than 3 seconds since Facebook counts a view as a user seeing the video for 16 seconds or more in their feed, even if autoplay is utilized.
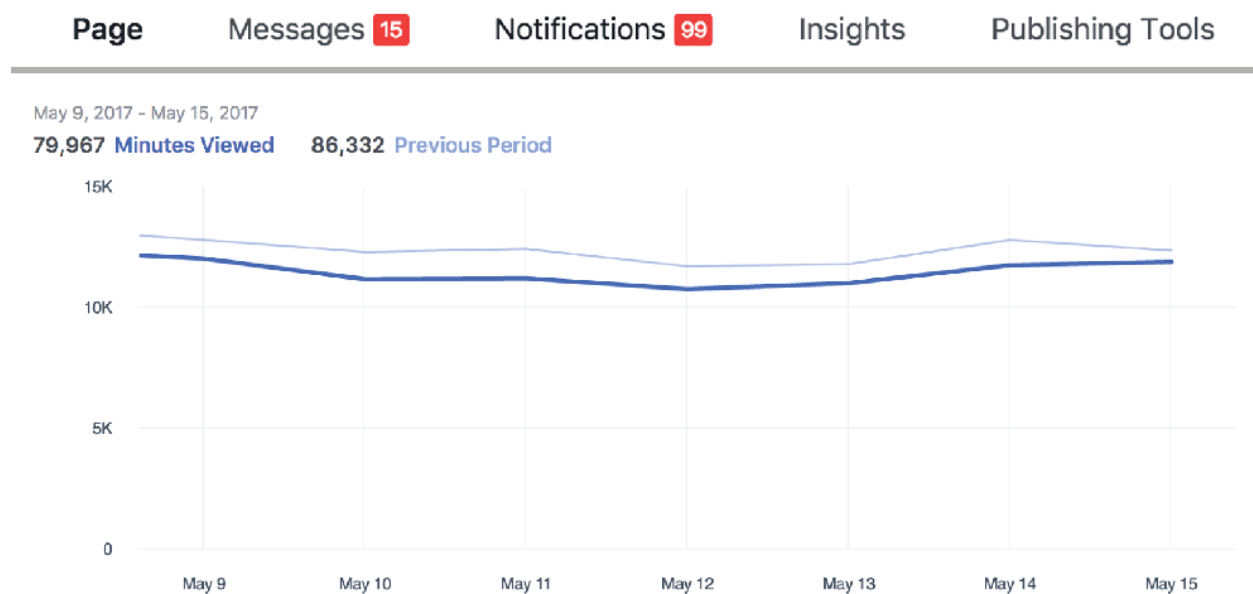
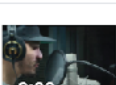| Video		Published	Minutes View... ▲	Video Views
0:31	"We both end up having a good night sleep and feeling rested." - The O'Briens	● 05/24/16 10:33AM	2.9K	13K
1:45	We started Tuft & Needle because we learned the truth about the mattress...	● 06/16/15 3:58PM	124	87
TUFT & NEEDLE 1:30	Tuft & Needle Presents: How It's Made There's been a lot of mystery behind the...	● 08/17/15 6:48PM	51	38
0:33	"In my opinion, you cannot find an uncomfortable position to lay in because...	● 10/11/16 12:13PM	42	101
0:44	This is how fast and easy it is to unbox a Tuft & Needle Mattress. Not to mention i...	● 06/22/15 1:02PM	25	33
3:02	"Not a lot of people get to know the answer to the question of 'what if I...	● 09/06/16 11:21AM	22	33

The longer your video, the longer your average view time, all else being equal since you're averaging in longer views. Technically, you could have a 2-hour view time, which is the current maximum allowed on Facebook.

Get 10 seconds on your video, and you're doing well. 15 seconds is excellent, and 20 seconds is out of this world. The best performance we've seen is 55 seconds on an 8-minute video. Of course, if you have just one view so far, don't get too excited by a 2-minute average view. With more people now using Facebook Live, it will be a more common occurrence.

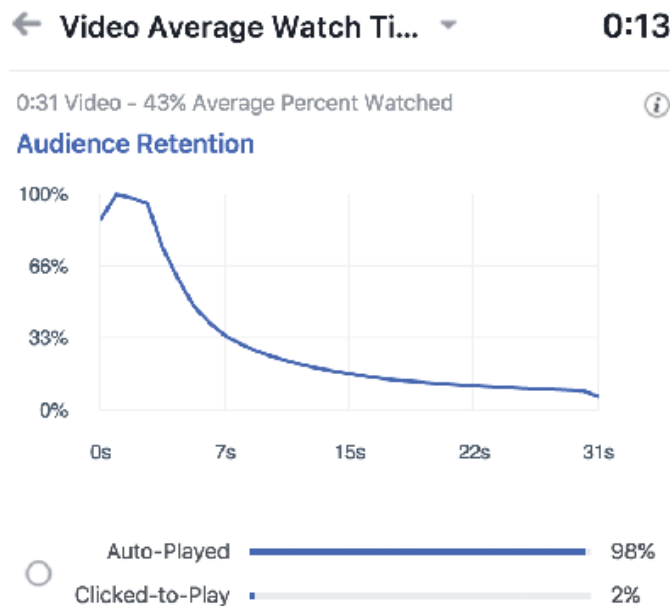Your average view times won't matter until you have at least 50 people watching. And you can't judge Facebook Live performance based on average watch times unless you look at what happens during your broadcast versus during replays. Look only at average watch times for replay if you want an apples-to-apples comparison against your other videos.

When you boost a video, expect average watch times to fall over the next few days.

Include a screenshot of metrics that shows falling average watch times for a boosted video post.

Why? The initial people exposed to your video are the highest potential engagers, as selected by the algorithm organically to show in the News Feed.

Plus, the period directly following when the video was posted (or when you went live) is when you drive the most engagement, especially with live notifications. Advertisers often don't know who their best audiences are, so paid efforts suffer from it.

Video Performance In This Post ⓘ

🕐	Minutes Viewed	122,276	›
🎥	Video Views	547,782	›
🎥	10-Second Views	145,528	›
▤	Video Average Watch Time	0:13	›
👥	Audience and Engagement		›

← Video Average Watch Ti... ▾   **0:13**

0:31 Video – 43% Average Percent Watched   ⓘ

Audience Retention

Auto-Played ▬▬▬▬▬▬▬ 98%
Clicked-to-Play ▪ 2%

Average watch times vary by time of day. If you have a video that is over a minute in length, run it in the evenings when people are more likely to be at home. Day-parting your ads is easy. Even if you don't want to pay, you can still carefully choose when you post the video- to not only get maximum views, but longer watch times, though not the same quality.

In fact, I'd even take ten people watching for 30 seconds rather than 200 people watching for 5 seconds. The former are more likely to engage and buy (more on this later).

◻≡ **Account Overview**

+ **Create Ad Set** ▼   Ed

☐   **Ad Set Name**
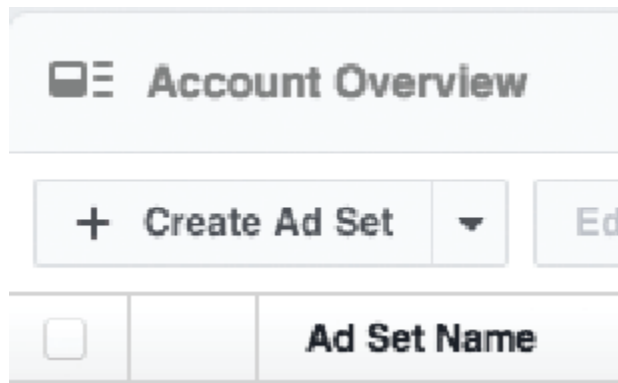
, and when you'd like your ads to appear. Learn mo

Daily Budget ⬍ $40.00

$40.00 USD

Actual amount spent daily may vary. ⓘ

Budget & Schedule
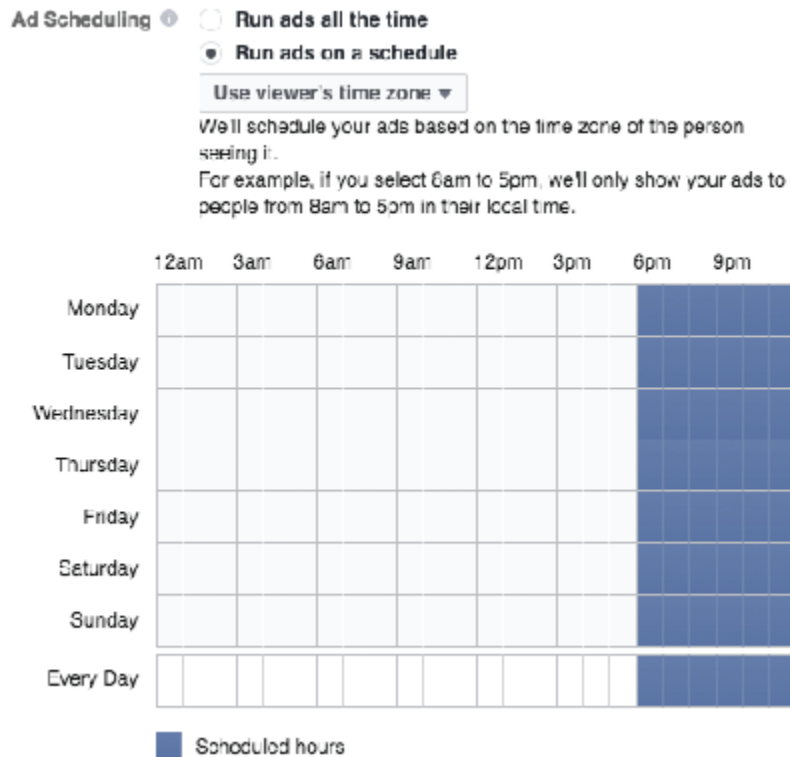Define how much you'd like to spend, and when you'd like your ads to appear. Learn more.

Budget ⓘ   Lifetime Budget ⬍ $1300.00
$1300.00 USD

#3: View-Through Rate

View-through rate (VTR) is a derived metric, meaning that Facebook doesn't tell you this outright. You have to calculate it by dividing views by impressions.

The average view-through rate on Facebook is 30%, meaning that, of the people exposed to a video, 30% were counted as a view. Of course, expect 86% of these to be autoplay.

The higher the autoplay ratio, the more likely you are to have mobile watchers who aren't scrolling fast enough and the higher your reported view-through rate.

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50% is fantastic, while 71% is the highest we have ever seen. Note that your VTR is often higher when you are running ads (especially if you choose the Video View objective or boost post) since Facebook is deliberately seeking out people who have shown themselves to watch a lot of videos historically.

They want to deliver against whatever business objective you've chosen, so this isn't a malicious thing.

← Audience and Engageme... ▾

👥	People Reached	980,005 ›
👤	Unique Viewers	314,200 ›
👍	Post Engagement	5,821 ›
👥	Top Audience	-- ›
🌐	Top Location	-- ›

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