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## Cheat Sheet:

# Social Amplification Engine



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### 1 PLUMBING

- Create your Facebook Ads account using "Business Manager" (<http://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 website.
- Facebook Instant Articles.
- Google AMP (Accelerated Mobile Pages).

### 2 GOALS

- Define your mission (start with WHY) and identify 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, Engagement, and Conversion (AEC).
- Develop your brand by moving through the 6 phases of the [Personal Branding](http://blitzmetrics.com/pbg) (<http://blitzmetrics.com/pbg>).

### 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 Content Library.
- Map out one minute videos.
- Create promotional content to drive conversions.
- Determine your ONE QUESTION
- Gather content by stage of the AEC funnel, addressing key objection for each persona.

### 4 TARGETING

- Import your customers and leads 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.
- Build Bowtie Funnel Sequences.

### 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 AdWords and Facebook.
- Create media inception ads using the Dollar A Day strategy (<http://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 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.

Basic tasks in bold.