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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).

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.

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