CONTENT FACTORY

ACCESS CHECKLIST

Dennis Yu
Host of the CoachYu Show

GUIDE VERSION
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Welcome!

Welcome to Content Factory Access Checklist.

Before we begin implementing the 6 phases for you, or help you along in a POWER HOUR, we need a few key pieces of access that allow us to evaluate performance cross-channel.

Some of these, you'll have; some, you may need to create; and others, we'll set up for you. Not all steps are mandatory, but the more information we have, the better the analysis and stronger the outcome.

Once our operations team has received all of the proper credentials, logins, and access, we can begin implementation as guided by your project manager and team of specialists for implementation. For a POWER HOUR, we can see what needs work and what tweaks you need.

Why do we need to do all this?

If you have any questions don't hesitate to reach out to stephanie@blitzmetrics.com.

If you're having trouble, we are happy to schedule a Zoom call to walk you through this.

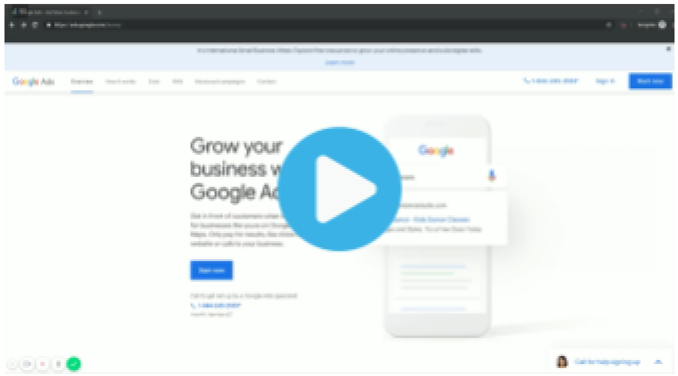
Access Checklist

-Bold means required
***You can create the account without granting access**

Entity	Company Brand	Personal Brand
Google Ads	☐	N/A
• **Google Tag Manager**	☐	N/A
• **Google Business Profile (Formerly, Google My Business)**	☐	N/A
• **Google Analytics**	☐	N/A
• **Google Search Console**	☐	N/A
Facebook Business Manager	☐	N/A
• **Facebook Profile***	N/A	☐
• **Facebook Page**	☐	☐
• **Facebook Ad Account**	☐	N/A
• **Activate Two-Factor Authentication**	☐	☐
• **Instagram Page**	☐	☐
Your Website (WordPress, Squarespace, HubSpot, etc.)	☐	N/A
Reddit Page	☐	☐
YouTube	☐	☐
TikTok Business Center	☐	☐
• TikTok Page	☐	☐
• TikTok Ads Account	☐	N/A
Twitter	☐	☐

Entity	Company Brand	Personal Brand
LinkedIn Personal Page (Profile)*	N/A	☐
• LinkedIn Business Manager	N/A	☐
• LinkedIn Page	N/A	☐
• LinkedIn Ads Account	N/A	☐
Crunchbase Profile	☐	☐
Snapchat	☐	☐
Pinterest	N/A	☐
Twitch	N/A	☐
Discord	N/A	☐
Quora	☐	☐
Medium.com	N/A	☐
Vimeo	N/A	☐
Evernote.com	N/A	☐
Alignable	N/A	☐
Flickr	N/A	☐
Diigo	N/A	☐
Penzu.com	N/A	☐
Scoop.it	N/A	☐
Mixcloud.com	N/A	☐
Inside.com*	N/A	☐
About.me*	N/A	☐

Create a Google Ads Account



[(2:17) Creating Your Google Ads Account]

Google Ads is an online advertising platform that allows businesses to promote their products or services across Google's network, including search results, websites (Display Network), YouTube, and more—it's the central place for managing all types of Google advertising campaigns.

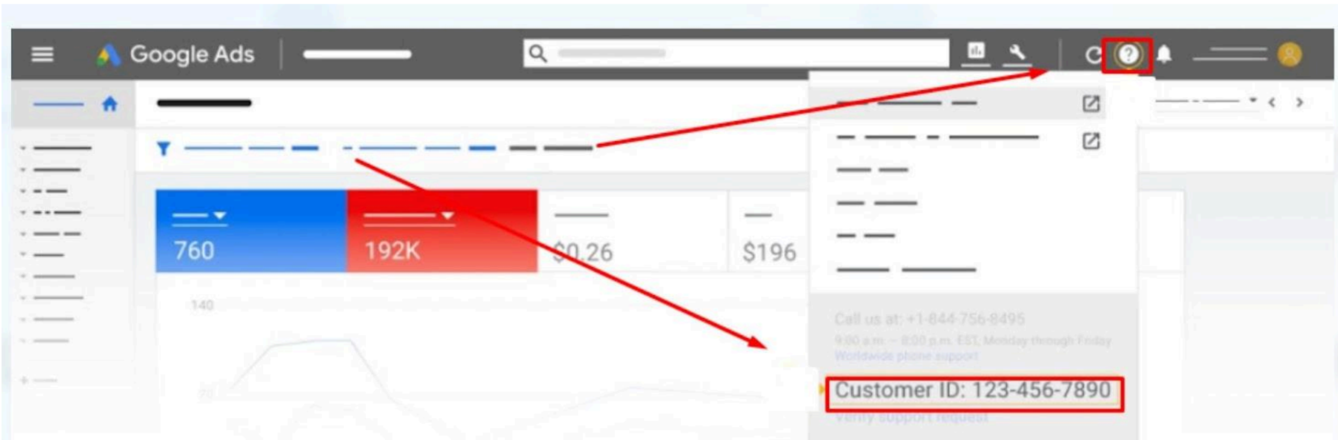
1. Go to ads.google.com.
2. Click "**Sign in**" or "**Start now.**"
3. Log in using a Gmail account (ideally the same one used for Google Analytics, Tag Manager, etc.).
4. Skip the initial campaign setup when prompted.
5. Select your billing country, currency, and time zone.
6. Choose whether to opt in to personalized campaign guidance from Google.
7. Click "**Submit**" to complete the setup.

Grant Access to Google Ads Account

Granting access to Google Ads has 2 parts—sending your Google Ads Customer ID, and accepting our invitation.

Part 1: Send your Google Ads Customer ID.

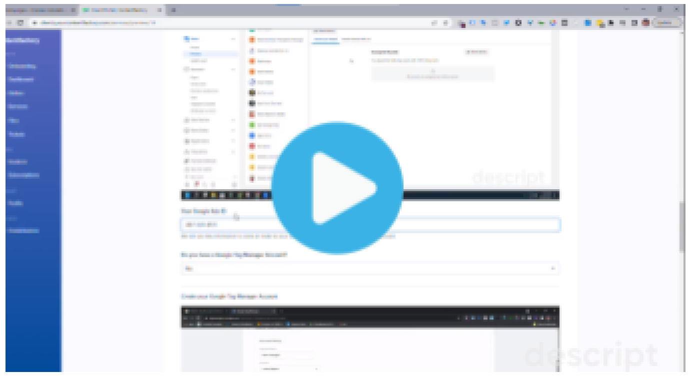
1. Log in to https://ads.google.com.
2. Find your Customer ID number by clicking on the "?" icon.



3. Send an email to **access@yourcontentfactory.com** with your **Customer ID**.

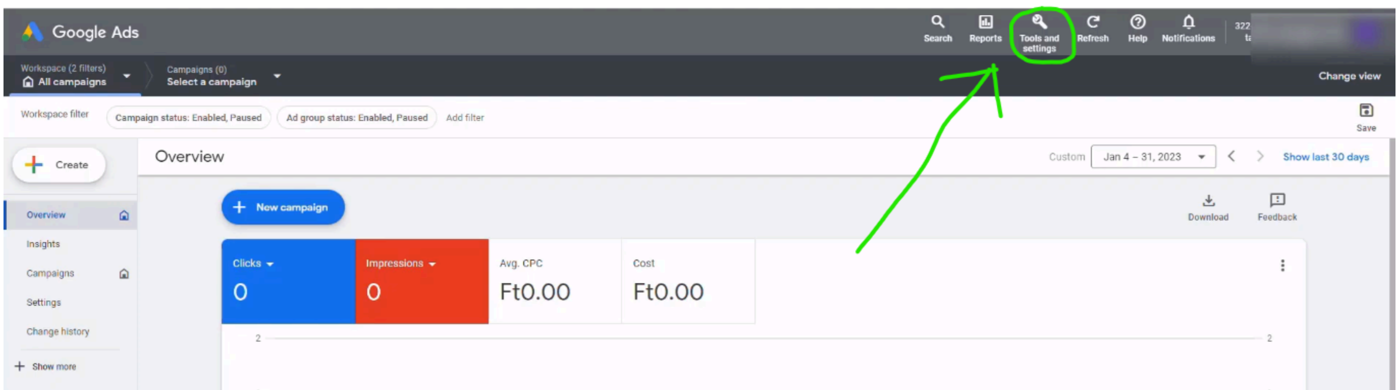
At this point, our team will send you an invite request at a later time. The invite request will appear in your inbox or your Basecamp project, which our team may create for you depending on the package you purchased.

Part 2: Accept our invite request

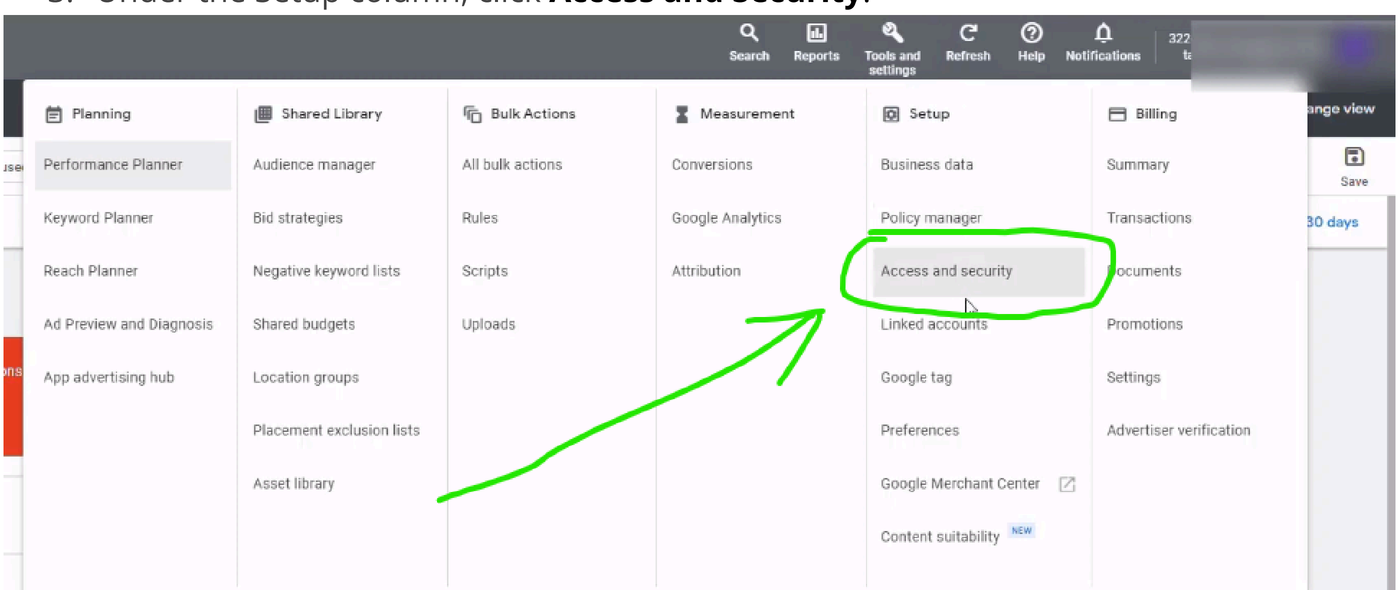


[(0:37) Accepting Invite Request]

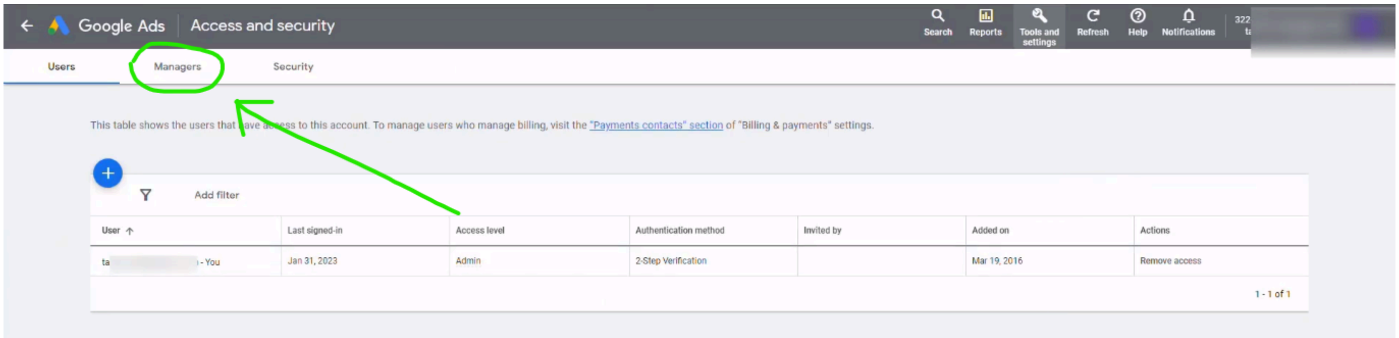
1. Log in to https://ads.google.com.
2. On the top-right, click **Tools and Settings.**



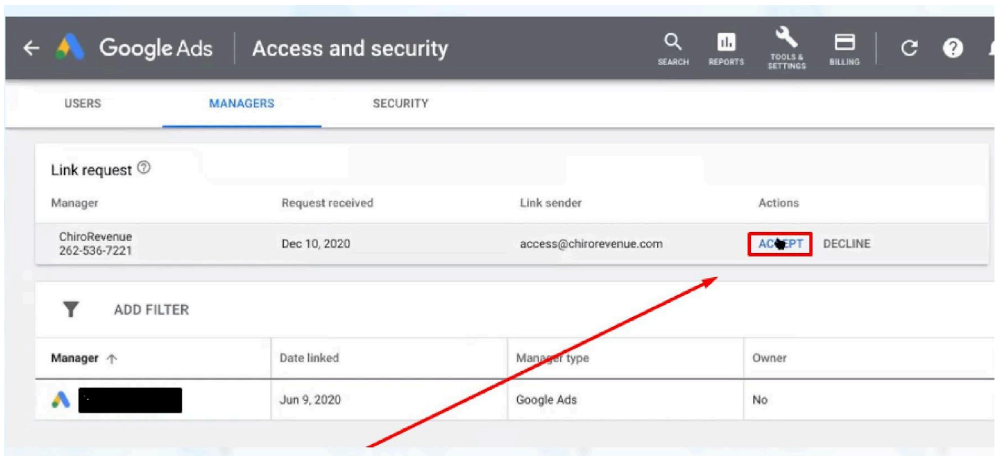
3. Under the Setup column, click **Access and Security**.



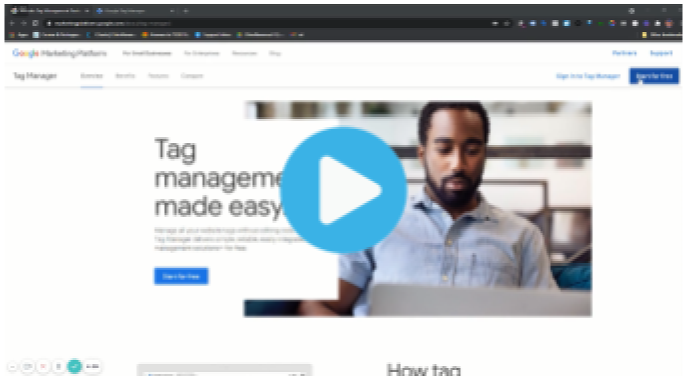
4. Click **Managers**.



5. Click **Accept**.



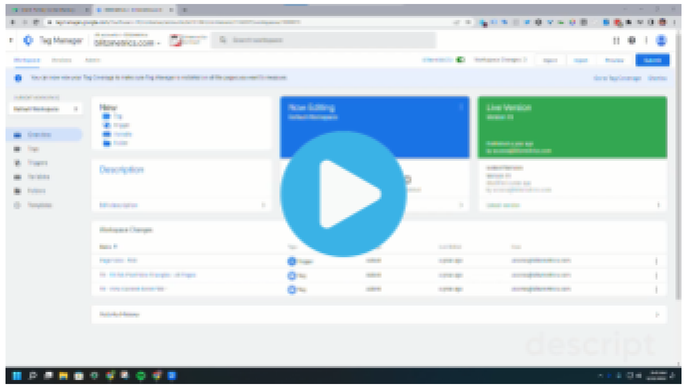
Create a Google Tag Manager Account



(2:47) Creating a Google Tag Manager Account and Brief Introduction

1. Create an account at tagmanager.google.com.
2. Set up a container.
    a. Give your container a descriptive name.
    b. Type of content it'll be associated with (Web).
3. Click **Create**.
4. Review **Terms of Service** and click **Agree**.

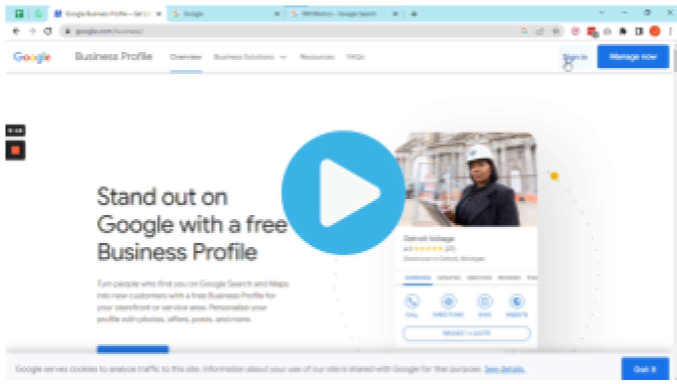
Grant Access to Google Tag Manager



(1:08) Share Google Tag Manager Access

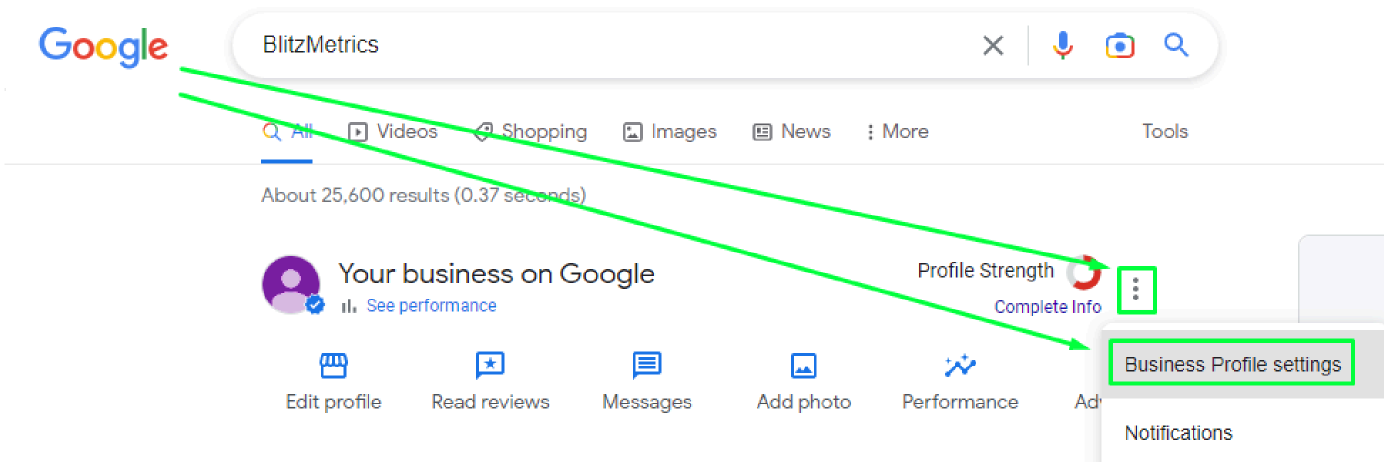
1. Log in to https://tagmanager.google.com/.
2. Click **Admin**.
3. In the **Account** column, select **User Management**.
4. Click the (+) Icon.
5. Select **Add new users**.
6. Enter **access@blitzmetrics.com**.
7. Set **Account Permissions**. Select **Administrator** so we can create new containers for Google Ads and Facebook pixel.

Grant Access to Google Business Profile (Formerly Google My Business)



(1:28) How to grant access to Google Business Profile.

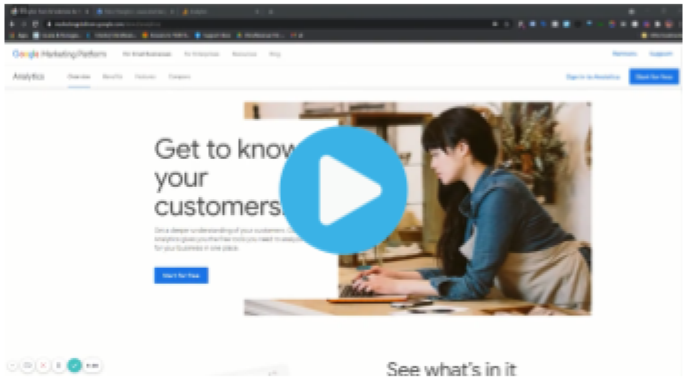
1. Sign in to google.com/business. If you haven't made an account, you can create account in this URL.
2. Click on the 3 dots.



3. Click **Business Profile settings**.
4. Click **Managers**.
5. click the **Add**.
6. Write "access@blitzmetrics.com" in the blank space.
7. Choose **Owner.**

   You will still be the **Primary Owner.** The Owner role allows us to share and delegate tasks to our team members.
8. Click **Invite**.

Create a Google Analytics Account

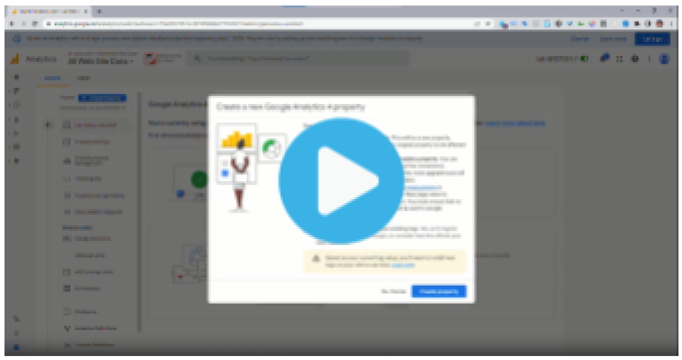


[(4:55) Create Your New Google Analytics Account]()

1. Click **Get Started Today** on https://marketingplatform.google.com/about/analytics/.
2. Enter your account name, website name, and the website's URL.
3. Check all boxes under **"Account Data Sharing Settings"** except for **"Recommendations for your Business."** You can leave the last one checked — it's up to you.
4. Click **Next.**
5. In the **Property** field, enter the specific website you're working with.
6. Choose your time zone.
7. Choose your currency.
8. Click **Next.**
9. Select an **"Industry category"** that best matches your business.
10. Select **"Business size."**
11. Under **"Business objectives,"** most businesses should select **"Generate leads"** and **"Examine user behavior."** Alternatively, you can choose **"Get baseline reports."**
12. Click **"Create."**
13. In the Google Analytics Terms of Service Agreement, check **"I accept…"**, then click **"Create."**
14. Click **"Skip for now,"** then click **"Continue to Home."**

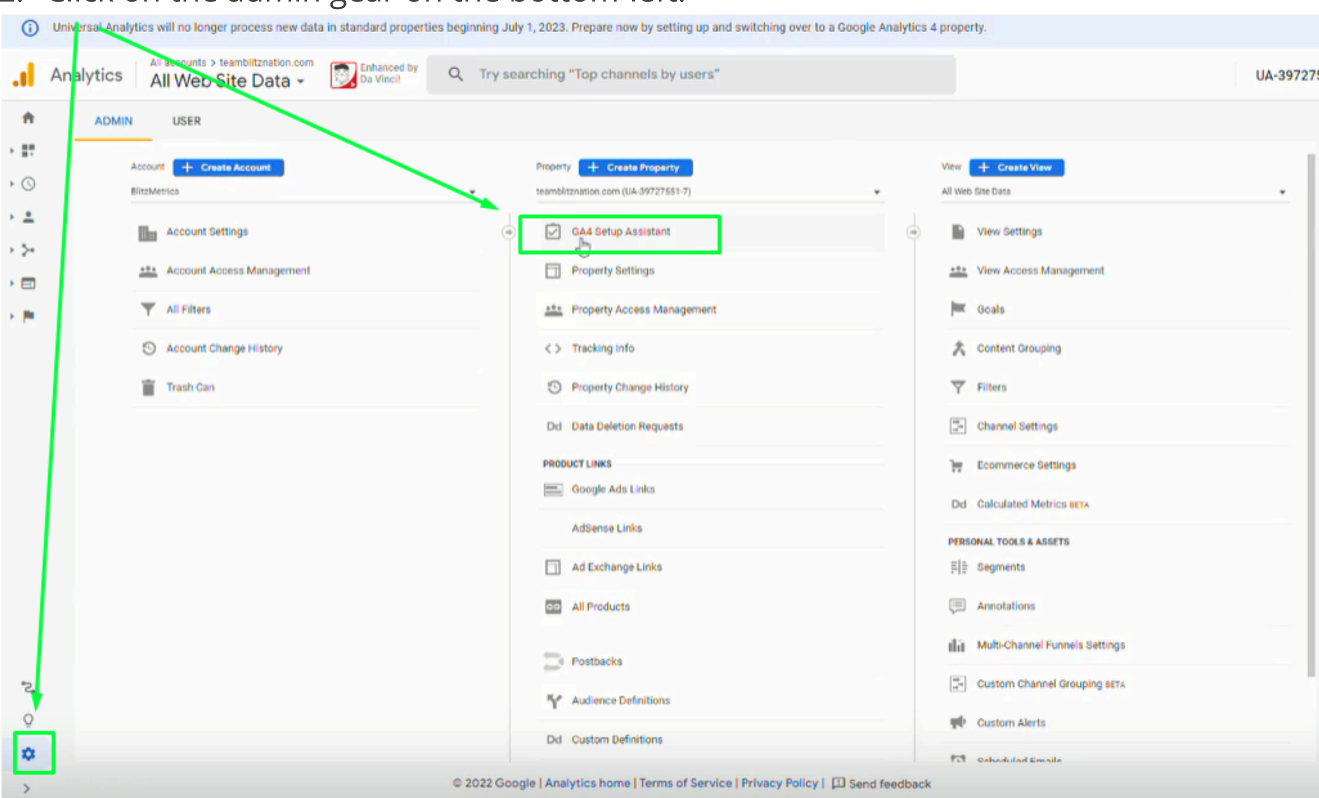
Upgrade Your Existing Universal Analytics Property to Google Analytics 4 (GA4)

If you already have a Universal Analytics Property set up in your account and you're just trying to upgrade to Google Analytics 4, you can add an existing Google Analytics property to your existing account.

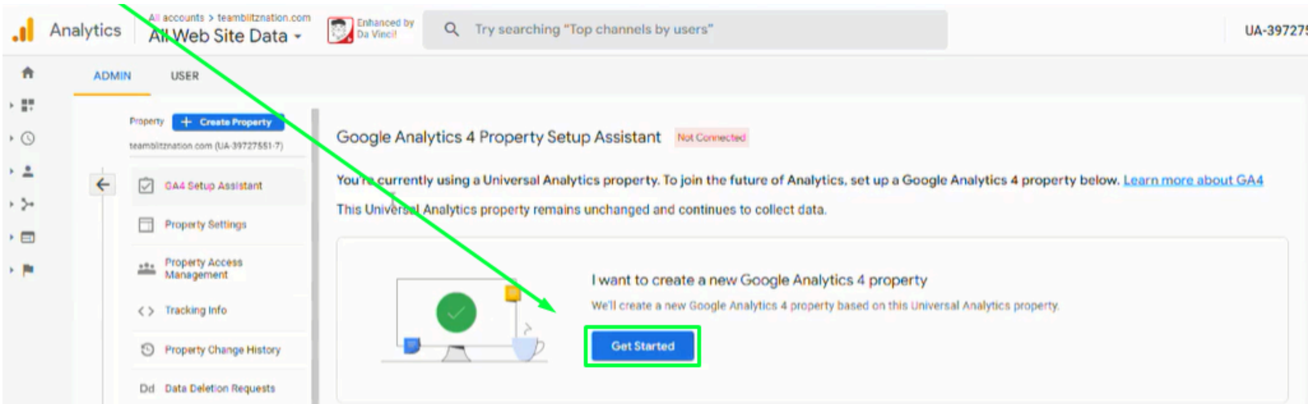


(1:33) Upgrading Your Existing Universal Analytics Property to GA4

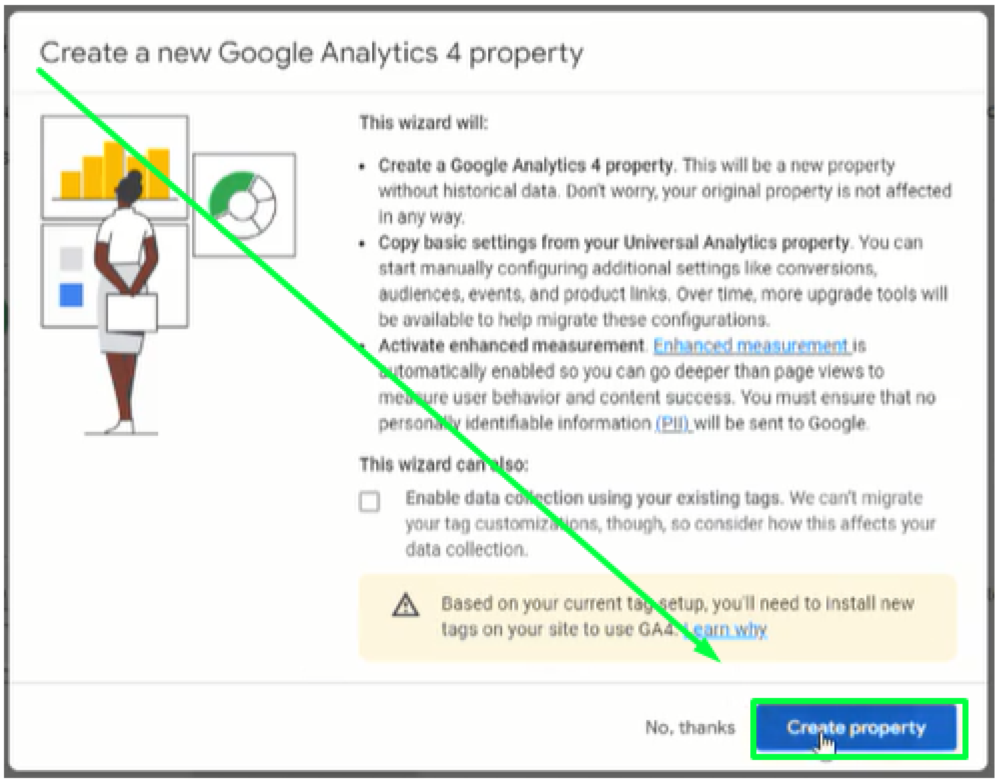
1. Log into https://analytics.google.com/analytics.
2. Click on the admin gear on the bottom-left.



3. Click **GA4 Setup Assistant**.
4. Click **Get Started** under **I want to create a new Google Analytics 4 Property**.



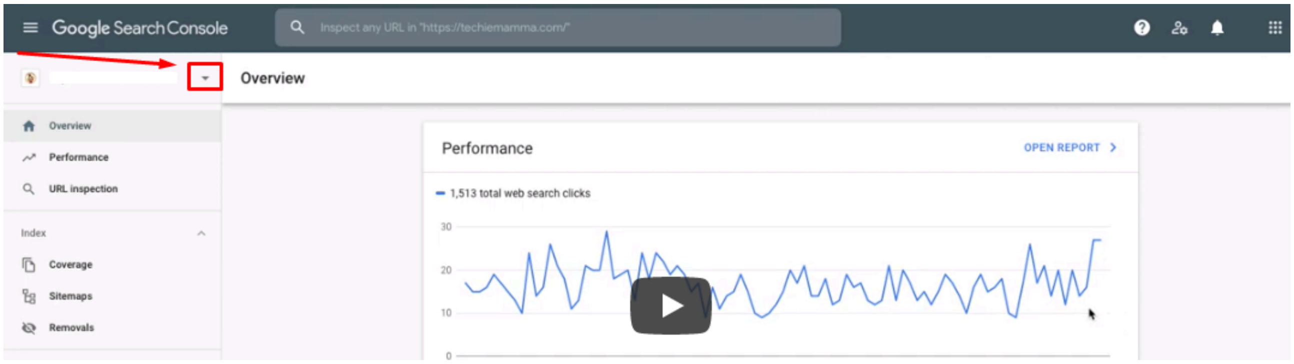
5. Click **Create Property**.



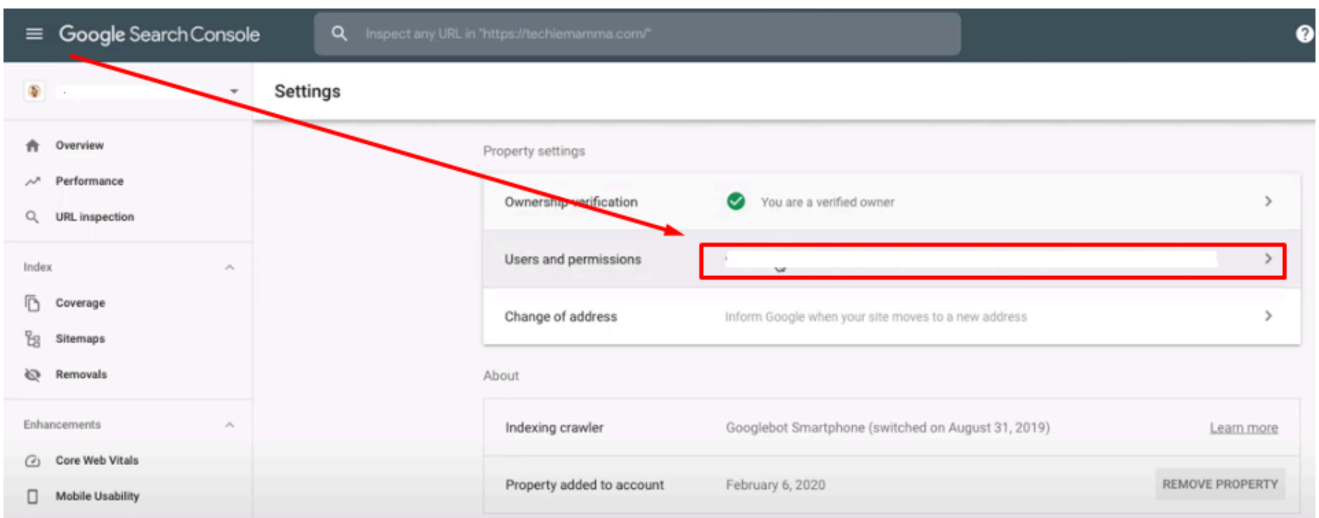
You have now created Google Analytics 4 Property that is connected to your account.

Grant Access to Google Search Console

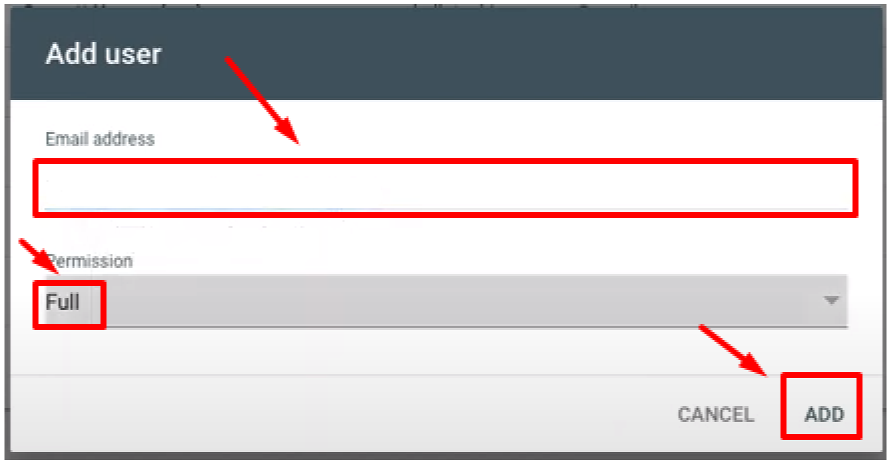
1. Log into https://search.google.com/search-console.
2. In the property drop-down, choose your property.



3. At the left panel, scroll down and click **Settings**.
4. Click on the arrow beside **Users and Permissions**.



5. Click **ADD USER**.
6. Under **Email address**, write access@blitzmetrics.com.

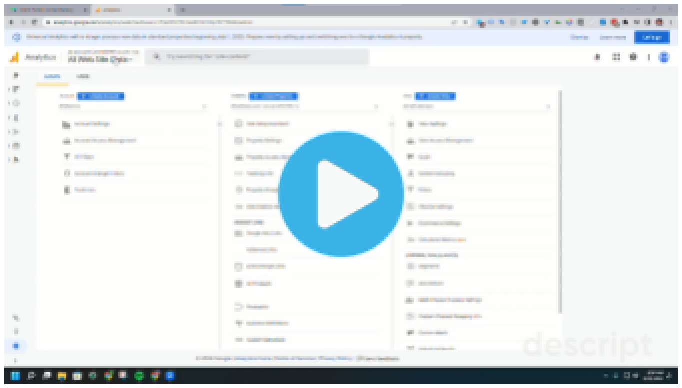


7. Under **Permission**, choose **Full**.
8. Click ADD.

Bing Webmaster Tools

https://blitzmetrics.com/how-we-integrate-bing-webmaster-tools-for-our-clients-and-how-you-can-too/

Grant Access to Google Analytics



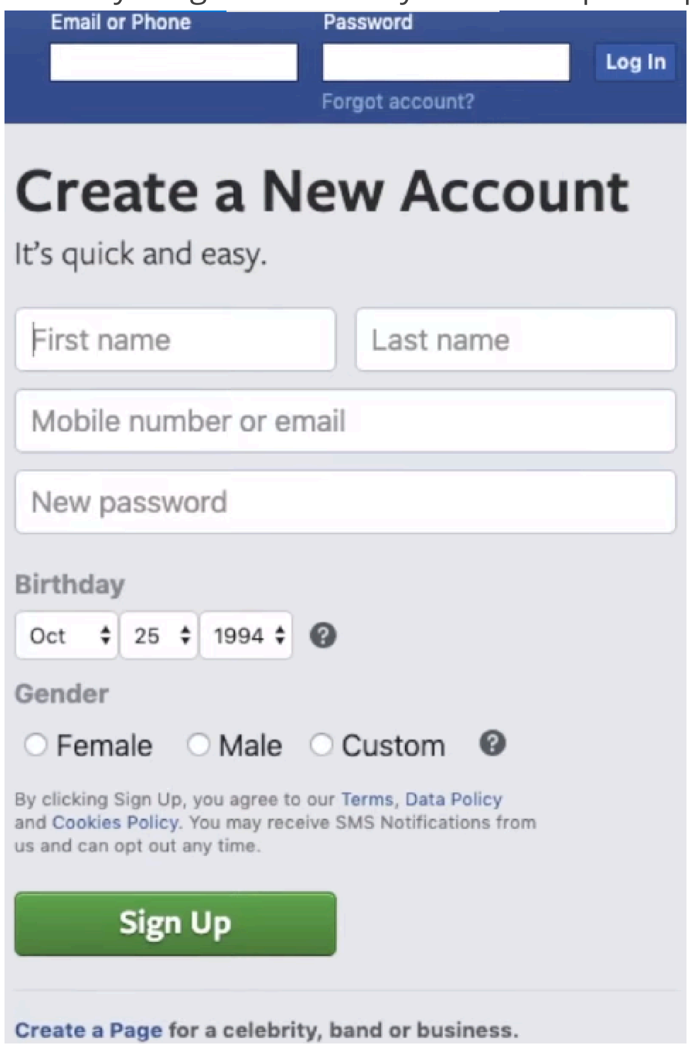
[(2:19) Share Access to Your Google Analytics Account]

1. Log in to your Google Analytics account.
2. Click “**Admin.**”
3. Click “**Account Access Management**” (or “**Property Access Management**”).
4. Click the blue + button and select “**Add users.**”
5. Enter the email: **access@yourcontentfactory.com**.
6. Check the box to notify the user by email.
7. Assign the Admin role.
8. Click “**Add**” to send the invite.

We need admin privileges so our team can assign roles as needed. This allows our leadership to manage permissions for those installing your Google Analytics account. We’ll notify you before making any changes.

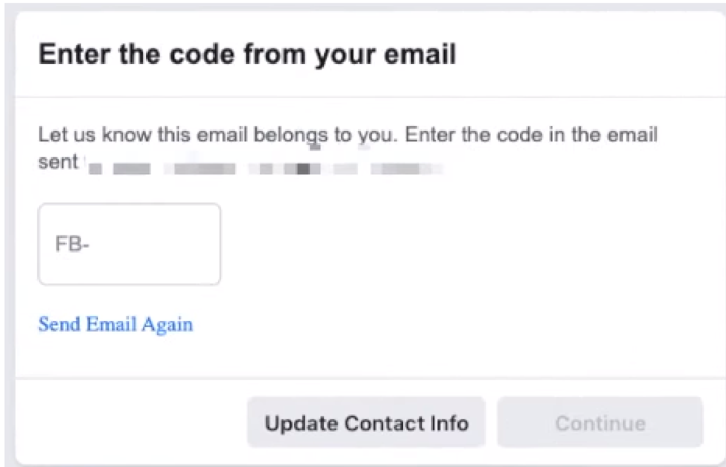
Create a Facebook Profile

1. Visit the Facebook website: Go to www.facebook.com using your web browser.
2. Sign Up: On the Facebook homepage, you should see a "Sign Up" form on the right-hand side of the page. Fill in the required information, including
    a. First Name and Last Name: Enter your real first and last name.
    b. Mobile number or email address: Provide a valid email address or mobile number that you have access to.
    c. Password: Create a strong password for your account. Make sure it's unique and not used for other online services.
    d. Date of Birth: Enter your date of birth to make sure you're old enough to use Facebook (you must be at least 13 years old).
    e. Gender: Choose your gender identity from the options provided.



3. Click "Sign Up": After completing the required fields, click the "Sign Up" button at the bottom of the form.

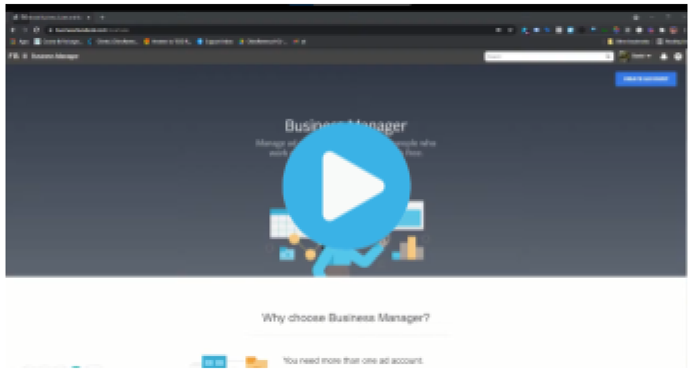
4. Verify Your Account: Facebook will send you a verification code to the email address or mobile number you provided during sign-up. Enter the code on the verification page to confirm your account.



5. Profile Picture: Add a profile picture that represents you. You can either upload a photo from your device or take one with your webcam.
6. Set Up Your Profile: Facebook will guide you through the process of setting up your profile. You can add information such as your school, workplace, city, relationship status, and more. You can also add a cover photo to your profile.
7. Privacy Settings: Adjust your privacy settings to control who can see your posts and who can send you friend requests. You can choose from options like public, friends, friends of friends, or custom settings.

Please keep in mind that Facebook's interface and features may change over time, so the steps provided here may vary slightly. If you encounter any issues during the sign-up process.

Create your Facebook Business Manager Account



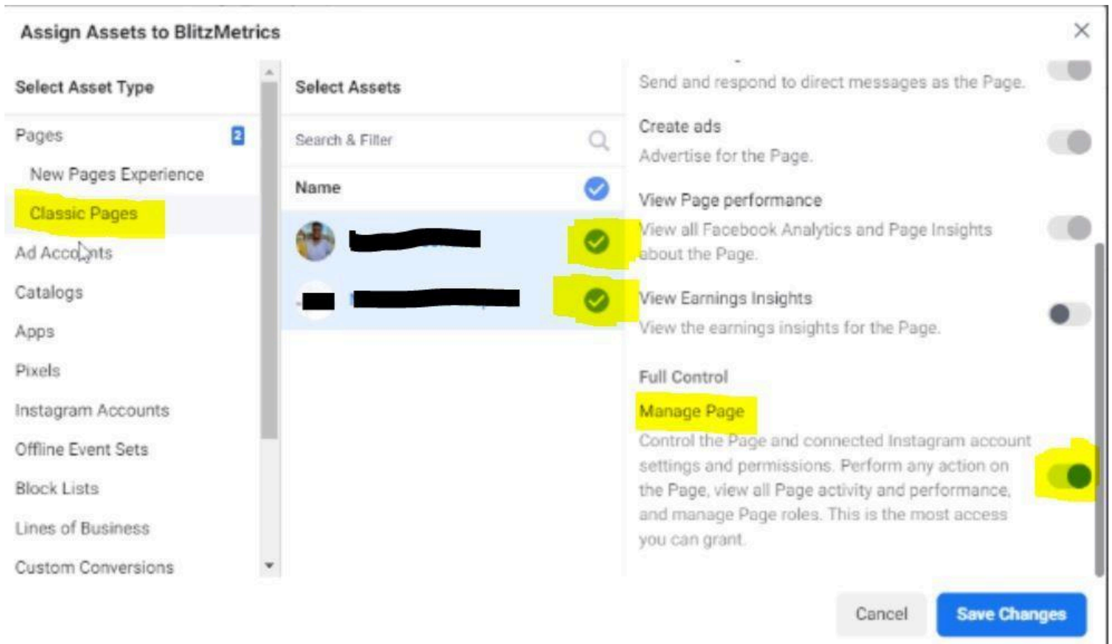
(2:02) Creating a Facebook Business Manager

1. Go to business.facebook.com/overview.
2. Click **Create Account**.
3. Enter a name for your business, your name and work email address and click Next.
4. Enter your business details and click **Submit**.

Grant Access to Facebook Business Manager

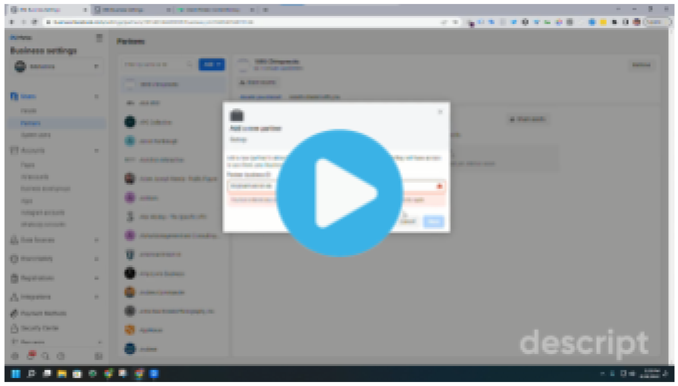
You must manage all of your assets in your Facebook Business Manager. That way you own all of your data, pages, and assets! Takes 1-5 Minutes

1. Log in to www.business.facebook.com
2. Click on Settings (gear icon). Then click on **More Business Settings**.
3. Under the **Users** menu click on **Partners**.
4. Click on **Add** at the top of the Partners panel. Then click on **give a partner access to your assets**.
5. Under **Partner Business ID** enter the following ID: **552854764819146**
6. In the next window, click on **Pages** > **Classic Pages**.
7. Select the assets that Content Factory will be managing. And make sure that the **Manage Page** button is selected.



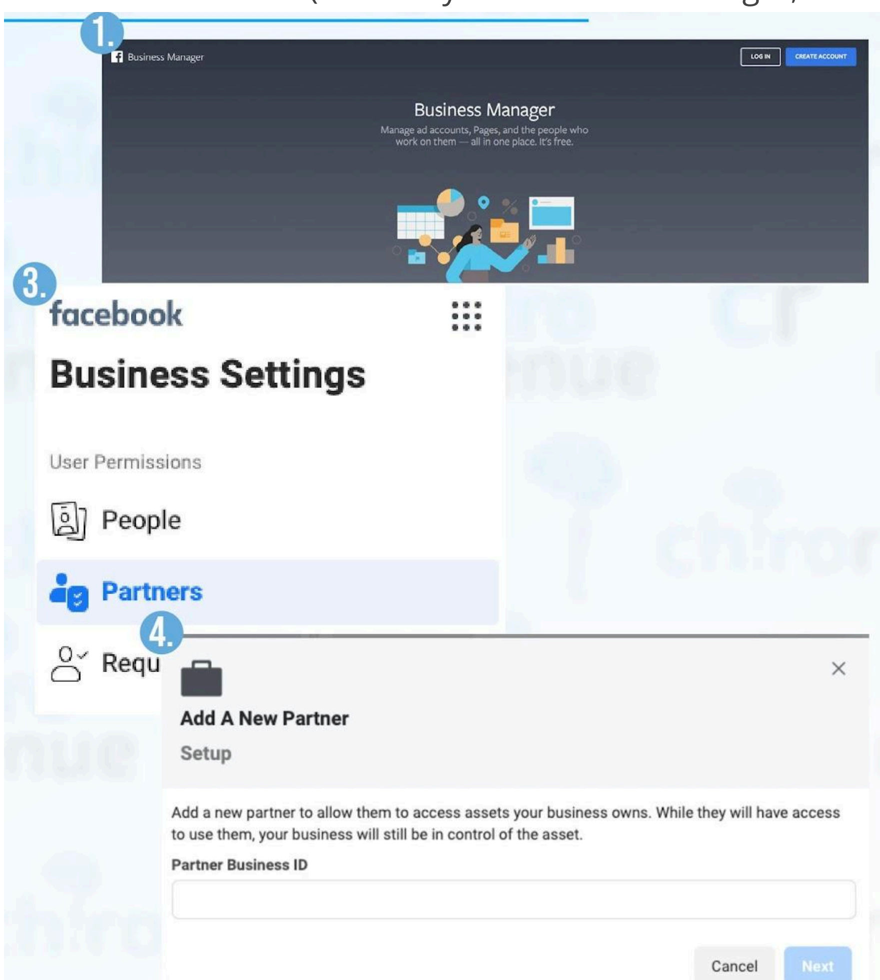
8. Next, click on the **Ad Accounts** tab.
9. Repeat **Step 7.**
10. Click **Save Changes**.

Grant Access to Facebook Business Manager Assets



(2:15) Share Partner Access to Facebook Assets

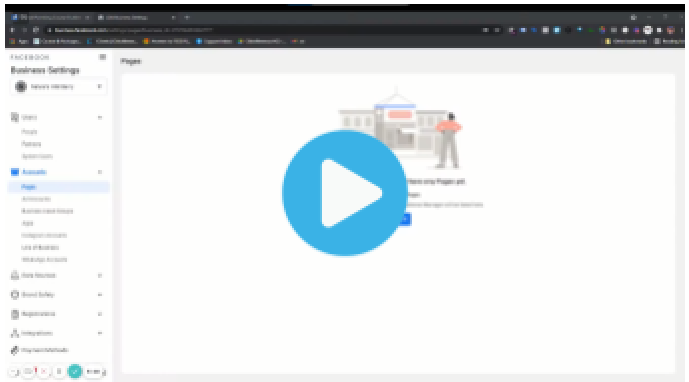
1. Login to business.facebook.com (activate your Business Manager, if needed).



2. Click on the **Business Settings** icon (lower left corner, looks like a gear).
3. Click on the blue (+) Add button.

4. Select give a **partner access** to your assets.
5. Enter business ID **552854764819146** into the Partner Business ID field and click next.
6. On this screen, you can grant access to multiple assets. Choose a type of asset in the first column.
7. Select the assets you want to add your partner to in the second column. Assign a role for your partner in the third column. Repeat these steps until you've chosen roles for the following assets:
    a. Facebook Pages (company and public figure pages)
    b. Facebook Ad account
    c. Facebook Pixel
    d. Instagram Account
8. Click Save Changes.

Create a Facebook Page



(1:45) Creating a Facebook Page

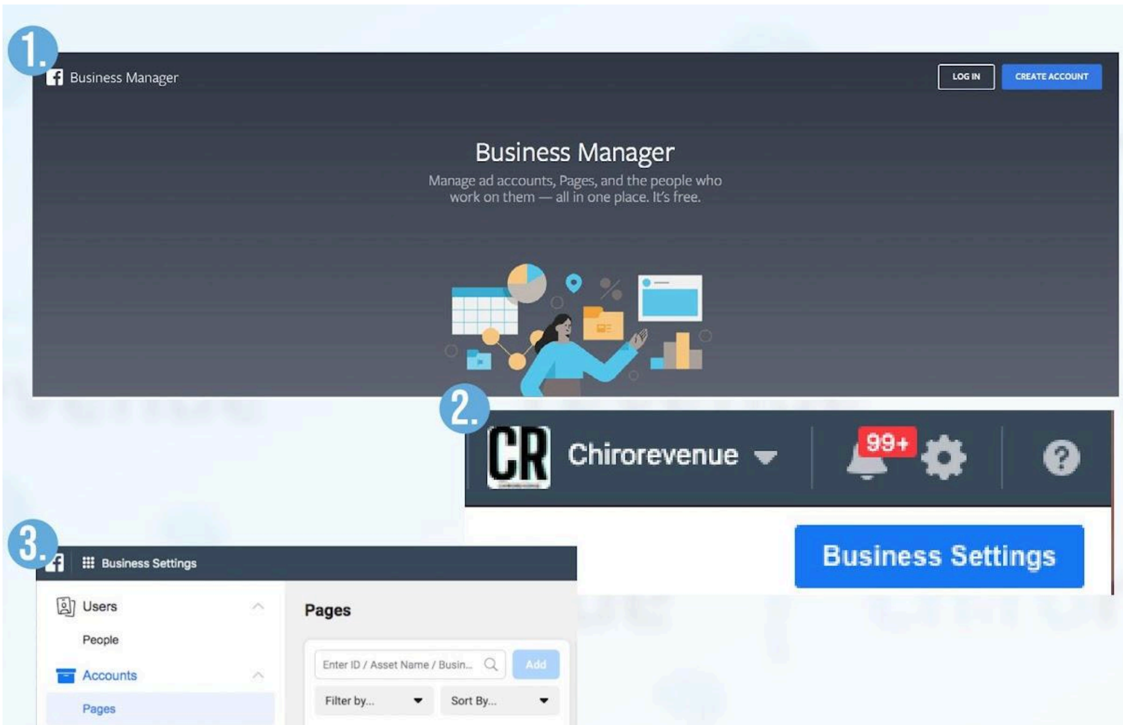
1. Log in to your Facebook Business Manager account at business.facebook.com.
2. Click on the Business Settings button in the top right corner of the screen.
3. From the left-hand side menu, select the "Pages" option.
4. Click on the "Add" button and select "Add a Page."
5. Choose the type of page you want to create: "Business or Brand" or "Community or Public Figure."
6. Enter your page name and select a category that best describes your business.
7. Click on "Create Page."
8. Once your page is created, you can add a profile picture and cover photo to your page by clicking on the "Edit Page" button.
9. To start adding content to your page, click on "Publishing Tools" in the left-hand side menu and select "Create Post."
10. You can also invite people to like your page by clicking on the "Settings" button in the top right corner of the screen, selecting "Page Roles," and then selecting "Invite People."

Congratulations, you have successfully created a Facebook Page using Business Manager!

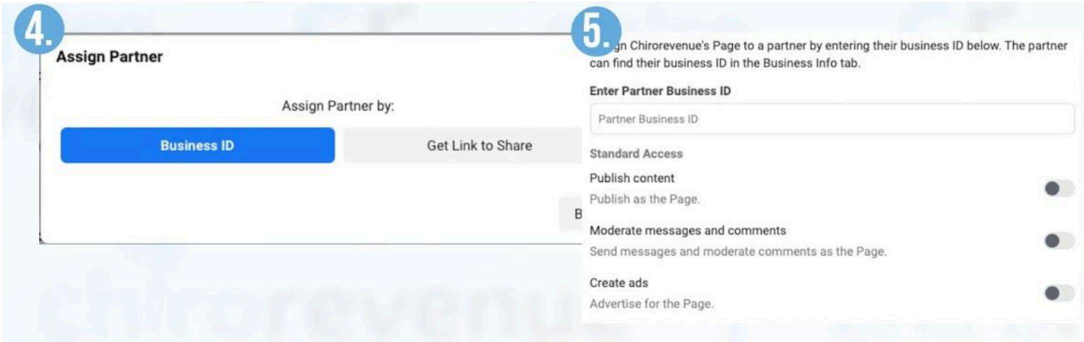
Grant Access to a Facebook Page

You must manage all of your assets in your Facebook Business Manager, that way you own all of your data, pages, and assets! Takes 1-5 Minutes.

1. Log in to business.facebook.com (activate your Business Manager if needed).
2. Click on the Business Settings tab and select Pages.
3. Click on the **Assign Partner** button.

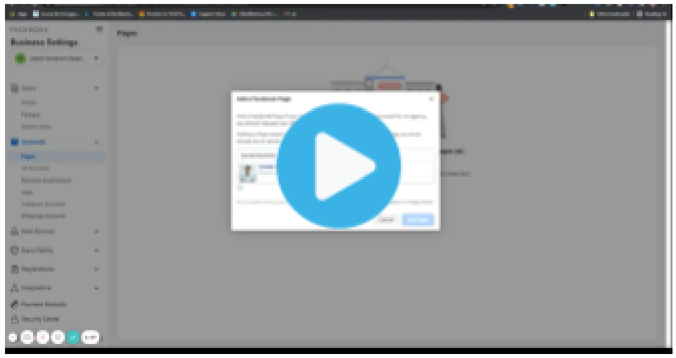


4. Click on **Connect your Page** using your partner's business ID instead.
5. Assign us as an admin. Enter Content Factory's business ID: **552854764819146**
6. Click **Connect**.



4.
Assign Partner
Assign Partner by:
Business ID
Get Link to Share
5.
can find their business ID in the Business Info tab.
Enter Partner Business ID
Partner Business ID
Standard Access
Publish content
Publish as the Page.
Moderate messages and comments
Send messages and moderate comments as the Page.
Create ads
Advertise for the Page.

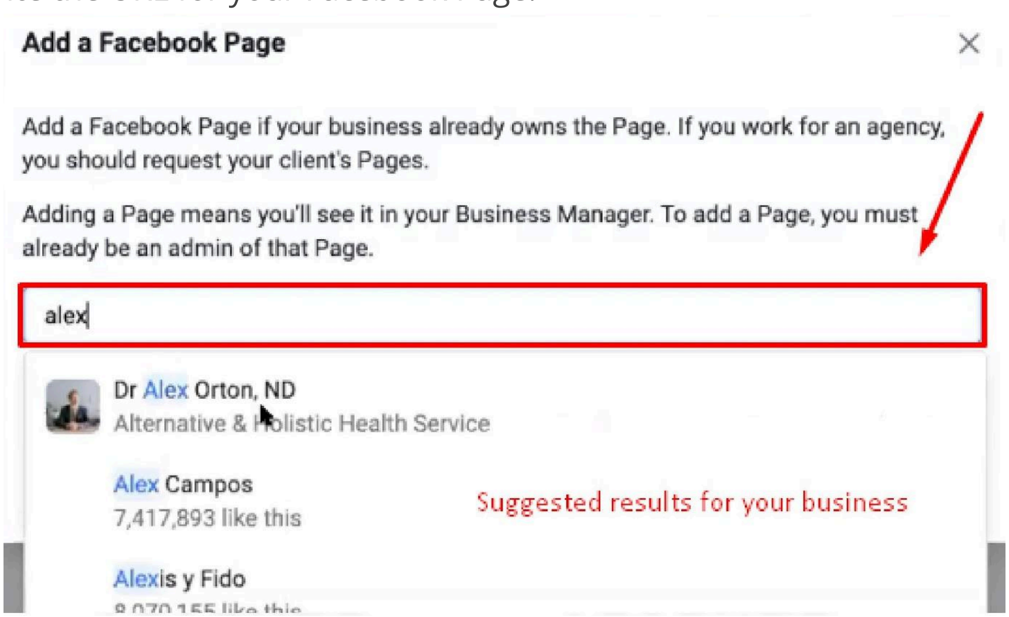
Add a New a Facebook Page to a Business Manager



(1:13) Claiming a Facebook Page

Want to know the difference between a Facebook Page and Facebook profile?

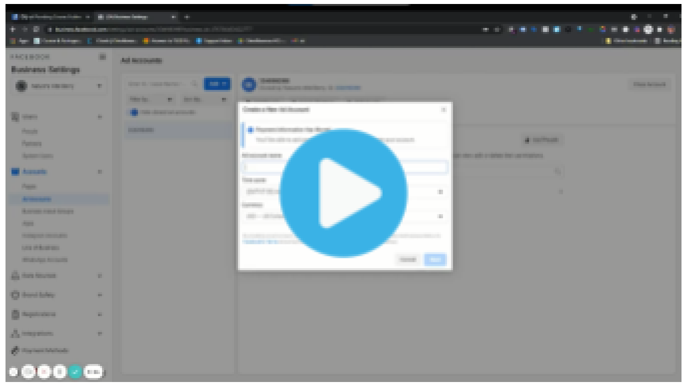
1. Log in to https://business.facebook.com.
2. Click **Settings**.
3. Click **Business Settings**.
4. Under **Accounts**, click **Pages**.
5. Under **Pages**, click **Add**.
6. Click **Add a Page**.
7. Write the URL for your Facebook Page.



Tip: You can also type the name of your business, and a drop-down may appear for your Facebook Page

8. Click **Add Page**.
9. Click **Add All.**

Create Your Facebook Ad Account



(2:21) Creating a Facebook Ad Account Using Business Manager

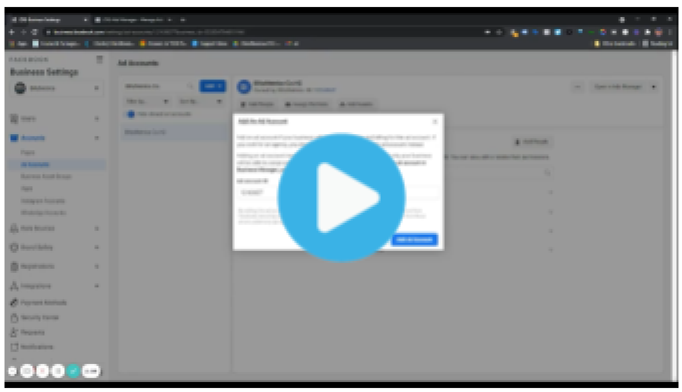
Once you set up your Facebook Business Manager, it will automatically create your AD account. Steps on personalizing the account:

1. Go to your **Business Manager**.
2. Click on **Ad Accounts** under **Accounts**.
3. Fill in all the blanks by entering your company's name, address, and other relevant information.

Claim an Existing Facebook Ad Account in Facebook Business Manager

One important note to be aware of when trying to claim a Facebook Ad Account: if the account is already owned by another Business Manager, it cannot be transferred to yours.

This often happens when businesses have worked with agencies that created the ad account for them. In this case, it's usually best to start fresh with a new ad account so your business retains full ownership.



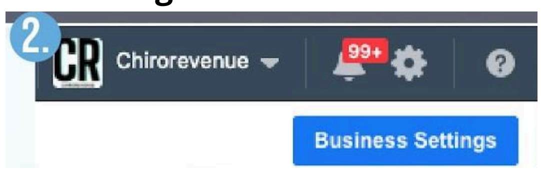
(2:53) Claiming a Facebook Ad Account

1. Log in to Facebook Business Manager at https://business.facebook.com.
2. In the top-left corner, click the ☰ (menu) icon.
3. From the dropdown, click "Business Settings."
4. Select your business. If you manage multiple businesses, choose the correct one from the list.
5. In the left-hand sidebar, click "Accounts" to expand it, then click "Ad Accounts."
6. In the main panel, click the blue "Add" button.
7. Choose "Add an Ad Account" from the dropdown.
8. Enter the Ad Account ID.
9. Click "Add Ad Account" to confirm.

Grant Access to Facebook Ad Account

1. Log in to business.facebook.com. (activate your Business if needed).

2. Click on the **Business Settings** tab and select **Ad Account**.



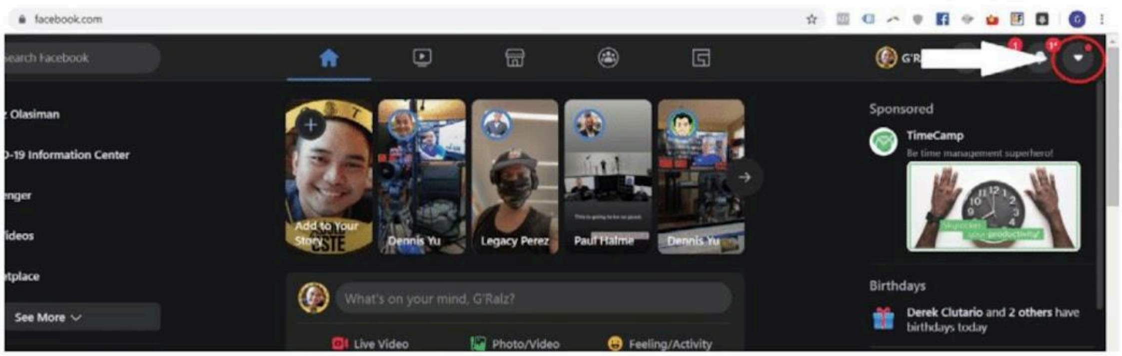
3. Click on the **Partner button**.
4. Click on **Connect your Page** using your partner's business ID instead.
5. Select **Admin** when assigning our role. Enter **Content Factory's business ID:552854764819146.**
6. Click **Connect**.

Facebook has begun disabling ad accounts which run ads for multiple different advertisers on a single ad account which is in violation of its advertising policies. All advertisers who have ad accounts running ads for multiple advertisers are required to create new ad accounts for each advertiser that is being promoted.Make sure each client has their own Facebook Ad account as part of our setup.

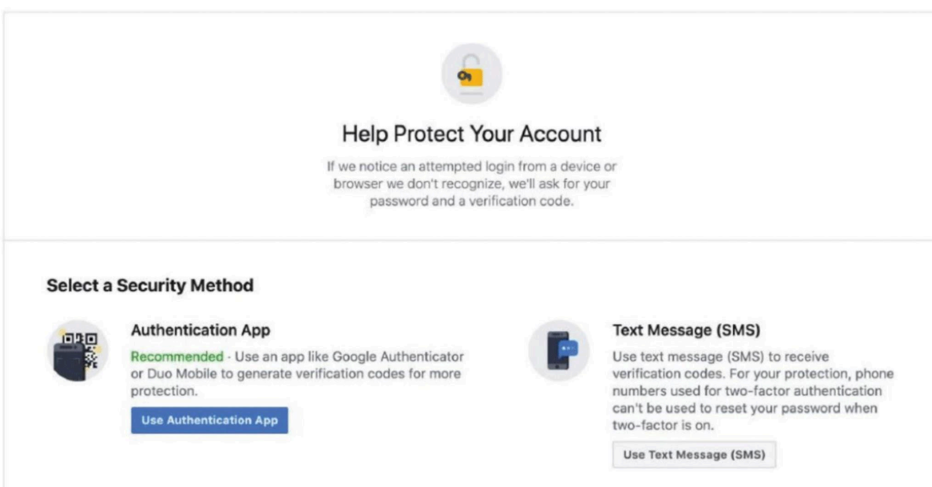
Activate Two-Factor Authentication on Facebook

Starting May 18, 2020, Facebook requires the use of two-factor authentication to access Business Manager.

1. Log in to facebook.com.
2. Click onto the downward pointing triangle in the far right-hand corner.

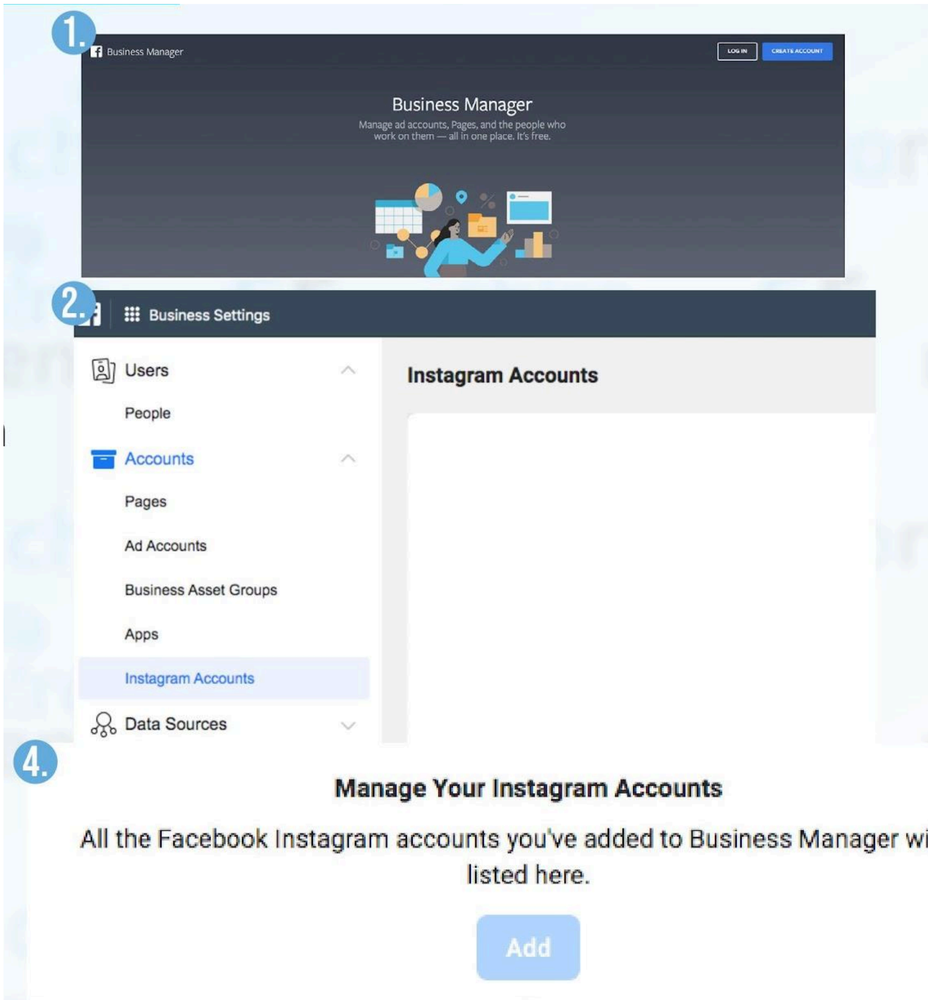


3. Click **Settings and Privacy**.
4. Click **Settings**.
5. Click **Security and Login**.
6. Scroll down to the "Two-Factor Authentication" Section.
    - If you see that Two-Factor Authentication is turned on for your account, you're good to go.
    - If you see that Two-Factor Authentication is turned off for your account, click **Edit**.
7. Choose Authentication Option of choice.



Grant Access to Instagram

1. Log in to **FB Business Manager**.
2. Click on **Business Settings**.
3. On the left pane of **Business Settings**, under **Accounts**, select **Instagram Accounts**.
4. Click the **Add** button.
Enter the username and password for your Instagram account.

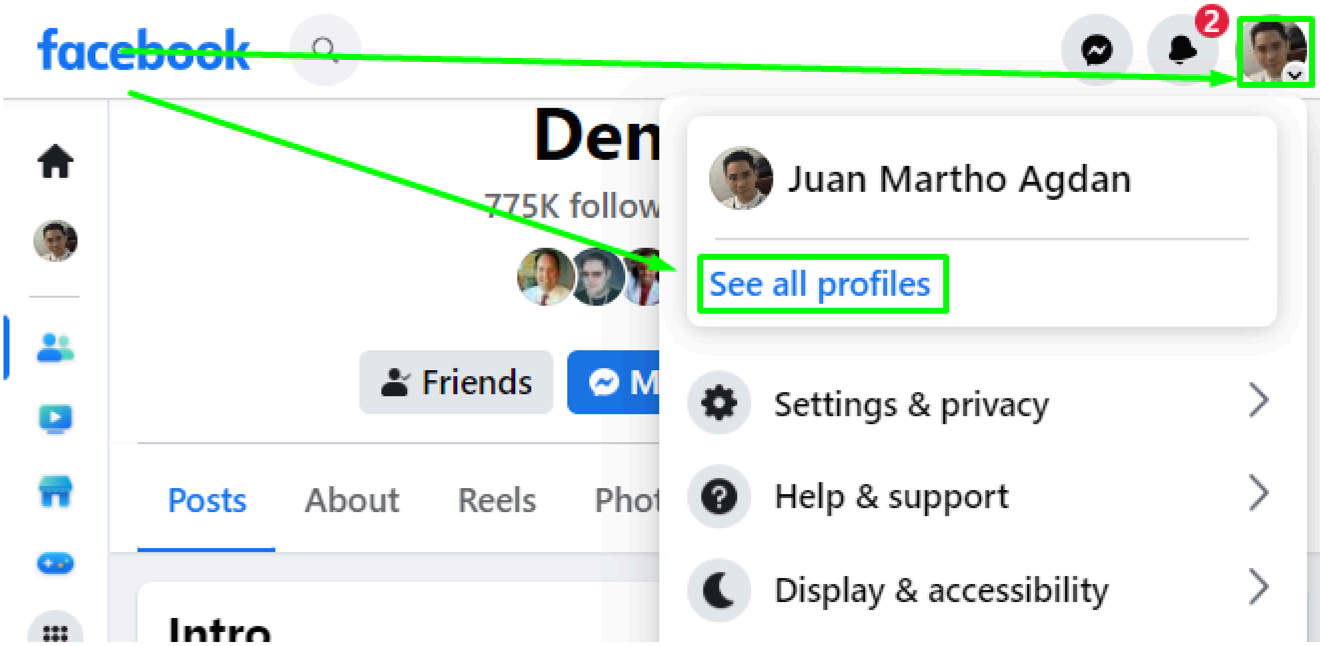


5. Select the IG account, then click on **Assign Partners**.
6. Enter Content Factory's Business ID **552854764819146** and click **Next**.

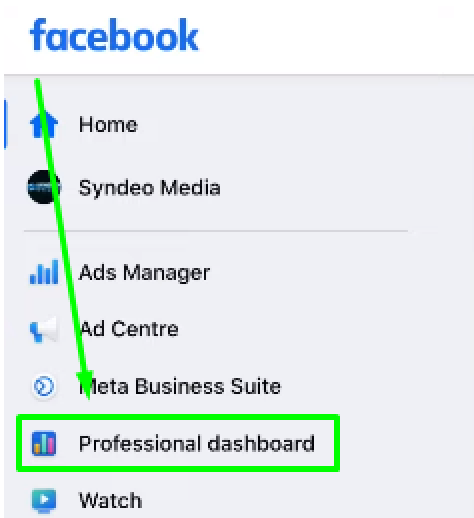
Link Instagram Account to a Facebook Account

Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption. You can also share from Instagram to a Facebook Page you manage.

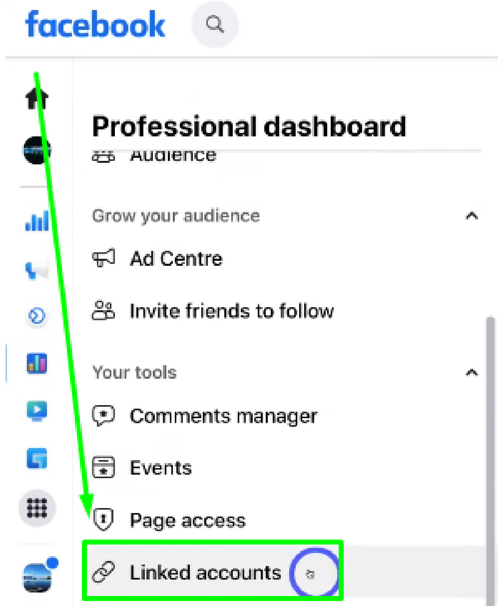
1. Log in to Facebook.
2. On the upper-right, click your profile photo icon.
3. Click **See all profiles**.



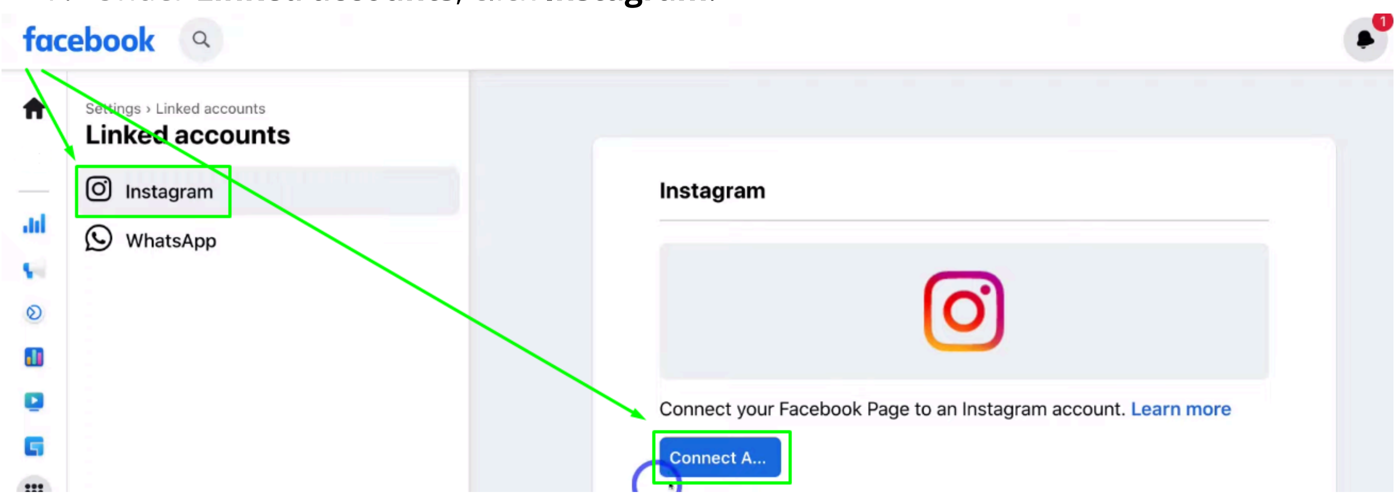
4. Click on your business page.
5. On the panel on the left, click **Professional dashboard**.



6. Under Your tools, click **Linked accounts**.



7. Under **Linked accounts**, click **Instagram**.



8. Click **Connect Account**.
9. Click **Connect**.
10. Click **Confirm**.
11. Log in to Instagram.

Your Website

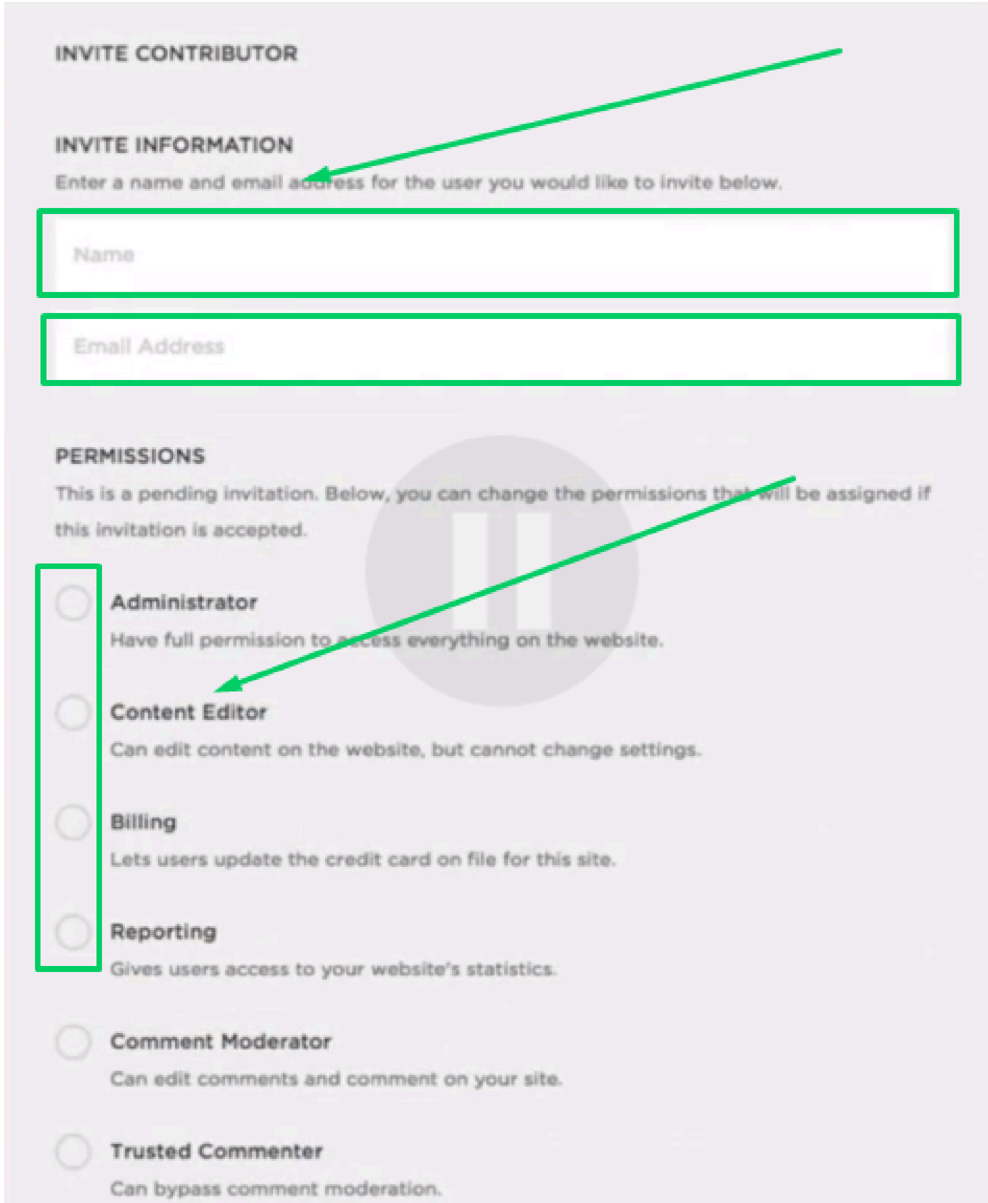
For most cases, you will need to provide access to only 1 of your websites, or content management systems, e.g. WordPress, Squarespace, or HubSpot. Our team usually use WordPress. If you use a different website for your project or package besides WordPress, Squarespace, or HubSpot, please contact the account manager, or project manager for more info.

Grant Access to a Squarespace Site

SquareSpace's Video Guide: Inviting a contributor (https://support.squarespace.com/hc/en-us/articles/206537287-Inviting-a-contributor#:~:text=Switch%20the%20toggle%20on%20for,or%20create%20a%20new%20one.)

1. Go to your SquareSpace home menu.
2. Click **Settings**.
3. Click **Permissions**.
4. Click **Invite Contributor**.
5. In the **Name** box, write "Content Factory".
6. In the "Email Address" box, write **access@blitzmetrics.com**.
7. Click on as many circles under "Permissions" that you are willing to allow. We required **Content Editor** and **Reporting**.

See Permissions explained (https://support.squarespace.com/hc/en-us/articles/206537297)


INVITE CONTRIBUTOR
INVITE INFORMATION
Enter a name and email address for the user you would like to invite below.
Name
Email Address
PERMISSIONS
This is a pending invitation. Below, you can change the permissions that will be assigned if this invitation is accepted.
Administrator
Have full permission to access everything on the website.
Content Editor
Can edit content on the website, but cannot change settings.
Billing
Lets users update the credit card on file for this site.
Reporting
Gives users access to your website's statistics.
Comment Moderator
Can edit comments and comment on your site.
Trusted Commenter
Can bypass comment moderation.

8. Click "Save".

Grant Access To A WordPress Site

1. Log in to your **Administrator Account**. This is usually accessed by adding "/wp-admin" to the end of your site's URL (e.g., www.yourwebsite.com/wp-admin)
2. Go to the **Users Section**.
   • Add New.
3. Add access@blitzmetrics.com as an **Editor**.
   • Input "Content Factory Team" as the name for your convenience.
   • Input temporary password.
   • Tick the box "Send this password to the new user by email".
   • Select "Editor" role.
4. Check the "Send User Notification" checkbox.
5. Once you have filled in the necessary information, click on the "Add New User" button at the bottom of the page.

If you have other platforms, contact stephanie@blitzmetrics.com for specific instructions.

Grant Access To A HubSpot Site

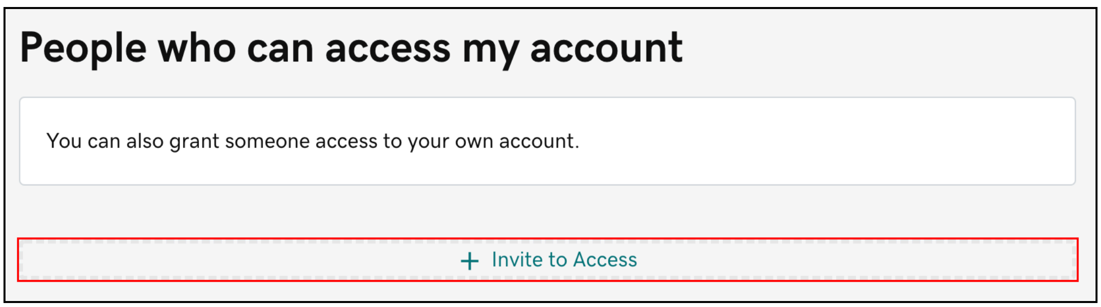
1. Log in to your HubSpot account: Go to the HubSpot website (https://www.hubspot.com/) and log in with your credentials.
2. Navigate to the Account Settings: Once you're logged in, click on your account name or profile picture in the top right corner of the screen. In the dropdown menu, select "Account & Billing" or "Account Settings."
3. Access the Users & Teams settings: In the Account Settings menu, look for the "Users & Teams" option. Click on it to access the user management settings.
4. Invite a new user: In the Users & Teams settings, you should see an option to "Invite User" or "Add User." Click on it to start the process of inviting a new user.
5. Enter the user's information: Write **access@blitzmetrics.com** as the email address.
6. Select their access level or role: **Marketing User**.
7. Define user permissions: Click on the Marketing tab and turn on **Marketing Access**.
    a. Blog: Check Publish, Write, and Read.
    b. Landing Page: Check Publish, Write, and Read.
    c. Website Pages: Check Publish, Write, and Read.
    d. Reporting: Checked.
    e. Edit code, templates, and modules: Checked.
    f. Edit global content and themes: Checked.
    g. Files: Checked.
    h. You can leave everything else on default.
8. Send the invitation: Click on the "Send Invitation" or "Add User" button to send the invitation.

Invite a Delegate to Access my GoDaddy Account

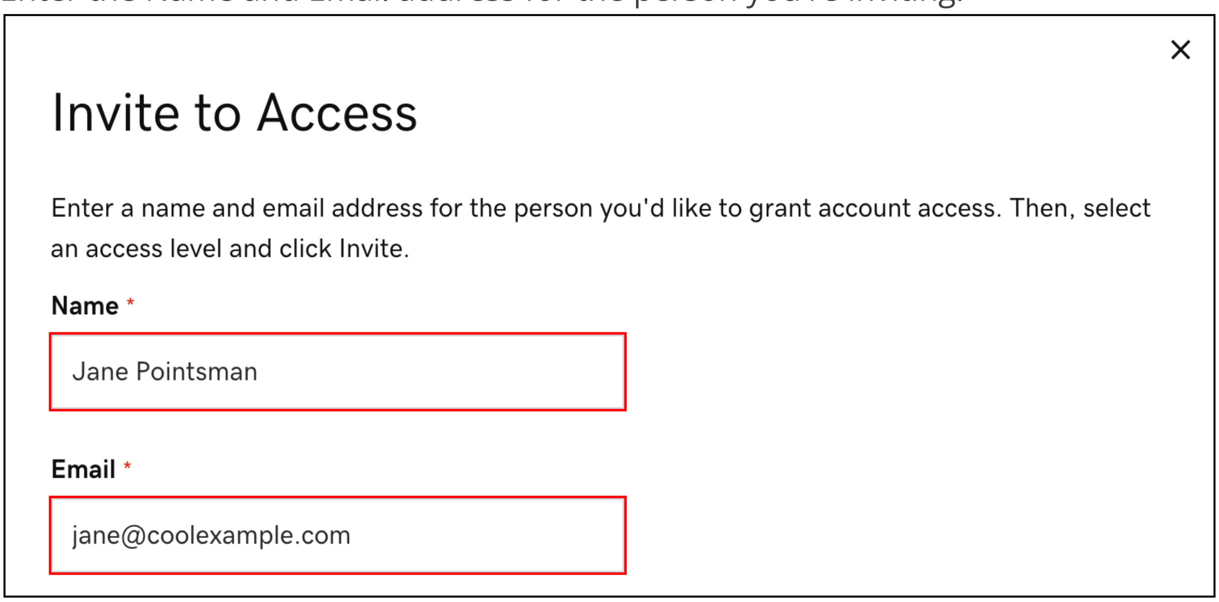
You can invite a delegate (like your web designer or developer) to access the GoDaddy products in your account. Delegates can open and use your products, but they can't view or change account information like your payment methods and passwords.

Note: Before you invite someone to access your account, check out this article that explains what delegates can (and can't) do for you when they have access (https://pk.godaddy.com/help/what-is-delegate-access-12378).

1. Go to your GoDaddy Delegate Access(https://account.godaddy.com/access) page. You might be prompted to sign in.
2. In the People who can access my account section, select Invite to Access.

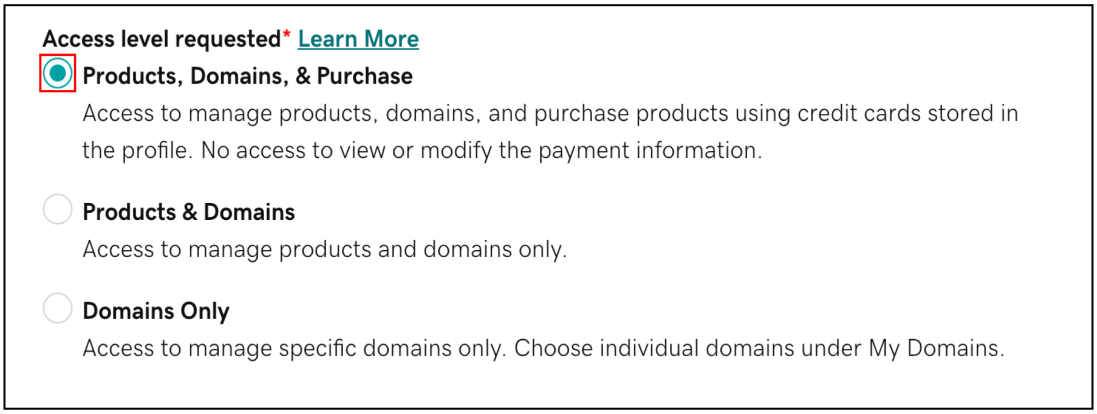


3. Enter the Name and Email address for the person you're inviting.

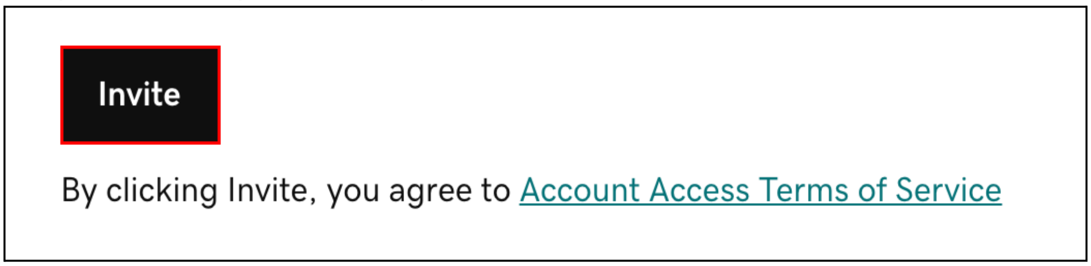


4. Select one of the access levels. If you're not sure what this means, read our explanation of access

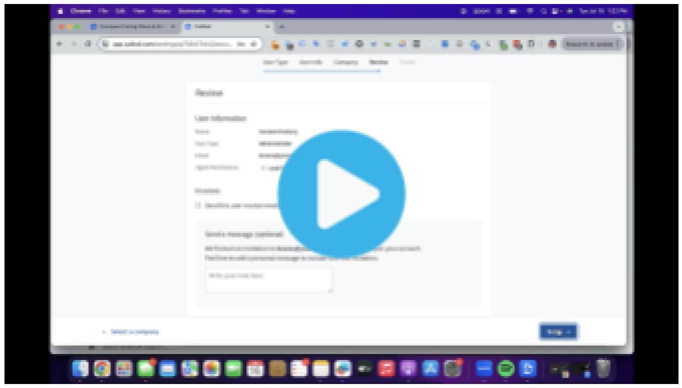
levels(https://pk.godaddy.com/help/delegate-access-levels-of-permission-12374).



5. Select Invite. We'll send the person an email invitation to access your account. Once the person accepts, we'll let you know.



Create & Share Your CallRail Account

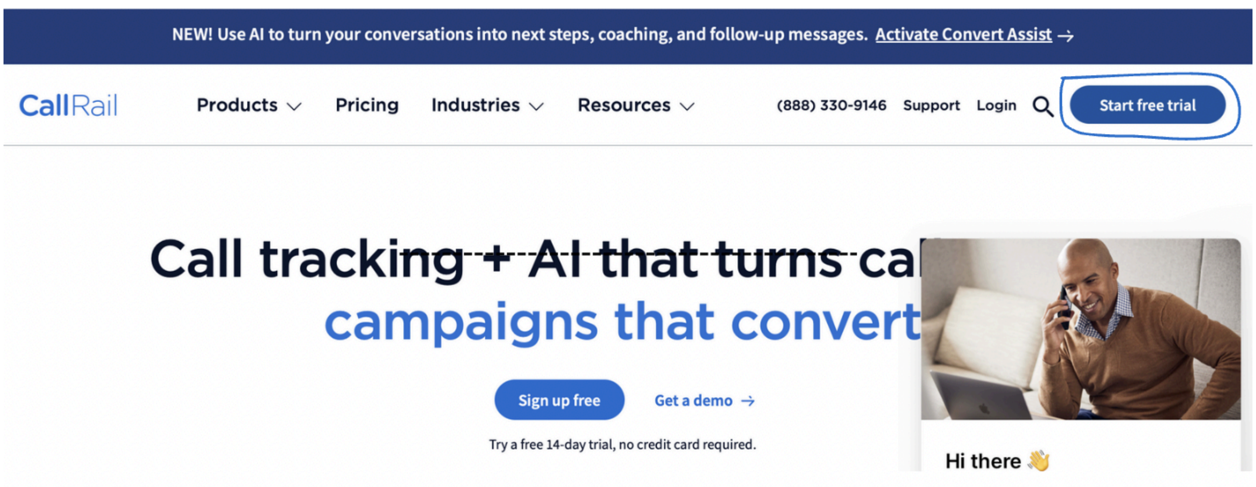


[(1:56) Signing Up For CallRail and Sharing Access]

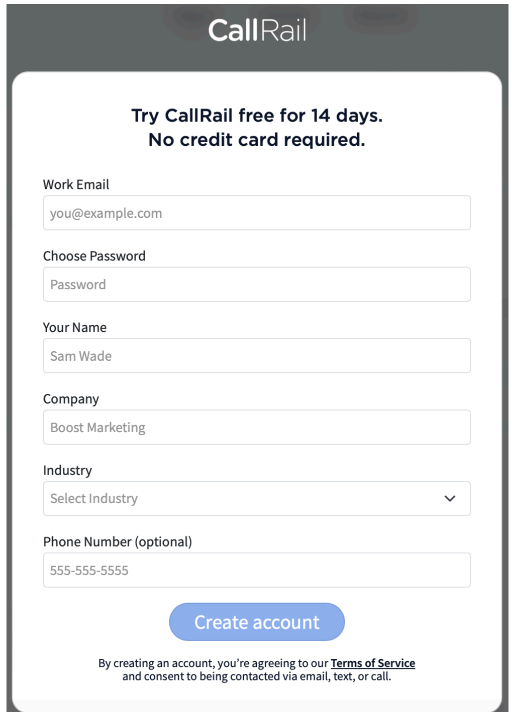
CallRail is our go-to call tracking tool—simple, effective, and ideal for most small businesses.

We won't walk you through the signup since it's just basic account setup and payment info. The plan we recommend is the base level: $450/year (or a bit more monthly), which includes five phone numbers and 250 local minutes—enough for most local businesses, with options to add more if needed.

1. Go to https://www.callrail.com/ and start a 14-day free trial.



2. Sign up for the base call tracking plan. It's recommended that you purchase the lowest tier $49/month plan for proper call tracking attribution.

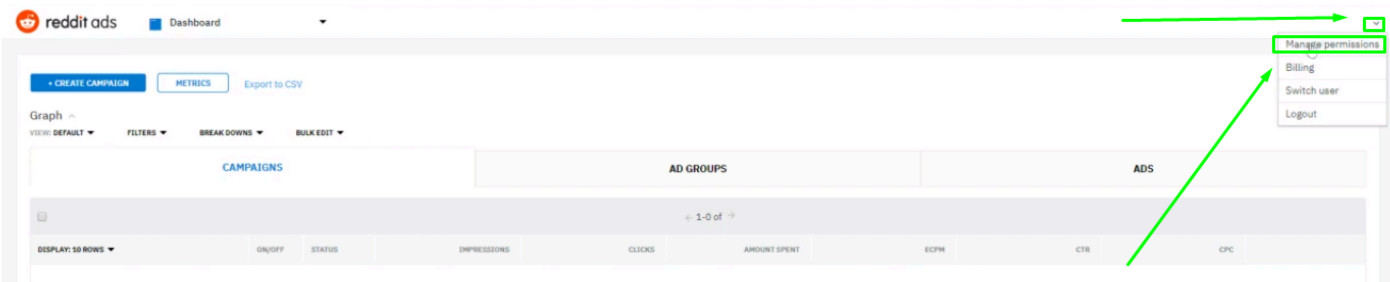


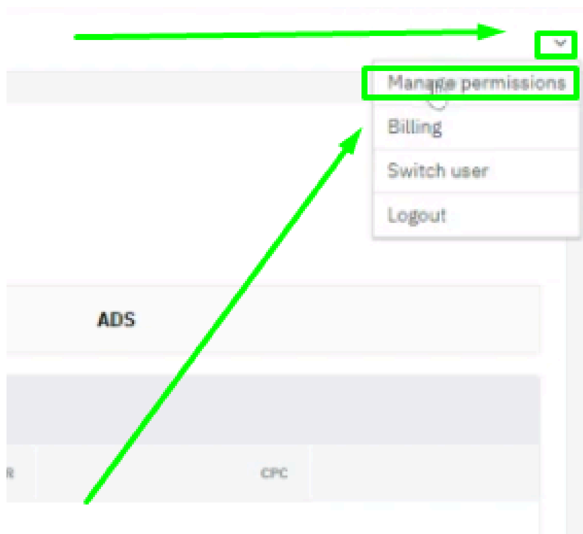
3. Log in to your CallRail account.
4. Click on "**My Account**," then go to the "**Users**" section.
5. Create a new user (they won't use Lead Center).
6. Make the new user an admin.
7. Name the user "**Content Factory**" (or similar).
8. Use the email: **access@yourcontentfactory.com**.
9. Select your company (there should only be one).
10. Click "**Review**," then click "**Send**" to send the invite.

Grant Access to Reddit Ads Account

How to add users to your account:

1. Log in to Reddit Ads.
2. Open the drop down menu in the top left corner.





3. Click **Manage Permissions**.
4. Enter the email address **access@blitzmetrics.com**.
   Note: Make sure there are no extra characters or spaces before or after the email address.
5. Choose the permission level **Creator.**
6. Select **Invite.**
   Note: Only the account owner and users with administrator permissions can invite new contributors.

The email addresses of the people you invite will show up below, with an "Invitation Sent" status until they accept your invitation.

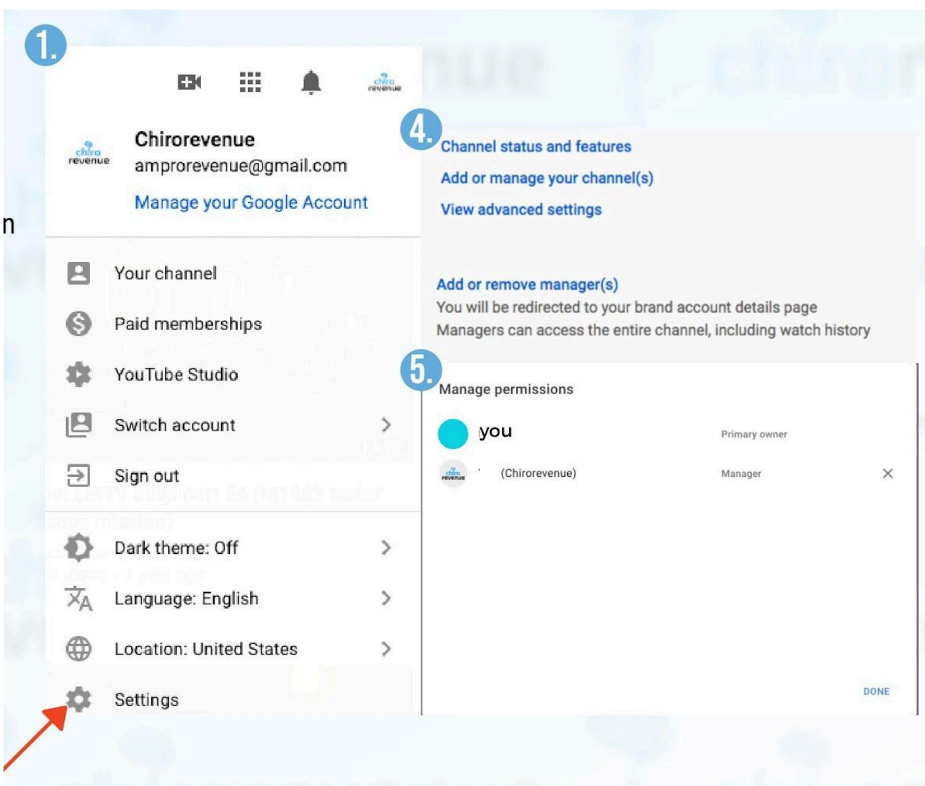
ADVANCED PLUMBING

*Not included in the EXPRESS package for local service businesses.

Grant Access to YouTube

In order to get started with YouTube you must convert your account to a brand account. Only the owner of a Brand Account can grant people access to a YouTube channel.

1. On YouTube, sign in as the owner of the **Brand Account**.
2. In the top right, click the account icon and select the channel you want to manage.
3. Go to the channel's **Account settings** by clicking the **Channel icon** > then **Settings**.
4. Click **Add or remove managers**. You'll be redirected to the **Brand Account details** page.
5. Click **Manage permissions**. You'll see a list of people who can manage the account.
6. To invite new people, choose Invite new users Ask people to manage.
7. Enter "access@blitzmetrics.com".
8. Below the name, choose admin
9. Select Invite and then Done.



Create a TikTok Business Center

1. Log in to your **TikTok for Business account** at business.tiktok.com. Alternatively, you can get there by clicking the suitcase icon on the top right hand corner of the TikTok Ads Manager dashboard.
    a. If you are already a TikTok for Business user, but you don't have a TikTok ads account, follow the steps below.
        1. Click Log In to log in to your account.
        2. Click Enter Business Center once you are logged in.
    b. If you are not yet a TikTok for Business user, sign up as a new user at here.
2. After logging in, click Create.
3. Select a name for your business center, and select the correct time zone.
4. Upload a profile picture (optional).
5. Add your TikTok ads account. You need to know your TikTok ads account ID.

Grant Access to TikTok Business Center

1. Go to the "Members" tab, and select "Invite Member."
2. Input access@blitzmetrics.com in the email address field to send us the invitation.
3. Choose the type of access level you want to grant us.
4. Select the assets and permissions you'd like to assign and then confirm.

Grant Access to Your TikTok Page

1. Open the TikTok app: Launch the TikTok app on your mobile device. Make sure you are logged in to the account that has administrative access to the TikTok page.
2. Go to your profile: Tap on the "Profile" icon located at the bottom right corner of the screen. This will take you to your TikTok profile.
3. Access the settings: Look for the three vertical dots in the top right corner of your profile page. Tap on it to open the settings menu.
4. Navigate to "Privacy and settings": In the settings menu, scroll down until you find "Privacy and settings." Tap on it to proceed.
5. Select "Manage account": Within the "Privacy and settings" section, locate and tap on the "Manage account" option. This will provide you with various options related to your TikTok account.
6. Choose "Add account manager": In the "Manage account" section, you should find an option called "Add account manager." Select it to continue.
7. Enter the user's TikTok username: use the email address **access@blitzmetrics.com**.
8. Confirm the user's role as a **Content Manager**.
9. Send the invitation: After confirming the user's role, TikTok will generate an invitation to send to the user. Review the details and make sure they are accurate. Then, tap on the "Send" button to send the invitation.

Create a TikTok Ads Account

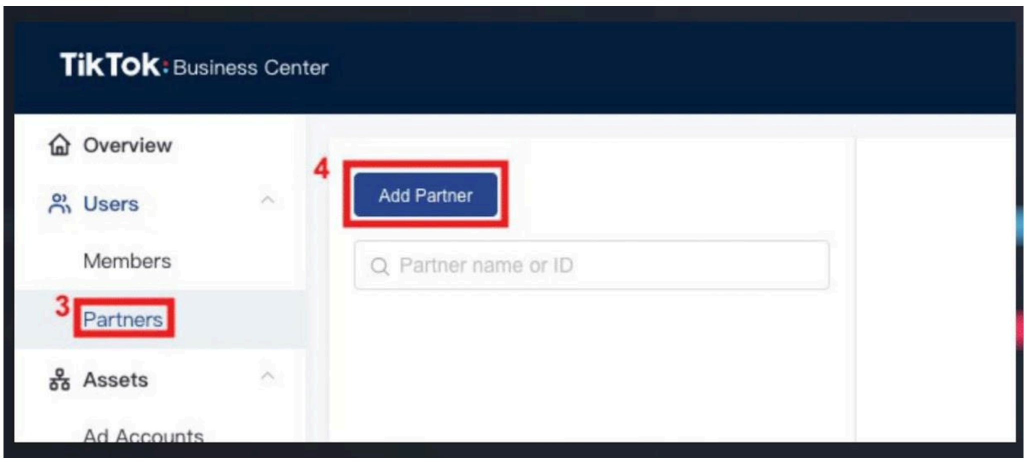
1. Register your account at https://ads.tiktok.com/i18n/signup/
2. Choose either an "Individual" or "Business" account.
3. Fill in the details:
    - email or phone number
    - create a password
    - get verification code
4. Click "Sign Up".
5. Fill in account details.
6. Click "Register".

Reference: https://ads.tiktok.com/help/article?aid=6681431650871541766

Grant Access to TikTok Ads Account

1. Login to the ad account at https://www.tiktok.com/business/en/.
2. Click on the **Business Center** Icon in the upper right-hand corner and create your business center by choosing a name and time zone.

3. Under the **Users** menu inside the **Business Center**, click on **Partners**.
4. Click on **Add Partner**.



5. Invite Content Factory as a Partner by pasting our Partner ID in the provided box. Content Factory Partner ID: **6865714020603658245**

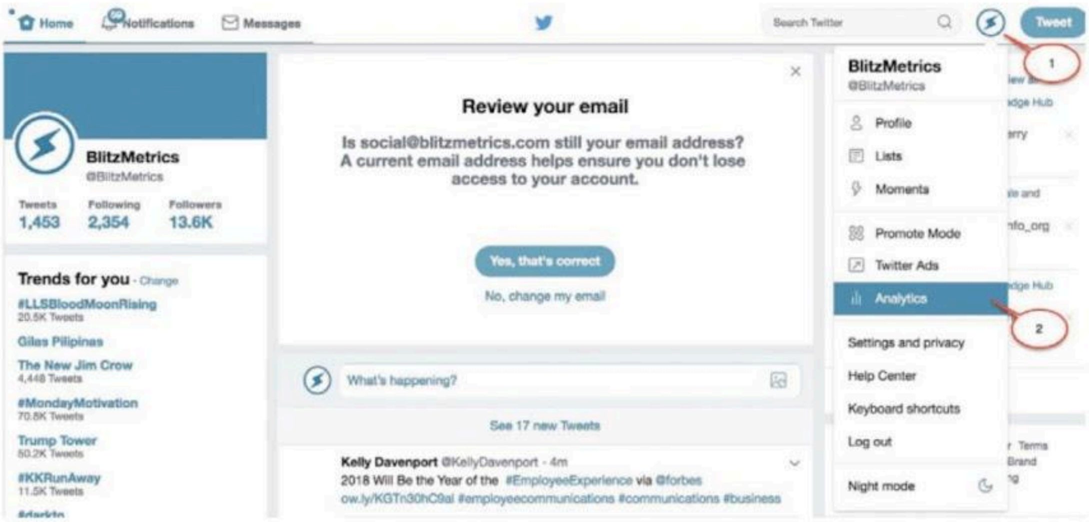
Assign admin permissions to our Business Center so that we can assign team members to work on your account and control their roles and levels of permission.

Create a Twitter Ads Account

1. Go to twitter.com.
2. Log in to the account that you want to promote Tweets from. This is the handle that your Twitter Ads account will be created for.
3. Once logged in, go to ads.twitter.com.
4. You'll be able to choose between two promotion options:
    - "**I want to automatically promote my Tweets.**" This option will lead you to sign up for Twitter Promote Mode, our automatic promotion program.
    - "**I want to launch a Twitter Ads campaign.**" This option will lead you to set up and manage our objective-based campaigns.
5. Select your **country** and **time zone**. Select the country whose currency you'd like to be billed in, and the time zone you'd like your campaign results to show up in. You cannot change these values once you've created your account.
6. You'll be brought to the campaign setup form or Twitter Promote Mode setup, depending on your choice at step 4.
7. Enter your **billing information** to complete your ads account.
8. Once the ad campaign is completed, you can choose to pause the campaign.

Grant Access to Twitter Ads Account

1. Go to **Profile and Settings**.



2. Click **Analytics**.
3. Click on your **Account Name**.

4. Click **Edit access to account**.

5. Click on **Add Access**.

6. Type in "@ContentFactory".
7. Select **Ads Manager**.
8. **Save changes**.

Create a LinkedIn Personal Page (Profile)

1. Visit the LinkedIn website: Go to the official LinkedIn website at www.linkedin.com.
2. Sign up for an account: Click on the "Join now" button on the LinkedIn homepage. You'll be prompted to enter your personal information, such as your name, email address, and password. Fill in the required details and click "Agree & Join" to create your account.
3. Provide your professional information: After creating an account, LinkedIn will guide you through a series of steps to set up your profile. Start by providing your professional information, including your current job title, company, and industry. You can also add a professional profile picture at this stage.
4. Add your educational background: LinkedIn allows you to showcase your educational qualifications. Enter details about your educational history, including schools, degrees, and any relevant certifications or courses you have completed.
5. Include a summary and headline: Write a compelling summary and headline that highlight your professional skills, experiences, and career objectives. Your summary should provide a concise overview of your background and what you bring to the table.
6. Enter your work experience: Add information about your past and current work experiences. Include job titles, company names, employment dates, and a brief description of your responsibilities and achievements for each role. This section helps employers and recruiters understand your professional journey.
7. Showcase your skills and endorsements: Identify your key skills and add them to your profile. LinkedIn allows you to list up to 50 skills. As you gain connections and colleagues on LinkedIn, they can endorse your skills to validate your expertise.

Create a LinkedIn Business Manager

1. Sign in to your LinkedIn account: Visit the LinkedIn homepage (www.linkedin.com) and sign in using your existing LinkedIn credentials. If you don't have a LinkedIn account, you'll need to create one before proceeding.
2. Navigate to the LinkedIn Marketing Solutions page: Once you're signed in, scroll down to the bottom of the LinkedIn homepage and click on "Marketing Solutions" in the footer. This will take you to the LinkedIn Marketing Solutions page.
3. Click on "Create an Ad": On the LinkedIn Marketing Solutions page, you'll find a navigation bar at the top. Click on the "Create an Ad" option in the navigation bar. This will open up the LinkedIn Campaign Manager.
4. Access Campaign Manager: In the LinkedIn Campaign Manager, you'll find a menu on the left side of the page. Click on "Account Assets" in the menu and then select "Business Manager" from the drop-down list. This will take you to the Business Manager creation page.
5. Provide business information: On the Business Manager creation page, you'll be prompted to provide information about your business. Fill in the required details such as your business name, country/region, and preferred language.
6. Set up your advertising preferences: In the next section, you'll need to configure your advertising preferences. Specify whether you want to advertise as an individual or as a company. You'll also be asked to select your business type and industry.
7. Add your business details: On the same page, you'll be prompted to add your business website URL and contact information. Enter the relevant details accurately to complete this step.
8. Review and accept the terms.
9. Submit your application: After accepting the terms, click on the "Submit" or "Create" button (the wording may vary) to submit your application for a LinkedIn Business Manager account.
10. Wait for approval: Once you submit your application, LinkedIn will review it to ensure compliance with their guidelines. The approval process may take some time, and you may receive an email notification once your Business Manager account is approved.
11. Access your LinkedIn Business Manager: After your Business Manager account is approved, you can access it by navigating to the LinkedIn Campaign Manager and clicking on "Account Assets." From there, select "Business Manager" to access and manage your LinkedIn advertising account.

Sharing LinkedIn Assets

Step 1:
Creating Your LinkedIn Business Manager and Claiming Your Page and Ad Account.
Video: https://share.descript.com/view/Bn0E3FKTJ6k

Step 2:
Sharing Your LinkedIn Assets with a Partner
BlitzMetrics Business Manager ID: 7031873246308270080
Video: https://share.descript.com/view/c3AWOpYZNd2

Grant Access to Your LinkedIn Business Manager

1. Sign in to your LinkedIn account: Visit the LinkedIn homepage (www.linkedin.com) and sign in using your LinkedIn credentials.
2. Access your LinkedIn Business Manager: Once signed in, navigate to your LinkedIn Business Manager account. You can do this by clicking on "Work" in the LinkedIn navigation bar at the top of the page. From the drop-down menu, select "Advertise" and then choose "Manage your business" to access your Business Manager.
3. Open the "Admin Center": In your LinkedIn Business Manager, click on the "Admin Center" tab located in the top navigation bar. This will take you to the Admin Center dashboard.
4. Select "People": In the Admin Center dashboard, you'll find a left-side menu. Click on "People" in the menu to manage the people who have access to your Business Manager.
5. Click on "Add People": On the People page, you'll see a list of individuals who currently have access to your Business Manager. To grant access to someone new, click on the "Add People" button, typically located in the top-right corner of the page.
6. In the "Add People" pop-up window, enter the **access@blitzmetrics.com**.
7. Choose the role and permissions: Select **Campaign Manager**.
8. Send the invitation: Once you have selected the role and customized permissions (if desired), click on the "Send Invitation" button. LinkedIn will send an invitation email to the person, notifying them of the access you have granted and providing instructions on how to accept the invitation.

Create a LinkedIn Page

1. Sign in to your LinkedIn account: Visit the LinkedIn website at www.linkedin.com and sign in using your personal LinkedIn account. If you don't have an account, you'll need to create one before proceeding.
2. Go to the "Work" dropdown menu: Once you're logged in, click on the "Work" dropdown menu at the top right corner of the LinkedIn homepage.
3. Select "Create a Company Page": From the dropdown menu, select "Create a Company Page." This will take you to the page creation process.
4. Choose the page type: LinkedIn offers different types of company pages based on your business type. Select the appropriate option that best matches your company's profile: "Small business," "Medium to large business," or "Showcase page" for a specific product or service.
5. Enter your company details: Fill in the required information about your company, including the company name, website URL, industry, and company size. Ensure that the information is accurate and up to date.
6. Customize your company page: Add a logo or profile picture that represents your company. Choose an image that is clear and recognizable. Then, write a compelling and concise description of your company that highlights its mission, values, and key offerings. This description will appear on your company page, so make it engaging and informative.
7. Add additional details: LinkedIn allows you to provide additional information to enhance your company page. You can include your company's headquarters location, a tagline, and details about your products or services. Fill in these details as applicable to your business.
8. Preview and publish your page: Once you've filled in all the required information, take a moment to review the preview of your company page. Ensure that all the details are accurate and well-presented. If you're satisfied with the preview, click "Publish" to make your page live on LinkedIn.

Grant Access to Your LinkedIn Page

The LinkedIn page we'd like to grant access to is the separate Page and not your LinkedIn account or your LinkedIn Profile or Personal Page.

1. Log in to your LinkedIn account: Go to the LinkedIn website (www.linkedin.com) and enter your login credentials (email/phone and password) to access your account.
2. Navigate to your LinkedIn Page: Once logged in, click on the "Work" icon located at the top right corner of the LinkedIn homepage. From the dropdown menu, select "My Company Page" or "Admin Tools" (depending on the version of LinkedIn you're using).
3. Select the desired Page: If you have multiple LinkedIn Pages associated with your account, choose the one for which you want to grant access.
4. Access the Admin Center: In the Page's dashboard, click on the "Admin Center" tab located at the top of the page. This will open the Admin Center where you can manage various aspects of your LinkedIn Page.
5. Navigate to the "Page Admins" section: Within the Admin Center, locate the "Admin Tools" panel on the left side of the screen. Click on "Page Admins" to access the settings related to administrators of your LinkedIn Page.
6. Add a new admin: On the "Page Admins" page, click the "Add Admin" button. A dialog box will appear, allowing you to search for and select the person you want to grant access to.
7. Search for the person: Type the name or access@blitzmetrics.com of the person you want to add as an admin in the search field provided. LinkedIn will suggest matching profiles as you type.
8. Select the correct person: From the search results, choose the correct individual who should be granted access to your LinkedIn Page. Make sure to select the appropriate person to avoid granting access to the wrong individual.
9. Confirm Content Admin role: After selecting the person, LinkedIn will prompt you to confirm the admin role for that individual. You can choose between two options: "Super Admin" or "Content Admin." The Content Admin can manage content without administrative controls. Select "**Content Admin**".
10. Grant access: Once you've confirmed the admin role, click the "Add Admin" button to grant access to the selected person. LinkedIn will send them a notification informing them of their new role as an admin for your LinkedIn Page.

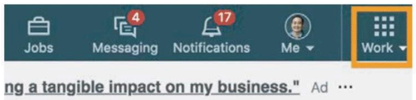
Create a LinkedIn Ads Account

1. Sign in to your personal linkedin.com account.
2. Click **Work** at the top of your homepage and select **Advertise**.
3. Add an account name, select the billing currency, and associate a LinkedIn Page on the welcome screen.
4. Click **Create Account**.

Grant Access to LinkedIn Ads Account

If you don't have a LinkedIn Ads Account or Business Page here's how to set it up:

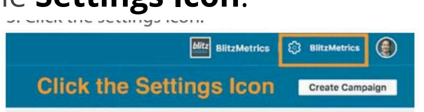
1. Access your LinkedIn Personal Page or Profile.
2. Click the 9 boxes icon.



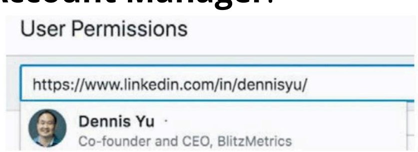
3. Click **Advertise**.
4. Click **Create Account**.

Once you have created a LinkedIn Ads Account and Company page, you can give us access using the instructions below.

1. Login to your LinkedIn Campaign Manager.
2. Click your **Ad Account**.
3. Click the **Settings Icon**.



4. Click **Manage access**.
5. Click **Add user to account**.
6. Copy and paste "https://www.linkedin.com/in/dennisyu/" into the form.
7. Select **Account Manager**.



Create a Crunchbase Profile

Create a Crunchbase profile.

1. Go to the Crunchbase website at www.crunchbase.com.
2. Click on the "**Join**" button at the top right corner of the page.
3. Fill in the required information, including your email address and a password, and click "**Sign up**."
4. Once you have signed up, click on the "**Companies**" tab on the top left corner of the page.
5. From the "**Companies**" page, click on the "**Add Company**" button in the top right corner.
6. Fill in the **required information** about your company, including the company name, description, location, and website.
7. You can also **add details** about the company's funding, team, and products or services offered.
8. Once you have completed all the necessary fields, click on the "**Submit**" button to create your company profile.
9. Your company profile will now be visible on the Crunchbase website, and you can edit it anytime by clicking on the "**Edit**" button located on the top right corner of the page.
10. You can also use your Crunchbase account to add team members, edit the company's funding details, and make other changes to the company profile.

You Have Successfully Created a Company Profile on Crunchbase

Create a Snapchat Account

1. Download the app on your smartphone (available for iOS and Android).
2. Load the app.
3. Select the Sign Up button, and press continue.
4. Choose “Allow” or “Don’t Allow” on the popup asking you to allow the app to access your contacts.
5. Choose “Allow” or “Don’t Allow” on the popup asking you to allow the app to make and manage phone calls.
6. Choose “Allow” or “Don’t Allow” on the popup asking you to allow the app to send notifications to you.
7. Input your first and last name and press the Sign Up and Accept button.
8. Input your date of birth.
9. Create a username. Once a username is created, it cannot be changed.
10. Set a password.
11. Input your mobile phone number (optional).

Create a Snapchat Ads Account

1. Log in to **Ads Manager**.
2. Click the menu in the top corner and select **Ad Accounts**.
3. Click + **New Ad Account**.
4. Click **Account Details** and fill out your ad account info.
5. Click **Create Account**.

At this point your ad account will be created and you can find it in the ‘Ad Accounts’ portion of Ads Manager.

- To begin launching ads, you’ll want to input a payment method. You can also add members to your ad account.

Snapchat for business

Grant Access to a Snapchat Ads Account

1. Login to Snapchat Ads Manager: Go to the Snapchat Ads Manager website (ads.snapchat.com) and log in using your Snapchat credentials. You must have an existing Snapchat Ads account to proceed.
2. Access Account Settings: Once logged in, click on your profile icon or username, typically located in the top right corner of the Ads Manager interface. This will open a drop-down menu. From the menu, select "Account Settings."
3. Navigate to "Permissions": Within the Account Settings, look for an option called "Permissions" or "User Access." This section will allow you to manage users and their access levels.
4. Add a New User: In the Permissions section, you should find an option to "Add a New User" or something similar. Click on it to start the process of granting access to a new user.
5. Enter User's Information: use the email address **access@blitzmetrics.com**.
6. Select Access Level: Choose **Standard**.
7. Review and Confirm: Double-check the information you entered, including the email address/username and access level. Confirm that everything is accurate before proceeding.
8. Send Invitation: Once you are sure about the details, click on the "Send Invitation" or "Grant Access" button (the wording may vary). Snapchat will then send an invitation to the specified user.

Create a Pinterest Page

1. Open your preferred web browser and go to the Pinterest website at https://www.pinterest.com.
2. If you already have a personal Pinterest account, make sure you're logged out. You cannot create a Pinterest Page while logged in with a personal account. If you're logged in, click on your profile picture in the top-right corner of the Pinterest homepage and select "Log out" from the dropdown menu.
3. Once you are logged out, click on the "Business" link at the bottom of the Pinterest homepage. It is located in the footer section.
4. On the Pinterest Business page, click on the "Join as a business" button. This will take you to the sign-up page specifically for business accounts.
5. You have two options to sign up: using an existing personal Pinterest account or creating a new business account. If you already have a personal account that you want to convert into a business account, click on "Convert now" and follow the instructions provided. If you want to create a new business account, click on "Create an account" and proceed with the next steps.
6. Fill in the required information in the sign-up form. You'll need to provide your email address, password, business name, and website. Make sure to use a valid email address and create a strong password.
7. After filling in the necessary details, click on the "Create account" button.
8. Pinterest will ask you to choose your business type. Select the most relevant option from the provided list. If your business type isn't listed, choose the closest match or select "None of these."
9. Next, you'll be asked to specify your interests. Choose at least five topics that relate to your business to personalize your content feed. Click on the checkboxes next to the topics you're interested in, and then click on the "Next" button.
10. Review the terms of service and privacy policy presented by Pinterest. Once you've read and understood them, click on the "Accept" button to proceed.

Congratulations! You have now created a Pinterest Page for your business. You can start customizing your page by adding a profile picture, a cover image, and a description. Pinterest will guide you through the process of setting up your page and provide suggestions along the way.

Grant Access to Your Pinterest Page

1. Log in to your Pinterest account. Make sure you have the necessary credentials to access your Pinterest business account, as only business accounts can grant access to others.
2. Once logged in, go to your profile page by clicking on your profile picture or username in the top-right corner of the screen.
3. On your profile page, locate the "Settings" option. It is typically represented by a gear or three dots icon. Click on it to access your account settings.
4. In the account settings, find the "Collaborators" or "Team" section. This is where you can manage access to your Pinterest page.
5. Within the Collaborators section, you should see an option to "Invite a collaborator" or "Add a team member." Click on that option to proceed.
6. Pinterest will prompt you to enter the email address of the person you want to grant access to. Enter **access@blitzmetrics.com**.
7. After entering the email address, you might be asked to select the level of access you want to grant. Choose **Advertiser**.
8. Once you have selected the access level, click on the "Send Invitation" or similar button to send the invitation to the specified email address.

By following these steps, you can successfully grant access to your Pinterest page to other individuals. Remember to manage and revoke access as needed to ensure the security and integrity of your account.

Grant Access to Your Twitch Channel

1. Open your web browser and visit the official Twitch website at https://www.twitch.tv.
2. Log in to your Twitch account using your username and password. If you don't have an account, click on the "Sign Up" button to create one.
3. Once you're logged in, click on your profile picture in the top-right corner of the screen. A dropdown menu will appear.
4. From the dropdown menu, select "Roles Manager".
5. Click on the "Add New" button to add the user you want to grant access to.
6. In the blank field, enter the **access@blitzmetrics.com** and click that channel.
7. Click “Add role” beside that name.
8. Select “Editor”.
9. Click “Save” beside that name.
10. Click on the "Send Invitation" or "Add User" button to send the invitation to the user.

Create a Discord Page

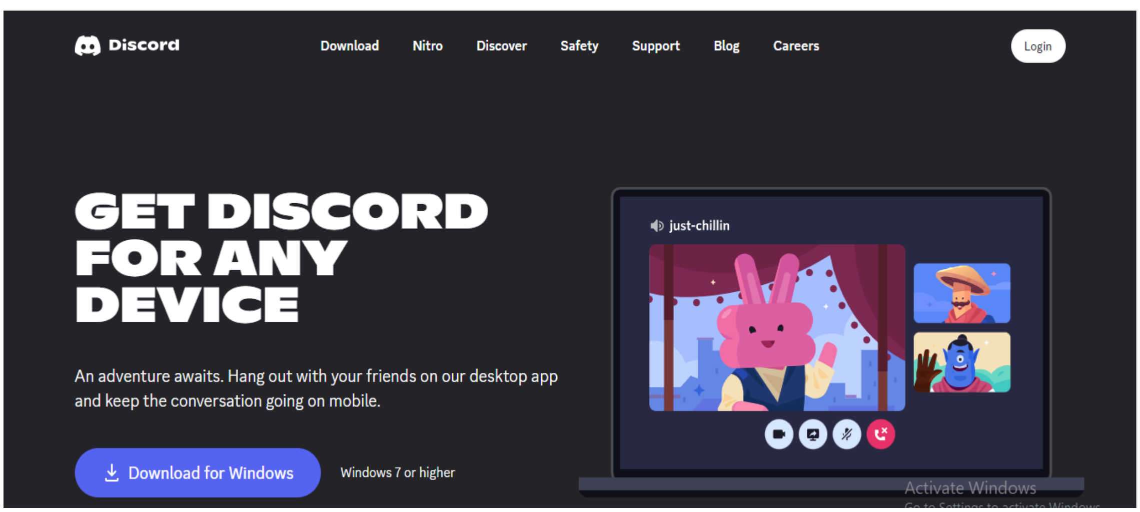
You can download Discord for free on desktop here(https://discord.com/download), or through the Google Play store(https://play.google.com/store/apps/details?id=com.discord) or Apple App Store(https://apps.apple.com/us/app/discord/id985746746) on mobile and tablets.

In order to start using Discord (https://www.inmotionhosting.com/support/edu/discord/getting-started-with-discord/), you will first need to create and set up an account.

This account will allow you to use Discord in your preferred web browser and quickly start finding communities for your favorite interests. You can then customize how you are notified of activity in those communities, making sure you always stay up-to-date. While this process is relatively straightforward, this article will explain the process so you can get started quickly.

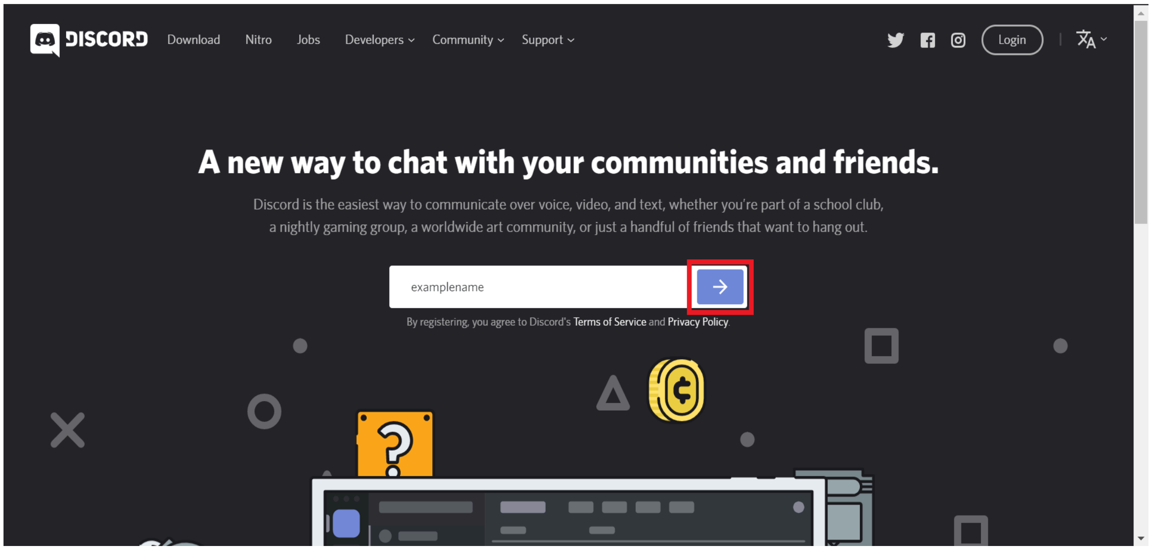
1-Go to discordapp.com:

Click Open Discord in your browser.



2-Homepage:

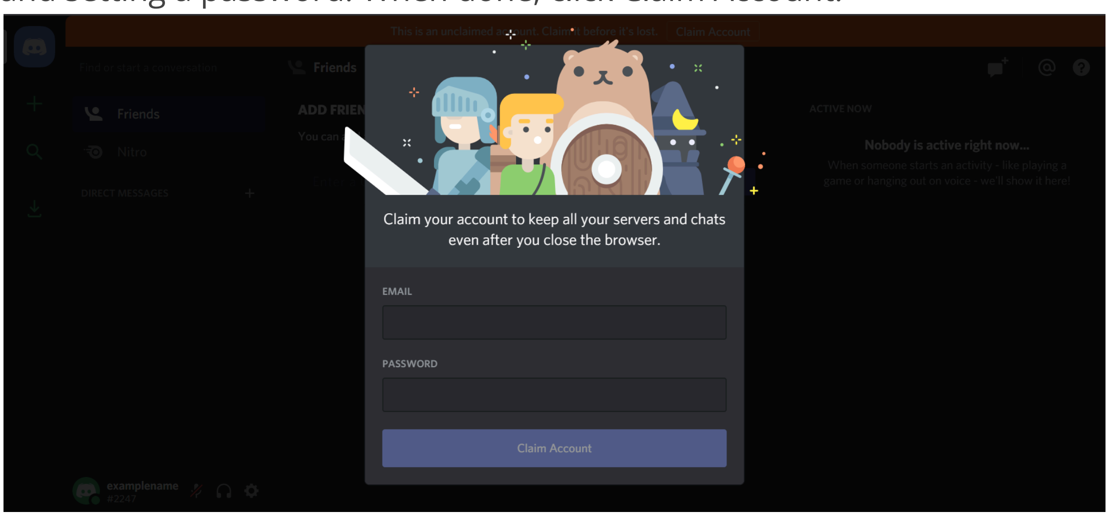
Enter the username you want to use and click the arrow.



3-Complete the Captcha as directed:

A popup will appear and give you the option to Get Started with creating a new server, or skipping ahead to finish creating your account. Click Skip.

Discord will then ask you to claim and secure your account by entering your email address and setting a password. When done, click Claim Account.



A popup will appear to offer a download link for the Discord desktop application, click X to skip this for now.

To complete the account creation process, log into your email account and find the confirmation email. Click the link within that email to verify your new Discord account.

Congratulations, you have now created a Discord account!

Grant Access to a Discord Server

1. Open the Discord application or go to the Discord website (https://discord.com) and log in to your account.
2. Once you're logged in, navigate to the server you want to grant access to someone else. Servers are listed on the left side of the Discord window.
3. On the server's page, locate the server name at the top left corner and right-click on it. A drop-down menu will appear.
4. From the drop-down menu, select "Server Settings." This will open the server settings page.
5. On the server settings page, you'll see various options on the left sidebar. Click on "Invite People" or "Add Member" button. It may be represented by a plus sign (+) or a person icon.
6. Clicking on the "Invite People" or "Add Member" button will open a dialogue box.
7. In the dialogue box, enter the username or Discord tag of the person you want to grant access to. You can also use the person's unique Discord invite link, if available.
8. Once you've entered the user's information, click on the "Send" or "Invite" button. Discord will send an invitation to the user to join the server.
9. The user will receive the invitation and can accept it by clicking on the provided link. They will be added as a member to the server.
10. Now, go back to the Discord server page and locate the "Server Settings" option again.
11. Click on "Server Settings" to access the server settings page.
12. On the server settings page, you'll see various options on the left sidebar. Click on "Roles" to manage the roles and permissions for the server.
13. In the roles section, you'll find a list of existing roles on the server. Roles define the permissions that users have within the server.
14. If you want to grant access to someone with an existing role, locate their role in the list and click on it. If you want to create a new role, click on the "+" button to create one.
15. Once you've selected the role or created a new one, you'll see the permissions associated with that role. Toggle the permissions on for the following:
    a. Manage Channels: Allows users to create, modify, and delete text and voice channels within the server.
    b. View Audit Log: Enables users to access the server's audit log to monitor actions taken by members.
    c. Ban Members: Allows users to ban and permanently remove members from the server.

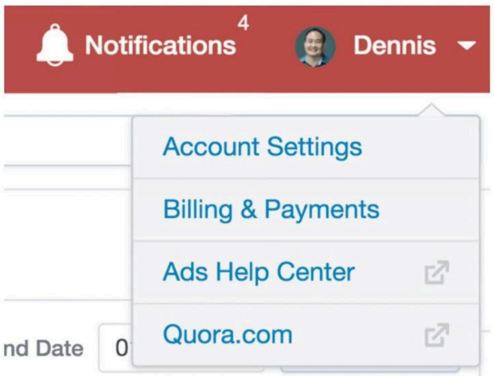
d. Manage Messages: Permits users to delete or edit messages sent by members in the server.
e. Read Messages: Allows users to view messages in text channels.
f. View Channel and Voice Activity: Allows users to view member activity in text and voice channels.
g. Manage Webhooks: Permits users to create and manage webhooks within the server.
h. Create Instant Invite: Allows users to generate invite links for the server.
i. View Insights or Analytics: Provides access to server activity insights or analytics, if available.
j. Connect and Speak in Voice Channels: Allows users to join and participate in voice channels.
k. Read Message History: Grants access to read message history in text channels.
l. Use Slash Commands: Enables users to use Discord's slash commands.
m. Use Application Commands: Grants the ability to use custom application-specific commands.

Create a Quora Ads Account

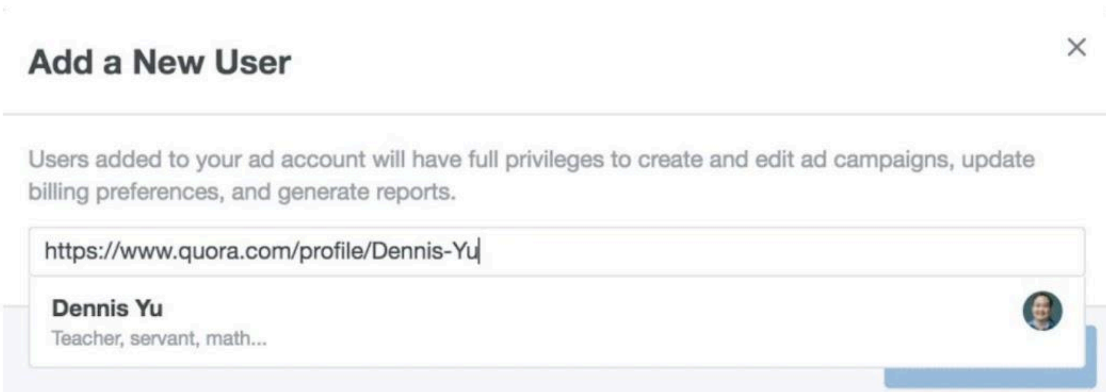
1. Login to Quora.
2. Locate and click your profile icon at the top right of the home page.
3. Click “Create Ad” from the dropdown menu.
4. Enter the business information you would like to use to advertise.

Grant Access to Quora Ads Account

1. Access ads manager by signing in to www.quora.com and then accessing www.quora.com/ads .
2. While logged into the ads manager, click on your profile icon in the upper right corner.



3. Select Account Settings and click **Add a New User**.
4. Copy and paste "https://www.quora.com/profile/Dennis-Yu" in the blank fill box and click Add New User.



Create a medium.com Account

1-**Sign Up** to Create a Medium Account

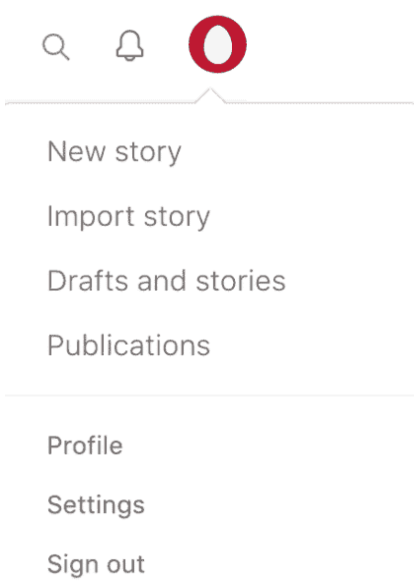
First things first, go to Medium. You'll need to sign in using Twitter, Facebook, Google, or your email address.

If you choose Twitter, Facebook, or Google to sign in, you'll need to provide your email address, your name, and desired username (this will be your profile: https://medium.com/username).
You'll receive an email from Medium to verify your account. Verify to continue creating your account.

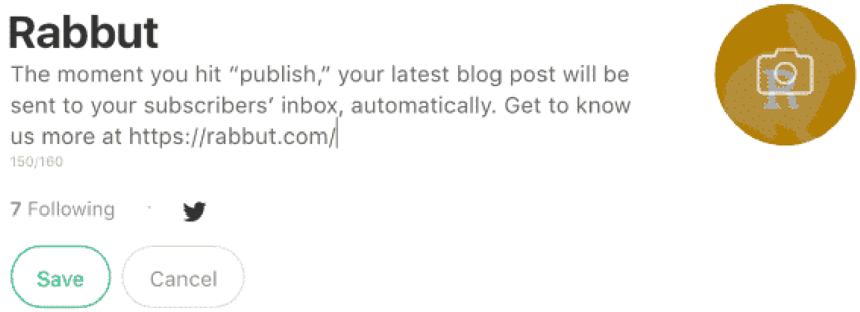
Medium will then ask you to choose your interests and suggest a few top people and publications to follow.

Note: Suggestions will change depending on your interest choices.
Once you've chose everything, you'll be on the homepage.

2. **Create** your profile
On the top right corner of the homepage, click your profile image -> *Profile* to go to your profile.



Click the ***Edit*** button to edit your name, bio and profile image.



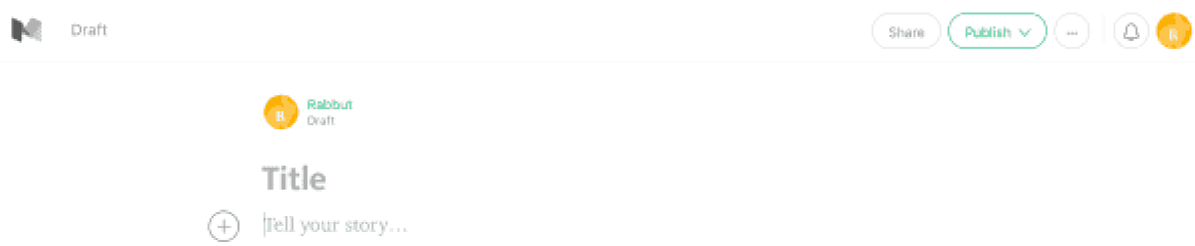
Pro-tip: A great strategy to bring more people to your site is to add your business URL in your bio. This will automatically be hyperlinked after you hit Save.

Note: Make sure you turn on Show links to Facebook and Twitter on your profile page if you want these social media links to show up on your Medium profile.

You should also check the other settings to set email, social, and other notifications.

3- **Write** your stories:

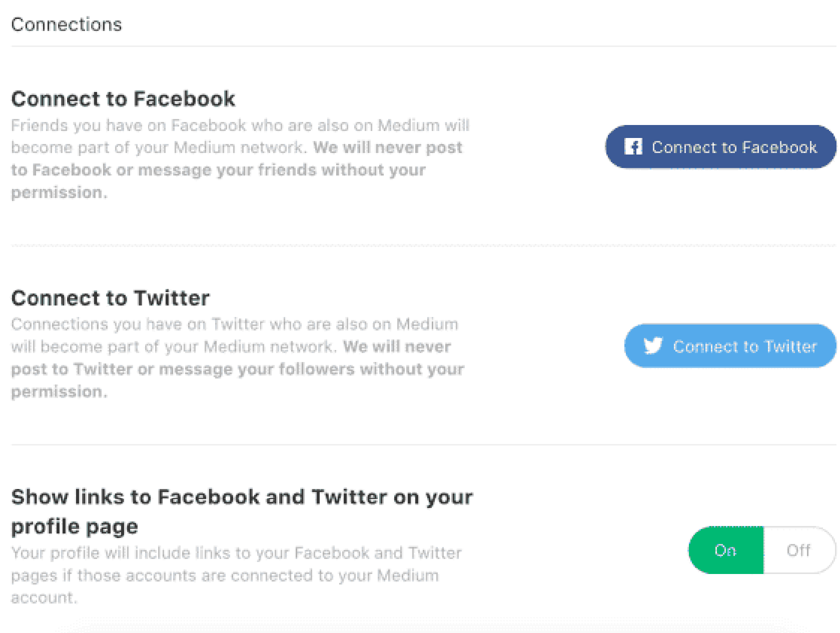
Now that everything's set up, it's time to roll up your sleeves and start writing.
Click ***Write a story*** on the top right of Medium's homepage.



You'll see how simple Medium's interface is. It's purely designed to minimize distractions and help you focus on the most important thing: content.

4. **Connect** your social accounts:

When you link your Facebook and Twitter account to Medium, you're not only giving people a portal to visit your social network. You're building a bigger Medium audience instantly — anyone following you on Twitter or Facebook who already has a Medium account will automatically follow you on Medium.
To set this up, click *Settings* in the menu under your profile image.



Scroll down to *Connections*, and connect to Facebook and Twitter.

Grant Access to Medium

1. Visit the medium.com website by typing "medium.com" in your web browser's address bar. Press Enter to navigate to the site.
2. Once on the medium.com homepage, click on the "Sign In" button located in the upper right corner of the screen.
3. After successfully logging in, you will be redirected to your Medium homepage. In the top right corner, click on your profile picture or the "Profile" icon, which resembles a silhouette.
4. From the dropdown menu that appears, select "Settings" to access your account settings.
5. On the Settings page, scroll down until you find the "Publication" section. Here, you will see a list of publications that you either own or contribute to.
6. Locate the publication for which you want to grant access to an editor. If you are the owner of the publication, you should have administrative privileges to manage editors and contributors. Click on the name of the publication.
7. You will now be on the publication's dashboard. On the left-hand side, click on "Publication settings" or a similar option that allows you to manage the publication's settings.
8. In the Publication settings, navigate to the "Editors" or "Team" section. This is where you can add and manage editors for the publication.
9. Look for an option that says "Add Editor" or something similar. Click on it to open the editor invitation form.
10. In the editor invitation form, enter **access@blitzmetrics.com**.
11. Finally, click on the "Send Invitation" or "Invite" button to send the editor invitation.

Create a Vimeo Account

To create a Vimeo account in English, follow these steps:

Open your web browser and go to the Vimeo website: https://vimeo.com/
Click on the **"Join"** button located at the top-right corner of the page.
You'll have the option to sign up using your email address or your Google account.

Choose the preferred method.
a. To sign up with an email address:

- ➔ Enter your email address in the provided field.
- ➔ Choose a strong password for your account.
- ➔ Click on "Join with Email."

b. To sign up with your Google account:

- ➔ Click on the "Join with Google" button.

If you're not already logged in to your Google account, you'll be prompted to do so.

After signing up, you'll be asked to provide some additional information:

Display Name: This is the name that will be shown on your Vimeo profile. It doesn't have to be your real name; you can use a username or any other display name you prefer.
Username: This is a unique identifier that other Vimeo users can use to find you.
Date of Birth: Enter your birthdate for age verification purposes.
Select your preferred language from the drop-down menu.
Choose whether you want to receive emails from Vimeo about updates and promotions. You can always adjust this later in your account settings.

Complete the required information and click on the **"Create Account"** button.

You may be asked to **verify** your email address. Check your email inbox for a verification email from Vimeo, and click on the verification link provided.

Once your email address is verified, your Vimeo account will be active, and you can start exploring the platform, uploading videos, and interacting with other users.

Grant Access to a Vimeo Channel

1. Open your web browser and go to the Vimeo website (https://vimeo.com). Sign in to your Vimeo account using your username and password.
2. Once you're logged in, click on your profile picture or avatar located in the top-right corner of the screen. A drop-down menu will appear.
3. From the drop-down menu, select "Settings." You'll be redirected to the settings page.
4. On the settings page, click on the "Team" tab located on the left-hand side of the screen.
5. In the Team settings, you'll see the list of existing team members. To add a new team member, click on the "Invite New Member" or "Add Team Member" button. The exact wording may vary slightly depending on updates to the Vimeo platform.
6. In the "Invite New Member" or "Add Team Member" window, enter **access@blitzmetrics.com**.
7. Customize the access level for the team member by selecting the appropriate role. In this case, select "Contributor" to grant them access to upload and manage videos on the channel.
8. Click on the "Send" or "Invite" button to send the invitation.

Grant Access to Evernote

1. Log in to your Evernote account using your username and password at https://www.evernote.com.
2. Once you are logged in, you will be on the Evernote Home page. In the left-hand sidebar, click on the "Workspace" tab.
3. In the Workspace tab, you will see the list of workspaces you have access to. Select the workspace to which you want to invite a team user.
4. Within the selected workspace, locate the "Members" section. It may be located either in the sidebar or as a separate tab.
5. Click on the "Members" section to open the members management page. Here, you will find a list of existing members and their roles within the workspace.
6. Click on the "Invite People" or "Add Members" button. This button is usually located at the top or bottom of the members list. A pop-up window or form will appear, allowing you to enter the email address(es) of the team user(s) you want to invite.
7. Enter the email address **access@blitzmetrics.com** into the designated field.
8. Choose the **Member** as the role.
9. Click on the "Send Invitation" or "Invite" button to send the invitation.

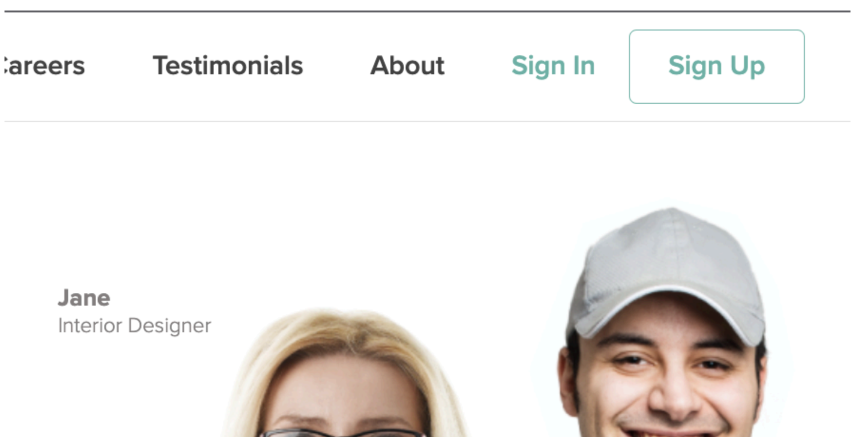
Create an Alignable Account

Alignable, the go-to referral network for small business owners! With Alignable, you get a fantastic opportunity to connect with fellow entrepreneurs, share your valuable expertise, seek advice when needed, and even refer customers to other business owners in the network.

Getting started is a breeze! Just head over to our website, alignable.com, and sign up to list your business. Once you're in, follow these simple steps:

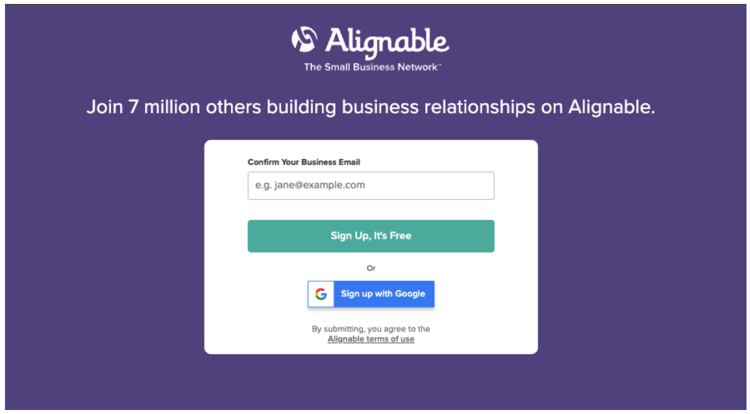
1- Click *Sign Up:*

In the top right-hand corner, click **Sign Up** to start creating your account.



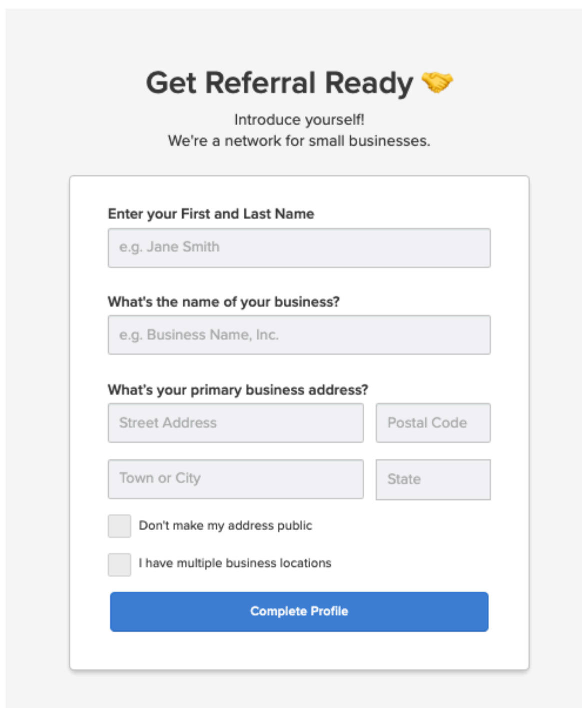
2- Type in your business email address:

Start creating your account by **filling out** the email address you would like to use to log into your Alignable account and click Sign up, It's free.



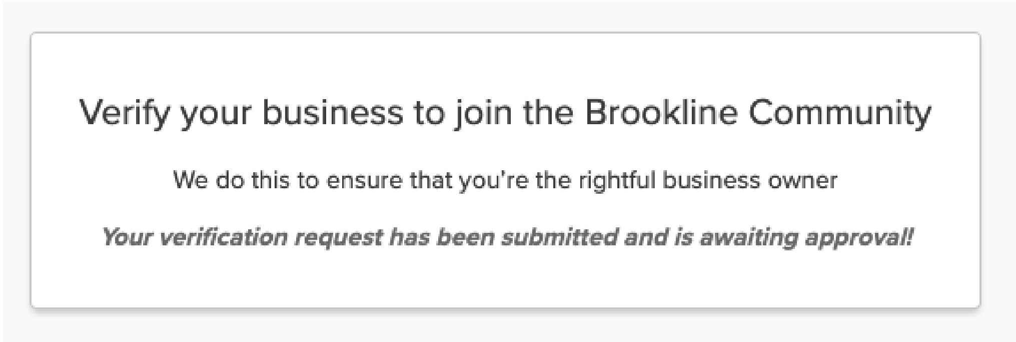
3- Tell us a bit about you and your business:

Start **creating your account** by typing in your name, business name, and business address. If you work from home, or if your customers are primarily in a different area than the location you are in, select an address in the area where you do the most business.



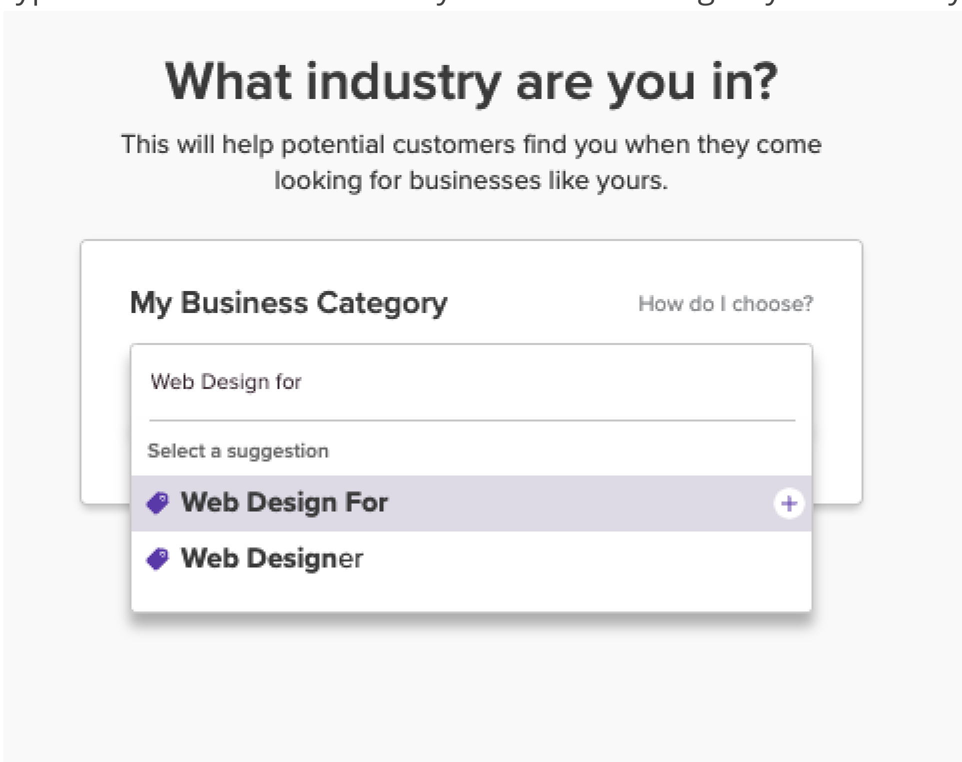
4-Verify your business:

To finish creating your account, you might be asked to verify that you are a real human through **SMS or manual verification**. Follow the steps on the screen. And if you have any issues, please refer to this article. If you were invited to join Alignable by an existing member, you will not have to do this step.



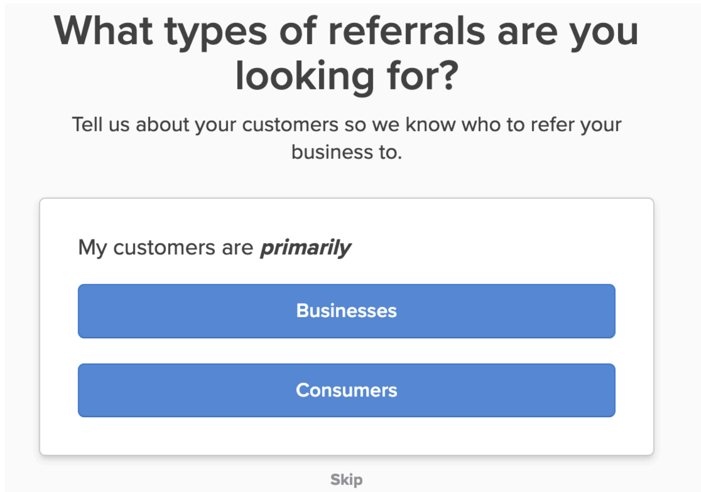
5- Tell us what industry your business is in:

Start typing the name of your industry. **Select an industry** from the list of suggestions or type whatever custom name you would like to give your industry.



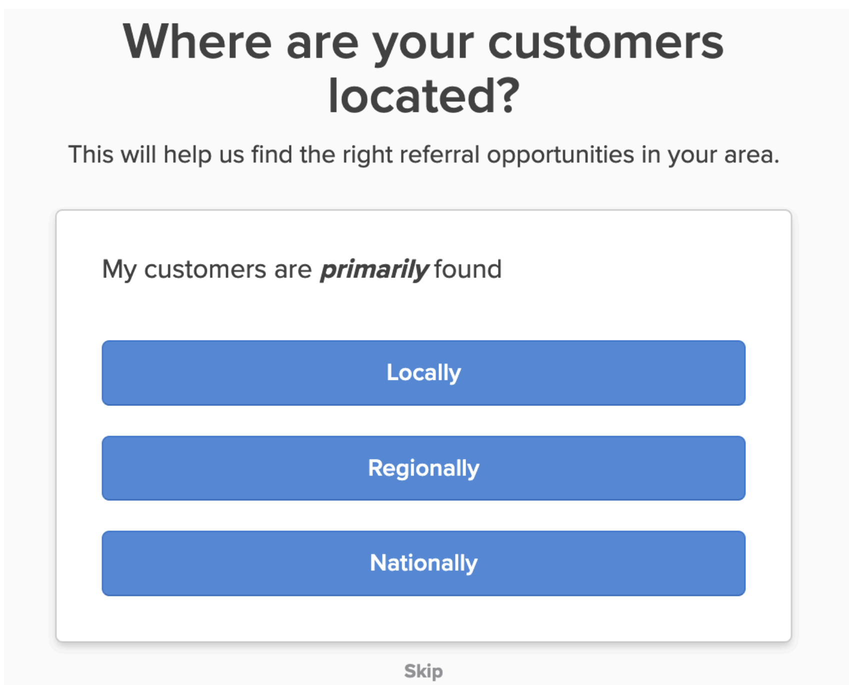
6- Tell us about the types of referrals you are looking for.

Selecting your customer will help us determine who to refer your business to.



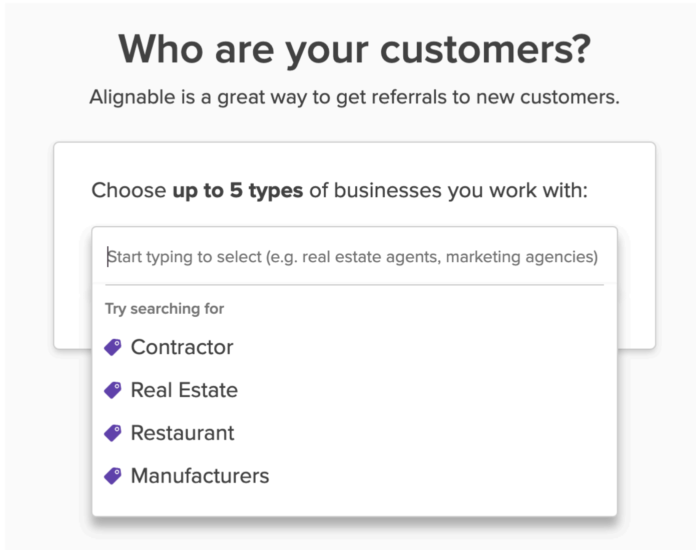
7-Select where your customers are located:

By selecting where your customers are located we will be able to find the right referral opportunities in your area.



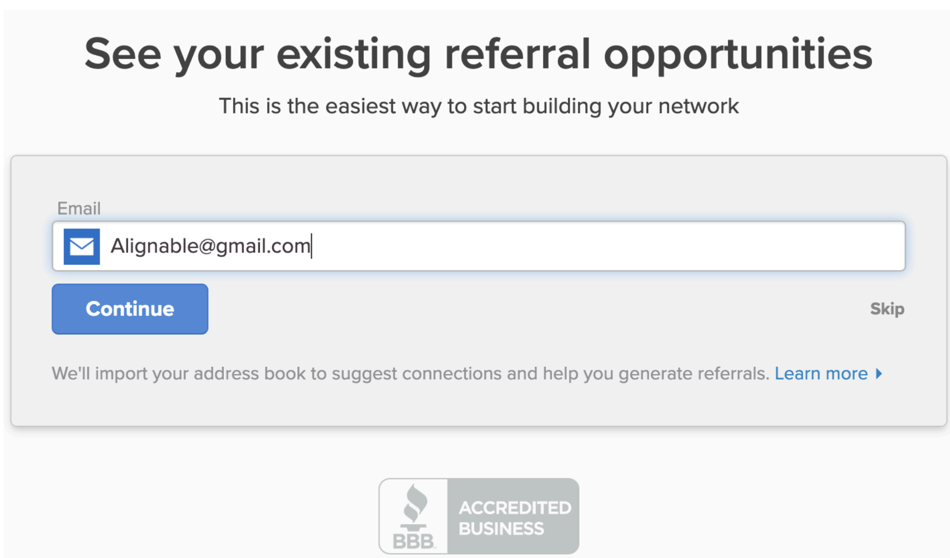
8- Tell us about your customers.

Select up to **5 types of businesses** that work with you.



9- Start building your network.

Add your email address and we'll import your address book to suggest connections.



Grant Access to Alignable

1. Log in to your Alignable account using your credentials at alignable.com.
2. Click on "My Business" in the top right section of the site to access your profile.
3. Scroll down through your profile until you locate the "Our Team" section.
4. In the "Our Team" section, click on "Add user" in the top right part of the box.
5. A popup window will appear, prompting you to enter the necessary information to invite a team member.
6. Fill out the required fields in the popup, including the team member's
    a. First Name: BlitzMetrics.
    b. Last Name: Access.
    c. Email: **access@blitzmetrics.com.**
    d. Password: **Access@*23**
7. Once you have entered the information, click "Save" to send the invitation to the team member.

Create a Flicker Account

To create a Flickr account in English, follow these steps:

Go to the Flickr website: Open your web browser and navigate to https://www.flickr.com/.

Click on **"Sign Up"**: Look for the "Sign Up" or "Create Your Account" button on the Flickr homepage. It is usually located in the top right corner of the website.

Enter your information: Fill in the required information in the registration form. This typically includes your first name, last name, email address, password, date of birth, and gender.

Choose your username: Select a unique username for your Flickr account. This will be the name that others will see when you share photos or interact with the Flickr community.

Verify your humanity: Some websites, including Flickr, may require you to complete a captcha or other verification process to confirm that you are a real person and not a bot.

Read and agree to the terms of service: Take a moment to review Flickr's terms of service and privacy policy. If you agree with them, check the appropriate box or click the "Agree" button to proceed.

Complete the registration: After submitting the form and agreeing to the terms, your Flickr account will be created. You may receive a confirmation email to verify your email address. Follow the instructions in the email to complete the verification process.

Log in to your account: Once your account is verified, return to the Flickr website and click on "Sign In." Enter your email/username and password to log in to your newly created account.

Customize your profile: After logging in, you can personalize your profile by adding a profile picture, writing a bio, and updating your settings as desired.

Start uploading photos: You're all set! You can now start uploading your photos to share them with the Flickr community or privately with friends and family.

Grant Access to a Flickr Group

1. Log in to your Flickr account at https://www.flickr.com.
2. Once you're logged in, navigate to the Flickr homepage or your profile page.
3. Click on the "Groups" tab in the navigation menu at the top of the page. This will take you to the Groups section.
4. In the Groups section, you can browse through the groups you have joined or search for specific groups using the search bar.
5. Locate the group to which you want to invite a user. Click on the group's name or thumbnail to open its page.
6. On the group page, you will see various options and tabs. Look for the "Members" tab and click on it. This tab usually displays the number of members in the group.
7. In the Members section, you'll find a list of current group members. Look for a button or link that says "Invite People" or something similar. Click on it to proceed with inviting a user.
8. A dialog box or form will appear where you can enter the email address or Flickr username of the person you want to invite. Fill in the required information accordingly using **access@blitzmetrics.com** as the email address.
9. Once you are satisfied with the information entered, click on the "Send Invitation" or similar button to send the invitation to the user.

Grant Access to Diigo

1. Log in to your Diigo account: Visit the Diigo website (www.diigo.com) and log in using your username and password.
2. Access your team: Once logged in, click on the "My Library" tab at the top of the page. In the drop-down menu, select "Teams" to navigate to your team page.
3. Select your team: On the team page, you will see a list of teams you are a part of. Click on the name of the team for which you want to invite a user as a moderator.
4. Open team settings: On the team page, you will see various tabs. Click on the "Settings" tab to access the team settings.
5. Invite a moderator: In the team settings, you will find a section called "Team Members." Look for the option to invite new members or modify existing members.
6. Invite a new member: Click on the "Invite New Members" or a similar option to open the invitation dialog.
7. In the invitation dialog, enter the email address **access@blitzmetrics.com**.
8. In the invitation dialog, you should find a dropdown menu or radio buttons to select the role for the invited user. Choose the "Moderator" role from the available options.
9. Send the invitation: Once you have entered the user's email and selected the role, click on the "Send Invitation" or a similar button to send the invitation.

Grant Access to scoop.it

1. Sign in to your Scoop.it account using your credentials.
2. Once you're logged in, navigate to the page where you want to grant editor access.
3. On the page, look for the settings or options menu. It is usually represented by an icon that resembles a gear or three vertical dots.
4. Click on the settings or options menu to open the page settings.
5. Within the page settings, locate the "Collaborators" or "Team" section. This is where you can manage user access and roles.
6. In the "Collaborators" or "Team" section, you should see an option to invite users or add collaborators.
7. Click on the "Invite users" or "Add collaborators" button to proceed.
8. Enter the email address **access@blitzmetrics.com**.
9. Select the "Editor" role.
10. Click on the "Send invitation" or similar button to send the invitation to the user.

Grant Access to Mixcloud

1. Log in to Mixcloud: Go to the Mixcloud website and log in to your account using your credentials.
2. Access Your Page: If you already have a page on Mixcloud, click on your username or profile picture in the top right corner of the website and select "My profile" or "My channels" from the dropdown menu. This will take you to your profile page, which displays all your created pages.
3. Select the Page: Find the page you want to add a collaborator to and click on it to access the page's dashboard.
4. Go to Settings: Once you're on the page's dashboard, look for a gear or settings icon. Click on it to access the settings for the page.
5. Invite Collaborator: In the settings, there should be an option to "Invite Collaborator" or something similar. Click on it.
6. Enter User Information: A form should appear where you can enter the username, email, or other relevant details of the user you want to invite as a collaborator. Use the email address **access@blitzmetrics.com**.
7. Select Role: Next, you might be asked to select the role for the user. Choose "Collaborator" or a similar role from the available options.
8. Send Invitation: Once you've filled in the necessary information and selected the role, proceed to send the invitation. An email might be sent to the user with instructions on how to accept the collaboration invitation.

Create an inside.com Account

1. Visit inside.com: Open your web browser and type "inside.com" into the address bar. Press Enter to access the website.
2. Find the "Sign Up" or "Create Account" option: Look for a prominent button or link on the website's homepage that says "Sign Up," "Create Account," "Join Now," or something similar. Usually, it can be found in the upper-right corner of the page.
3. Click on the "Sign Up" or "Create Account" button: Click on the button, and it should take you to the registration page.
4. Provide your information: On the registration page, you'll likely be asked to enter some personal information to create your account. This typically includes your full name, email address, and a password. Follow the instructions and fill in the required details.
5. Verify your email (if required): Check your email inbox and click on the verification link or enter the verification code, if prompted.
6. Agree to terms and conditions: You might be required to agree to the website's terms of service and privacy policy before proceeding.
7. Complete the registration: Once you've filled in all the necessary information and agreed to the terms, click on the "Register," "Create Account," or similar button to complete the registration process.
8. Confirmation and login: You should receive a confirmation message indicating that your account has been successfully created. Now, you can log in to your newly created account using your email address and password.

Create an about.me Account

1. Go to www.about.me in your web browser.
2. Click on "Sign Up" or "Join":
3. Select your preferred method of registration, such as using your email address or connecting your existing social media account (if available).
4. If signing up with your email address, enter your full name, email address, and create a secure password.
5. Follow the on-screen instructions to finalize the registration process.
6. After completing the registration, you'll be directed to set up your About.me profile. Customize your page with a background photo, profile picture, and a short bio.
7. Add sections to your profile to showcase your interests, skills, and experiences. Include text, images, and links to create a visually appealing and informative page.
8. Save your changes as you personalize your profile.
9. Before publishing your About.me page, preview it to ensure everything looks the way you want.
10. Click the "Publish" or "Save" button to make your page visible to others.

Grant Access to a Site Hosted on Amazon.com

1. Access Control through AWS IAM (Identity and Access Management). AWS uses IAM to manage access control to various AWS services and resources, including web hosting on Amazon S3 or using Amazon EC2 instances. Here's how you can grant access:

- Access AWS Console https://aws.amazon.com/console/: Log in to the AWS Management Console using the AWS account credentials.
- Create an IAM User:
  - In the AWS Management Console, navigate to the IAM dashboard.
  - Create a new IAM user with the username "access@yourcontentfactory.com."
  - Assign appropriate permissions to this user, such as read-only access to the S3 bucket or EC2 instance where the website's files are hosted. Be cautious with permissions to ensure they only grant access to what's necessary.
- Generate Access Credentials: After creating the IAM user, they can generate access credentials (Access Key ID and Secret Access Key) for the user.

2. **Configure Website Hosting.** The specific steps to configure website hosting will depend on how the website is hosted on AWS. If it's hosted on Amazon S3, follow these general steps:

- In the AWS S3 dashboard, create or select the S3 bucket where the website's files are stored.
- Configure the bucket to allow access to the IAM user (access@yourcontentfactory.com) by modifying the bucket's permissions.
- Grant appropriate permissions, such as "List" and "GetObject" permissions for read access to the website's files.

3. **Provide Access Credentials.** Provide the IAM user's Access Key ID and Secret Access Key to "access@yourcontentfactory.com" securely. They will need these credentials to access the AWS resources.

Other Service Providers

iMatrix

If you have a ChiroMatrix account(https://imatrix.com/chiropractic-marketing/), send an email to the iMatrix team that you would like to add the ChiroRevenue team's access@blitzmetrics.com to your iMatrix account. You may used this canned note:

> *"Hi iMatrix team--*
>
> *Please allow the Content Factory team [access@blitzmetrics.com] to request changes to my account.*
>
> *Best,*
> *{Your Name}"*

PPC Onboarding Questionnaire

Have the client fill this form during onboarding:

https://docs.google.com/forms/d/e/1FAIpQLSctZaJNfFhkcFOSixGmAY8q3Hy1_0pw1It6XBdZVJvP-6f7KA/viewform

Practice Lists

For us to run a Reactivation, Review, or any other texting & email campaign, we must upload your practice lists into your Content Factory CRM. These lists also allow us to retarget, remarket, online as well.

We only need their First Name | Last Name | Email | Number | Birthday for our campaigns. All other info can stay in your PRM.

1. Login to your patient portal to access your customer list. a.Segment the following lists:
    - i.**All Contacts**
    - ii.**All Patients Prior** to the past 6 months
    - iii.**All Active** Patients (Past 6 months up until today)
2. Export these 3 lists labeled clearly.
3. Double check that your list is formatted correctly & *only* includes the information we need.
4. Send all 3 lists in the Client Google Drive folder under "Docs and Files" in Basecamp project.

ListTrouble?

Depending on the software you use, exporting is different. Our team can clean lists & fix formatting, but the lists must be segmented. This is absolutely critical to the success of your campaigns.

Frequently Asked Questions

Q: Why don't I see any "Assign Partner” button when I'm trying to grant access for either my Facebook Page or Ad Account?
A: Depending on the way your Business Manager was set up, you may not see an “Assign Partner” button. If this option isn't available, here is what to do:

For a Facebook Page: Email the URL of your page to stephanie@blitzmetrics.com using the subject line “FB Page Access”. We will then manually request access and email you the next steps when completed.

For a Facebook Ad Account: Email your Ad Account ID to stephanie@blitzmetrics.com using the subject line “FB Ad Account Access”. We will then manually request access and email you the next steps when completed.

Q: Why don't I see any "Assign Partner” button when I'm trying to grant access for either my Facebook Page or Ad Account?

Q: Why can't I find where to approve access that was requested?

A: For a Facebook Page: Go to your Facebook Page, click on Settings, and then navigate to Page Roles. Here, you can confirm access.

For a Facebook Ad Account: Check the notifications on your Facebook Business Manager, your Ad Account, your email, and the profile associated with the Ad Account or Business Manager. Depending on how your Business Manager was set up, and your role, the notification to approve access should show up in one of these four places.

COACHYU

Thank You!