Cheat Sheet:
Social Amplification Engine

1 PLUMBING

- [ ] Create your Google Tag Manager (GTM) account.
- [ ] Publish your GTM container and tags to website.
- [ ] **Create your Facebook Ads account using "Business Manager" (http://business.facebook.com).**
- [ ] **Create your Google Ads account and tie it to the Google My Client Center (MCC).**
- [ ] **Create your Google Analytics account.**
- [ ] **Set up Facebook Pixels and Standard Events with GTM.**
- [ ] **Set up Google Remarketing Pixel using GTM.**
- [ ] **Verify everything is set up correctly.**
- [ ] Set up Google Analytics with GTM.

2 GOALS

- [ ] **Define your mission (start with WHY) and identify the desired outcome and customer segments.**
- [ ] **Identify your primary goal(s) in the next 90 days.**
- [ ] **State your target Cost per Acquisition (CPA) or Return On Ad Spend (ROAS).**
- [ ] **Determine your ads budget relative to campaign goals (optimizing for clicks, page likes, form submissions, etc.).**
- [ ] Choose 1 key metric for each funnel stage: audience, engagement, and conversion (AEC).
- [ ] Develop your brand by moving through the 6 phases of the personal branding guide (http://blitzmetrics.com/pbg).

Basic tasks in bold.

3 CONTENT

- [ ] **Assemble a list of third-party endorsements, especially positive mentions from high-authority sites.**
- [ ] **Create video content starting with a 3-minute "why" video (http://blitzmetrics.com/faq).**
- [ ] **Create a content calendar for your social media platform.**
- [ ] **Create promotional content to drive conversions.**
- [ ] **Create at least 1 blog post a month.**
- [ ] Create personas for the top 3 customer segments you serve; these personas will drive targeting.
- [ ] Highlight at least 1 key objection for each persona (for either your product or industry).
- [ ] Gather suitable content for each stage of the AEC funnel, addressing every key objection or each persona.

4 Targeting

- [ ] **Import your customers' and leads' emails into Facebook and Google as custom audiences.**
- [ ] **List potential targets on Facebook and Twitter - direct interests related to your brand, names of closest competitors, common interests your customers share, industry influencers your customers and competitors follow, and people working at the media firms.**
- [ ] **Create saved target audiences on Facebook for cold traffic - consider targeting by employer, job title, and interest.**
- [ ] **Create 1% lookalike audience for each major landing page, thank you page, and email list.**
- [ ] **Amplify a video and create video remarketing audiences.**
- [ ] **Create your first Website Custom Audience on Facebook.**
- [ ] Create 1-, 30-, and 180-day audiences (Website Custom Audiences) site-wide, for each major landing page and thank you page.

3 AMPLIFICATION

- [ ] **Boost the top 3 to 5 pieces of content on Facebook to at least 1 Saved Audience per persona.**
- [ ] **Separate campaigns by audience, engagement, and conversion.**
- [ ] **Create media inception ads using the Dollar A Day strategy (http://blitzmetrics.com/fdd).**
- [ ] **For each unpublished post, use tracking (UTM) parameters in the URL.**
- [ ] Create unpublished posts with Website Clicks objective using Power Editor, bid for Website Clicks (CPC), and use at least 1 Saved Audience per persona.
- [ ] Set up remarketing ads for 1-day landing page abandoners on AdWords and Facebook.

5 Optimization

- [ ] **Apply Metrics Decomposition and further elaborate on the explanations you have provided above.**
- [ ] **Slice the data in different ways and explain what it means.**
- [ ] **Compare all the metrics you have listed in this period against the last period.**
- [ ] **Using Audience Insights, create new saved audiences based on interests that are converting.**
- [ ] **Review budget allocation by channel and ad set based on performance (watch out for statistical noise).**
- [ ] **Increase the relevance of your targets by adding positive and negative audiences.**
- [ ] **Based on the analysis above, list 3 to 5 top recommendations that you can immediately execute in the next 7 days.**
- [ ] Apply Balancing Metrics and make sure you have meaningful metric pairs.
- [ ] Apply Top N to the data set and explain the results in terms of Goals, Content, and Targeting for each level.
- [ ] Refine lookalike audiences.