

# QuickStart EXPRESS

Entrepreneur Edition

COMPLETION TIME:

06  
WEEKS

\$7,500  
PACKAGE

**blitzmetrics**

## ONE-PAGER CHECKLIST:

### Strategy Assessment

#### Define your goals.

- In one sentence, describe your business mission.
- How have you performed over the last 90 days?

#### Define your content.

- What is your story?
- Who produces content for your business? How many blog posts/podcasts/videos do they produce in a week?
- How are you collecting positive and negative brand mentions online?

#### Target your content to multiple audiences.

Demographics

- Who is your customer?



**Dennis Yu**  
Chief Executive Officer  
BlitzMetrics

### STRATEGY INTAKE

Complete the **Strategy Assessment** via [blitzmetrics.com/GCT](https://blitzmetrics.com/GCT)

Complete the steps in the **Access Checklist** at [blitzmetrics.com/acl](https://blitzmetrics.com/acl)

## We'll take it from here

### 6 Sequential Modules:



#### Strategy Call:

We'll discuss your strategy, provide recommendations for missing ingredients necessary to have success in our program, set goals, and resolve outstanding issues.

#### Campaign Setup:

Based on your goals, content, and targeting, we build out your Facebook campaigns. As we test out various combinations of content and audience targets, we'll provide you feedback on what's working and adjustments to be made.

#### Amplification Cycle:

We continue to expand and improve on your ads as we go through a second optimization cycle to make sure your ads are performing well and driving results.

#### Optimization Cycle:

We share results in the Success Tracker, which we use for project management, as well as our online tracking system.

#### Success Call:

We'll recap with a call on your ad performance, optimizations, strategy, recommendations and the next steps. The final ads report will be delivered via email, this will discuss the results of your campaigns as well as recommendations for moving forward.