blitzmanager

Word of Mouth at Scale

FirstBank
June 9, 2011

Anti Frustation
Check out our new commercial. Try to not pull your hair out and come see us when it's time for a mortgage.

Like · Comment · Share   23

FirstBank
August 1, 2011

We have 2 tickets for Goo Goo Dolls to give away! These are for the August 17 show at the 1STBANK Center in Broomfield, Colorado. Comment here with your favorite Goo Goo Dolls song to be entered for a chance to win. The winner will be deter...See More

Ad Preview

I Want A Dashboard!

Enterprise Social Dashboard

120 Billion Facebook Impressions: What we learned Facebook Articles How to best leverage

Brynn Monique Smith likes BlitzMetrics.

Loved By

Nike · nickelodeon · PBS · FOX · Domino's Pizza · Cabela's WORLD'S FOREMOST OUTFITTER® Hunting • Fishing • Outdoor Gear

lanebryant · MTV MUSIC TELEVISION · VIACOM · green dot · Valpak · Quiznos MMMM…TOASTY!

RosettaStone · [i]NDEPENDENTLENS · webtrends · reputation.com

Red Bull · AUTISM SPEAKS It's time to listen. · TEXAS ROADHOUSE · Soles 4 Souls · TARGETED VICTORY · OMS · PEACE CORPS

NICHE MODERN · CORNUCOPIA INSTITUTE · Claire's Place Foundation, Inc. · W · GRAMEEN FOUNDATION · OneRiot Search for the pulse.

The Media Loves Us, Too…

WALL STREET JOURNAL · The New York Times · n p r · TechCrunch · CBS NEWS

Inc. · Entrepreneur MAGAZINE · Google grants · SocialMedia Examiner · mediabistro.com

All Facebook The Unofficial Facebook Resource · john chow.com · webtrends · ReadyTalk · SMX Search Marketing Expo

Expand2Web · SES CONFERENCE & EXPO · Socialbrite Social tools for social change · Socialmedia.biz SOCIAL STRATEGIES | SOCIAL NEWS · webmaster RADIO WEBMASTERRADIO.FM

blogworld · PUBCON · OMS OnlineMarketingSummit · web 2.0 EXPO · The Niche Report

APPSUMO · AFFILIATE SUMMIT · Ultra Light Startups · PPCSummit · Expon 2011

Too many social networks, not enough time

Leverage our experience over the last 5 years across 2,000 campaigns to know what combination of ad units and targeting are right for you.

Ads, Apps, Analytics

Ads drive traffic. Together with our applications, they are designed to work seamlessly together in driving fans, engagement, leads, or conversions of any type.
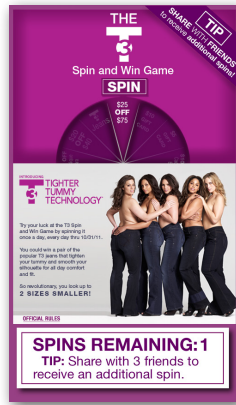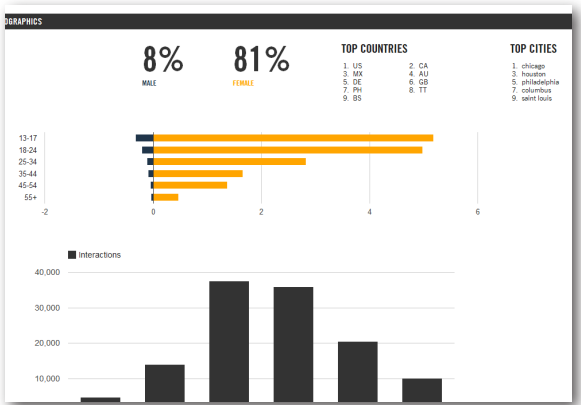
Ads   >   **Apps**   >   **Analytics**

Drive Traffic   Engaged Users   Optimize Goals

"Blitz created a custom social dashboard for Nickelodeon. The dashboard analyzes and reports in real time our social reach across the hundreds of accounts and pages. It is a great enterprise-level solution for businesses with a large and diverse social presence."

— *Julie Sun*, *MTV Networks*

"The Blitz team exceeded our expectations wildly and assisted us in igniting our fan growth to the extent that it is now making a material impact on business."

— *Eric Ludwig*, *Vice President, Rosetta Stone*

Facebook Ad Management Pricing

20% of Spend	$1k monthly fee

- Ad Management
- Dashboard
- Monthly Reports

DEPENDENCIES

- Access to Facebook page and ads account
- Targeting
- Business must post content regularly

NOTE: All pricing valid through April 30, 2013
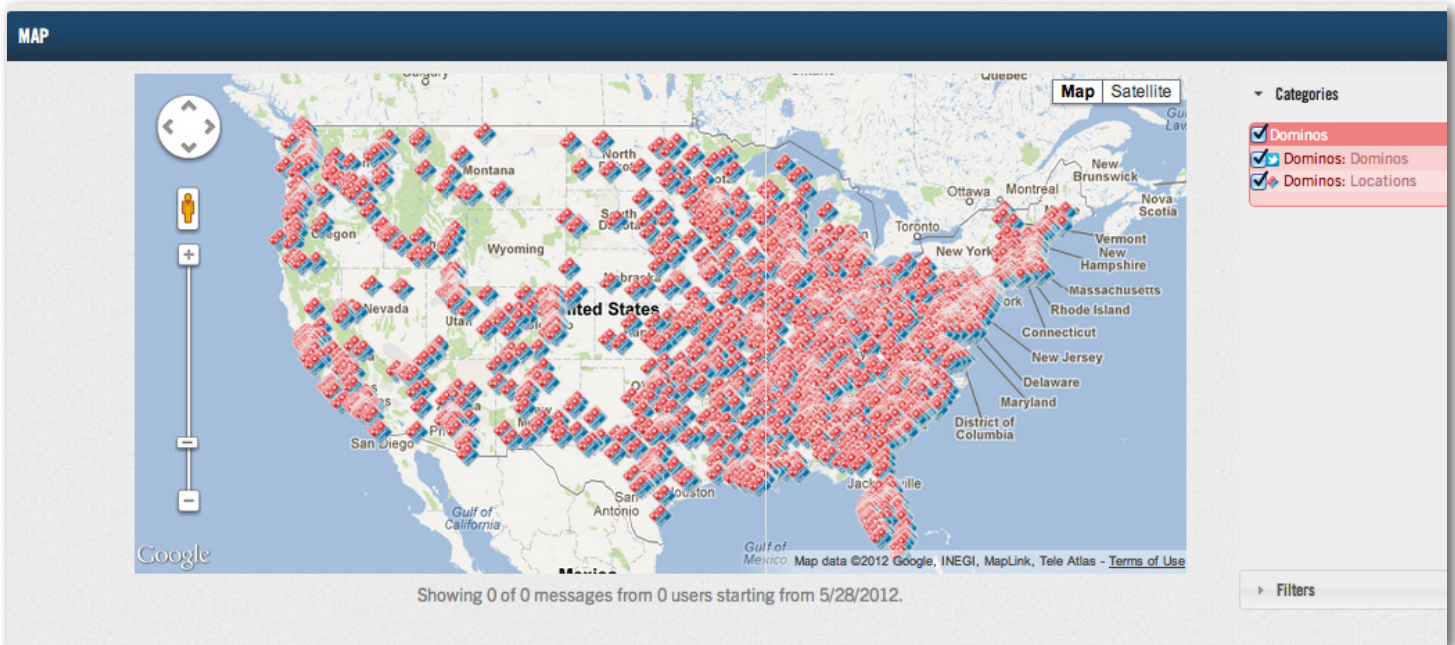
"In today's struggling economy, I was not sure if internet advertising would be effective for me, but Blitzlocal has been a real help in introducing my store to a younger audience with more disposable income. Their team concept meant every part of my campaign was handled by a specialist with attention to detail. Each specialist gave me instructions and direction to take me to the next level."
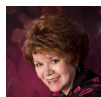
— **Christine Metzger**, *Owner at UpScale Plus & UpScale Princess Consignment*

Ensure Your Messages Get Into the News Feed

Amplify your organic content and positive fan behavior via Sponsored Stories.

Sponsored Story - Page Likes
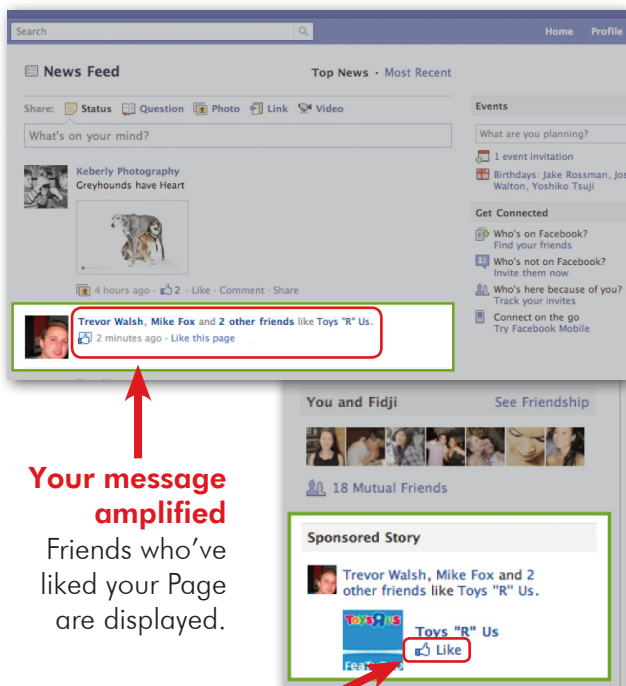
Your message amplified
Friends who've liked your Page are displayed.

Your message amplified
The Page can be liked right from the ad.

Sponsored Story - Page Posts

Your message amplified
Your latest Page post is displayed as a Sponsored Story.

Pay to get your posts more visibility in the news feed with Promoted Posts

Spend $7 to promote your personal status to friends.

We can target contextually

Show Your Ads In Mobile

We can target by their type of device, too.
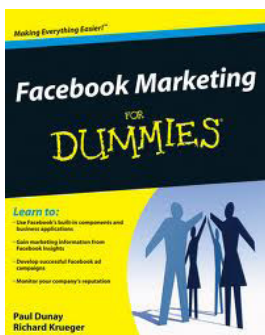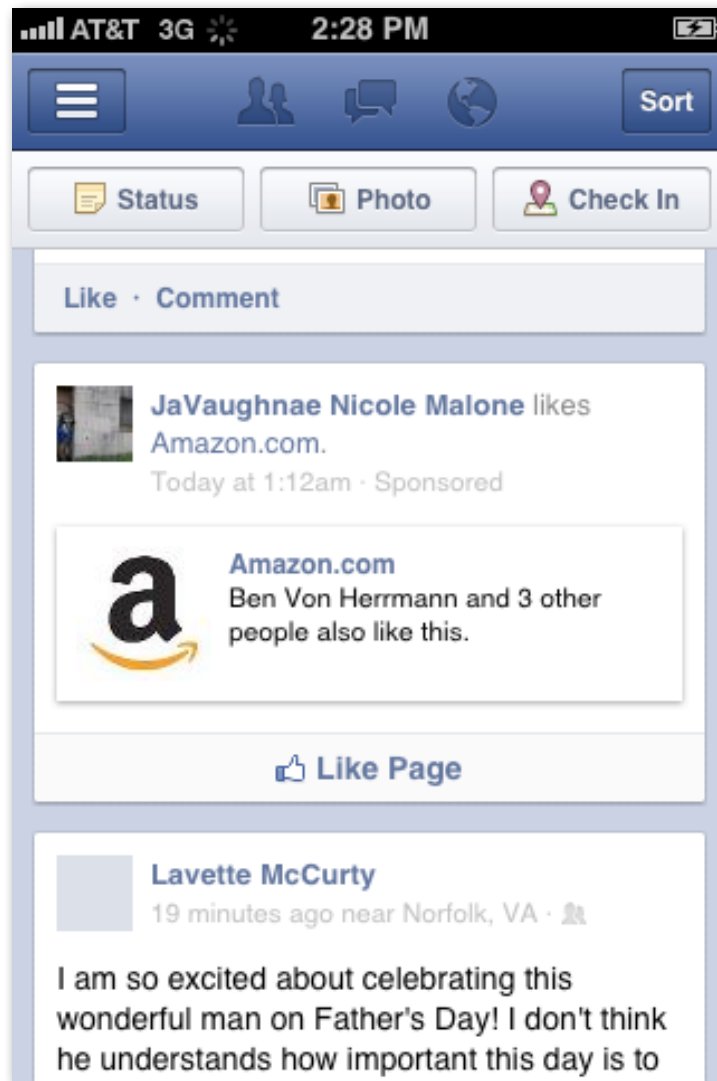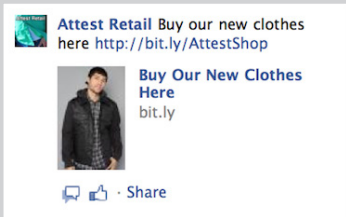
"One of my mentors in Facebook advertising is Dennis Yu. Dennis recently guest blogged for SocialMedia.biz about his micro-targeting strategy, showing us how to target down to the individual. And, all of this, for less than $5 a day. Dennis, if you keep on giving away our secrets, no one will hire us. But, that's the beauty of this man, who just wants to share his knowledge with all of us willing to learn from him. And, he still has plenty of tricks to teach us. I just hope he continues to share."

— **Richard Krueger**, *Author, Facebook Marketing for Dummies and Facebook Advertising for Dummies*

Social Ads That Engage and Convert

We configure the right mix of Sponsored Story ad units against your chosen goals.

| Goal	Story Type	Story Content
Grow Audience	**Page Like** Laura Gibson and Katharine Banks like Upscale Plus. Upscale Plus — Like	Your page was liked either on Facebook directly or on a Like Box on a separate site.
Drive Engagement	**Page Post Story** Attest Retail Buy our new clothes here http://bit.ly/AttestShop Buy Our New Clothes Here bit.ly · Share	Publishes the latest Page post as a Sponsored Story.
Drive Engagement	**Page Post Like** Michael Barton likes Gonzo Tennis' album 2008 Tennis Party. 2008 Tennis Party 23 174	Displays the user's friends who have already liked your page.
Drive App Usage	**App Uses / Game Played** Jenny Gough played Rosetta Stone Gift Wheel. SPIN Rosetta Stone Gift Wheel — Play	In the last month your App or game was used by someone at least twice or for 10 minutes.
Enhance Local Traffic	**Check-In** Joey Harper Second time today – at Gordmans with Violet Harper gordmans Gordmans — Like 1 1	In the last week someone used Facebook Places to check in and/or claimed a deal at one of your claimed Places.

Chicago Tribune

"Dennis Yu is a Facebook Marketing genius."

— **Brent D. Payne**, *Former SEO Director, Chicago Tribune*

Rigorous Social Optimization Process

We micro-target the right audience with your existing creatives, resulting in high quality fans at the highest efficiency. Our analytics will pinpoint who your best fans are, what they like, and how we can capture more of them. We have been doing social ads since June 2007, on the day the platform first opened.
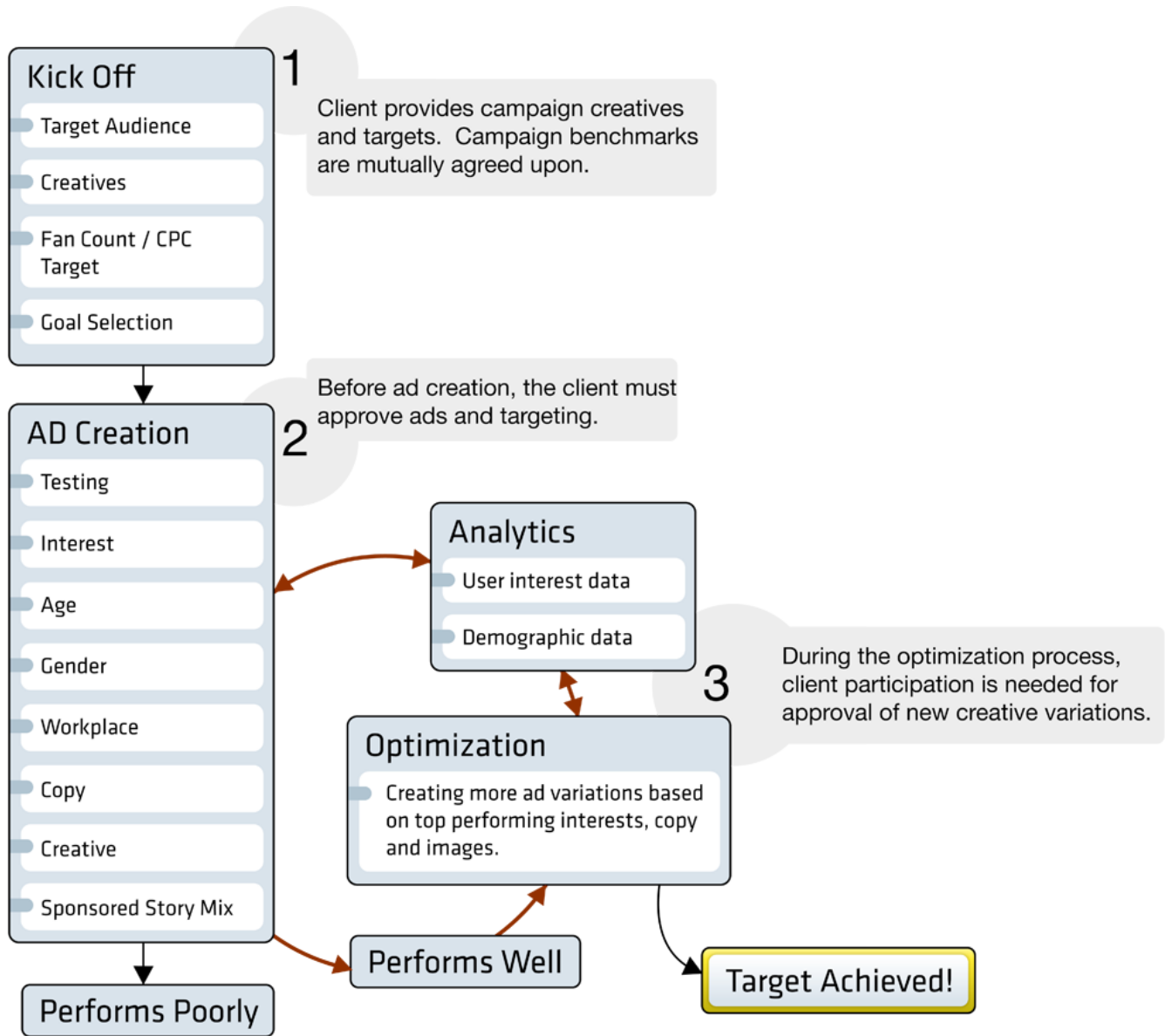
"We've been using Blitz to strategically grow our fan base. What we like most is their micro-targeting approach to drive the right fans and engagement, especially via Sponsored Stories to amplify our content. Our click-through rates are as high as half a percent and our page engagement levels are significantly higher than our competitors."
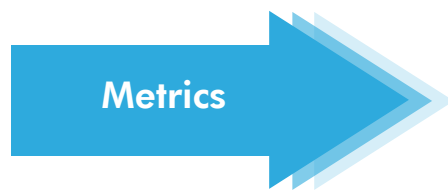
— **Tyler Durham**, *Digital Marketing Specialist, Texas Roadhouse*

We employ a scientific optimization process to guarantee results.

What you will see:

- Weekly or monthly meetings to cover learnings and project status.

- Amplification of content you are already producing and apps you've invested in — leverage your other marketing assets for consistent voice and cost savings.

- Hundreds of ads — combinations of interest targeting, ad copy, and thumbnail images.

- Real-time dashboard to help you optimize your ad and organic campaigns — to know what content is working best and who your top fans are.

Metrics
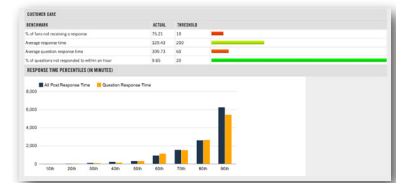
Your goals.

Reach barbecue fanatics that live near our retail locations.

Analysis

The "so what" of what the numbers say.

Females 35-45 are planning the meals for your casual dining restaurant. They are responding better to posts in the afternoon that have photos.

Action

The solution, based on data.

Change post content, optimizing landing pages, or tweaking creatives.

How Rosetta Stone Successfully Leverages Facebook

"One of the things we are trying to do is transform the marketing machine we have. Blitz is helping us do that."

— *Eric Ludwig*,
Vice-President, Rosetta Stone

RosettaStone®

Ad Interest Targeting

We laser target ads down to specific interest targets (including geographic locations). Quality beats quantity. Facebook rewards our high relevancy by discounting the price we pay for traffic.

We know that relevancy leads to high CTR, leading to a lower CPC, which leads, in turn, to a lower cost per fan and lower cost per conversion. Throughout the campaign we will test thousands of interest targets will be tested, built upon, and optimized for effectiveness.

Interest Targeting	Count
Internet	2,718,000
Computer	1,959,060
Technology	1,178,760
Laptop	906,720

Literal Targeting:
What are the direct interests related to your brand?

Competitor Targeting	Count
Google	2,861,280
Yahoo!	2,198,180
AOL	453,980
Skype	206,440

Competitive Targeting:
Who are your competitors?

Lateral Targeting	Count
Blog	2,081,280
Online Chat	1,269,080
Newspaper	491,640
Instant Messaging	39,180

Lateral Targeting:
Who are these people? What kind of things are they interested in?

"I love what you're up to — keep up the great work!"
— **Mari Smith**, *Social media celebrity*

"You guys are awesome. I was a fan of what Dennis was doing before, even bigger fan now. Thank you."
— **Kamal Ravikant**, *Chief Email Officer, Revnetics and author of "Love Yourself Like Your Life Depends On It"*

Facebook's New 20% Text in Image Rule

Facebook has been retroactively disapproving ads — items that were approved a year ago, due to their new "20% rule". Just announced, Facebook is now limiting the amount of text in images used in advertising (and in cover photos) to 20%. If you place an ad that includes an image with more than 20% of it covered in text, it will be rejected. Below is an example.

*Note: Memes can also be subject to the 20% rule. This rule does not apply to marketplace ads, however.

Conversion Specs

Conversion specs allow advertisers using Optimized CPM to optimize ad delivery for specific actions and also include those actions in conversion reports.

```
curl
 -F "name=Test AdGroup"
 -F "conversion_specs={'action.type':['like','mention'], 'page': 19292868552}"
 -F "campaign_id=6005437661630"
 -F "bid_info={'1':'0','38':'0','44':'0','55':'1000'}"
 -F "targeting={'countries':['US']}"
 -F "creative={'type':27, 'object_id':374135362667307, 'auto_update':true}"
 "https://graph.facebook.com/act_1234567/adgroups?access_token=___"
```

Object	Conversion Spec
Page	{'action.type':'page_engagement', 'page':PAGE_ID}
App	{'action.type':'app_engagement', 'application':APPLICATION_ID}
Event	{'action.type':'rsvp', 'event': EVENT_ID}
Mobile App	{'action.type':'mobile_app_install', 'application':APPLICATION_ID}

Description
Number of times users generate stories (page_story) or engage with a page via link_click, photo_view, or video_play
Number of times users engage stories (app_story) or engage with content via app_use, app_install, or credit_spent.
Number of RSVPs (yes and maybe) to an event.
Number of times users install the app through a mobile app install ad if there is an iOS/Android version

3 Part Amplification Tied to Your Goals

How much should you spend? Depends on your goals.
We take a 3 layered approach: to grow your audience, engage them, and convert them.

Your Facebook ad budget be 15-20% of your total digital budget and mirror the campaign structures of other marketing channels.

Summer Promotion

Fall Contest

Ad Spend

January   February   March   April   May   June   July   August   September   October   November   December
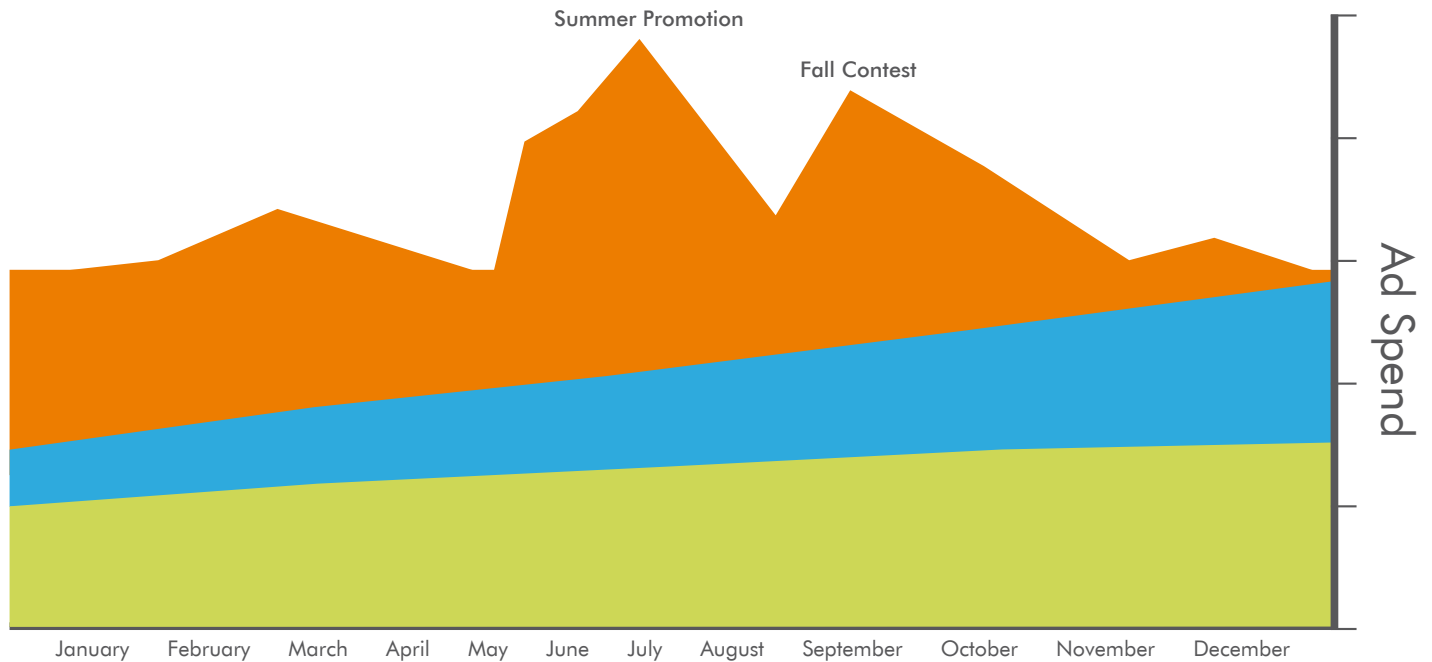
■ Fan Growth	■ Fan Engagement	■ Campaigns
In spurts but still always on. The fan growth phase is about 50% when on and down to 7% when in lulls.	Always on and visually represents about 20% of the budget or growing slightly. Fan engagement budgets are directly proportionate to how many fans we have to nurture.	Campaigns drive conversions or sales.

MONTHLY BUDGET

Fan Acquisition Cost is number of fans x cost per fan

Fan Nurturing (engagement) is fan base x 0.5 cents per fan per month

Conversion Cost: target CPA x number of conversions required

TOTAL:

CMP.LY

"You guys rock!"

— *Neil Glassman*, CMO, cmp.ly

Case Study #1

Optimizing from $21 a fan to $1.40 a fan:
What Rosetta Stone Learned in Facebook Advertising

Vice-President, Eric Ludwig shares his tips:

Observation #1
Use in-line likes.
By enabling in-line likes and by switching to CPC bids, Eric was able to cut the cost per fan from over $20 to under $1.50 per fan. His cost per click fell to under a dollar and his fan conversion rate was 60%. That sample tweak didn't require new landing pages, programming, or complex campaign changes.

Observation #2
Write short wall posts.
Rosetta Stone performed message testing on the wall and saw Post Quality Score* fall to low single digits when the wall had lengthy product announcements. When it was short, light-hearted, and not over promotional, the Post Quality Score would almost reach 10.

Observation #3
Ask questions. Don't just make statements.
Eric saw the statements on the wall would sometimes get interaction rates less than .1%, while "interesting," short posts that asked questions would consistently get 2-3%.

Observation #4
Run your acquisition, retention, and organic campaigns at the same time.
Rosetta Stone runs a different set of ads to existing fans – acquisition campaigns are to create initial connections with folks who want to learn a language. Fan-only campaigns bring users in deeper to try an interactive demo.

Observation #5
Branding is great, but revenue is better.
Rosetta Stone has a method of assigning a real dollar figure per Facebook fan based on conversion rates, cross-channel marketing overlap, and attribution techniques. Their analytics team slices by last click, first click, and other methods to determine where to spend money profitably.
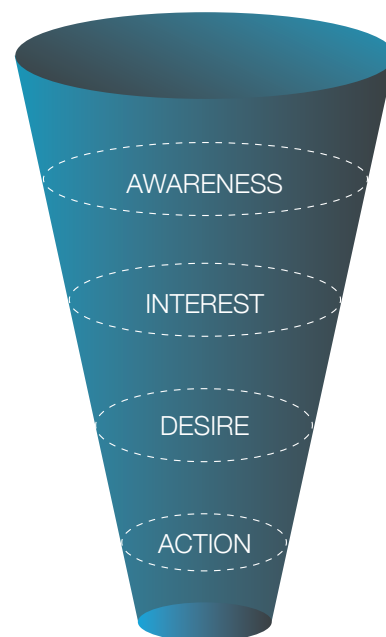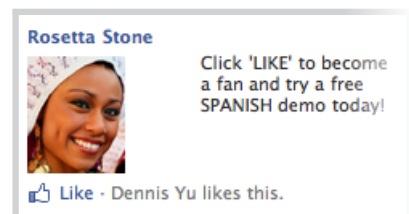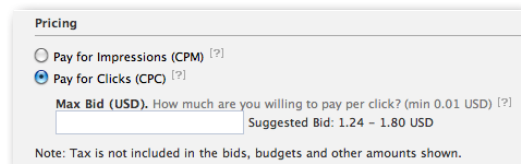
Case Study #2

**Getting Facebook Fans for Cents:
What Gordmans Learned in Facebook Advertising**

Veronica Stecker, Social Media Manager at Gordmans, shares her observations:

Observation #1

Highly Engaged Content Equals Positive Fan Growth.
Gordmans developed fresh and engaging apps rewarding customers for engaging with them through fans-only promotions. While apps have about a 10-14 day shelf life before people start to drop off in interaction, ads have around 3-5 days before you see a dramatic drop off. Because their wall postings resonated well with the brand, only 5% of fans have unsubscribed from the page.

Observation #2

Geo-Targeting Works!
By injecting the city name in the ad image in conjunction with the geo-targeting, Gordmans ads were more appealing and relevant. They found that geo-targeted ads with the city name on the ad image performed better than the ads without it. With geo-targeted ads that offered fans the opportunity to check in and claim deals, Gordmans was able to drive customers to their brick and mortar stores.

Observation #3

More Earned Media At A Cheaper Rate!
Earned media represents impressions generated for free, from efforts outside of the traditional ad spend, which includes viral and word-of-mouth publicity such as "likes" and shares. This type of exposure is generally much higher quality, since it leverages the trust of friends. With over 38 million impressions over a period of 79 days, at $5 CPM, we get $190,000 earned media value for that time period, which represents how much ad spend would have been required to achieve the same number of impressions via paid media. Extended out over a year's time, the value is $879,000 per year, or $4.5 million in perpetuity, assuming we've applied a 20% discount rate to the projection of earned media over time.

What's Next?

Gordmans has had a lot of success in running Google Adwords campaigns with a focus on letting users redeem coupons. Running similar campaigns on Facebook will reinforce the Google campaigns, and with Facebook's social twist tied into the coupon redemption strategy, they expect to see excellent results.

"As a client of Blitz, I am pleased to say that they over deliver at every opportunity. Their creativity in app design and execution of ad optimization has proven very beneficial to us. We also appreciated their ability to manage concurrent projects as well as provide result-focused recaps for our C-level executives. I would highly recommend Blitz to any entity looking to further their brand recognition through Social Media."

— Veronica D. Stecker

Case Study #3
Blitz Helps Qtel's Virgin Mobile Service Increase Fan Count by 57% in Just 29 Days

Targeted Ads and a Facebook App Drive Mobile Subscriptions

Growth and Engagement

Prior to Make it Yours, users returned to the QVMS page an average of 1.2 times daily, but during the campaign, fans returned to the page an average of 3.6 times daily. This is a dramatic increase indicative of a contest, but **what's impressive is that the daily comments also increased by 53%, which aligns with the 57% increase in fan count over the course of the contest.**

Impact On Other Channels

QVMS wanted to tap into Qatar's creative community on Flickr and activate this younger, hip audience to engage with the brand on Facebook. **To track their goals, they used post-campaign analysis to illustrate the campaign's significance and success.**

- 239% increase of average daily inbound traffic from links on twitter during Make it Yours.

- Flickr.com generated 303% more traffic during the campaign than twitter, which was already up 239% percent.

- 262% increase of average daily inbound traffic to the QVMS page from search engines during Make it Yours. There was more traffic to the QVMS Facebook page from external search engines alone during the contest than there was from the Facebook.

- In the week after the App was removed from the page, average daily inbound traffic from Google to the QVMS page was 76% higher than it was before the contest.

Increased Page Value

The week prior to Make it Yours, QVMS content received an average of 48,906 stream impressions daily. In the week after the campaign ended, QVMS content received an average of 113,069 daily stream impressions. **This is a post campaign, sustainable increase of 131%.**

At a $2.00 CPM*, the QVMS page generated about $98 of earned media a day prior to Make it Yours, and now generates almost $226 daily. Annualized out, the QVMS page was worth $35,701 in earned media before this contest, but is now worth $82,540.

2. VOTE & SHARE

Vote for your favourite

As a result of this campaign, QVMS increased the size of their fan page by 57%, and now reaches each fan 47% more often.*
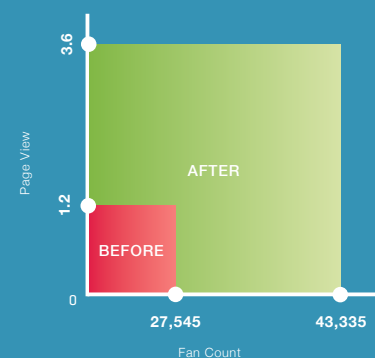
* Average daily stream impressions per fan was 47% higher following the campaign than prior to launch

Case Study #4
Blitz took over the Facebook Fan page for Weekly World News. In 4 days, their fan base was 10 times larger.

Dennis Yu of Blitz explains how they accomplished this:

Rule #1
Ask Users to Like You In The Ad.
We tried capitalizing on the word "LIKE", writing short versus long copy, testing dozens of images, and trying out different interest targets.

Rule #2
Send Users to Your Facebook Page.
Don't send them to your website, which removes the ability to get a like from the ad. If you send them to your website, the like action now means they like the ad, not the page.

Rule #3
Create an Incentivized LIKE Page.
Facebook allows you to show one thing to people who are fans and something else to those who aren't.

Rule #4
Do NOT Send Users to Your Wall.
The Wall is the last dozen or so random things that you and your fans have said - it's just not going to convert.

Rule #5
Rotate Your Ads DAILY.
Do you have that annoying friend in real life who no matter what the subject of the conversation is, somehow goes back to their favorite particular topic? If you don't keep your ads fresh on Facebook, you're that very person.

Rule #6
Optimize Primarily to Cost Per Fan (CPF), Not Just CTR or CPC.
Sometimes the ad with the highest CTR also converts the worst.

Rule #7
Separate Into Test and Production Campaigns.
When you multiply ads into a single campaign, it's easy for a single bad ad to hog up the entire budget. So when you have a group of ads that are performing, place them in a separate production campaign with a high budget, while you test in a low budget campaign.

Rule #8
Send Updates Regularly to Fans.
Most companies just use the wall to communicate, throwing away the massive power of email. Did you know there's an option in Facebook to "Send an Update to Fans?" This sends a real email, so don't abuse it.
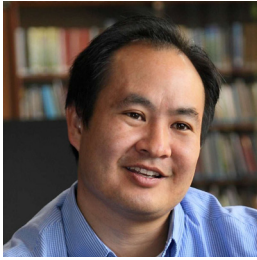
"We were very impressed with the work that Blitz did for us in growing our Weekly World News Facebook community. In a word it was "impact". As soon as they started working with us we saw an immediate increase in our community, and within a few days the exponential growth we experienced was nothing short of dramatic."

— **Geof Rochester**,
Weekly World News
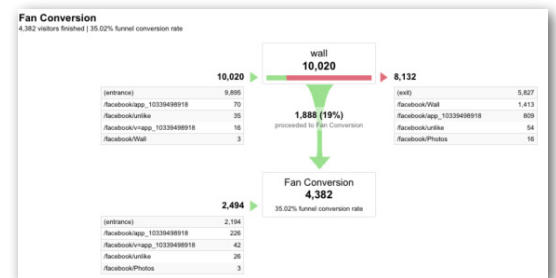
Your Team

Dennis Yu
Architect
dennis@blitzmetrics.com

Dennis Yu has helped brands grow and measure their Facebook presence. He has spoken at Search Marketing Expo, Search Engine Strategies, Web 2.0, The American Marketing Association, PubCon, Conversational Commerce Conference, Pacific Conferences, HostingCon, Affiliate Summit, Affiliate Convention, UltraLight Startups, MIVA Merchant, and other venues. Yu has also counseled the Federal Trade Commission on privacy issues for social networks. Dennis has held leadership positions at Yahoo! and American Airlines. His educational background is Finance and Economics from Southern Methodist University and London School of Economics.
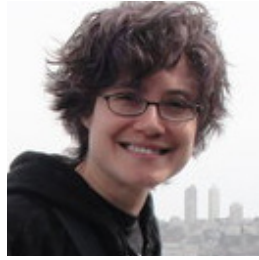
Mely Wilcox
Chief Financial Officer
mely@blitzmetrics.com

Mely Wilcox earned a JD in Criminal Law from Benemérita Universidad Autónoma de Puebla and became a Criminal Law Attorney in 1997. In 2004 she earned both US citizenship and a degree in construction project management from the Dunwoody institute in Minneapolis MN. She worked as a commercial Construction Project Manager at Kraus-Anderson Construction for several years before helping co-found BlitzMetrics. She is the mother of two boys, an avid runner, and enjoys learning new languages (her most recent challenge is Japanese).

Matt Prater
Senior Manager of Facebook Marketing
matthew.prater@blitzmetrics.com

Matt Prater spends his professional life managing Facebook marketing and working closely with brands such as The National Football League, Nike, MTV, and AT&T. His area of expertise includes ad campaign management and project development. He graduated from the University of Colorado, Boulder with degrees in Economics and Political Science. Outside of work, Matt is an avid tennis player and enjoys rock climbing, cycling, and travel.

Brynn Smith
Creative Director
brynn.smith@blitzmetrics.com

Brynn Smith has a passion for making complex problems easy to understand and graphically pleasing. At Blitz, she works to maximize the design of their marketing materials so they reach farther and stronger. Brynn has a BS in graphic design and is a collegiate All-American runner. In her spare time she spends her days living an active outdoor lifestyle with her husband, son and two dogs.
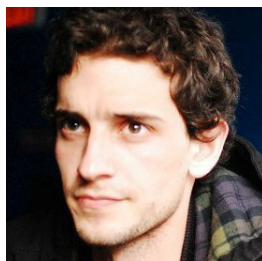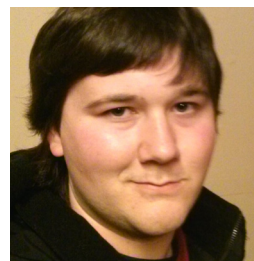
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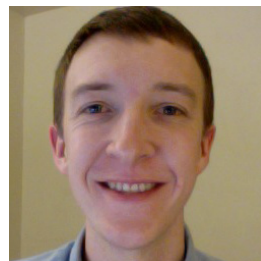Facebook Ads Expert
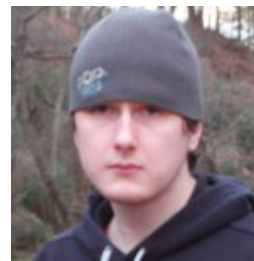cody.blair@blitzmetrics.com

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