



TheBloX

Social Media Template + PPC

Should You Be Concentrating On Google Or Social Media?

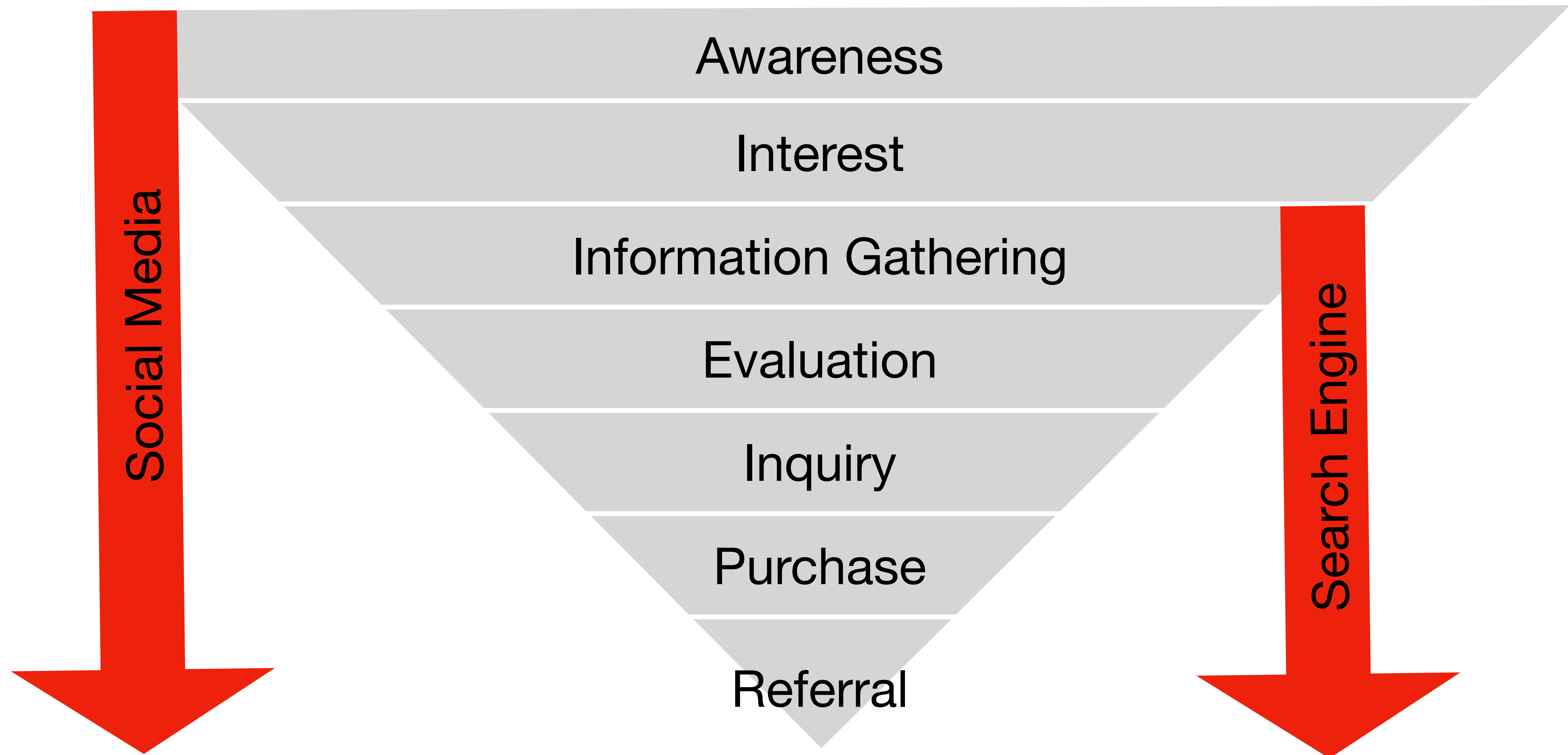
Demand Harvesting

- ENOUGH customers are aware of their problem
- ENOUGH customers are aware there are solutions
- So they go looking for those solutions
- Most likely this means your strategy should revolve around Google

Demand Creation

- Not enough customers are aware they even have the problem your business sets out to solve
- Not enough of your customers are aware there are even solutions to their problem
- So solutions must be presented to them
- Most likely this means your strategy should revolve around social media.

How A Business Turns A Stranger Into A Paying Customer And Evangelist



Number One Mistakes Entrepreneurs Make On Social Media

Is They Only Talk About Themselves And What's For Sale

- How many pages do you follow or like that only talk about the products they sell? Little-to-none.
- Social media isn't meant to be one giant commercial. It's meant to be conversations (at scale).
- Your job is to build an engaged community around the problem for which you're setting out to solve.
- If the first thing you're trying to accomplish is selling your customers something, you might as well not even start.

Value Posts VS Harvest Posts

- A value post is something that teaches, inspires, or makes your community laugh.
- A harvest post is essentially an ad, or call-to-action for what it is you actually sell.
- The 80/20 rule of value and harvesting essentially states that 80% of your posts should strictly give value, and 20% of them can be commercial and intended to sell your product.

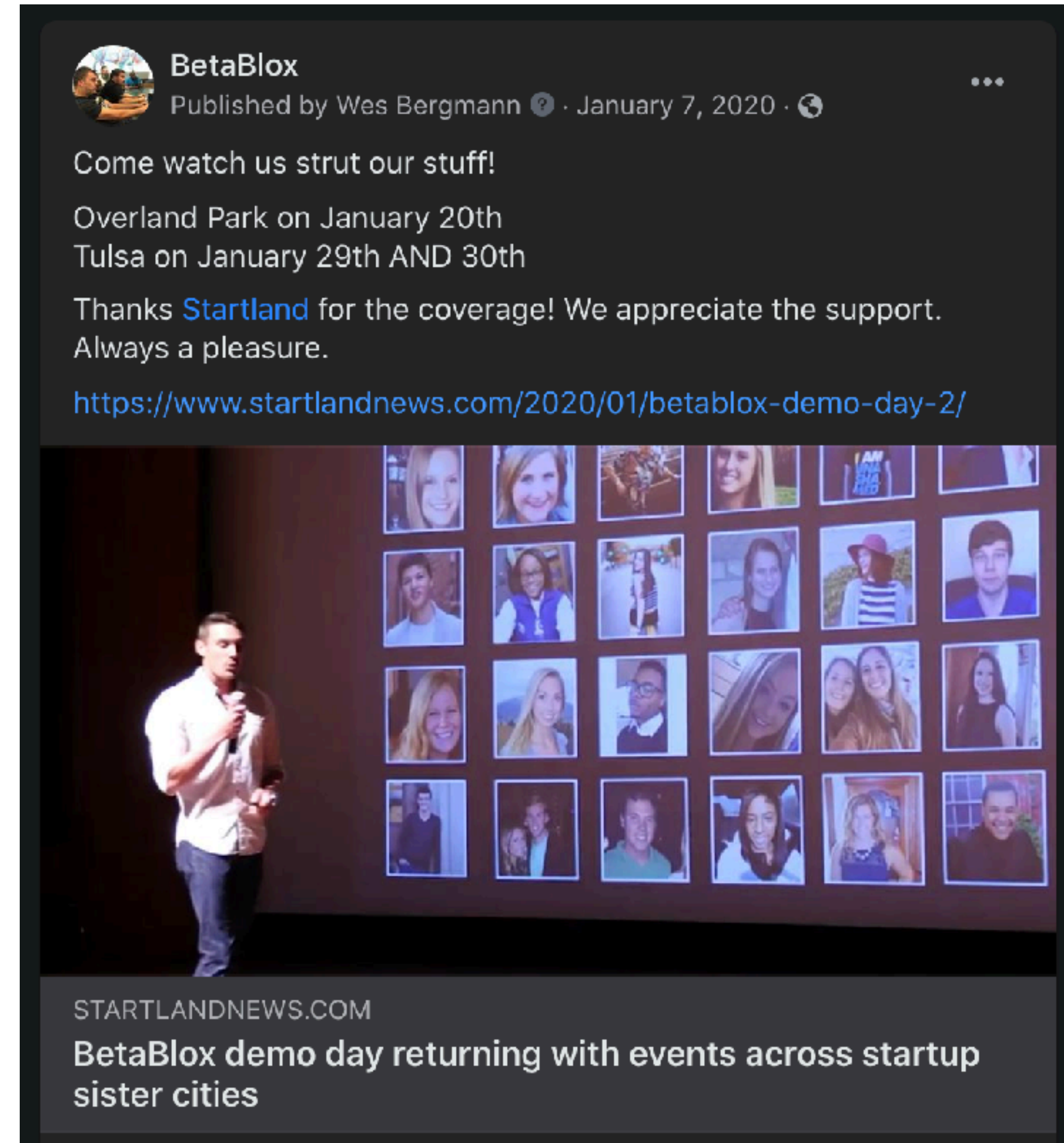
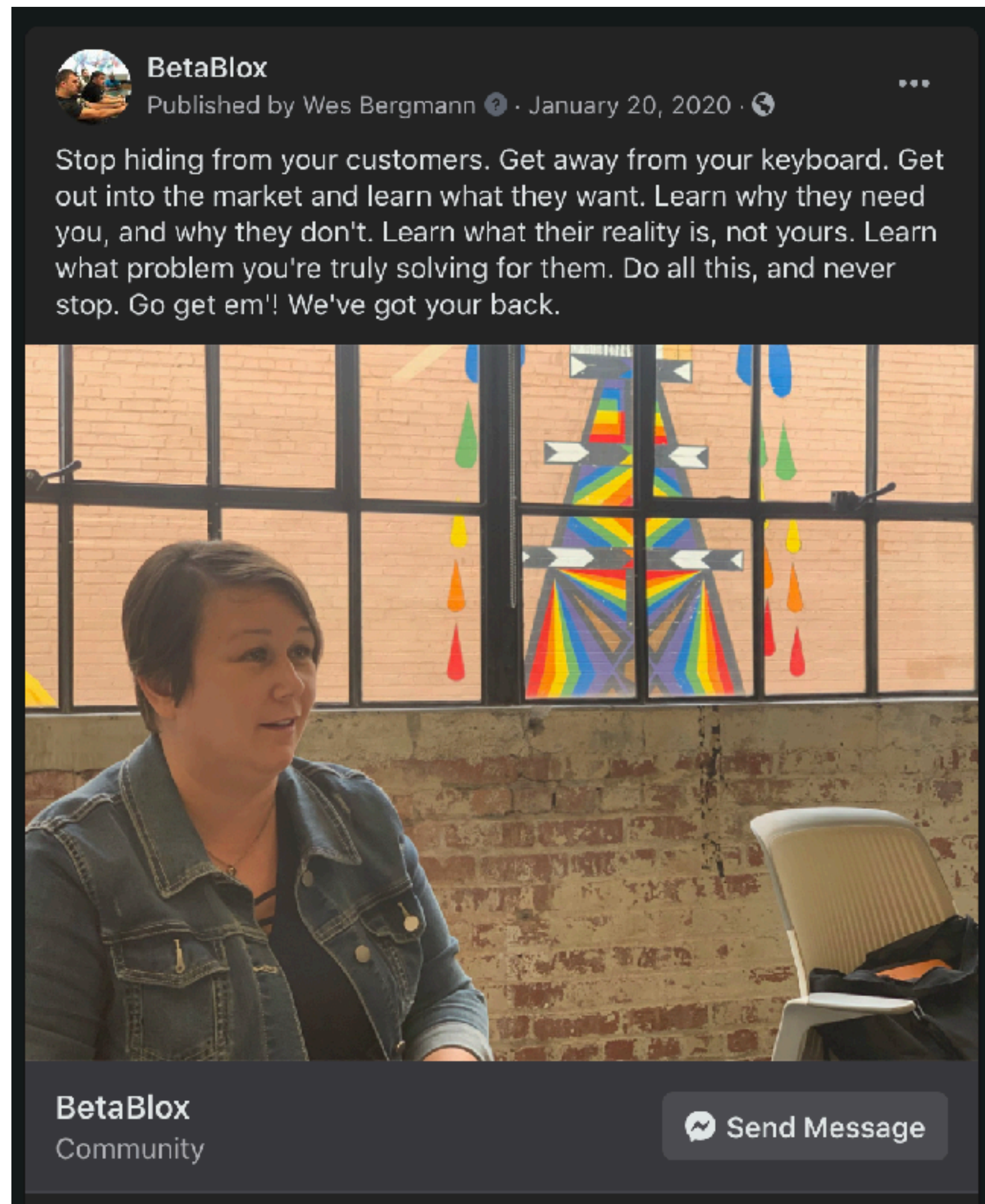
Why Do We Mostly Want To Drip Them Value?

- Builds trust
- Builds authority
- Builds our brand
- Increases our share-ability
- Stalls while we wait for them to become ready to buy

Jab, Jab, Right Hook

- This is a Gary Vaynerchuck metaphor, and one of his books by the same title.
- Your jabs are your “value” posts. They’re meant to keep the opponent on their feet until you get them in a vulnerable position.
- Once they’re in a vulnerable position, you give them a right hook, which knocks them out. The right hook is like your harvesting post. It’s leverage the power of the jabs and all that comes from them.

Example, Jab VS Right Hook



Context Matters

- Taking the time to match what you're trying to say, to the social media platform for which you're saying it on, is crucial.
- Yes, a single intent can be shown across a multitude of platforms, but things that might change are:
 - Formatting of picture
 - Length of caption
 - Usage of hashtags
 - Link snippet VS featured image
 - Slang inside of the particular platform

The Steps

- Step 1: Pick a platform
- Step 2: Start creating value posts
- Step 3: Kill the ghost town
- Step 4: Jab, jab, right hook
- Step 5: Build an actual community

Why Is Pay-Per-Click (PPC) The Most Powerful Hunting Tool For Entrepreneurs?

- Scalability
 - No extra inputs for extra outputs
- Limitless Inventory
 - PPC has access to everyone in any given market
- Faucet Power
 - We can turn up or down the demand for our product with the push of a button.
- Methodical Quantification
 - It's dramatically easier to use hard number-oriented metrics that prove if we're moving in the right steps and attribute our PPC efforts directly to our traction/sales

What Are Our Main PPC Options

- Google PPC (Demand Harvesting)
- Facebook/Instagram PPC (Demand Creation)
 - Messenger Ads
 - Lead Generation Ads
 - App Install Ads
 - Pixel Ads

The Name Of The Game: Can We Buy Our Customers For Cheaper Than Their Lifetime Value?

- Bad Example:
 - Your widget sells for \$100. You make \$25 profit after it's been manufactured and fully shipped to customer.
 - You buy PPC ads at \$2 per click to your website.
 - 1-out-of-30 of those people buy. This means your cost of customer acquisition is \$60.
 - This means you lost \$60 in an effort to gain \$25. This is a \$35 net loss.
 - Let's also assume that this product is a one time purchase and they'll never return to buy another one.
- Good Example:
 - Your widget/service sells for \$1,000. You make \$250 profit after it's been fully deployed to the customer.
 - You buy PPC ads at \$3 per click to your website.
 - 1-out-of-100 people purchase, which means your cost of customer acquisition is \$300.
 - But your average customer purchases 1.5 times. Meaning half of your customers buy a second time. This means the average customer makes you \$375 in profit.
 - This means we've spent \$300 to earn \$375, a net profit of 75 dollars.

The Early-Stage Mindset

- Let's keep talking about that last “good” example. It doesn't feel like a lot of profit (\$75) on a \$1,000 widget.
- But there are two main things we want to engrain in your brain right now:
 - 1. You're super early. Your profit margins will only get better. Profit in the early stages is not as important as figuring out how to make and sell your product. Your repeat usage rates will go up as you get better at deploying a better product. Your cost of customer acquisition will go down because you'll have more social proof (testimonials, ratings, reviews, community pictures/videos, thriving social media pages). So just bite the bullet in the early days to ensure you've got oxygen pumping into your system.
 - 2. Remember a few slides ago when we discussed the reasons PPC is so powerful? (Scalable, faucet power, limitless inventory, and methodical quantification). If this is the case, this means we can spend hella money on ads....safely....because you've figured out how to do so powerfully.
 - For example, let's spend \$1 million dollars on ads. Mark Zuckerberg will always take more of your money and there is always more people to show the ads to.
 - Using the previous example's number's, spending \$1 million dollars will result in 333,333 clicks (\$3 per click), and thus 3,333 purchases (1-in-100).
 - The total profit from this is: \$250,000.
 - Not only is this a good first year, but think about how much social proof you'll have. Think about how big your social media accounts will be. Think about what all you can now buy with that quarter million dollars. Think about how many strategies we can explore to increase the repeat purchase rate from 1.5 to 1.75 or 2. Which would greatly impact your bottom line.

The Leaky Bucket

- No matter how great of a product or ad campaign you have to back it up....there are aspects of this whole system that you're going to have to combat in the early days. Here are examples:
- If your cost per click is good, but it sends them to a yucky stupid website, they'll bail. Not the ad's fault.
- If the social media pages that are sending out the ads have zero content, or crappy content, no engagement, and no followers, the future customers will have a hard time believing it. Not the ad's fault.
- If the ads themselves or the pages they drop you on can't showcase social proof (testimonials, engagement, thriving community, press, etc.), your conversions will stink. Not the ad's fault.
- If you don't understand the principals of "activation" where we want to get them on a list before we ask for the sale, they will ghost the website experience. Not the ad's fault.

What Are The Main Variables For Correct Targeting (Facebook/Instagram Ads)

- Age
- Gender
- Interests
- Pages they follow
- Specificity VS Ubiquity
- Placement

What Are The Main Variables Of Writing A Facebook Ad?

- Caption
 - Short or long, not middle.
 - Give them an incentive to click the button. Ask yourself why would they click it. If you don't have a value-based answer yet, you need to keep searching.
- Heading
 - Get them to the “aha moment”
 - Make it jump out
 - Showcase the value of your call-to-action
- Picture
 - Relevant
 - Attention seeking
 - Advance the story of the caption