## CONTENT FACT RY

# WELCOME TO THE DOLLAR-A-DAY WEBINAR TRAINING For Guaranteed Revenue

For Guaranteed Revenue Growth of 20% in 90 Days



hitzmetric

Dennis Yu Founder of Content Factory Over \$1 Billion Ad Spend Online



Parker Nathans Founder of Web/narwins.com

content\_factory\_dollar\_a\_day program\_presentation\_v1.13\_2023\_0726

### Find winners

🏏 A	Ads Campaigns V Creatives V	Analyti	cs 🗸 Tools 🗸						Help? Fe	edback? Dennis Yu	~ 🧶 ~
	Campaign Name		Impressions	Spend	Campaign start	<ul> <li>Campaign end</li> </ul>	Total budget	Results	Results rate	Cost per result	Daily budge
	Summary for 199 campaigns		7,298,058	\$27,123.78		_	\$12,501.00	<b>(</b> 5)	■ (4)		\$1,893.00
0	audacy	E	2,492	\$9.00	Jun 14, 2023 9:31 PM	-	\$0.00	<b>127</b> Tweet engagements	5.10% Engagement rate	\$0.07 Cost per engagement	\$0.00
	knowledge panel tips thread	: -	5,008	\$14.25	Jun 12, 2023 6:49 PM	-	\$0.00	59 Tweet engagements	1.18% Engagement rate	\$0.24 Cost per engagement	\$0.00
	pressure wash	E +	995	\$7.00	May 17, 2023 1:59 PM	-	\$0.00	<b>15</b> Tweet engagements	1.51% Engagement rate	\$0.47 Cost per engagement	\$0.00
	end of dollar	<b>i</b> )	2,813	\$7.00	May 8, 2023 7:18 PM	-	\$0.00	<b>91</b> Tweet engagements	3.23% Engagement rate	<b>\$0.08</b> Cost per engagement	\$0.00
	lagondola	1	2,138	\$7.00	Apr 19, 2023 2:01 PM	-	\$0.00	<b>375</b> Tweet engagements	17.54% Engagement rate	<b>\$0.02</b> Cost per engagement	\$0.00
	dad webinar	: -	19,801	\$100.00	Apr 18, 2023 12:54 PM	Apr 19, 2023 1:00 PM	\$0.00	<b>554</b> Tweet engagements	2.80% Engagement rate	<b>\$0.18</b> Cost per engagement	\$0.00
	dollar a day program	<b>i</b> -	66,749	\$299.15	Apr 13, 2023 8:33 PM	-	\$0.00	1,454 Tweet engagements	2.18% Engagement rate	<b>\$0.21</b> Cost per engagement	\$0.00
	brandon deboer	E 1	10,110	\$50.00	Apr 10, 2023 6:58 PM	-	\$0.00	908 Tweet engagements	8.98% Engagement rate	<b>\$0.06</b> Cost per engagement	\$0.00
	carson workout	E +	579	\$7.00	Feb 24, 2023 12:01 PM	-	\$0.00	<b>94</b> Tweet engagements	16.23% Engagement rate	<b>\$0.07</b> Cost per engagement	\$0.00
	Brandon	: -	928	\$7.00	Jan 17, 2023 4:11 PM	-	\$0.00	<b>172</b> Tweet engagements	18.53% Engagement rate	<b>\$0.04</b> Cost per engagement	\$0.00
	digital plumbing	i i	12,545	\$50.00	Jan 17, 2023 4:18 AM	-	\$0.00	<b>182</b> Tweet engagements	1.45% Engagement rate	<b>\$0.27</b> Cost per engagement	\$0.00
	Untitled campaign	:	31,682	\$150.00	Jan 10, 2023 11:10 PM	-	\$0.00	<b>3,448</b> Tweet engagements	10.88% Engagement rate	<b>\$0.04</b> Cost per engagement	\$0.00
	carl hitchborn	i -	1,355	\$10.00	Jan 10, 2023 4:44 PM	-	\$0.00	64 Tweet engagements	4.72% Engagement rate	<b>\$0.16</b> Cost per engagement	\$0.00
	carson sw	: :	21,188	\$49.72	Jan 6, 2023	-	\$0.00	2,227	10.51%	\$0.02	\$0.00

unding sources	Campaigns 1 selected ×		Ad groups		Ads			Audiences	
Resume Pause Delete						Metrics	: Summary 🗸	Breakdowns: None 🗸	. ★ Export ∨ ⊘
Ad preview		Ad type		Status	Objective	Impressions	Spend	Results	Results rate
Summary for 4 ads						87,283		20,742 Link clicks	23.76% Link click rate
Dennis Yu 📀 @dennisyu · Aug 24 This course is only for financial advisors digital marketing. advisorelevated.com/freecourses	who want to excel in	Tweet	_×	Paused	Website traffic and conversions	14	\$0.13	<b>4</b> Link allaks	<b>28.57%</b> Link click rate
Dennis Yu © @dennisyu - Aug 25 Click on this only if you're terrible at digit financial advisor. advisorelevated.com/freecourses	al marketing and are a	Tweet	-	• Exhausted	Website traffic and conversions	7,309	\$21.26	<b>1,012</b> Link elieks	<b>13.85%</b> Link click rate
Dennis Yu 📀 @dennisyu · Aug 25 We designed this free marketing course is members. advisorelevated.com/freecourses	specifically for @NAIFA	Tweet		Exhausted	Website traffic and conversions	10,264	\$28.61	1,801 Link clicks	<b>17.55%</b> Link click rate
Dennis Yu @ @dennisyu · Aug 24 This course is only for financial advisors digital marketing.	who want to excel in	Tweet	•	Running	Website traffic and conversions	69,696	\$229.79	17,925 Link clicks	25.72% Link click rate

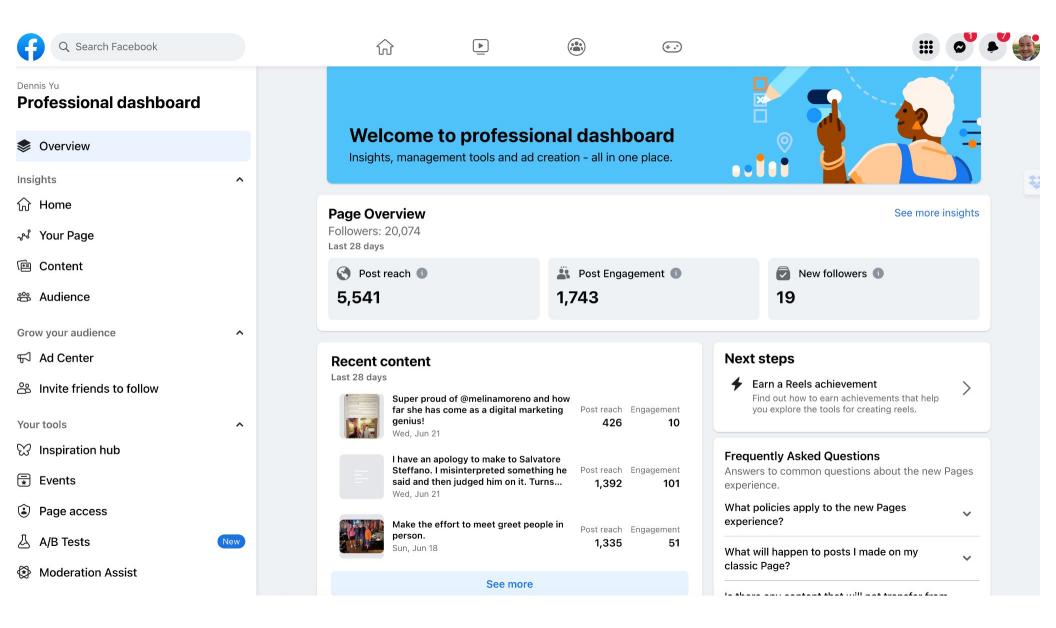
**Claim Your Courses!** 

## What you're going to learn...

#### **One-Minute Video Course**



### Facebook public figure pages are still awesome:



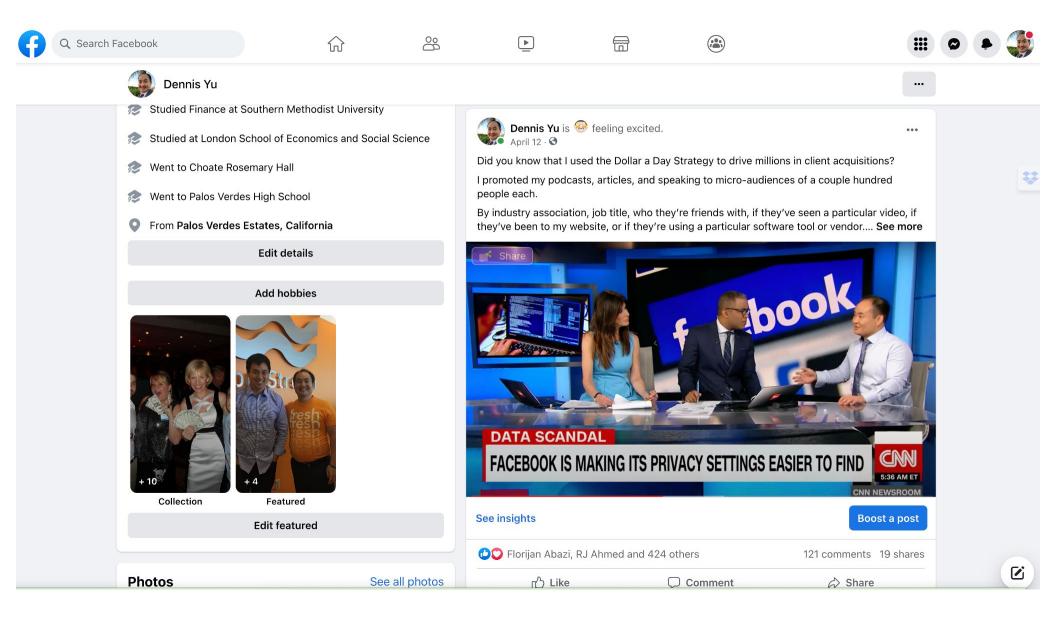
### But professional profiles are most effective:

Q Search Facebook		$\hat{\mathbf{w}}$	00	4				
Professional dashboard								
Overview		Wel	come to pr	ofessional	dashboard			
sights	^	Insights	s and managemer	nt tools - all in one	olace.			
} Home								
່ Your Profile		Profession Followers:	onal Profile Ove	erview			See more insight	ts
Content		Last 28 days						
3 Audience		Post r			Post Engagement 🕕	New follow	vers 🚯	
row your audience	~	43,09	5	19	507	198		
J Ad Center								
pur tools	^	Recent c Last 28 days				Next steps         Get Meta Verified	>	
Inspiration hub			Your SEO agency do see this. What a more	uthful (see below)	Post reach Engagement	Sign up for a verified b protection and more.	adge, account	
Events			for a live webinar on Thu, Jun 22	how med spas and	1,226 195	Comment on trendi Engaging with top disc		
Moderation Assist					Post reach Engagement	your audience and incl		
Fan engagement			Wed, Jun 21		1,423 71			
甬 Payouts				See more				

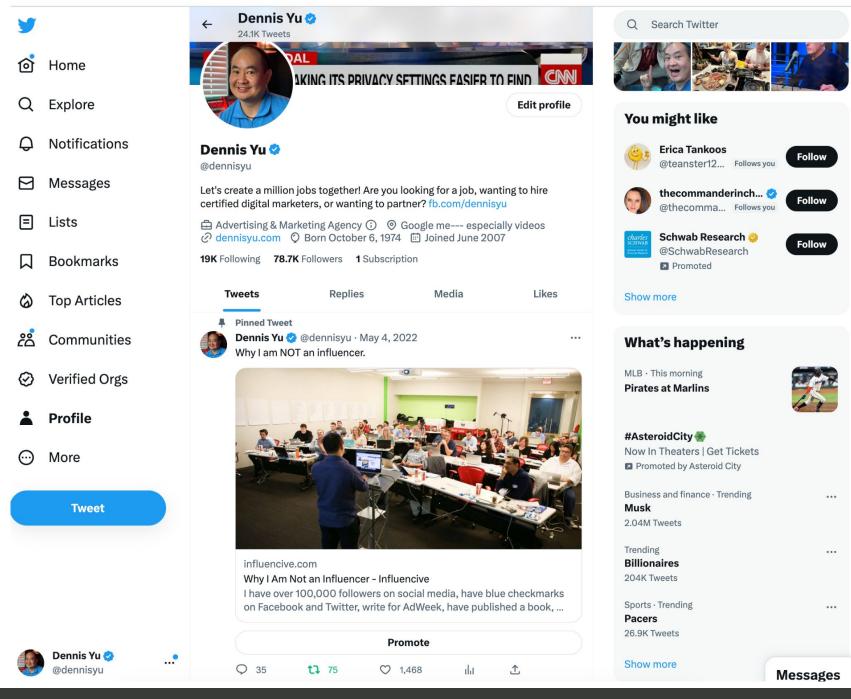
# Now we can make our profiles "professional" to be able to boost:

Q Search Facebook				+.)	
Dennis Yu Professional dashboard	Ŕ	Understand what's w Facebook and Instag		etailed insights for your accou ess Suite.	nts on X
			🖸 Go to Meta Bu	siness Suite	
Insights ^					
A Home					
√ి Your Page		Page Overview Followers: 20,074		Create a post	Last 28 days
Content	6	🕑 Post reach 🚯			5,541
器 Audience	14	💃 Post Engagement 🕕			1,743
Grow your audience	6	New followers 🕕			19
뛰 Ad Center			See Det	ails	
🐣 Invite friends to follow					
Your tools	То	p Performer			
🔀 Inspiration hub				tore Steffano. I misinterpret d him on it. Turns out, after	
Events		Published by Dennis Y			J
Page access	F	Post Impressions 🕤	Post reach 🚯	Post Engagement	0
🕹 A/B Tests	· · · · · · · · · · · · · · · · · · ·	1,404	1,392	101	
Moderation Assist			See Det	ails	

### Boost your pinned post:



### But in Ads Manager on Twitter:

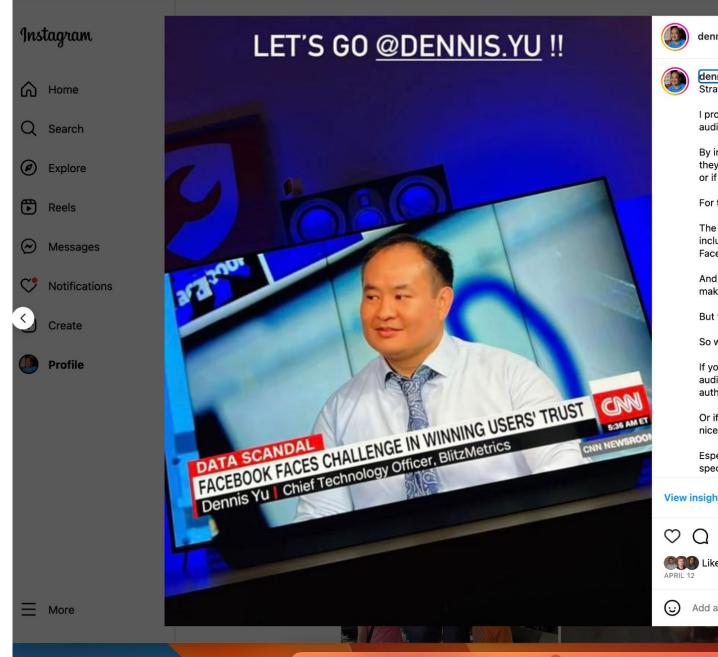


### Yes, pay for the blue checks

#### $\leftrightarrow \rightarrow c$ instagram.com/p/Cq7AoVrN\_N0/

#### 🕑 🖞 🛧 bw 🕖 🗐 ≅ 🕢 🖬 🔁 🕖

...



#### dennis.yu 🗇

dennis.yu 🔮 Did you know that I used the Dollar a Day Strategy to drive millions in client acquisitions?

I promoted my podcasts, articles, and speaking to microaudiences of a couple hundred people each.

By industry association, job title, who they're friends with, if they've seen a particular video, if they've been to my website, or if they're using a particular software tool or vendor.

For the next 10 days, our Dollar a Day program is only \$189.

The price goes up to \$2,497 because we've expanded it to include YouTube, TikTok, Twitter, and Google-instead of only Facebook (tm).

And because it comes with personal coaching from me- to make sure you're successful with a money back guarantee.

But the VAs have not updated the price yet.

So we will honor anyone who buys at today's price.

If you've not used the Dollar a Day Strategy to hit your exact audience with your best content to drive clients and authority ...

Or if you've tried it only on Facebook(tm), then you're in for a nice surprise.

Especially on YouTube and Twitter, where you can target specific handles, organizations, and channels.

district in

#### **View insights**

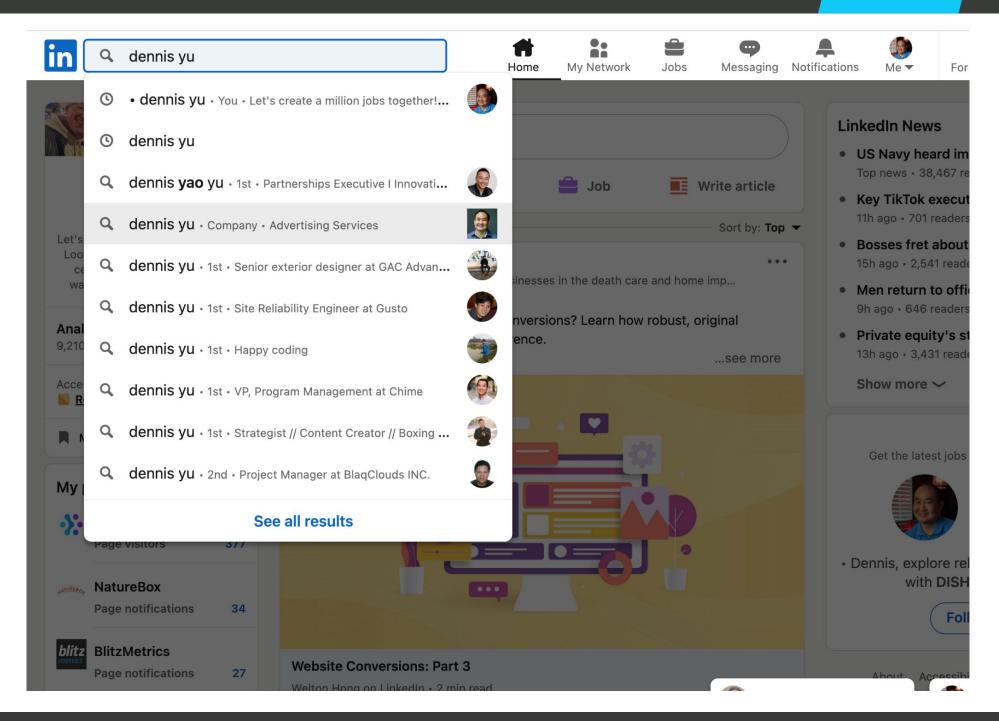
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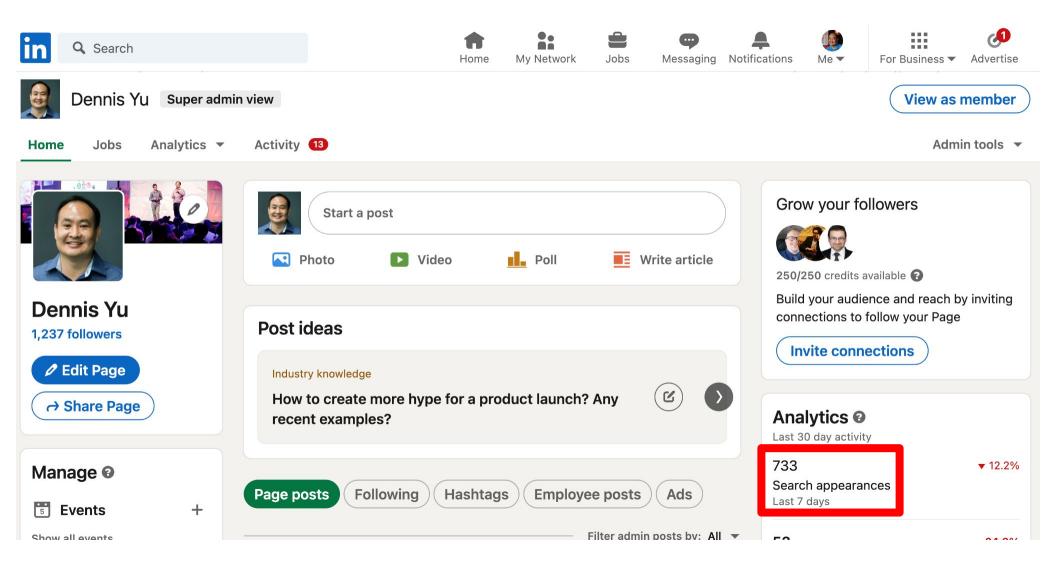
Liked by dr\_glennvo and 458 others

Add a comment...

### Make your public figure page on LinkedIn, too:

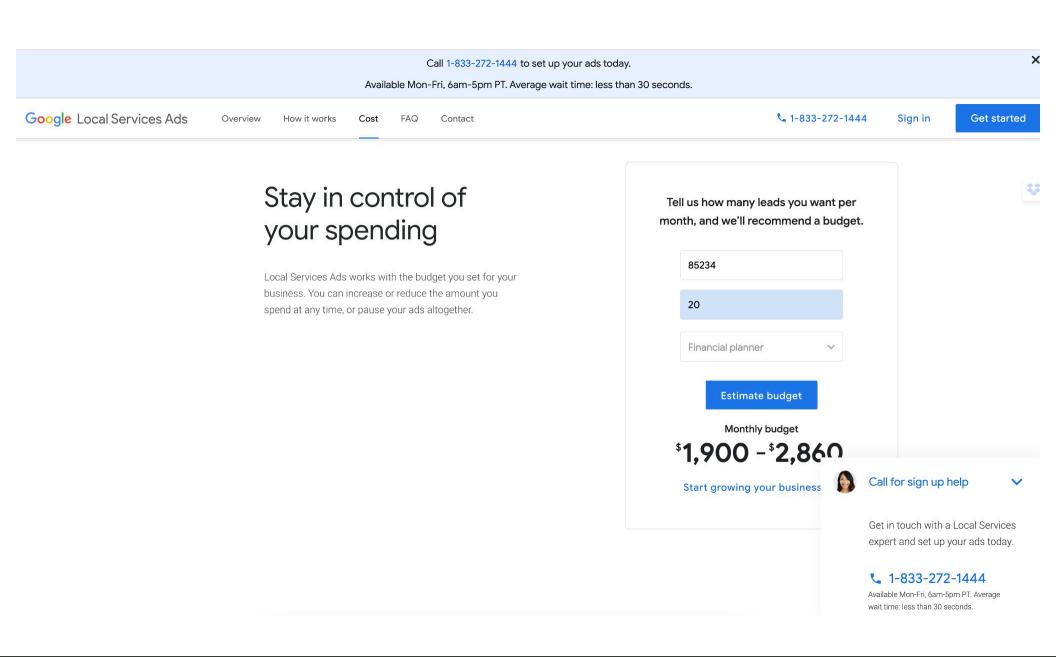


### Repurpose to LinkedIn:

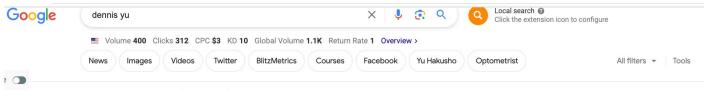


### 10% rule applies everywhere:

TikTok			Search accounts and videos	Q		+ Upload	🖗 🗗 🎯
< Video details	What does a prive	How much per	hour does a pilot make?				
Video Posts	31.255	200.7K Views 16. Post time: 11/23/202	5K Likes 118 Comments 248 Shares 22 2:36 AM ()				ţ
	Video	performance					
	Total time	e watched	Average time watched		Watched full video	Reached Audience	
	981h:14 ↑ +10.0m		<b>17.6s</b> +0.0s (vs 1d ago)		<b>31.01%</b>	187.2K	
	Video	views by section	on 🛈		Video views by reg	ion 🗊	
	For You			98.5%	United States		98.7%
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. National		Company	Programs	Support	Legal		
J TikTe	OK	About	TikTok for Good	Help Center	Terms of Use		
		Newsroom	Advertise Developers	Safety Center Creator Portal	Privacy Policy		



### Dominate searches on your name:



About 41,300,000 results (0.41 seconds)

#### Dennis Yu

Internet personality :



https://www.linkedin.com > dennisyu

#### Dennis Yu

Donnie VI

CEO of BlitzMetrics, a digital marketing company which partners with schools to train young adults. We offer courses, implementation, and consulting.

Ahrefs 💿	+ Save URLs	Export CSV
Keyword ideas		>
Try this search on	Үер	>

#### https://twitter.com/dennisyu

#### Dennis Yu (@dennisyu) · Twitter

https://www.instagram.com > dennis

How likely do you think the the ZUCK vs ELON fight will happen?	.@skyzone You know what would be amazing?	Thank you @AmericanAir for the unexpected gift!
nappen?	Let my ELITE pass be valid	Such a nice touch.
	at all SkyZone locations, instead of me needing to buy passes every time I travel to a new park.	pic.twitter.com/Afd7njX
Twitter · 2 hours ago	Twitter · 3 hours ago	Twitter · 7 hours ago

#### About

Dennis Yu is the Chief Technology Officer of BlitzMetrics, a digital marketing company which partners with schools to train young adults.Dennis's program centers around mentorship, helping students grow ... Google Books

Born: 1974 (age 48 years), Dayton, OH

Claim this knowledge panel

**Books:** The Definitive Guide to TikTok Advertising: Access 1,000,000,000 People in 10 Minutes

Feedback

#### Profiles



### Set the entity home:



caleb guilliams



Volume 100 Clicks 0 CPC N/A KD 7 Global Volume 150 Return Rate N/A Overview >

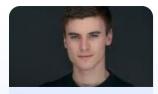
Videos



Caleb Guilliams

Overview





Local search @

Click the extension icon to configure

Caleb Guilliams
 Caleb Guilliams
Caleb Guilliams is the founder and CEO of

Better Wealth Solutions, a company

committed to show people how to be mor...



#### LinkedIn : Caleb Guilliams Founder I Speaker -...

Caleb Guilliams & his team have discovered proven strategies & principles that can...



#### Caleb Guilliams

 $\label{eq:Caleb Guilliams} \mbox{ is the founder and CEO of Better Wealth Solutions, a company} \mbox{ committed to show people how to be more efficient and control their money today ...}$ 

Speaking · Book · Podcast

LinkedIn https://www.linkedin.com>calebguilliams

#### Caleb Guilliams *P* Founder I Speaker

Denver, Colorado, United States · Betterwealth Caleb Guilliams & his team have discovered proven strategies & principles that can empower anyone to create & protect real wealth.



https://www.instagram.com > calebguilliams

#### Caleb Guilliams (@calebguilliams) ...

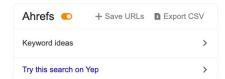
Founder - BetterWealth A Better Way to think about Money! Worst Investment Advice On The Internet 💽 ; Masterclass's profile picture. Masterclass ; Clarity ...

Ational Association of Insurance and Financial Advisors https://at.naifa.org>how-did-caleb-guilliams-become-...

#### How Did Caleb Guilliams Become the Youngest Person to ...

Aug 1, 2022 — **Caleb Guilliams** is the Founder and CEO of BetterWealth, a company that helps people gain control over their money today while maximizing ... You've visited this page 4 times. Last visit: 4/26/23





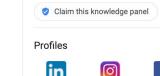
About



Caleb Guilliams is the **founder and CEO of BetterWealth**, a company committed to show people how to be more efficient and control their money today while maximizing their future wealth potential.

Real Wealth Marketing
 https://realwealthmarketing.com > guests > caleb-g...
 Caleb Guilliams - Real Wealth Marketing

**Books:** The and Asset: The Secret Way to Save and Use Your Money at the Same Time, MORE





Feedback





### For every object:

Google	better wealth	x 🌷 🙃 🤇	Click the extension icon to configure	
	💻 Volume 100 Clicks 0 CPC \$3 KD 14 Global Volume 300 Return Rate	N/A Overview >		
	News Images Videos Youtube Reviews Shopping	Solutions Calculator P	odcast	All filters 👻 Tools
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	BetterWealth https://www.betterwealth.com		Ahrefs 🔍 + Save URLs	Export CSV
	1 BetterWealth		Keyword ideas	>
	At <b>BetterWealth</b> we work with anyone who is entrepreneurial-minded* with a de intentionally. We lead with education and offer various financial	esire to live	Try this search on Yep	>
	Our Team			
	Lead Wealth Coach. Jereme's Bio. Demetrius Walker. Wealth		Dottor/Moolth w	ith Calab
	Education Center		BetterWealth w	ith Caleb
	2023 Better Wealth Solutions, LLC. Cookies. We use cookies to		Guilliams	
	Investments		Investing podcast	
	BetterWealth Capital is a Registered Investment Advisor		The reality is, if you just learn about we your life and relationships aren't well ar	
	Testimonials		fulfilled then no amount of money will i	matter.
	2023 Better Wealth Solutions, LLC. Cookies. We use cookies to			Feedback
	More results from betterwealth.com »			
	WEBSITE DR AR RP RD ST KW PAGE UR RP RC 26 6.4M 1.3K 157 118 19 15 384 11			
	People also ask :			
	Who is the CEO of BetterWealth?	~		
	How can l increase my personal wealth?	~		
	What makes wealth?	~		
	What is an example of wealth creation?	~		
		Feedback		
	▹ Videos :			
	Building Better Wealth			
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	10 key moments in this video 🗸 🗸			
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	How to Create Better wealth with The AND As			



YouTube · Self-Funded 2 weeks ago

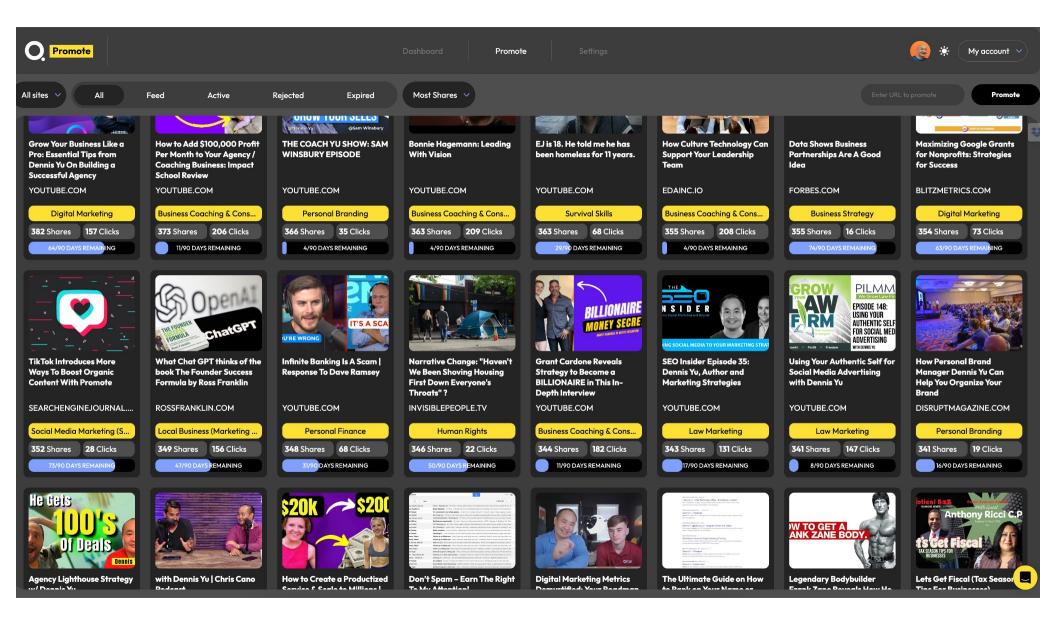
19 key moments in this video 🗸 🗸

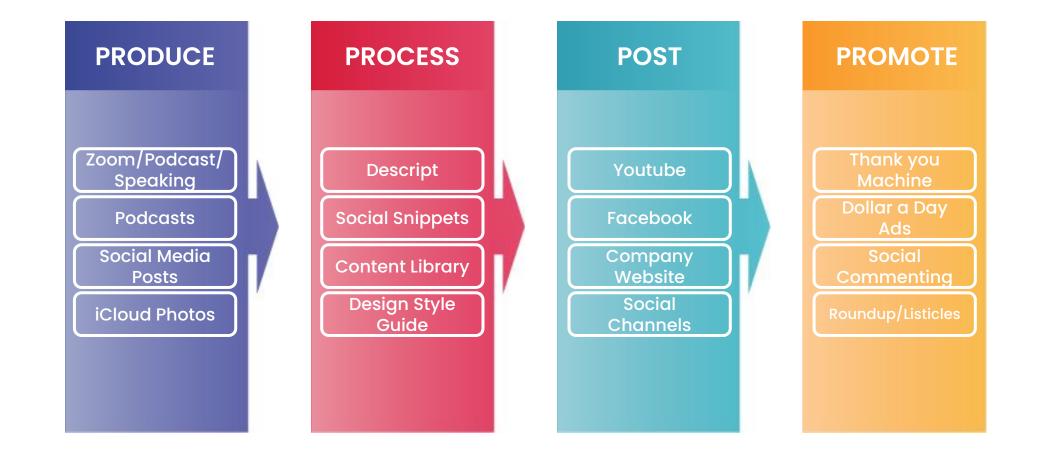
Infinite Banking With Caleb From Better Wealth @BetterWealth

### Hack the knowledge graph:

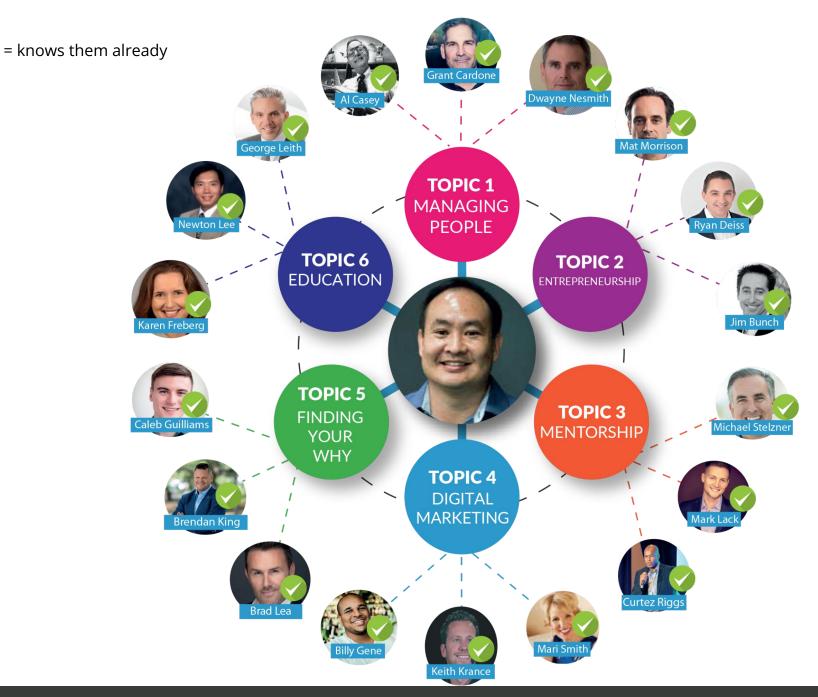
</>  $\cong$ G ct Z Ð betterwealth.com/?r\_done=1 G Û CrowdTangle crowdiangle Has access to this sit BETTERWEALTH **RITY CALL** FACEBOOK INTERACTIONS 📥 Download **G** 71 1 0 70 **TOP REFERRALS** The Be Facebook Twitter 👩 Reddit ( Instagram TIMES POSTED TOTAL INTERACTIONS TOTAL FOLLOWERS to Keep & Gro 15 43 108,817 🕕 SOURCE (FOLLOWERS) DATE INTERACTIONS LINK Dennis Yu Q 2 Dec 31, 2021 22 20,551 **Caleb Guilliams** [] O Jun 5, 2020 12 3,302 **Powerline Podcast** C Q Oct 27, 2020 5 791 The Promethean [] O Elite Jun 3, 2023 1 facebook voor [2] WAPPIE WAPPIES Q May 20, 2023 1 **AT BETTERWEALTH** 

### Push more social signals:

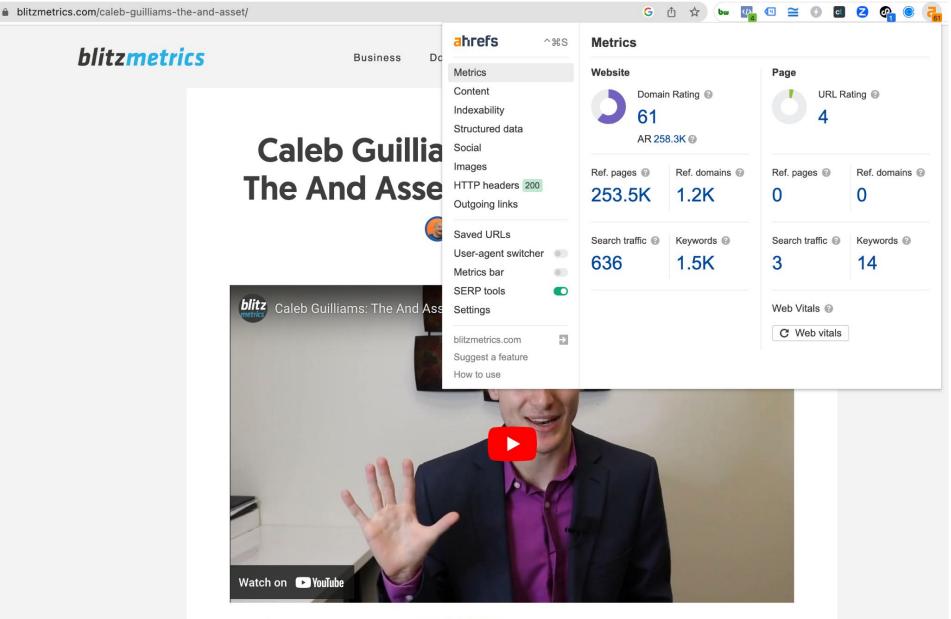




### **Topic Wheel**



### Link signals:



Caleb Guilliams believes his book, *The And Asset*, can change your life. But he also knows that folks have different learning styles, so he put together a video series to go over the main ideas.

. .



### I made a tweet 3 days ago:

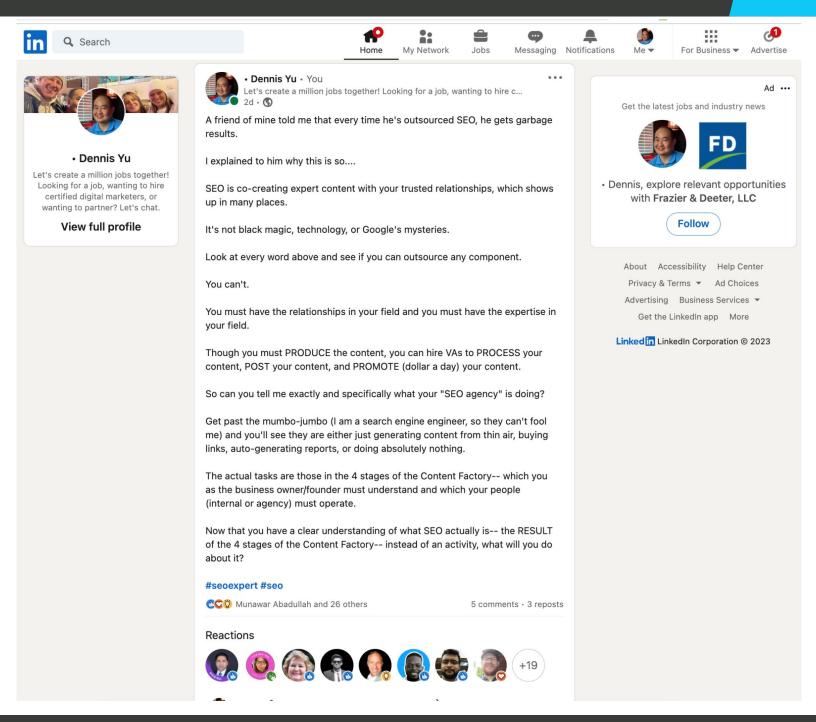
twitter.com/denni

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y		← Tweet			Q Se	earch Twi	tter			
0	Home	Dennis Yu 🧇 @dennisyu			Releva	ant pe	ople			
Q	Explore	A friend of mine told me that every time he's outsourced SEO, he get garbage results.	ts		1. A. B.	<b>Dennis Y</b> @dennisy	and the second se			
Q	Notifications	I explained to him why this is so			A	Let's crea Are you lo hire certif	oking for	r a job	, wantir	ng to
	Messages	SEO is co-creating expert content with your trusted relationships, w shows up in many places.	/hich		v	wanting t	o partner	? fb.c	om/den	nnisyu
∃	Lists	It's not black magic, technology, or Google's mysteries.			What'	's happ	pening			
	Bookmarks	Look at every word above and see if you can outsource any compon	ent.			is morning <b>at Marlin</b>				R
Ø	Top Articles	You can't.			#Astero	oidCity 👹	+			
දීරී	Communities	You must have the relationships in your field and you must have the expertise in your field.				Theaters ted by Ast		tets		
$\odot$	Verified Orgs	Though you must PRODUCE the content, you can hire VAs to PROCI your content, POST your content, and PROMOTE (dollar a day) your content.			Trending <b>Billionai</b> 205K Twe					
م	Profile	So can you tell me exactly and specifically what your "SEO agency"	is		#Gensh	in United S inSpecia		n		
$\odot$	More	doing?			7,133 Twe					
	Tweet	Get past the mumbo-jumbo (I am a search engine engineer, so they fool me) and you'll see they are either just generating content from t air, buying links, auto-generating reports, or doing absolutely nothin	hin		Sports · T Hornets Trending		City <u> ,</u> Ma	avs		
		The actual tasks are those in the 4 stages of the Content Factory v	which		Show m	ore				
		you as the business owner/founder must understand and which you people (internal or agency) must operate.				Service P ility Ads i				
		Now that you have a clear understanding of what SEO actually is t RESULT of the 4 stages of the Content Factory instead of an activi what will you do about it?								
	Oennis Yu 🤡• @dennisyu	8:42 PM · Jun 20, 2023 · <b>1,845</b> Views							Mes	sages

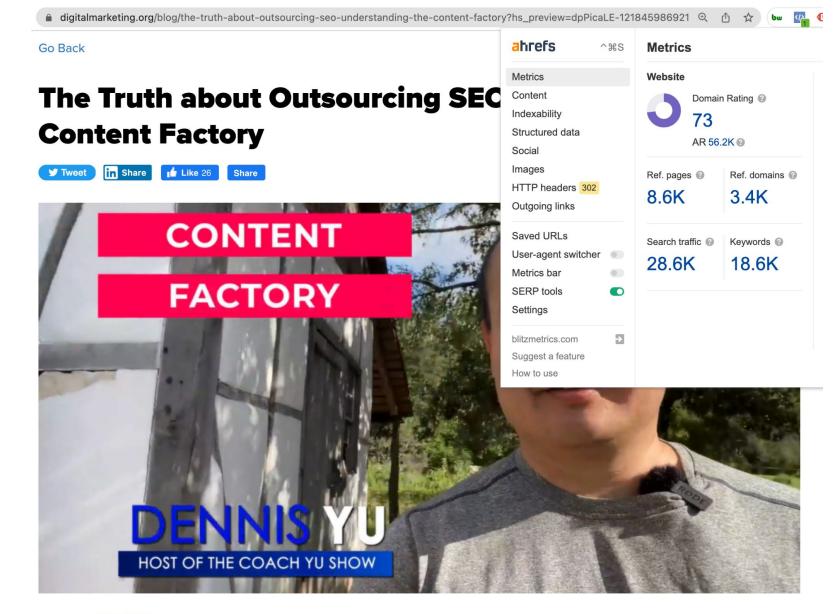


annisvu

### **Repurposed to LinkedIn:**



### Now an article:



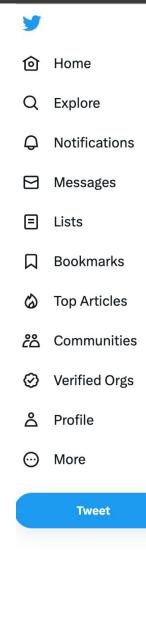
Posted by Dennis Yu on Jun 22, 2023 1:15:00 PM

almarketing.org/blog/how-to-write-a-blog-post-outline?hsLang=en-us is of outsourcing your SEO efforts?

### Posted on Twitter:

4

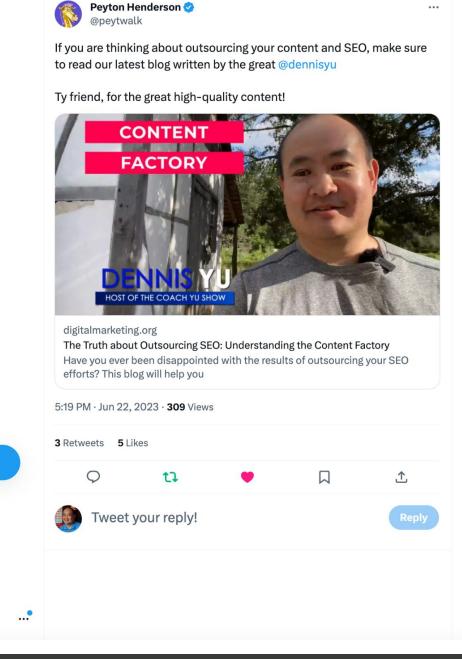
Tweet



Dennis Yu 📀

@dennisyu

CONTENT FACT \$RY



#### Q Search Twitter

#### **Relevant people**



Peyton Henderson 🤣 Following

creator/blogger who talks about mental health, yoga/Pilates, content creation, social media growth #Garyclub



#### Dennis Yu 📀 @dennisyu

Let's create a million jobs together! Are you looking for a job, wanting to hire certified digital marketers, or wanting to partner? fb.com/dennisyu

#### What's happening

MLB · Yesterday **Pirates at Marlins** 



Messages

#### #AsteroidCity 🛞

Now In Theaters | Get Tickets Promoted by Asteroid City

rienung	
Billionaires	
207K Tweets	
Only on Twitter · Trending	
#FridayVibes	
14.1K Tweets	
Trending	
OceanGate	
2.23M Tweets	
Show more	

Terms of Service Privacy Policy Accessibility Ads info More ...

### And back into social shares:

Peyton Henderson to Anthony, Gary, Zaid, Dennis, zaid 💌	Thu, Jun 22, 3:10 PN	1 (15 hours ago)	☆	<b>«</b>	
Scheduled to return: Mon, Jun 26, 2023 3:13 PM if there's no reply	Reschedule	Return Now	Don't l	Return	]
Haha, I love it and will totally take them all! I know you have a TON of free miles for traveling!					
Will get it shared across social.					
Thanks again! ····  DigitalMarketing.org					
Zaid Ali Tariq to Peyton, Dennis, Anthony, Gary, zaid 👻	Jun 22, 2023, 3:17 PN	1 (15 hours ago)	☆	<b>«</b>	•••
Scheduled to return: Mon, Jun 26, 2023 11:41 PM if there's no reply	Reschedule	Return Now	Don't l	Return	]
Hello Everyone,					
The blogpost looks great.					
I'll get on with cross posting it on our socials and then promoting it on Quuu.					

Best

...

### **Tell stories:**

# 5 years later.



Melina Moreno is with Dennis Yu. June 21 at 5:38 AM · 🕥

As a follow up to my last post, because it's long overdue, and we were just DM'ing about how important it is to own up to mistakes:

I really honor  $\ensuremath{\mathsf{Dennis}}$  Yu for all the work he does with young people in the digital marketing industry.

When that moment from years ago happened, Dennis talked me through a panic attack when no one else would even take a meeting with me - and gave me an opportunity.

To work directly with a living marketing legend whose work I only read and admired, and I stared at the email I was cc'ed on like

"is this even real life right now? 😳 I just told Dennis freaking Yu my mess, why is he trying to hire me right now?" 🖨

Cause that's who he is in the world 🌍

I was honestly so terrified to let him down, that I didn't take it, and I was too embarrassed to tell him.

He knows now though. And I don't think about it for too long, because I'll best myself up for it.

But Dennis didn't take it personally.

He didn't take me personally.

I really honor all the work he does with anyone who wants to get into the digital marketing industry.

It isn't easy, and not everyone is your friend.

I learn lessons from Dennis in my feed every day still.

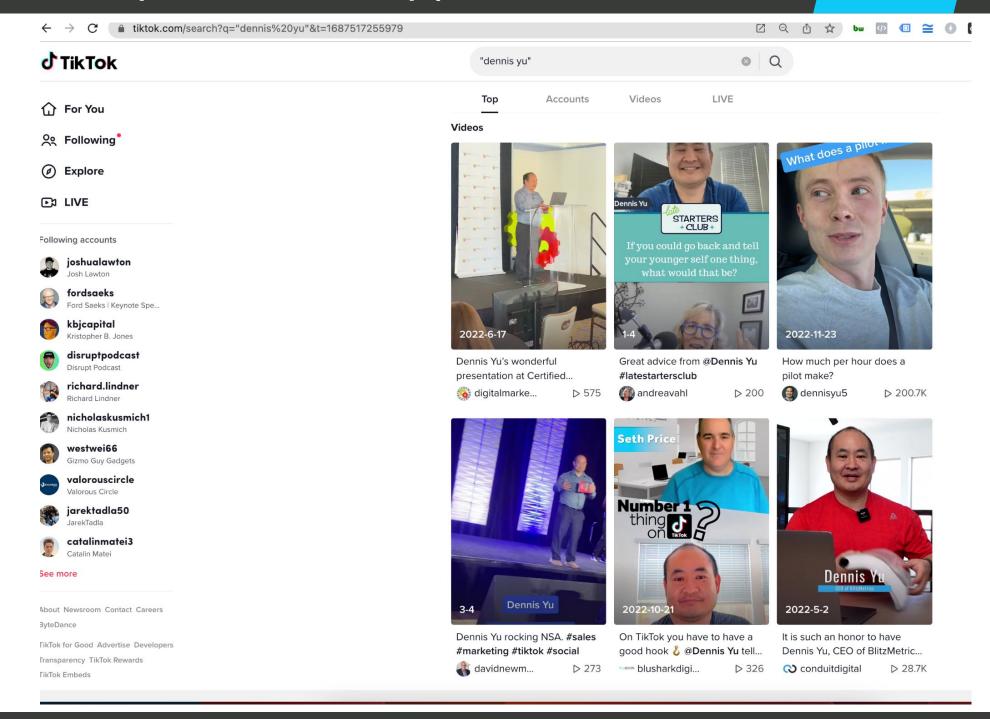
I actually think our very first pic was when we met at Infusionsoft in 2013?

I'll find that one later 🙂



...

### How many of these are my posts?



## Check your name (personal and company):

TikTok	"caleb guilliams"	◎ (	a
For You	Top Accounts	Videos LIVE	
લ્ Following <sup>®</sup>			Perspective 🙏
Explore		100 P	
ርነ LIVE			ER
llowing accounts	DOES INFINITE		
joshualawton Josh Lawton	BANKING WORK?	and you can utilize it TAX-FREE	102
Ford Saeks   Keynote Spe	My CAPITAL	TAX-FREE	
kbjcapital Kristopher B. Jones	2022-9-2	2022-9-1	2022-9-8
disruptpodcast Disrupt Podcast	Does <b>#infinitebanking</b> work? with @mr_brrrr	Life insurance is more than a death benefit! <b>#lifeinsurance</b>	<pre>#question from     calebguilliamsofficial</pre>
richard.lindner Richard Lindner	🕸 realchriskirk > 48K	& theandasset ▷ 456	\delta calebguillia ▷
nicholaskusmich1 Nicholas Kusmich	What's the true cost or value of your IPhone?	&& INVEST YOUR POLICY = INFINITE BANKING	Be The Main Speaker at Your Funeral
westwei66 Gizmo Guy Gadgets	alles		
valorous circle Valorous Circle			00
jarektadla50 JarekTadla	36		
catalinmatei3 Catalin Matei	and which the second	SO ONE OF THE THINGS THAT IS LIKE	
e more			
ut Newsroom Contact Careers	2022-6-29	2-5	2022-5-21
Dance	#question from	#infinitebanking #howto #infinitebankingconcept	#question from
ok for Good Advertise Developers	► calebguilliamsofficial	rayyyygarcia ▷ 1216	▶ calebguilliamsofficial Solution: Calebguillia

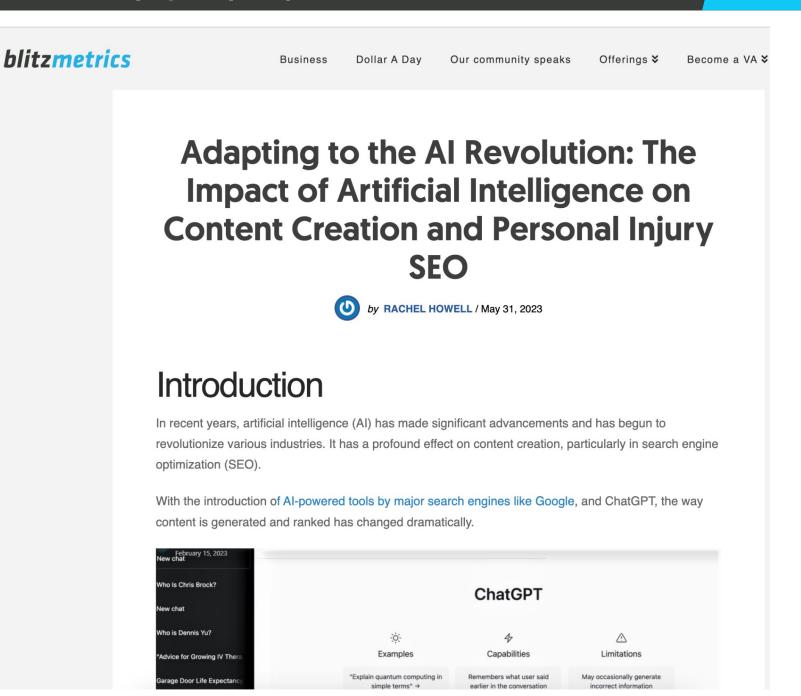
### To join the Google dance:

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
										he-and-asset/ ▼	
+ caleb guilliams	2	100	7	N/A	1		0	15		https://blitzmetrics.com/caleb-guilliams-t ✓ ▼ SERP he-and-asset/ ▼ 1 more Nature https://blitzmetrics.com/caleb-guillia ms-the-and-asset/ ▼	<ul> <li>✓ 21 May 2023</li> </ul>
+ guilliams hiking picture	3	40	0	N/A	0		0	28		https://blitzmetrics.com/caleb-guilliams-t SERP	▼ 3 Jun 2023
how to open uninterrupted compound interest account	1	200	16	1.30	0		0	$\times \ \rightarrow 82$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 28 May 2023
+ secure uninterrupted compound interest account	3	250	20	1.49	0		0	86 → <b>92</b>	•6	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 18 May 2023
+ uninterrupted compound interest insurance policy	3	100	5	1.94	0		0	× → 89	New	https://blitzmetrics.com/caleb-guilliams-t <pre>SERP</pre>	▼ 28 May 2023
+ secure uninterrupted compound interest	1	20	12	N/A	0		0	$\times \ \rightarrow 85$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 7 d ago
+ uninterrupted compound interest life insurance	3	350	11	3.45	0		0	$99 \rightarrow \textbf{98}$	▲1	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 25 May 2023
Hife insurance uninterrupted compound interest	3	30	33	N/A	0		0	$\times \ \rightarrow 87$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 14 h ago
+ secured uninterrupted compound interest account	1	40	13	N/A	0		0	$\times \ \rightarrow 90$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 4 d ago
+ uninterrupted compound interest life insurance policy	2	50	22	3.12	0		0	$\times \rightarrow 94$	New	https://blitzmetrics.com/caleb-guilliams-t SERP	✓ 1 d ago
+ what is an uninterrupted compound interest account	4	80	12	0.60	0		0	$\times \ \rightarrow 97$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 28 May 2023
+ uninterrupted compound interest bank	3	10	14	N/A	0		0	92 → <b>89</b>	▲3	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	▼ 11 Mar 2023
+ uninterrupted compound interest whole life insurance	3	20	10	N/A	0		0	$\times \ \rightarrow 92$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/	✓ 2 d ago
+ uninterrupted compound interest account life insurance	2	60	10	3.14	0		0	$\times \ \rightarrow 97$	New	https://blitzmetrics.com/caleb-guilliams-t SERP he-and-asset/ -	✓ 2 d ago

### Podcast + book is the ultimate SEO hack:

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page • traffic	r Kw.	Anchor and target URL	First seen Last seen <mark>Lost</mark>	٤
How Did Caleb Guilliams Become the Youngest Person to Run a Life Insurance Unit in History at a Bank? https:// <b>at.naifa.org</b> /how-did-caleb -guilliams-become-the-youngest-p erson-to-run-a-life-insurance-unit-i n-history-at-a-bank <b>v</b> EN	72	3.9	2.5K	0	23	42	12	10	Caleb Guilliams is the Founder and CEO of BetterWealth , a company that helps people gain control over their https://www.betterwealth.com/ ▼ Solve 302 → https://www.betterwealth.com/front/domai n_validation?step=1&domain=www.betterwealth.com m&url=https://www.betterwealth.com/ ▼	4 Sep 2022 10 d ago	(
Understanding the AND Asset   Caleb Guilliams - The Financial Independence Show https:// <b>thefishow.com</b> /the-and-as set-caleb-guilliams/ ▼ EN WORDPRESS	33	1	293	0	18	24	5	4	The BetterWealth Vault (resources) https:// <b>www.betterwealth.com</b> /vault ◄	12 Jan 2022 4 d ago	
									The And Asset (book) CONTENT https://www.betterwealth.com/book -	12 Jan 2022 4 d ago	
									BetterWealth (website) CONTENT https:// <b>www.betterwealth.com</b> /?r_done=1 ▼	12 Jan 2022 4 d ago	
6 Wise Money Decisions That Can Help You Embrace an Intentional Life https:// www.swanwicksleep.com/blogs/ entrepreneurship/wise-fincial-decis ions ▼ EN ECOMMERCE	54	0.2	5.2K	3	12	18	2.0	20	BetterWealth CONTENT NOFOLLOW https://betterwealth.com/ ▼ → 301 → https://www.betterwealth.com/ ▼	17 Aug 2021 3 d ago	[
The Rockefeller Life Insurance Strategy   Waterfall Method - BetterWealth with Caleb Guilliams https://betterwealth.captivate.fm/ episode/the-rockefeller-life-insuran ce-strategy-waterfall-method EN	83	2.6	24.9K	0	8	12	1.0	3	the content you hear on the Podcast visit us at www.betterwealth.com/podcast . CONTENT http://www.betterwealth.com/podcast ↓ 301 → https://www.betterwealth.com/podcast ↓	14 Oct 2021 2 d ago	[

### But you can simply repurpose Zoom calls:



# The point of this training is to show you how to:

- O Unlock the power of paid ads through microtargeting
- Get more customers for less money using proven ads strategies, we've spent \$1 Billion on
- ⊘ Generate new customers for your existing offers by effectively utilizing testimonials and social proof.
- ⊘ Take advantage of Facebook Ads, Google, LinkedIn, and TikTok's ad platforms and let them do the heavy lifting for you.

# A testing methodology to find your customers, spend less on Ads, and get a higher ROAS...

### It's the tool that's allowed us to spend \$1 Billion in online advertising over 17 Years





With the dollara-day strategy, you'll run multiple ads at the same time, each running on a dollar a day of ad spend.

# It doesn't have to be only \$1/day

The point of this testing strategy is to generate awareness, engagement, and conversions with as little risk as possible.

- Small Businesses
- Growing Personal Brands
- Agencies
- Coaches
- Course Sellers

- Targeting Individuals
- SaaS
- Sports Teams
- etc.

# In short:

Businesses with happy customers who can leverage content and are ready to make more revenue with less ad spend.

- Beginners with no proven offers or happy customers
- Businesses who don't want to record themselves/have no testimonials and can't get them
- People who care more about getting a quick buck instead of providing value to their customers or clients



Jason T. Wiser

July 11, 2016 · Uzhhorod, Ukraine · 🔇

Holy Cow Dennis Yu! You weren't kidding when you said Facebook Video ads are where its at!

We are getting paid traffic for a penny and thousands of people reached and hundreds of them engaging.

Yesterday, we made a quick video, boosted it on FB and had our highest single day sales, ever!

in truth, we did several other marketing events and it is a scarcity campaign meaning that there is a time limit set on the product price, but I am 100% convinced that FB video ads at \$0.01 per view is the best marketing spend we have ever made.

Thank you for the videos, your blog, and the incredible amount of information over at BlitzMetrics



Jason Wiser grew his B2B software company to over 1 million installs using the Dollar a Day Strategy and some light coaching from us.

...

## Example of Dollar-a-Day in action



# Bryan Eisenberg

After a botched home repair, His mom wrote letters that were ignored, So we used the Dollar-a-Day to Target Sears executives.

### Here's my advice:

- You need only target the executives at Sears in their headquarters city--the Chicago are +/- 50 miles.
- Have it be a regular blog post that can live anywhere-- Mia's blog, a throwaway blog, or whatever. Then promote it from a public figure page for Esther or any other Facebook page. Happy to lend mine, if you'd like. Doesn't have to be a dark post.

#### Mia Wrote:

Many, many thanks for your willingness to help with the Sears thing. After many calls and emails, I finally got exactly what we asked for—and what was fair. It's in writing, signed and sent: A settlement offer for a full 50% discount off the contracted price of the job.

I hope we never need to in the future, but some day I'd love to watch your strategy in action. I'm sure it's powerful!

Best-

Mia

Big companies sometimes take a while to react, but they ALWAYS cry uncle with this strategy.

## Example of Dollar-a-Day in action

### **Retargeting Revenue**



### $\bigcirc \bigcirc \land \land$

warriors The #Warriors sleek Slate uniforms are some of the newest in their jersey lineup. Everyone looks great in Slate!





Golden State Warriors Were Looking To Capitalize Using Retargeting Audiences With Dollar-a-Day

> \$1 into \$38 at scale for the Golden State Warriors using Dollar-a-Day Retargeting Strategy.

## Example of Dollar-a-Day in action

### **Retargeting Revenue**

	<b>2 Years Ago</b> See Your Memories <b>&gt;</b>	
<b>Piotr Podbielski</b> July 19, 2018 · 🚱		
	nmit 2016 conference tells us ho I Media increase ticket sales.	ow the Los Angeles
Instead of showing every path:	one the '' Buy Ticket '' advert, tl	hey built the entire
	at this point Lakers want to draw m FB via video with the best Lak	
	e who reacted to previous posts ads.	after remarketing
Effect: 631 fans for less t	han 1 1	
	who have liked FB in recent days icket for the next game 🌘	s are running ads that
Next time when creating a customer shopping path	an ad, think about how to take c 🎯	are of the entire
1		

CONTENT FACT SRY

#### 631 fans for under a dollar. Thomas & Mack Center, Sam Boyd... 3 Help Kobe to win the playoffs, hit the "Like" button below now! BlitzLocal Analyst likes \* Like Daily stats for the week of: Jun 06 • Preview Date Imp. Clicks CTR (%) Actions AR (%) Avg. CPC (\$) Avg. CPM (\$) Spent (\$) Thomas & Mack Center, Sam Boyd ... 06/06/2010 25,473 291 1.14 237 0.93 0.00 0.01 0.34 Lifetime 78.445 770 0.98 631 0.80 0.00 0.01 0.95 Help Kobe win the playoffs, hit the "Like" button below now!



## Where I've taught Dollar-a-Day:







### Where I've been featured:

# DENNIS IN THE NEWS

"One of the nicest professional compliments that I ever received, quite some years ago now, was from a seasoned diplomat who said (sincerely, I think, to the extent that one can ever be sure): 'You are a guru in the woods.

' Dennis, this is the best phrase that I can think of to describe you and your work.

Thanks again for sharing some of your knowledge and for helping me to start finding my way through the social media jungle."



**Ian Vollbracht** Cabinet Member, European Commission



"The media continues to contort this Cambridge Analytica-Facebook story. I was just on CNN International to shed some light on this 'scandal'."

### DENNIS YU ARTICLE'S

How to Create a Facebook Public Figure Page and Why You SHould

How to Verify a Facebook Page for a Local Business

How to target Your Facebook Ads to Business Locations

Social Media





9:45 AM CET

Brent Goff speaks to technologist and longtime Mark Zuckerberg acquaintance, Dennis Yu, on the congressional Facebook hearings

### USA TODAY ASKS FBI TO PROBE RISE IN FAKE Facebook followers

"In one way or another, fake Facebook accounts are usually designed to make money. Operators of a scam can use the fake followers to send links to malware or to sell questionable weight loss products or send messages asking for money from someone who claims to be a friend stranded in a foreign country who's lost their password."



### Just some of whom we've worked with:



# How Dollar-A- Day works



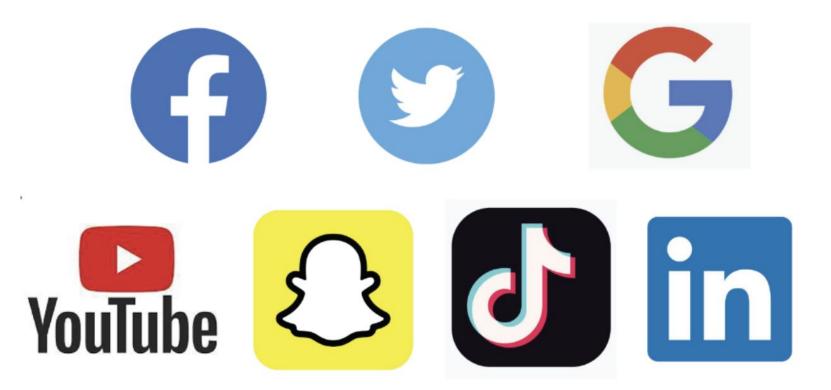
20

# 6 Steps to making Dollar-a-Day work for You

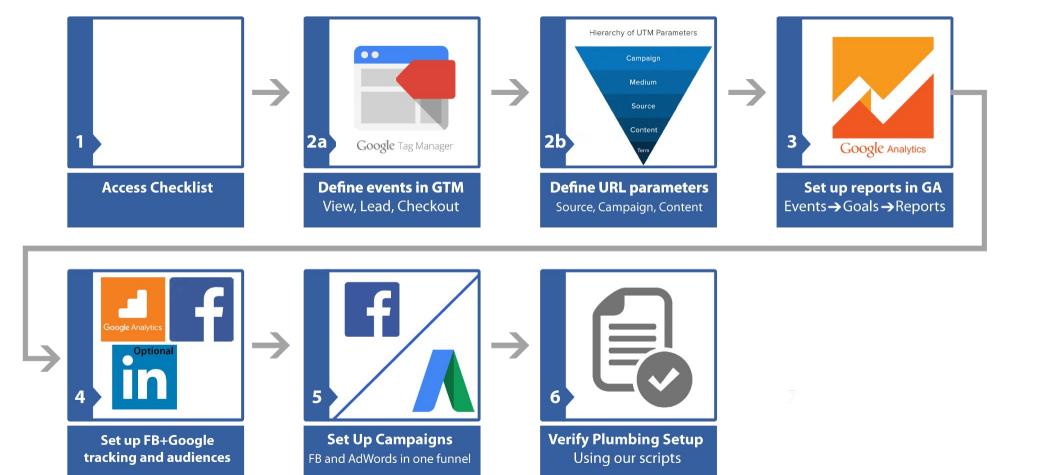




# Setting up tracking on your digital ads platforms



## **Step 1: Digital Plumbing**



# Determine your goals for the next 90 days with ads and what you're targeting...

These Could Include...

- Leads for Your Agency Sales For Your Offer
- Leads for Your Webinar Booked Calls
  - Doone
  - Leads for Real Estate

- Etc...

# Here's an example:

For Webinarwins.com, Parker wants webinar leads for under \$10 in order to be profitable...





Using this method, we map out our Goals for each

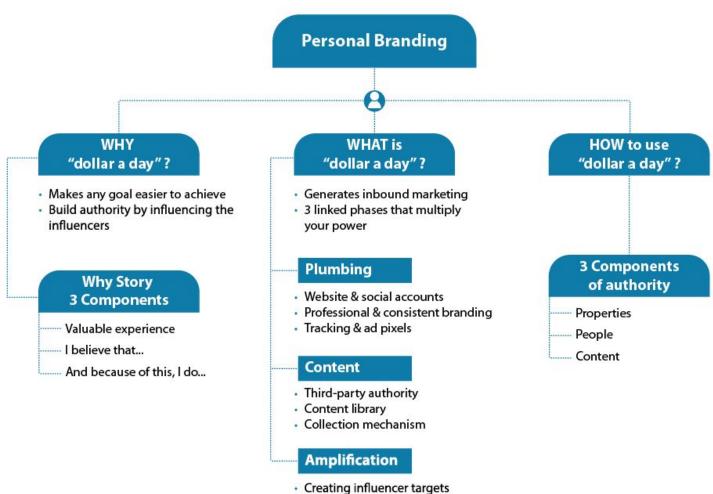
# Find or make content for yourself and use endorsements of others

The point of this is to establish credibility for yourself, while also moving the needle towards conversions for your audience. Step 3: Content

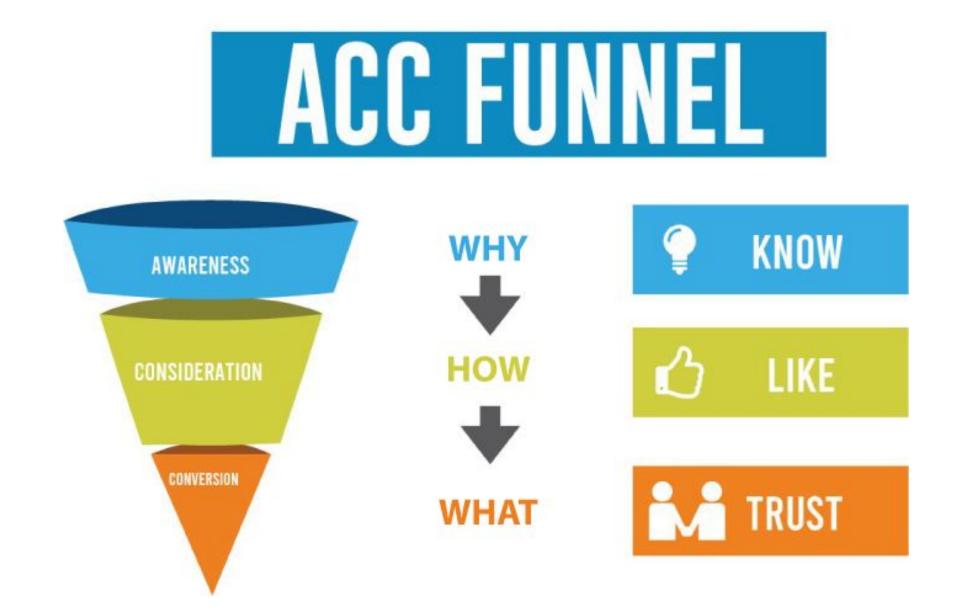
### Dollar-a-Day Layering Technique



### Dollar-a-Day Layering Technique

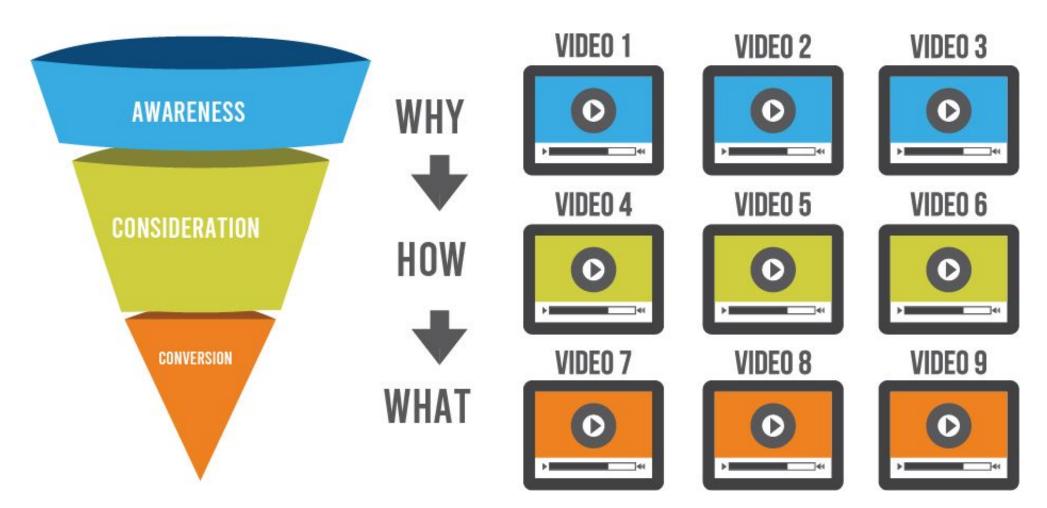


- Dollar a a day ads per post
- Responding to feedback

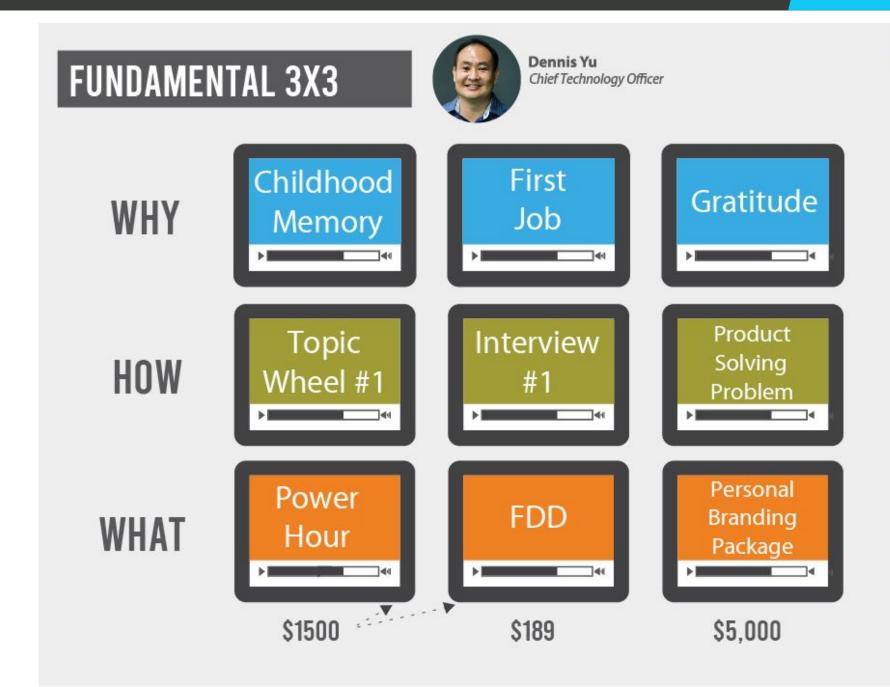




# **3X3 VIDEO GRID**



### Step 3: Content



# The "Why" Video

WHEN I WAS
Vaste no time, get right to the story. This is where the WHY comes in.
. I BELIEVE THAT
low go from the emotion of the story you just told to the overarching lesson of what you stand or.
. I AM
Give a brief explanation of what you do. Make sure to be specific and concise.
01 WHEN I WAS 02 IBELIEVE THAT 03 ISTARTED

## Third Party endorsements can look like this

### **Grant Cardone Example**

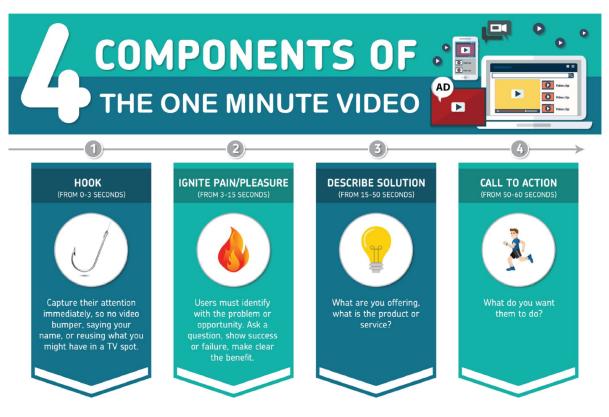


HEY GUYS, DENNIS WANTED ME TO SEND YOU THIS ONE BEST ONE MINUTE TIP

### **Alex Berman Example**



# Use One-Minute videos for promotion



Here's an example

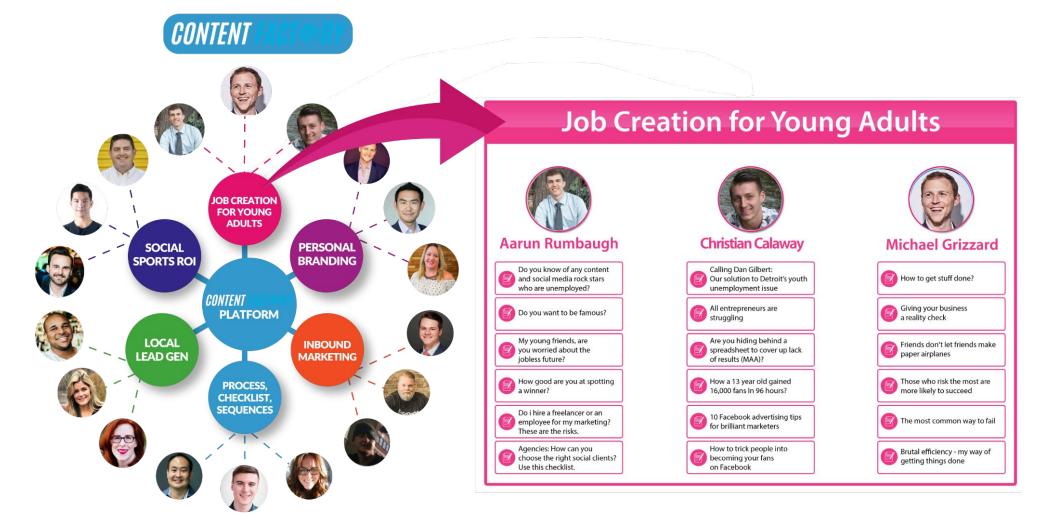
### Step 3: Content - The Influence Generator





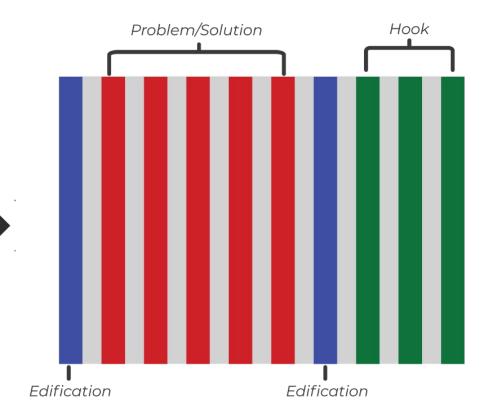
### Step 3: Content - The Influence Generator

### Map your Personal Branding

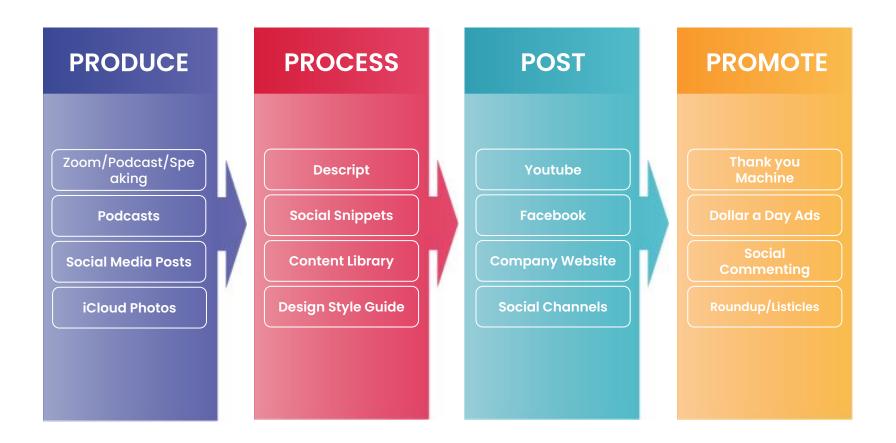








# How many of you have content you could leverage for this?



first	last	address1	address2	city	state	zip	email
BEVERLY	XXXXXXXXXXXXX	xxxx Shetland Dr		DOYLESTOWN	PA	18902	xxxxx@comcast.net
DOROTHY	XXXXXXXXXXXXX	xxxx Richie Ln		MORRISVILLE	PA	19067	xxxxxxxx@comcast.net
LAWRENCE	XXXXXXXXXXXX	xxxx Grandview Ave		FEASTERVILLE TREVOSE	PA	19053	xxxxxxxxxx@aol.com
LINDA	XXXXXXXXXXXX	xxxx Iva Ln		FAIRLESS HILLS	PA	19030	xxxxx@hotmail.com
DUSTIN	XXXXXXXXXXX	xxxx Nearwood Ln		LEVITTOWN	PA.	19054	xxxxxxx@juno.com
BARRY	XXXXXXXXXXX	xxxx Phillips Rd		WARMINSTER	PA	18974	xxxxxx@yahoo.com
JEANETTE	XXXXXXXXXXXX	xxxx Hillyer Ln		NEWTOWN	PA	18940	xxxxxx@aol.com
MARY	XXXXXXXXXXXX	xxxx Tarpan Cir		NEW HOPE	PA.	18938	xxxxxx@comcast.net
JAMES	XXXXXXXXXXX	xxxx Cobalt Ridge Dr N		LEVITTOWN	PA	19057	xxxxxxxxxxx@yahoo.com
BARBARA	XXXXXXXXXXXX	xxxx Township Line Rd		PIPERSVILLE	PA	18947	xxxx@gmail.com
AMY	XXXXXXXXXXXX	xxxx Brentwood Pl		SOUTHAMPTON	PA	18966	xxxxxxx@gmail.com
JEANNE	XXXXXXXXXXX	xxxx E Butler Ave		DOYLESTOWN	PA.	18901	bxxxxxxxx@comcast.net
FRANK	XXXXXXXXXXXX	xxxx Kulp Rd E		CHALFONT	PA	18914	xxxxxxxxx@gmail.com
GLENN	XXXXXXXXXXXX	xxxx Fieldstone Rd		LEVITTOWN	PA	19056	xxxxxxxxxxxxxxx@gmail.com
CAROLYN	XXXXXXXXXXX	xxxx Bristol Rd		WARRINGTON	PA.	18976	xxxxxxx@verizon.net
ANNE	XXXXXXXXXXX	xxxx Walker Rd		WASHINGTON CROSSING	PA	18977	xxxxxx@gate.net
MARY	XXXXXXXXXXXX	xxxx N Sugan Rd		NEW HOPE	PA	18938	xxxxxxx@gmail.com
KENNETH	XXXXXXXXXXXX	xxxx Lingo Dr		WARMINSTER	PA	18974	xxxxxxx@hotmail.com
DEBORAH	XXXXXXXXXXX	xxxx Redwood Dr		RICHBORO	PA.	18954	xxxxx@gmail.com
FREDERICK	XXXXXXXXXXXX	xxxx Mansion St		BRISTOL	PA	19007	xxxxxxx@aol.com
KAREN	XXXXXXXXXXXX	xxxx Old Lincoln Hwy	Apt 3	LANGHORNE	PA	19047	xxxxxxxxxx@comcast.net

### **Upload Your Lists or Customers**

Ad platforms are data machines, and so the more data we can feed it initially, the better it's likely to perform.

# Set up your target audience

You can do this on all ads platforms. Do you want to see an example with Facebook?



# Rule of 10



## 10% engagement rate 10 snippets from 1 interview or video 1 in 10 ads is a winner



10% Engagement Rate

X

# CONTENT



# AUDIENCE



### **B2B Lead Gen**



# Caleb Guilliams

Now a lighthouse for life insurance with a 38% link click rate.

Over 200% higher CTR than industry average...

### **10% Engagement Rate**

### **Caleb Guilliams Content**

### People That Know Caleb Guilliams

### Caleb Guilliams believes his book, The And Asset, can change your life.









Caleb Guilliams believes his book, *The And Asset*, can change your life. But he also knows that folks have different learning styles, so he put together a video series to go over the main ideas.



### **Influencer Marketing**



# Jake Paul

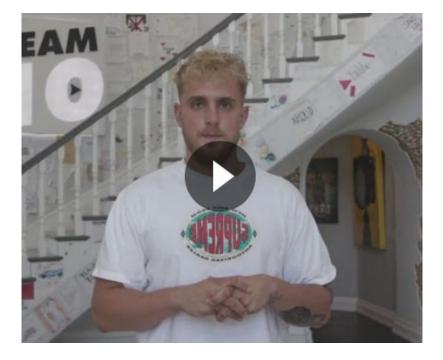
Selling an interactive course targeting his content with his audience.

Like this.

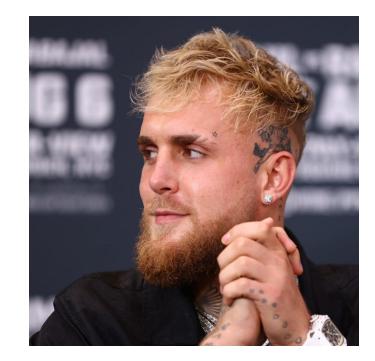
### **10% Engagement Rate**

X

### **Jake Paul Content**



### People That Know Jake Paul



### **Targeting With Video**



# Grant Cardone

Sharing his tips on getting attention in video (and us using that <u>video</u>)

### **10% Engagement Rate**

X

### **Grant Cardone Content**



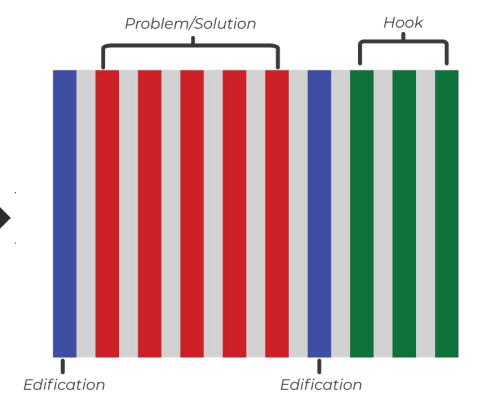
### People That Know Grant Cardone



### **10 Snippets from Content**







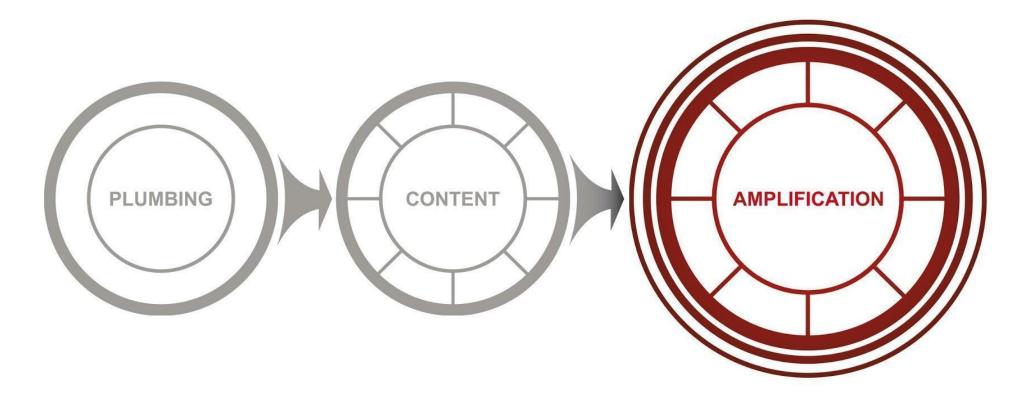
### 1/10 Ads is a Winner



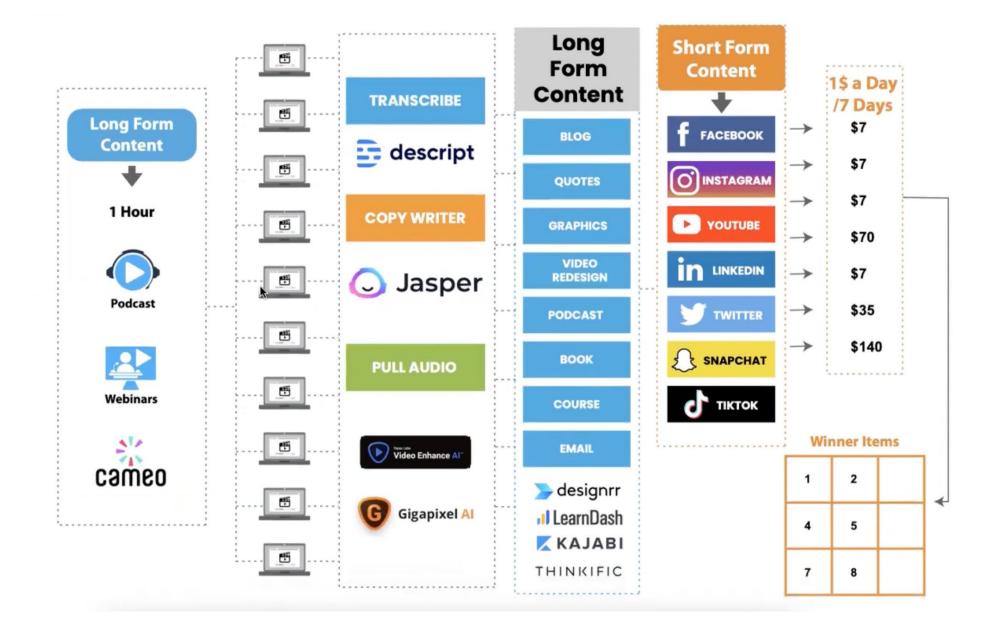
Statistically, 1/10 Ads Will Perform The Best



Once you've done your <u>plumbing</u> and produce consistent and constant content, you must amplify it.



## Step 5: Amplification / Troubleshooting



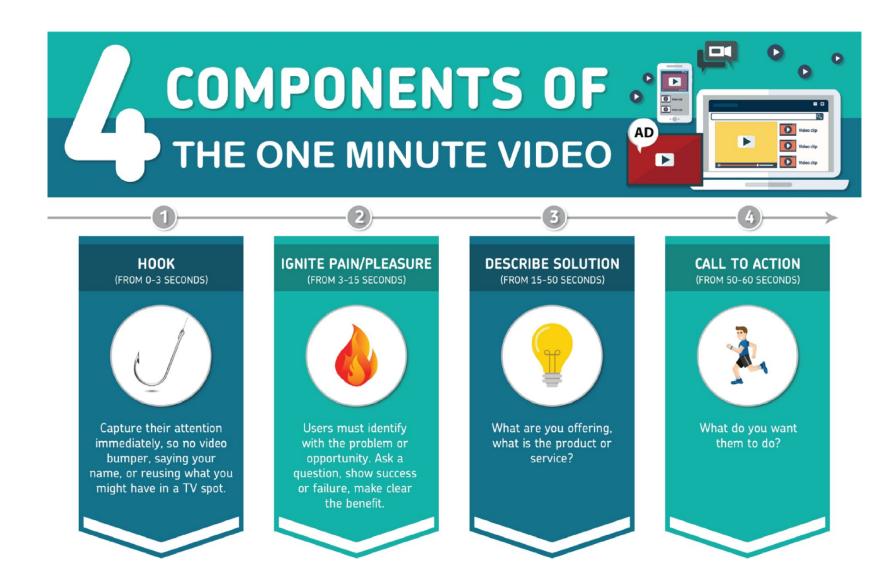
## Step 5: Amplification / Troubleshooting

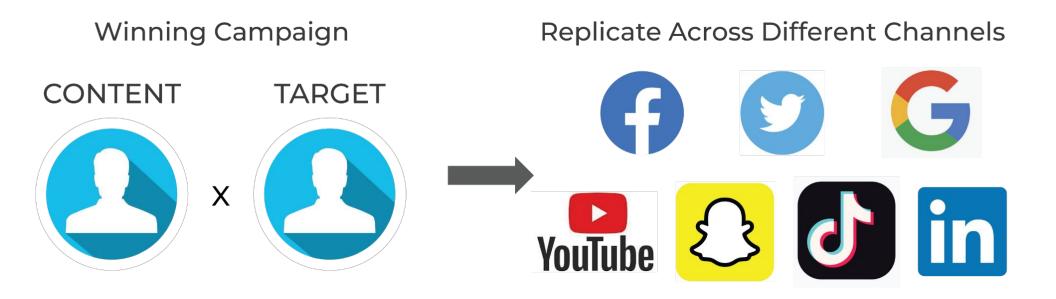
### Authority not high enough

# THE 3 COMPONENTS OF AUTHORITY



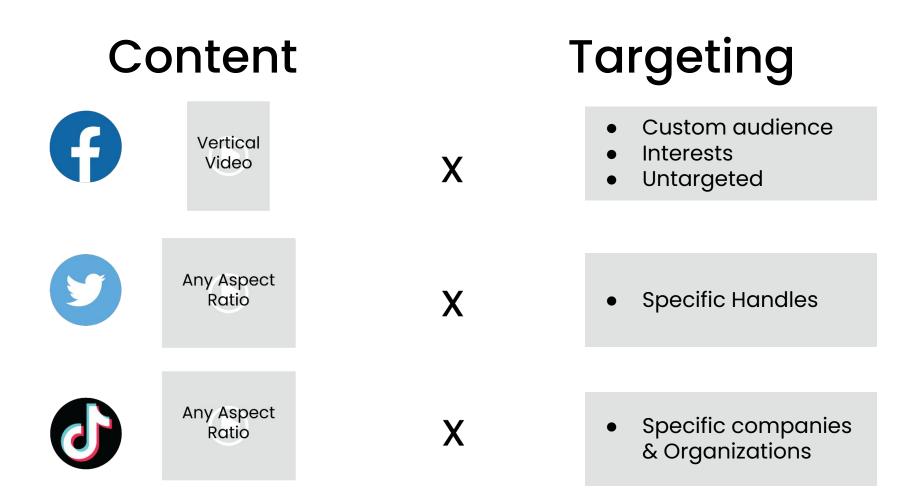
## Step 5: Amplification / Troubleshooting





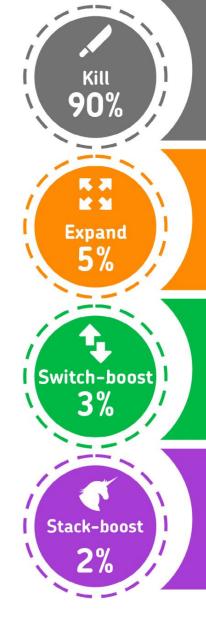
Step 6: Optimization

### **Adjust for the Platform**



### **Step 6: Optimization**

### **Boost Optimization**



If after 7 days of a dollar a day (\$7 spent total), we don't see results (meaning the cost per engagement or average watch time isn't good), then just let it die. Do this 90% of the time-- don't waste your money.

If it's pretty good, we can then add another \$30 for 30 days. Perhaps 5% of the time you'll find a worthy post-- usually a video that gets above 20 seconds in average watch time or a regular post with over 10% engagement (interactions divided by impressions).

If it's a winner, change the audience we're targeting in the same boost, right from the timeline or Pages Manager. Usually, we'll initially boost to generate high traffic (BuzzFeed audience to a post on BuzzFeed), switching to a media workplace audience a few days later. Or we'll switch to whatever audience we currently want to incept-- perhaps we're speaking at the Social Media Marketing World conference, so we'd switch a bunch of posts to that audience temporarily. Some posts we have live forever-- they keep producing for months or even years, often triggered by custom audiences.

If it's a "unicorn" (off the charts performance), duplicate the ad set inside Ads Manager so that we have another ad set running concurrently. When something is doing really well, we want to have multiple audiences seeing a post, which means we need multiple ad sets. This is not possible inside the timeline, but only takes a minute inside Ads Manager or Power Editor. The risk of a unicorn is that if you run it too hard, it will burn out. We've seen a few companies accidentally kill their unicorns by literally spending millions on them, but not have any backups. Create "unicorn children", as Larry Kim likes to call them-- derivative pieces of content, so you can get a similar effect from similar posts.

### CONTENT FACT \$\$

## **4 Phase Boost Sequence**

SEED	BOOST	SHARE	VIRAL
ORGANIC	PAID	ORGANIC	PAID
The initial post where you share your story something of emotional meaning, ideally within a one minute video. Could potentially be an article you've written or a mention. Pull these from the outside ring of your Topic Wheel. Evaluate success by benchmarks for post type (video, image, lead ad, etc).	If organically you're doing well, put a "Dollar a Day" behind it, to amplify what the algorithm says is already doing well. Choose an audience that would have the highest engagement rate, so your "spill-over" into additional organic reach/engagement is high. Might be a workplace audience, too. Follow the 4 things to do after a boost to keep	Provided others are picking up your content, then share their post, saying thank you and tagging them. Use the free monitoring tools listed in the "Influence Generator Course" (CrowdTangle, mention.com, Google Alerts, Twitter alerts, FB notifications) to capture these mentions.	When your share has accumulated more than 10,000 views or 1,000 likes, boost for \$1 a day or more against large interest audiences. If video, then your shared post will continue to accumulate views in all places that video is shared. Flag this post in the "Greatest Hits" section of your Content Library, so it can run forever.

tuning.

# This strategy has been tried and tested

Whether you have \$100k or under \$5k to spend on ads.

You don't need to be a marketing genius or have the "perfect" offer...

metrics

### BlitzMetrics

BatzMetrics

COSTS.

# You don't need to have thousands of followers or be famous online...

What you do need is the right training and guidance to promote your online ads effectively.

### **Dollar-A-Day Coaching Program**

Get 6 weeks guest appearance on my podcast and support with a guarantee of success for online advertising



# **WEEK 1: DIGITAL PLUMBING**

Your complete guide to setting up tracking and having your boxes checked off before you spend money.



# This includes:

- Creating your Facebook Ads account using Business Manager.
- Creating your own Google Ads account and tie it to the Google My Client Center(MCC).
- Creating your own Google Analytics account.
- □ Creating your own Google Tag Manager(GTM) account.
- Publishing your own GTM container and tags to the website.
- □ Facebook instant articles.
- Google AMP(Accelerated Mobile Pages).

# WEEK 2: GOALS

How to set up tangible goals for your ads to hit and giving you the tools to make it a reality, without doing anything crazy.

# This includes:

- Defining your mission(start with WHY) and identify the desired outcome and customer segments.
- □ Identifying your primary goal(s) in the next 90 days.
- Determining your target Cost per Acquisition(CPA) or Return On Ad Spend(ROAS)
- Determining your ad budget relative to your campaign goals(optimizing for clicks, page likes, form submissions, etc.).
- Choosing one key metrics for each funnel stage: Awareness, Consideration, and Conversion(#ACC).
- Developing your own brand via the six phase of the Personal Branding Course.

# WEEK 3: CONTENT

How to leverage existing or new content and spark a tidal wave of more sales and clients through endorsements.

# This includes:

- Assembling a list of third-party endorsements, specially positive mentions from high-authority sites.
- Creating a 3-minute "Why" video.
- Setting up a Content Library.
- Mapping out one-minute videos.
- Creating promotional content to drive conversions.
- Determining your one question.
- Gathering content by stage of the #ACC funnel, addressing a key for each persona.

# WEEK 4: TARGETING

Letting ads platforms do the heavy lifting for you. How to target the right people, at the right time, for the right offer.

# This includes:

- Importing your customers and lead emails into Facebook, LinkedIn, Twitter, and Google as custom audiences.
- Building targets on Facebook and Twitter-direct interests, closest competitors, common interests you customers share, industry influencers you customers and competitors follow, and people working in media.
- Creating a 1% lookalike audience for each major landing page, thank you page and email list.
- Amplifying a video and create video remarketing audiences.
- Creating 1, 30, and 180-day audiences(Website Custom Audiences), site-wide, for each major landing page and thank you page.

# WEEK 5: AMPLIFICATION

The same strategy we've used to spend \$1 Billion in ad spend over 17 years and how to seamlessly copy us for your own offers.

## This includes:

- Boosting the top 3 to 5 Facebook posts to at least one saved audience per persona.
- Boosting optimization:4 stages.
- Setting up remarketing ads for 1-day landing page abandoners on Google Ad and Facebook.
- Creating media inception ads using Dollar-a-Day strategy.
- □ Using tracking(UTM) parameters in the URL, for each unpublished post,
- Creating unpublished posts and boost for website clicks and conversions.

# WEEK 6: OPTIMIZATION

Using the data given to us by ad platforms to adjust or scale up quickly and efficiently (and without risk)

# This includes:

- Applying Metrics Decomposition.
- Comparing the current period against the last period.
- Using Audience Insights, create a new saved audiences.
- Reviewing budget allocation by channel and ad set based on performance(watch for statistical noise).
- □ Increasing relevance, positive and negative audiences.
- Listing 3 to 5 top recommendations to execute in the next 7 days.
- Applying Top N to the data set and explain the results in terms of Goals, Content and targeting each level.
- Refining lookalike audiences.
- Updating the Success Tracker.

# 17 Years of experience packed into 6 weeks of coaching

blitzmetrics

### Week 1: Digital Plumbing

Your complete guide to setting up tracking and having your boxes checked off before you're spending money.

### Week 2: Goals

How to set up tangible goals for your ads to hit and giving you the tools to make it a reality, without doing anything crazy.

### Week 3: Content

How to leverage existing or new content and spark a tidal wave of more sales and clients through endorsements.

### Week 4: Targeting

Letting ads platforms do the heavy lifting for you. How to target the right people, at the right time, for the right offer.

#### Week 5: Amplification

Letting ads platforms do the heavy lifting for you. How to target the right people, at the right time, for the right offer.

### Week 6: Optimization

using the data given to us by ad platforms to adjust or scale up quickly and efficiently(and without risk)

### How do I know this program will help me?







Jason T. Wiser July 11, 2016 · Uzhhorod, Ukraine · 🔇

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Holy Cow Dennis Yu! You weren't kidding when you said Facebook Video ads are where its at!

We are getting paid traffic for a penny and thousands of people reached and hundreds of them engaging.

Yesterday, we made a quick video, boosted it on FB and had our highest single day sales, ever!

in truth, we did several other marketing events and it is a scarcity campaign meaning that there is a time limit set on the product price, but I am 100% convinced that FB video ads at \$0.01 per view is the best marketing spend we have ever made.

Thank you for the videos, your blog, and the incredible amount of information over at BlitzMetrics

20		38 comments	
ா^் Like	C Comment	Share	

Jason Wiser grew his B2B software company to over 1 million installs using the Dollar a Day Strategy and some light coaching from us.



Jeremy Slate made a \$997 sale just 2 days into Launching Dollar-a-Day for his program.

#### Plus hundreds of others

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David Carroll was live --with Dennis Yu. October 13, 2022 · 🕄

My man Dennis Yu killing it as usual. If you're spending more than "\$1 per day" on advertising and not following Dennis, you're cheating yourself out of your time and money.

Tommy Mello outdid himself with an amazing VIP night. Great start to an amazing event here at Vertical Track See less

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Since #sharingiscaring, today I will tell you about an amazingly simple and genius concept for #FacebookAds - a Dollar-a-Day Strategy.

Here, you'll run multiple ads for different journey stages at the same time without bombarding newly targeted users with a sales message from the very beginning!

All you need is three videos for each stage of the buyer journey - and let Facebook algorithms show frequent yet lightweight brand touches to your audience, \$1 per day each. It will allow you to choose the best creatives without maxing your audience out or being too pushy (plus valuable insights in the long run, altogether a mere \$63 per week).

Thanks for the tip, Dennis Yu and HubSpot Academy :)





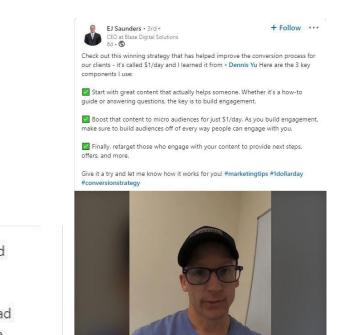
+ Follow ...

Replying to @dennisyu

#### Your FB ad strategy \$1 a day was one of the best ideas I've ever tried on my clients ever!

12:36 AM · Dec 30, 2022

115 Views 1 Quote Tweet 1 Like



...





#### Isaac Irvine

Telling stories and helping employees through beautiful and dynamic internal creative. December 26, 2017, Isaac was a client of Dennis'

Dennis has forgotten more about social media marketing and advertising than most of us will ever learn ourselves.

I heard his dollar-a-day Facebook Advertising method and had doubts - until I saw it work for my personal brand. Now, I'm a believer.

I've taken his practices and applied them to my own efforts with lots of success. See less

#### CONTENT FACT®RY

- Live coaching from Dennis Yu for six weeks.
- Structured exercises.
- Guides that can help you follow the process.
- Online support.

## When you hop in today, you're also getting <u>Bonuses</u>.



## **Bonus I:** We'll Make you a contributor on a DR60 site (High SEO Impact for your brand)

## Get more engagements, site visits, and recognition online



What does this mean?

- More impressions for your website in Google
- 5x traffic in some cases
- SEO dominance in your industry
- The services other clients pay \$2,000 for are free when you join the Dollar-a-Day Coaching Program.

### (\$1,500 Value)

## **Bonus I:** We'll Make you a contributor on a DR60 site (High SEO Impact for your brand)

### When You Join Dollar a Day Today...

(\$1,500 Value - FREE)



#### Bonus 2: Digital Plumbing Courses



# *Our full detailed course on how to set-up ad tracking properly and measure data <u>the right way.</u>*

(\$189 Value)

#### Dollar-a-Day Program

#### Bonus 2: Digital Plumbing Courses

	Course Content	
	GETTING YOUR ACCOUNTS READY	
	Creating a Google Analytics Account with Both Universal Analytics and GA4 Properties	
	Creating a Google Ads Account	
	Creating a Facebook Business Manager	
	Creating a Facebook Ad Account	
	Creating a Facebook Page	
Verifying	Google Search Console	
Linking	/our Google Properties	
Verifying	Your Tracking	
Installing	the LinkedIn Insight Tag	
A Basic I	ntro to UTM Parameters	

FOUNDATIONAL TRACKING ELEMENTS	
Creating a Google Tag Manager Account and Brief Introduction	
Installing Google Tag Manager	
Installing the Facebook Pixel	
Basic Facebook Conversion Tracking: Event Set-Up Tool	
Basic Facebook Conversion Tracking: Google Tag Manager	
Installing the Google Ads Remarketing Tag	
Basic Google Ads Conversion Tracking	
Installing Universal Analytics	
Basic Universal Analytics Goals	
Installing Google Analytics 4	
Basic Google Analytics 4 Events	

#### ADDITIONAL PLATFORMS

Digital Plumbing Process Overview	
Upgrading Your Existing Universal Analytics Property to GA4	
Installing the TikTok Pixel Using GTM	
Basic TikTok Conversion Tracking using Google Tag Manager	

## Why is Digital Plumbing CRUCIAL to your success with Ads?

Any amount of money you spend with online ads without knowing your numbers is like lighting it on fire...

In our **Digital Plumbing Course**, you'll see how to do that and **NEVER** overspend on unsuccessful ads again...

(\$189 Value)

#### Bonus 2: Digital Plumbing Courses



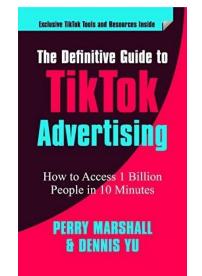
When you join Dollar-a-Day Today

(\$189 Value - FREE)



#### Bonus 3: TikTok Ads Course



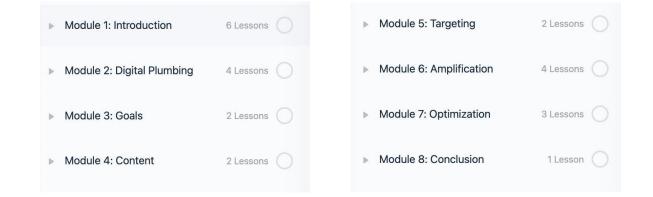


The ultimate course on TikTok from the man who wrote the book on TikTok advertisements.

## Why Should I Care About TikTok Ads?

- Fastest Growing Social Media App In History.
- 1 Billion Global Active Users.
- Cheap CPA (when you use Dollar a Day).
- Perfect for Business Owners Looking For An Edge in 2023.

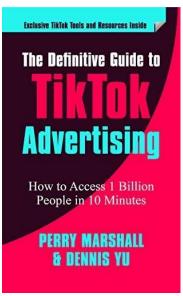
## **Bonus 3:** TikTok Ads Course *Here's what's included*:



24 Videos Giving You Detailed Steps To Making TikTok The Most Profitable Thing You Can Do In 2023.

#### Bonus 3: TikTok Ads Course





### When you join Dollar-a-Day Today

(\$1,497 Value - FREE)



#### Bonus 4: Hire your first VA Guide

The guide on how to hire your first VA and automate your services, made by someone with over 300 active VAs.

(\$497 Value)



#### Bonus 4: Hire your first VA Guide

#### When You Join Dollar a Day Today





- 6 Weeks of Coaching Through The Dollar a Day Program (\$7,997 VALUE)
- Make You A Contributor on a DR60 Site For SEO Impact (\$1,500 VALUE)
  - Complete Digital Plumbing Course For Ads Tracking (\$189 VALUE)
    - Complete TikTok Ads Course For 2023 (\$1,497 VALUE)
      - Hire Your First VA Guide (\$189 VALUE)

### Give you the tracking systems to never worry about spending thousands on unconverting ads again...



Give you the tracking systems to never worry about spending thousands on unconverting ads again...

### Would it be worth it?



Unlock the power of Facebook Ads, YouTube Ads, TikTok Ads, and LinkedIn Ads and scale your existing offers to AT-LEAST an additional 20% revenue...

### Would it be worth it?



Use your existing results to release a tidal wave of referrals, sales, and interested leads for your offer...

### Would it be worth it?



- 6 Weeks of Coaching Through The Dollar a Day Program (\$7,997 VALUE)
- Make You A Contributor on a DR60 Site For SEO Impact (\$1,500 VALUE)
  - Complete Digital Plumbing Course For Ads Tracking (\$189 VALUE)
    - Complete TikTok Ads Course For 2023 (\$1,497 VALUE)
      - Hire Your First VA Guide (\$189 VALUE)



- 6 Weeks of Coaching Through The Dollar a Day Program (\$7,997 VALUE)
- Make You A Contributor on a DR60 Site For SEO Impact (\$1,500 VALUE)
  - Complete Digital Plumbing Course For Ads Tracking (\$189 VALUE)
    - Complete TikTok Ads Course For 2023 (\$1,497 VALUE)
      - Hire Your First VA Guide (\$189 VALUE)

#### SPECIAL WEBINAR PRICE: <u>\$1,497</u>

For the next 30 minutes Only Use Coupon Code: **Parker** 



## If you already have sales and satisfied customers for your offer, we guarantee a 20% increase in your revenue within three months,

## <u>Or you'll pay nothing!</u>

### IT'S ACTUALLY RISK-FREE

If you already have sales and happy customers, a Dollar a Day is your ticket to getting more of them at scale and for less money

## If you follow our steps, you don't have pay anything.



#### THIS PROGRAM DOESN'T NEED TO BE RUN BY YOU SPECIFICALLY

You can delegate to your head marketing person or VA to do this for you!



## SPECIAL ACTION TAKER BONUS

## FOR THE FIRST 10 BUYERS:

## Get a call with Dennis Yu for FREE when you register.

## DOLLAR-A-DAY COACHING PROGRAM

An \$11,372 value offer, yours today for just \$1,497.

## PROMO CODE: Parker

### Go to: <u>YourContentFactory.com/dad/</u>

The offer is only good for 30 minutes.