

Facebook for \$1 A Day GUIDE

Personal Branding



Total Completion Time:
2hr - 10hr per week



Welcome! A message from our CTO, Dennis Yu



Congratulations on your decision to supercharge your Facebook presence and traffic.

A dollar a day on Facebook is all you need to get the job you want, impress your friends, and make yourself famous. Sounds crazy, but we've been using these techniques since 2008 and they work like a charm.

For example, you can make sure you get your message seen by the 58,000 people that work at Ford Motor Company. But then you can narrow to the 22,000 that work for Ford at Dearborn. Then filter down to the few dozen that are executives. The question is-- what will you say and what would you like them to do?

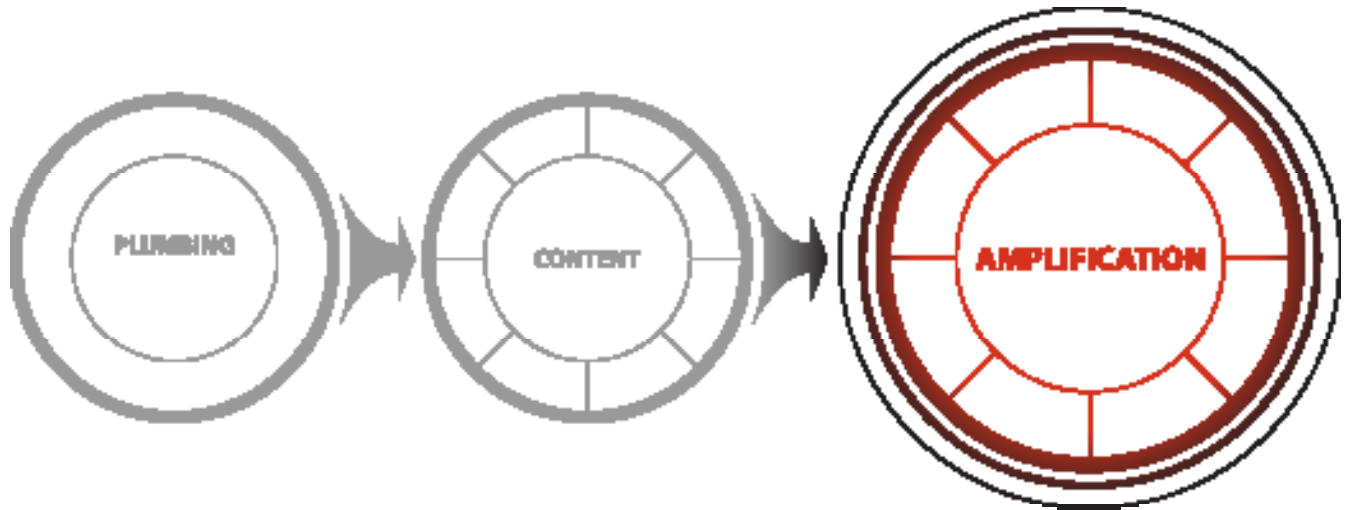
Do you want to sell a product, get a meeting, or get a job? This guide shows you how to do this without any technical skills required.

Cheers!

Dennis Yu



So how does this fit into your overall success?



In our Personal Branding Guide, this is the third stage. Once you've established the plumbing and produce consistent and constant content, you must amplify it. In the following pages, we'll discuss precise targeting to get your content in front of the right people for just a \$1 a day. "Dollar a day" is one part of amplification, which includes commenting back, interviewing thought leaders systematically, and putting in place checklist processes. The idea of amplification is not a paid only strategy-- it's how to make things 10X more powerful.

Quality Targeting

A move to quality targeting over mass media blasts.

Now do you see how this works? It's quality over quantity, folks. Think about who you want to target as precisely as possible. Where do they work? Where do they live? What kind of car do they drive? What TV shows do they watch? What industry conferences do they attend?

Need some PR help, but can't afford a New York PR agency for \$10,000 a month? Then let Facebook do the work for you, running ads that target journalists who write for the Wall Street Journal, Mashable, Forrester, VentureBeat, the New York Times or whoever. What would you like to say to them?

Can't afford to hire a big sales staff to cold call people who don't want to talk to you? Easy! Just run ads targeting the competitors of your existing customers. Let's say that Marriott is your client and you've got a great [case study](#) there. Run ads targeting the folks who work at Hilton, Starwood, Motel 6 or whoever. You can bet they want to know what their competitors are doing. Inquiring minds want to know!

Making waves with a dollar.

Let Facebook do the work for you, [running ads that target journalists](#) who write for the Wall Street Journal, Mashable, Forrester, VentureBeat, The New York Times.

By now, I hope to have shown you that with some ingenuity and \$5 in your pocket, you can make some serious waves on Facebook. If you're a small business or start-up, learn how to master some of the techniques mentioned here. If you're a big brand and looking to scale, then you'll need some process and software automation to make this happen across thousands of conversations.

Know of any companies that offer software that will do mass personalization of ad and landing page content? Ad agencies are good at throwing bodies at client accounts — great service, but no scale. Software companies are good at building code based on a predefined set of rules that can be repeated.

How to use social media to influence the press.

You are a member of the public, and thus a member of the press. So when I get terrible service, should I complain?

The levers of power have been tipping toward the public, thanks to social media:

- A hotel treats a friend wrong (it's happened to you, too), [so he writes about it](#).
- A cruise line screws up its Fourth of July cruise, so this author writes an [exposé](#) on Business Insider.
- An airline accidentally kills a woman's golden retriever, so she uses her blog and Facebook account to [warn others about neglect](#).

We resort to this only when we've exhausted our regular channels. Complaining on social media should be a last resort, since it's basically jumping the line. When you're a journalist, blogger, or an influential person in other ways, you wield a megaphone. Even if you're not one of those, running Facebook ads gives you that same power for a few dollars.

Rent the megaphone!

A lot of people will file a complaint or go to the Better Business Bureau when this happens. Try that and let me know how it works a few weeks later, counting up how much time and money you spent chasing wild geese. Then run Facebook ads with workplace targeting (targeting folks who work at the New York Times, Wall Street Journal, or wherever folks need to see your message). Target executives at the offending company by following [these easy steps](#).

Because you're targeting just a few dozen or a few hundred people, it can be done for a few dollars and in a [few minutes](#). The next day, the general manager of the dealer calls to profusely apologize. Folks in Japan at Toyota HQ have seen the ad and are asking what happened.

Of course, as members of media, you and I have to be careful not to abuse our status. Yet with Facebook ads targeted by workplace, any consumer now has this lethal weapon.

We're all press now.

Sure, at one point, you could get a message into Mark Zuckerberg's mailbox [for \\$100](#). But why not target employees at Facebook for far less and reach a couple of thousand people, too?

We attended a mobile hackathon, wrote a [*post about it*](#), and targeted Facebook mobile engineers. Matt Kelly and James Pearce noticed it and liked it. An intern decided to “play a trick on his boss” and ran ads targeting me. [*See what happened.*](#)

B2B firms target the press to get more coverage and [*show up in the Facebook newsfeed.*](#)

An army of advocates

Jim Williams of Influitive shared this with us: “[*Xactly’s*](#)” advocate marketing program generated hundreds of recommendations, follows and shares on LinkedIn, and a [*single advocate challenge*](#) resulted in nearly a hundred new Facebook fans and Twitter followers.”

Customers are already talking about the companies that they love or hate online, but advocate marketing programs allow marketers to better organize those customers, tying their activity to sales and marketing initiatives and results.

Small tennis program hits a grand slam on Facebook

Most youth tennis programs on Facebook have only a few dozen fans. The chicken and egg of small pages is that they don’t get seen by parents or kids in the neighborhood, so they get no engagement.

But you’re supposed to be posting dutifully on Facebook and twitter each day– because there are 1.2 billion people there, right?

Keith Wilcox is the administrator of the Gonzo Tennis Facebook page and is a daddy blogger. They’re a small academy in Boulder, Colorado. Here’s one post where 10,236 people saw it and 31 people liked it.



But normally they get about 100 people seeing their posts. That’s about 1/6th of their fan base of 650 fans.

	Post	Total Reach?	Paid Reach?	Promotion
	Thank you all who came and helpe...	45	--	 Boost Post
	Our Gonzo Tennis party was a hug...	96	--	 Boost Post
	REMEMBER!! Tomorrow is our "Gon...	178	--	 Boost Post
	We've introduced a High Performan...	45	--	 Boost Post
	Here are our Mighty Gonzos having...	32	--	 Boost Post
				

If you're not seen, you don't get likes, comments, or shares.

But if you don't get likes, comments, and shares, then you're not getting the word spread, which is necessary to [grow your audience](#).

A local tennis program should be 500 fans, which should approximately mirror the size of your email list, the people who come to your website each month, and the size of the folks in the community who care about you.

17 Friends Connected to Gonzo Tennis

16 friends like this



2 friends were here



People care about what their friends, fellow parents, coaches, and community members are doing.

Especially when they're winning.

Or having a good time

Notice how people are more likely to engage on these posts?

What parent, teacher, or coach, doesn't want to see their own kid win?

That's the fuel for your social fire.

But when Keith started building the page over a year ago, in his own words,

"I got no likes, comments, or shares."

USTA JTT State Championship (7 photos)
Our Boys 12's Advanced State Champions. Congratulations!!!!





"No matter what we posted, nothing."



"We tried cool videos, photos of our kids winning, group shots of everyone having fun. Almost nothing."



Does this describe your situation?

Most coaches don't even know how to measure the effectiveness of their program on Facebook or Twitter. They just keep posting, not aware that nobody is seeing their content.

It's like being blindfolded and constantly hitting the ball into the net.

Some people blame Facebook for this — that they've made the News Feed (your homepage and that of your friends) so competitive, that posts from pages don't show up. After all, your posts are competing with the updates from all the friends of the people you're trying to reach. You need to beat them on engagement and relevancy. Good luck.

So we discovered, somewhat by accident, the solution to this problem.

Keith's Toyota Highlander was part of the big Toyota recall. The dealer botched the service job and ripped him off in the process. He was so incensed that he wrote this blog post about it.

Then I targeted just the folks who work at Toyota in Japan and are executives.

In fact, there are 440 of them.

Create Your Audience Help: Choose Your Audience

Location: [?] Japan x

☒ Country
☐ State/Province
☐ City

Age: [?] 25 - No max

Gender: [?] ☒ All
☐ Men
☐ Women

Precise Interests: [?]

#Vice president x

#Chief executive officer x

#Marketing x

Executive Director x

Manager x

#Management x

Senior Vice President x

#President x

#Business x

#Chief operating officer x

#Board of directors x

#Digital marketing x

#Chief financial officer x

#Leadership x

#Facebook x

Audience

440 people

- Who live in Japan
- age exactly 25 and older
- Who like #Vice president, #Chief executive officer, #Marketing, #Management, #President, #Business, #Chief operating officer, #Board of directors, #Digital marketing, #Chief financial officer, #Leadership, #Fac executive director, manager or senior president
- Who work at Toyota

Next day, we got a call from the General Manager of the dealership. He was getting barraged by calls from management in Japan.

“Okay, I’ll fix the problem. Just stop whatever it is that you’re doing,” he said.

That’s the most effective \$10 that we’ve ever spent.

This is not about targeting people who happen to like Toyota. These are people who work at Toyota — all the way down to their specific job titles. Yes, everything that is in your profile is fair game on Facebook.

And everything you do on Facebook, where you check in, the things you like, the friends you hang out with — **it’s all available to marketers.**

So we targeted people who work at the United States Tennis Association. There are 280 folks on Facebook.

Ad Preview

Gonzo Tennis



Edit Targeting

This ad targets 280 people:

- Who live in the United States
- Who work at USTA
- on News Feed on desktop computers and mobile t

And now our posts are showing up in the News Feeds of the people we want to reach, but haven't been able to.



It's not just fans of Gonzo Tennis, but ANYONE.

We learned that you could use this microtargeting technique to immediately solve any customer service issue, like this or even anything you're not happy about.

You have to pay to play.

What you should do.

I get it — you don't have time or money to properly market your program. Your website may be in disrepair. Your email list and mark materials are old. You're not posting to Facebook as often as you know you should be.

You're a great tennis coach, but aren't a social media expert or a programmer, nor do you have the money to hire a pro.

That's okay.

But if you have \$1 a day and 60 minutes, you can set up your program for success on Facebook to make sure your students, parents, a prospective students are seeing you on Facebook.

Set up a page post ad that targets your fans, choosing the News Feed placement.

Notice how I selected the “promote page posts” option? This supercharges my content to show up in the News Feed.

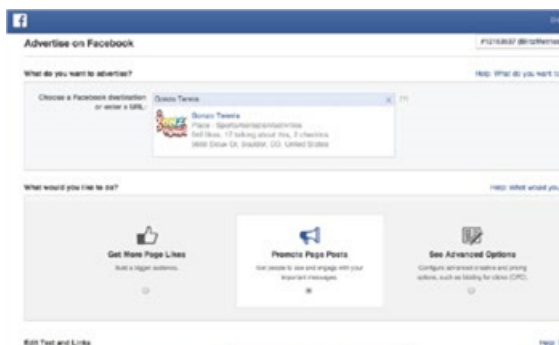
So as long as you’re posting a couple times a week — ideally with photos and saying interesting things, you’re set.

You can post something promotional every 4th post — sign up for private lessons, register for the party, bring your friends to an event, etc. But oversell and Facebook’s algorithm penalizes you.



See how I checked the box to always promote the most recent post? Now I can set it and forget it — no need to meddle with ads again after we’re done.

I opened up the “advanced options” and unchecked the “right hand side” ads. Those 7 ads on the right are lame — nobody clicks on them. You want to leave only the “News Feed” option checked, which ensures your posts show up in a natural looking way.



Connections: [?] ☐ Anyone
☒ Only people connected to Gonzo Tennis
☐ Only people not connected to Gonzo Tennis
☐ Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

Enter your Page, app, or event names...

For connection targeting, I chose just fans — people connected to Gonzo Tennis

Campaign

Campaign and Budget [New Campaign](#) · [Use Existing Campaign](#)

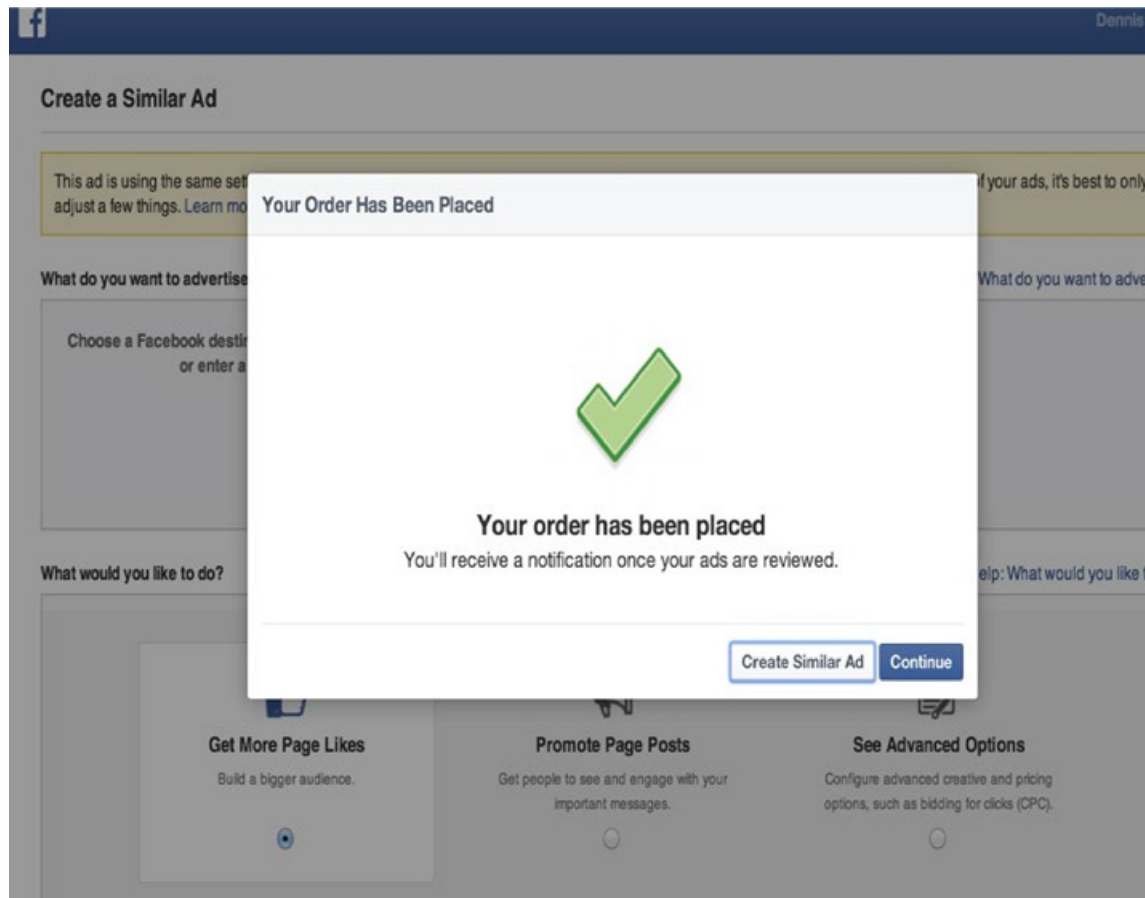
New Campaign Name: [?] gonzo tennis newsfeed reach

Campaign Budget: [?] [?]

Campaign Schedule: [?] ☒ Run my campaign continuously starting today
☐ Set a start and end date

Put it in a new campaign you call “News Feed reach”.

Set a budget of \$3 a day and let it run forever.



Go ahead and submit it and you see a “success” screen.

But don't stop there.

In your ads view, you can expand the ad and hit “create similar ad”, which clones the ad you just made.

Ad Preview

Edit

Targeting

Gonzo Tennis



GonzoTennis was founded in 2004 by Gonzalo Garcia with the idea of bringing quality tennis

648 people like Gonzo Tennis.

This ad targets 320 people:

- Who live in the United States
- Who work at United States Tennis Association, Tennis Channel or USTA
- Who are not already connected to Gonzo Tennis
- on News Feed on desktop computers and mobile devices

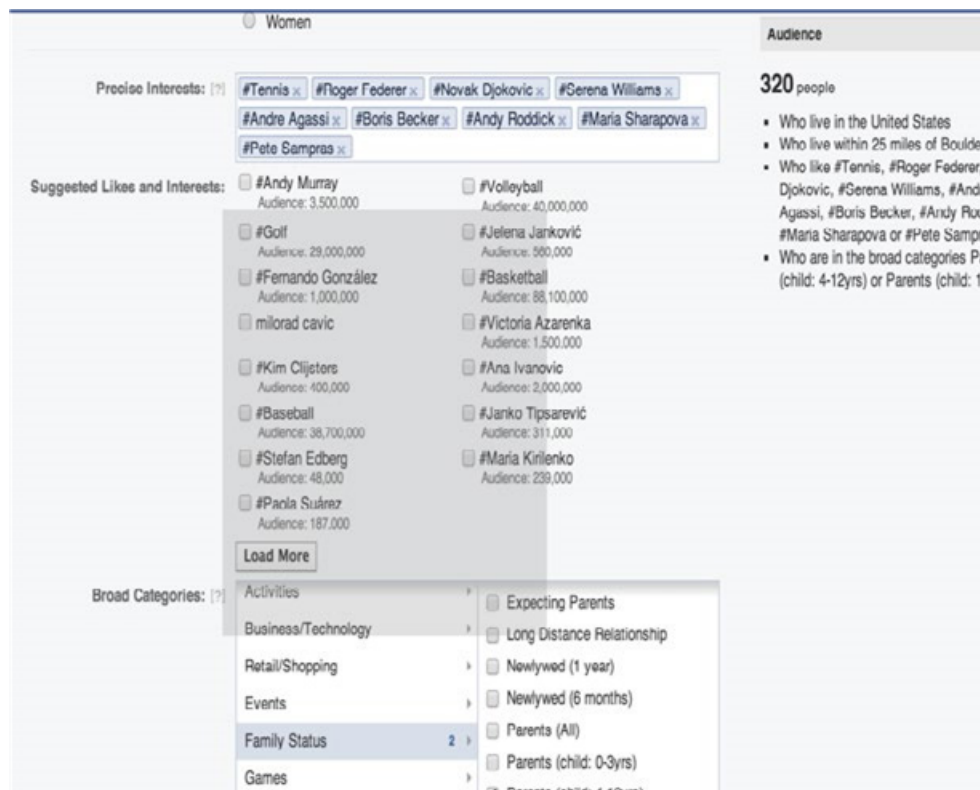
View on Right Hand Side · [Create a Similar Ad](#)

Close

Tweak the ad to be just your city with a 25 mile radius, or however far your new students might drive.

I’ve chosen Boulder, Co. here. This narrows down the audience from 180 million people in the U.S. (way too big to try to target), down to perhaps 100,000 people.

Still too big. For our micro-budgets, we must have super precise targets.



I've added in some interests into the "precise interests" box. Go ahead and type in a bunch of tennis player names, tennis brands, tennis organizations, and all things tennis. After you type in a few, Facebook starts suggesting more of them.

Don't worry about the ones that have hashtags next to them or not, just keep adding interests until you have a few hundred people.

If your audience is too big (over 20,000), then you can expand the "broad categories" and under family, restrict this to just parents with kids of a certain age.

You can go absolutely bananas here, targeting folks by the type of car they drive, the phone they own, their ethnicity, whether they have an airline loyalty card, or whatever.

For marketing a local youth tennis program, you can ignore it. If you're a business that runs Google AdWords, then you can play with this later. For our purposes, we just want to bring in new students and increase our awareness. Now let's do the final ad — to target the local media.

The image shows a Facebook targeting interface. On the left, under 'Education: [?]', there are four radio button options: 'Anyone' (selected), 'In High School', 'In College', and 'College Grad'. Below this, under 'Workplaces: [?]', there is a text input field containing three tags: 'Daily Camera x', 'The Denver Post x', and 'Tennis Channel x'. On the right, under the 'Audience' header, it says '200 people' and lists three criteria: 'Who live in the United States', 'Who live within 50 miles of Boul', and 'Who work at Daily Camera, The Post or Tennis Channel'.

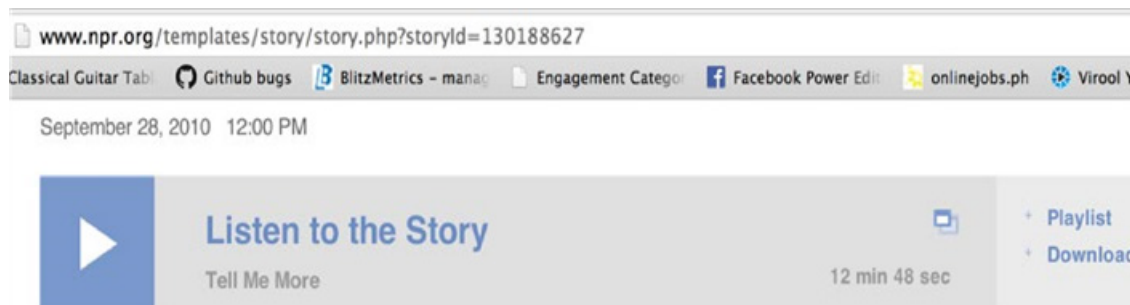
Under “workplace targeting,” I’ve selected the local newspapers and TV stations. You might even add in various associations and tennis-specific outlets.

Keep in mind that smaller organizations might not show up. Think about magazines that you’d like to be featured in — target those folks. If Facebook estimates your audience to be fewer than 20 people, keep adding targets and expand your geography (maybe to 50 miles from your city or even the whole state).

If it’s above 5,000 people, then you’ve got something in there that’s too big.

This ad works like a charm to get media attention. The media will see it, for sure, but won’t necessarily call you right way.

As long as you have interesting content, it might get you a spot on NPR.



A panel of dads discuss the ups, downs, and challenges of making sure their children get a good education. Host Michel Martin speaks with Glen Ivey, the state's attorney for Prince George's County, Maryland; Lamar Tyler, a founder of BlackAndMarriedWithKids.com; Keith Wilcox, blogger at AlmightyDad.com; and Manny Ruiz, of PapiBlogger.com.

FOR THE PROS: This is where smart automation comes in. Here's an example of our scoring platform at work.

So we took the Fortune 1000 and ran a script that collected a wide range of data — market cap, their industry, annual revenue, P/E ratio, website url, homepage pagerank, pages indexed, Facebook page, number of fans, company logo from Google images and so forth — dozens of metrics. See the detail from our spreadsheet/CSV file below.

China Mobile	www.chinamobiletd	http://www.facebook.com/pages/China-Mobile/
Siemens	http://profile. www.siemens.com	http://www.facebook.com/pages/ http://www.fa
JPMorgan Chase	http://profile. www.jpmorganchase	http://www.facebook.com/pages/JPMorgan-Ch
Banco Santander	http://profile. www.santander.com	http://www.facebook.com/pages/ http://www.fa
PetroChina	www.petrochina.com	http://www.facebook.com/pages/PetroChina/11
General Electric	http://profile. www.ge.com	http://www.facebook.com/pages/General-Elect
ICBC	http://profile.ak.fbcdn.net/t/profile-	http://www.facebook.com/pages/ http://www.fa
GDF Suez	http://profile.ak.fbcdn.net/t/profile-a	http://www.facebook.com/pages/ http://www.fa
Berkshire Hathaway		http://www.facebook.com/pages/Berkshire-Ha
China Construction Bank		http://www.facebook.com/group.php?pid=954
Chevron	http://profile. www.chevron.com	http://www.facebook.com/Chevron?ref=search
Barclays	http://profile. www.barclays.com	The closest thing I can find is htt http://www.fa
Bank of China	http://profile.ak.fbcdn.net/profile-a	http://www.facebook.com/pages/Bank-of-Chin
E.ON	http://profile.ak.fbcdn.net/hprofile-	http://www.facebook.com/pages/ http://www.fa
Lloyds Banking Group	http://profile. www.lloydsbankinggr	http://www.facebook.com/pages/Lloyds-Bankir
Procter & Gamble	http://profile. www.pg.com	http://www.facebook.com/procterandgamble?ref
Eni	http://profile. www.eni.it	http://www.facebook.com/pages/Eni/6426379
Telefonica	http://profile. www.telefonica.es	http://www.facebook.com/pages/ http://www.fa
UniCredit Group		http://www.facebook.com/groug http://www.fa
Hewlett-Packard	www.hp.com	http://www.facebook.com/pages/Hewlett-Pack
Nestle	http://profile. www.nestle.com/	http://www.facebook.com/Nestle http://www.fa
Verizon Communications	http://profile. www.verizon.com	http://www.facebook.com/verizi http://www.fa
ConocoPhillips	http://profile. www.conocophillips.c	http://www.facebook.com/pages/Houston-TX/C
Pfizer	http://profile. www.pfizer.com	http://www.facebook.com/pfizer.pharma

And then we ran this data through our scoring algorithm to calculate their Social Score — how well they did versus peers in their industry. We might say, “Shell, you got a 56 and rank 7 out of 9 in Oil and Gas.” Or we might say, “Shell, why do you have only 53,548 fans while others in oil and gas have 184k on average?” Then we target people who work at Shell — not just everyone, but those people who have titles of VP of Marketing, Chief Financial Officer, Public Relations and so forth.

- Employers:
 - Shell
 - Job title:
 - Vice President of Marketing & Communications, Chief Financial Officer, Public Relations or Director of Communications
- There might be only a couple dozen people and not everyone puts their information on Facebook, but it's enough. And you can bet it gets their attention! They come to a landing page that has their social scoring report, which shows a portion of the metrics that we've gathered. But they have to click Like to see the rest of the report, which is grayed out. Now

what happens when that person clicks “Like”? Of course, some of their friends and co-workers see it. And as all curious co-workers will do, they want to check out what you found to be so interesting. And then when these people see our ad, it shows that their friend liked it, which makes our offer of a report that much more credible.

But success for your company can't be solved by either a pure agency or a pure software company. The agency can't throw enough people at the problem and the software company can't offer a one-size fits all solution to everyone.

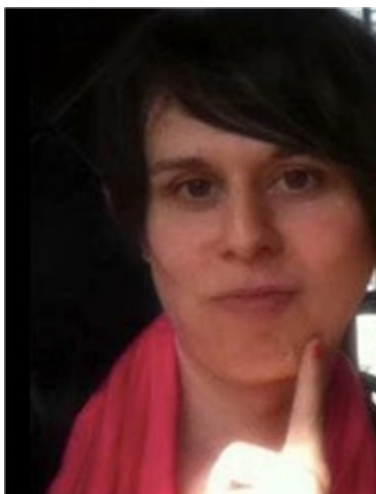
Only you can work the magic at your company. As much as we'd like to sell you some software, vendors like us can only assist you in coming up with the creative strategy that resonates best with your customers, the PR strategy that gets the press talking about you, a unique way to position how you solve your client's pain. Ultimately, these \$5 campaigns, whether you run just one of them or 10,000 of them, boil down to a marketing strategy — a unique, compelling message — that we can multiply out to your customers and get those customers to spread on your behalf. (Again, if you're a smaller company targeting just a few potential or existing clients or partners, go for it yourself!)

Final Thoughts

No matter how small you are, this will work for you, since you're targeting only a few hundred people in your town. As long as your content is solid, this works like a charm.

Watch What Happens When Consumers Use Facebook

Sarah Sal shared the following story with us about her friend's encounter with a car rental company while en route to a show in Germany:



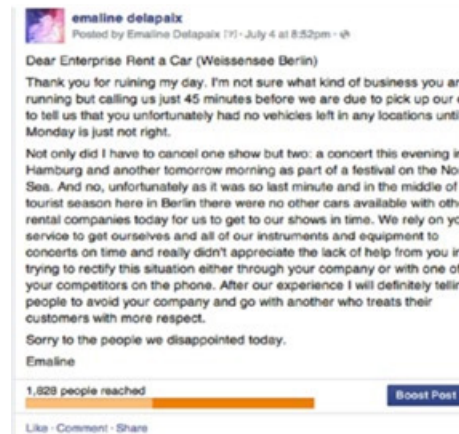
"This happened to my friend Emaline Delapaix when she booked a car from Enterprise Rent-A-Car.

They overbooked and told her they couldn't honor the reservation just 45 minutes before she was due to pick up the car.

My friend is a singer / songwriter / musician and makes her living performing her own original music all over Europe. Having her reservation canceled last minute meant she lost money and not honor her commitments.

Most rental car companies offer a complimentary upgrade to the next available car class for these situations. When no cars are available, they'll offer to help organize a car with one of their competitors and pay the difference."

Below is the post my friend made on her wall:



Later, I promoted that post using a Facebook ad with the aim of reaching executives at Enterprise Rent-A-Car.”

The ad campaign had 3 levels of targeting:

1. Fans
2. Enterprise Rent-A-Car Executives
3. The Media

View the next page for the details!

1. Fans

At the time of writing this post, Emaline's fan page had over 3000 likes. Getting likes, shares and comments on the post was important, as it would show Enterprise Rent-A-Car that people are listening to her complaints.

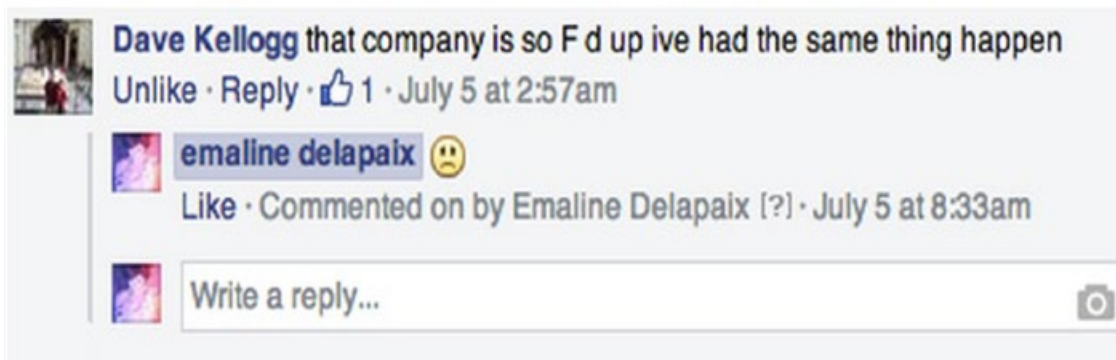
Related Resources from B2C

» Free Webcast: [Hooked: How to Build Habit Forming Products](#)

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click Through Rate	Spent Today	Total Spent	Max. Bid
☐	mobile	Not Delivering Campaign is Off	4 Post Engagement	\$3.08 Per Post Engagement	257	1.04	40	14.981%	\$0.00	\$3.92	Auto Optimized CPM
☐	right hand	Not Delivering Campaign is Off	0 Post Engagement	—	111	2.68	0	0.000%	\$0.00	\$0.06	Auto Optimized CPM
☐	desktop	Not Delivering Campaign is Off	3 Post Engagement	\$1.98 Per Post Engagement	158	1.00	0	0.000%	\$0.00	\$1.98	Auto Optimized CPM

Creative / Edit	Bidding / Edit	Performance
	Bidding Bid for Page post engagement Pricing Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served. Targeting / Edit Potential Audience for this ad: 2,450 people Location: Australia Age: 18 and older	Actions Clicks CTR Impressions 2 Total Actions* 1 Post Comments* 1 Post Shares* See full actions report

The first set of ads was targeted at [her fans](#) to make sure we got as much engagement/reaction from them. We even had a comment from someone saying they did not like the company because of a similar bad experience.



2 . Enterprise Rent-A-Car executives

The campaign targeted executives at 3 locations. The German headquarter in Frankfurt, the European headquarter in London, and the global headquarter in Clayton, Missouri.

To reach the executives, 3 targeting methods were used:

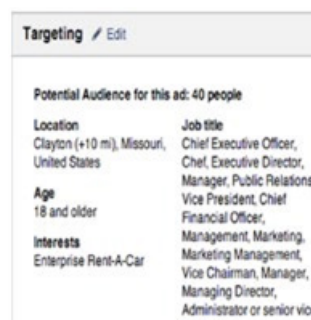
A) Targeting people that listed Enterprise Rent-A-Car as an employer. While located in one of the 3 headquarters in Frankfurt, London, or Clayton.



B) Targeting people that have Enterprise Rent-A-Car as an interest.

We also targeted based on people who:

- Have a management or PR/marketing work title.
- While located in one of the 3 headquarters in Frankfurt, London, or Clayton.



-Someone located in Frankfurt, London, or Clayton, while working for Enterprise Rent-A-Car.

There are more chances that they are also a fan of the company fan page. Of course this does not mean that everyone seeing the ad works for Enterprise Rent-A-Car.

3. Media

This ad set targeted both local Berlin newspapers and travel publications:

Potential Audience for this ad: 480 people

Location

Australia
Canada
Germany
United Kingdom
Poland
United States

Employers

berliner-zeitung.de,
Berliner Kurier, Berliner
Morgenpost,
Tagesspiegel.de or DIE
WELT

Potential Audience for this ad: 1,920 people

Location

Germany
United Kingdom
United States

Age

18 and older

Employers

Condé Nast Building,
Travel Weekly, Conde
Nast Traveler, Travel +
Leisure, Condé Nast
Traveller UK, Condé Nast
or Backpacker Magazine

If you have a story worth sharing, why not show it to people working in the media for a few dollars?

Results

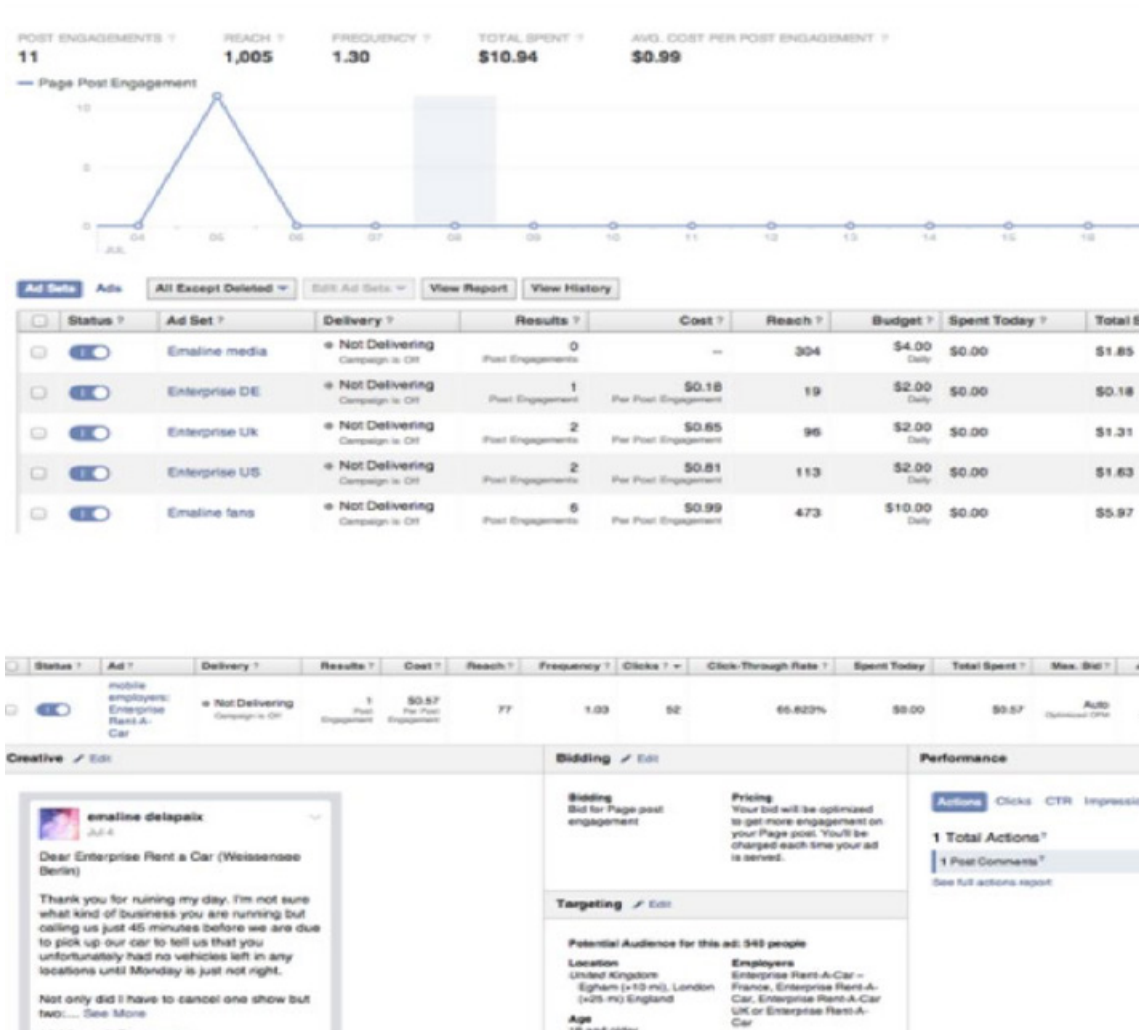
It worth mentioning that the ads started running on Friday evening (European time zone). By Saturday morning my friend asked me to stop them. Why?

The manager of the Berlin branch called her band offering to reimburse them what they would be paying to another competitor that morning. After running the ads, it is interesting to see how the situation changed 100%.

Before we set up the ads, my friend called them to try and find a solution and they ignored her. Afterwards, the branch manager called her personally offering to fix the situation and admitting they had broken the law and were very sorry. How much did it cost? \$10.94- a small amount to run some laser-targeted Facebook ads.

The ad got 18 clicks from the German headquarters in Frankfurt, 55 from the European headquarters in London, and 30 clicks from the main headquarters in Clayton Missouri. For the media campaign we got a total of 17 clicks.

The ads using workplace targeting had the highest CTR and cheapest CPC.



Here's a screenshot from the ad spend breakdown per ad set.

Also interesting was that most clicks came from mobile phones- perhaps being a weekend evening in Europe and a holiday in the US?

Dennis Yu of BlitzMetrics warns:

“If your company pissed off a major celebrity with poor service, how would you respond? Consider that even ordinary consumers have this power now.”

JD Lasica from SocialMedia.biz shares his own experiences, and outlines how to conduct yourself when amplifying your complaints via social:



For years, social media has been tilting the balance of power between bad actors in the corporate world and consumers. From Dave Carroll's United

Breaks Guitars to last week's hellish Comcast customer service call, our first impulse today is to take to our social networks to announce how we've been wronged.

I did this recently when my iPad Air was stolen at a W Hotel — and got W headquarters to buy a replacement iPad the next day.

The idea of taking this one step further by buying micro-targeted Facebook ads is genius — because, ultimately, you need to cut through the corporate hierarchy and reach the decision-makers directly with a genuine, human message.

My advice for those who are wronged? Don't be abusive or over-the-top angry. Express remorse that the company isn't living up to its values or responsibilities.

Have you ever complained about a bad experience with a company via social? How did they respond?

Special thanks to Sarah Sal for her story and campaign data.

See how for just \$1, you can make some serious ripples? It all comes down to who you target. Do you have a dollar to spare to spread your message? Want to learn more?

You have completed the Dashboards Guide!



What's next?

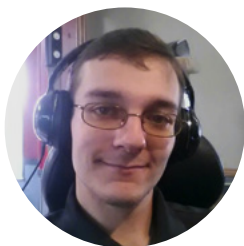
You have finished Targeting!



Now move onto Ads Create.



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