

#GSD Weekly

Weekly Content + Email + Paid Ad Checklist



This checklist is a weekly action plan for expanding your audience and scaling the growth of your program.

The plan includes content marketing with its organic traffic elements, paid traffic components, and email marketing to supercharge growth while minimizing expense. As a result, you'll capitalize on attracting more prospects into your ecosystem than just running paid advertising (at \$1 or more per click)... And growth will be faster than if you were just producing content and relying on organic, search, referral, or virility.

Use this to plan and check yourself or your team daily and weekly...

Expanding Reach Through Content

By producing content on your blog and social channels, you're engaging your warm market and expanding into their circles. Your warmest prospects... This content is then used to expand your reach through paid advertising and organic search ranking (next section).

- Record or Livestream (preferable) 3 videos that are 5 to 10 minutes a piece each week.** These videos should answer one question that your prospects / followers have and be rooted in a keyword phrase that you can rank for. (If you aren't live streaming the videos, you should upload them to your major social channels like LinkedIn, Facebook and Youtube).
- Get each of those videos transcribed.** We use rev.com for cheap, fast transcription.
- Create a blog post with the video embed and transcribed content.**
 - Make sure the subject of your blog post includes the keyword phrase your content is about - the keyword phrase you're trying to rank for.
 - Paste the Youtube or Facebook embed code in a blog post (whichever you are trying to grow your following on)
 - Paste the transcribed content
 - Format the transcribed content including sub-headlines, links to your offers and other blog posts, etc. Also add at least one picture.
 - Include the mp3 or mp4 file in the blog post so that it gets sent to the podcasting platforms using the Blubrry Wordpress Plugin.
 - Apply categories and tags.
 - Publish.
- Share this blog post to your social profiles** (this can be automated with JetPack's Publicize feature).

Paid Advertising Strategy

Now, leveraging ad technology and the content above, we warm up cold traffic and help move warm traffic through the buying cycle.

Facebook Ads (50% of overall budget usually)

Facebook Advertising is “interruption based” advertising so we apply a few filters to the ads depending on how hot the prospects are.

- Cold Traffic.** People not familiar with your brand
50% of Facebook Ad budget
 - Promote 1 livestream (preferably) or video to cold traffic per week. Exclude people in retargeted segments below.
- Warmer traffic.** People who watch more than 25% of any livestream or video OR visit the website
35% of Facebook Ad budget
 - Promote either a promo video for your CTA offer like a webinar or lead magnet. Run whichever offer gets better leads.
 - If they click through to primary CTA offer and don't optin/register; run a retargeted ad for another CTA offer.
- Hot traffic.** Shopping cart abandonment, webinar attendees, etc.
15% of Facebook Ad budget.
 - Retarget them into the next phase of the sales cycle like completing their order or signing up for a Strategy Session Call.

Google Ads (50% of overall budget usually)

Google Ads are “search based” so prospects use of a keyword phrase tells us how HOT they are in the buying cycle.

For instance, “survival tips” is a pretty low intent keyword phrase, whereas “hand-to-hand combat survival training” is a high intent keyword phrase...

- Manage high buyer intent keywords.** Adding new keyword phrases and turning off lower intent/negative keyword phrases

- Continually create ads focused on getting clicks that turn into conversions** from those high intent buyers while minimizing clicks from tire kickers.
- Devote more budget to the keyword phrases and ads getting conversions,** and less that aren't.

Email Nurturing

Every piece of content is another reason to engage your email list, and since each blog post features video, text, and calls to action... They are like mini-advertorials designed to reinforce your brand and invite customers to buy.

Use them.

- Email your list each time a new blog post is published.** Should be 3 per week if you're following this plan.
 - Write a great, engaging subject line
 - Include an image in the email (an example would be the video thumbnail)
 - Short email body copy
 - Link in the email, linking to the blog post
 - Your sign off (name)
 - (Optional) PS with a call to action specific to a lead magnet, product, etc.

This will keep your engagement high from your email list and they'll feel like you're providing them with real value!