

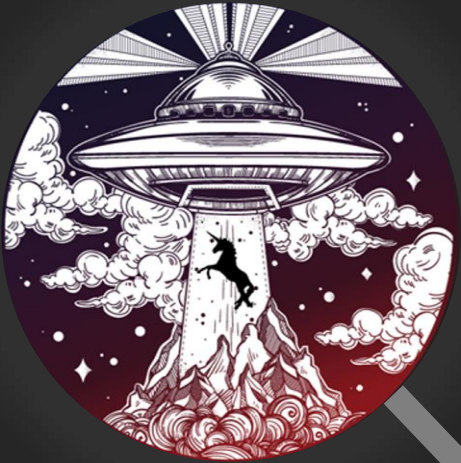
# Unicorn Marketing: Getting Unusually Great Results Across Every Marketing Channel

Facebook, Twitter & Other Content Promotion Strategies for 2017 & Beyond

Larry Kim,  
Internet Hungary 2017



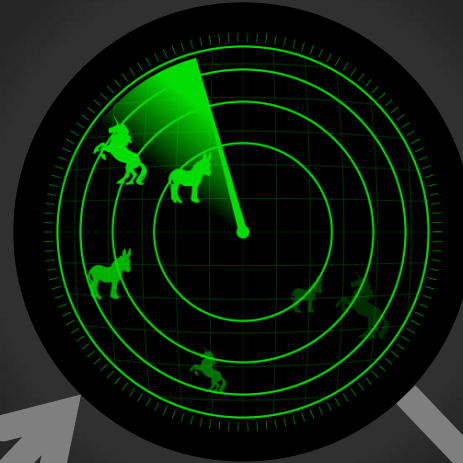
# Today's Agenda: Unicorn Marketing!



1. Larry's Unicorn Theory of Marketing



2. Unicorns vs. Donkeys



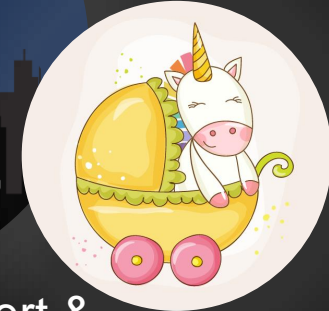
3. Donkey & Unicorn Detection



4. The Unicorn Alert & Making Unicorn Babies



5. My Favorite Facebook Advertising Hacks



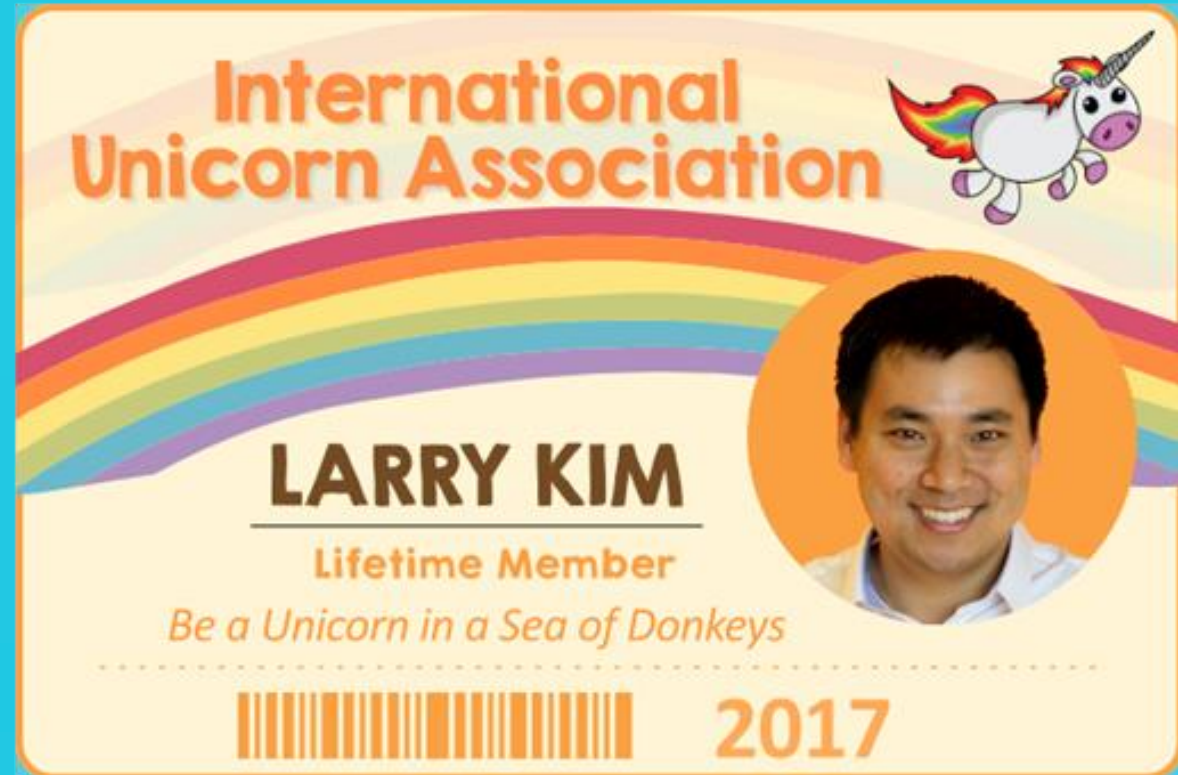
# 3 Random Facts About Larry

## DAILY NEWS

### Marketer Saves Baby Unicorn *"I was just doing my job"*



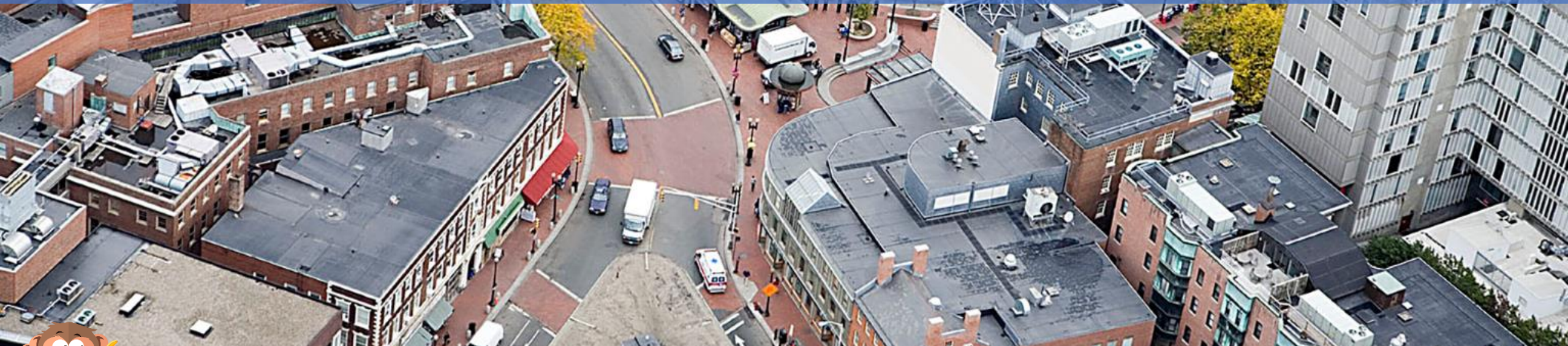
# Slightly Obsessed With Unicorns







# Live in Harvard Square, Cambridge, MA



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# WordStream in 2008 vs. 2017



2008



2017



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AI

# WordStream founder Larry Kim leaves, starts new marketing bot company

JOHN KOETSIER, TUNE @JOHNKOETSIER MARCH 16, 2017 9:00 AM



What do you do after founding a company that manages a billion dollars in annual adspend and is Google's largest and fastest-growing partner?



Start a new marketing AI company building chatbots, of course.



Larry Kim, the influential and popular founder of perhaps the best paid search marketing platform on the planet, has left WordStream, the company he founded and built.



WordStream currently employs over 200 people, boasts 10,000 clients, and has an off-the-record but very respectable high eight-figure revenue run rate.



So why leave a winner?

"It's a big company now, and I'm looking to go back to my roots as a product



Above: Larry Kim



## VB Recommendations



Path of Exile's last update brought a record 40% more players to the online Diablo-like



Google app gets 'tappable shortcuts' to help mobile users find things more easily



Hollywood studio DMG

## Working on a New Venture for the Last Few months!







**Have a 3-year old Kid (#ppckid)**

# Part 1: Larry's Crazy Marketing Theory

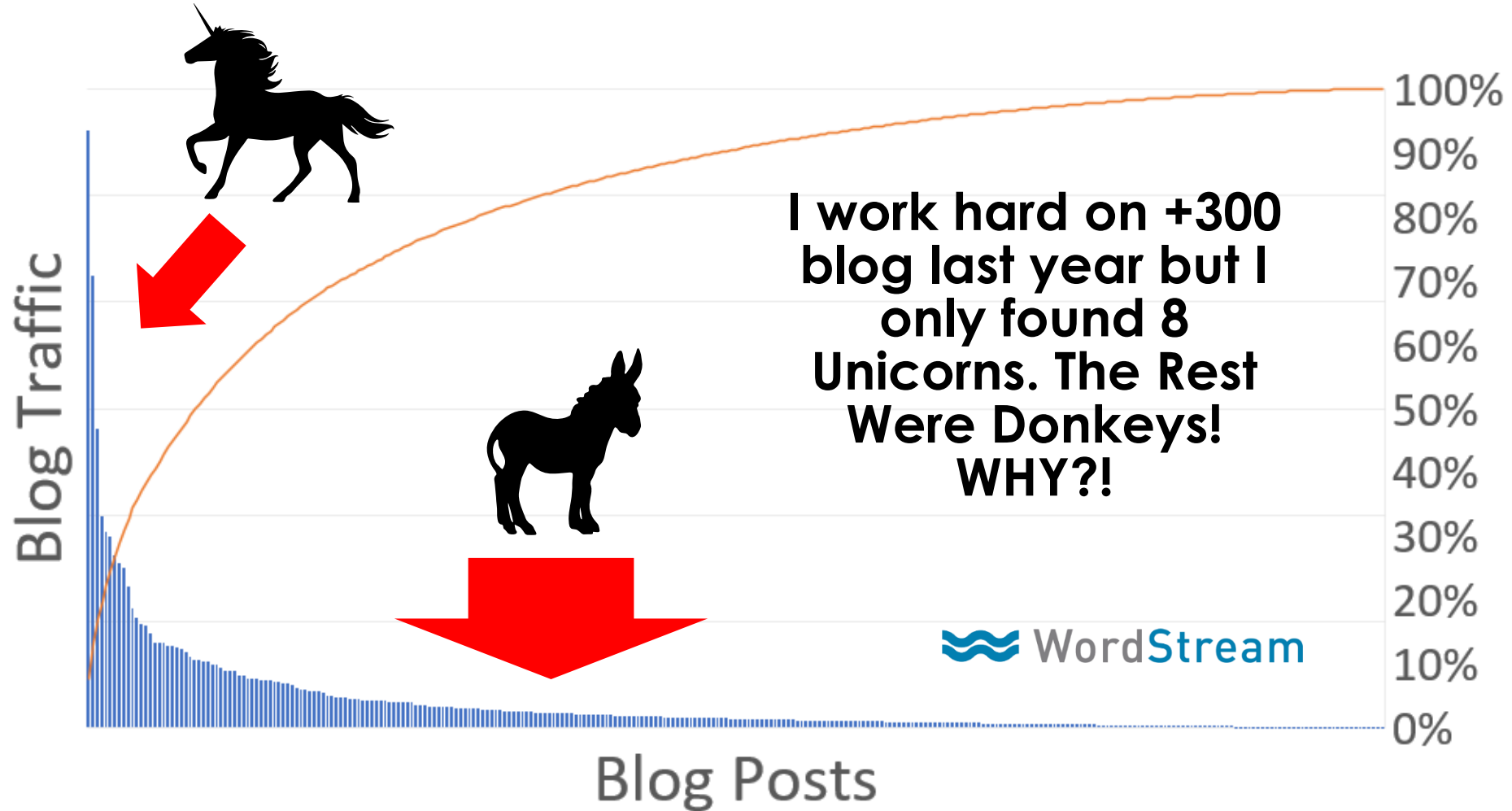


**Today, 98% of  
marketing efforts  
go nowhere (and I  
think I know why!)**





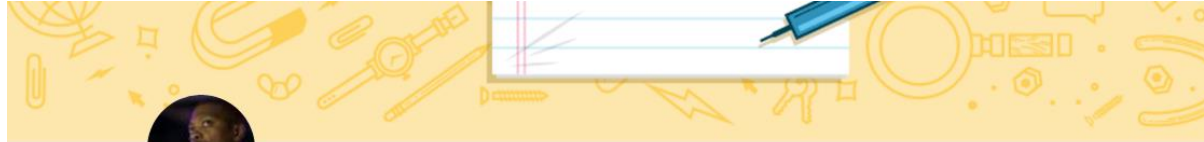
# WordStream Blog Article Performance for Stories Published in 2016



# An Epidemic Failure to Understand What Exactly is “Quality” Content



# They Make Arguments in Favor of Attributes Rather Than Outcomes



By: Ronell Smith

September 8th, 2016

## Why Content Marketing's Future Depends on Shorter Content and Less Content

[Content](#) | [Blogging](#)

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Steve Rayson's latest [BuzzSumo article](#) is provocative, interesting and well-written. But I do hope he's wrong when he says the future will be about more content, not less. He shares why he thinks content marketing brands will begin producing more content in the days ahead, and how they'll likely be successful by doing so.

Upon reading the piece, I did a facepalm. I was reminded of a conversation I had a few years back, when I walked into the break room of the agency I was working for, and almost bumped into the content specialist on my team.

## The 12 Essential Elements Of High-Quality Content



**Jayson DeMers**, CONTRIBUTOR

*I de-mystify SEO and online marketing for business owners. [FULL BIO](#)*

Opinions expressed by Forbes Contributors are their own.

"Quality content" is far more than just a buzzword marketers throw around for fun.

It's what savvy marketers strive for, and what Google and people look for. It's what separates the winners from the losers online; it's what will help your site rank well in the search engines, what will naturally attract high-quality inbound links, and what will help you build trust, credibility, and authority with your audience. And yet, many business owners still aren't aware of what "high-quality content" actually means. I'm consistently asked by my clients, "How do I know if my content is high-quality?"

While the definition of "quality" changes depending on niche, industry, type, or target audience, there are many common



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So...Why does  
98% of your  
“Quality”  
Campaigns go  
Nowhere?



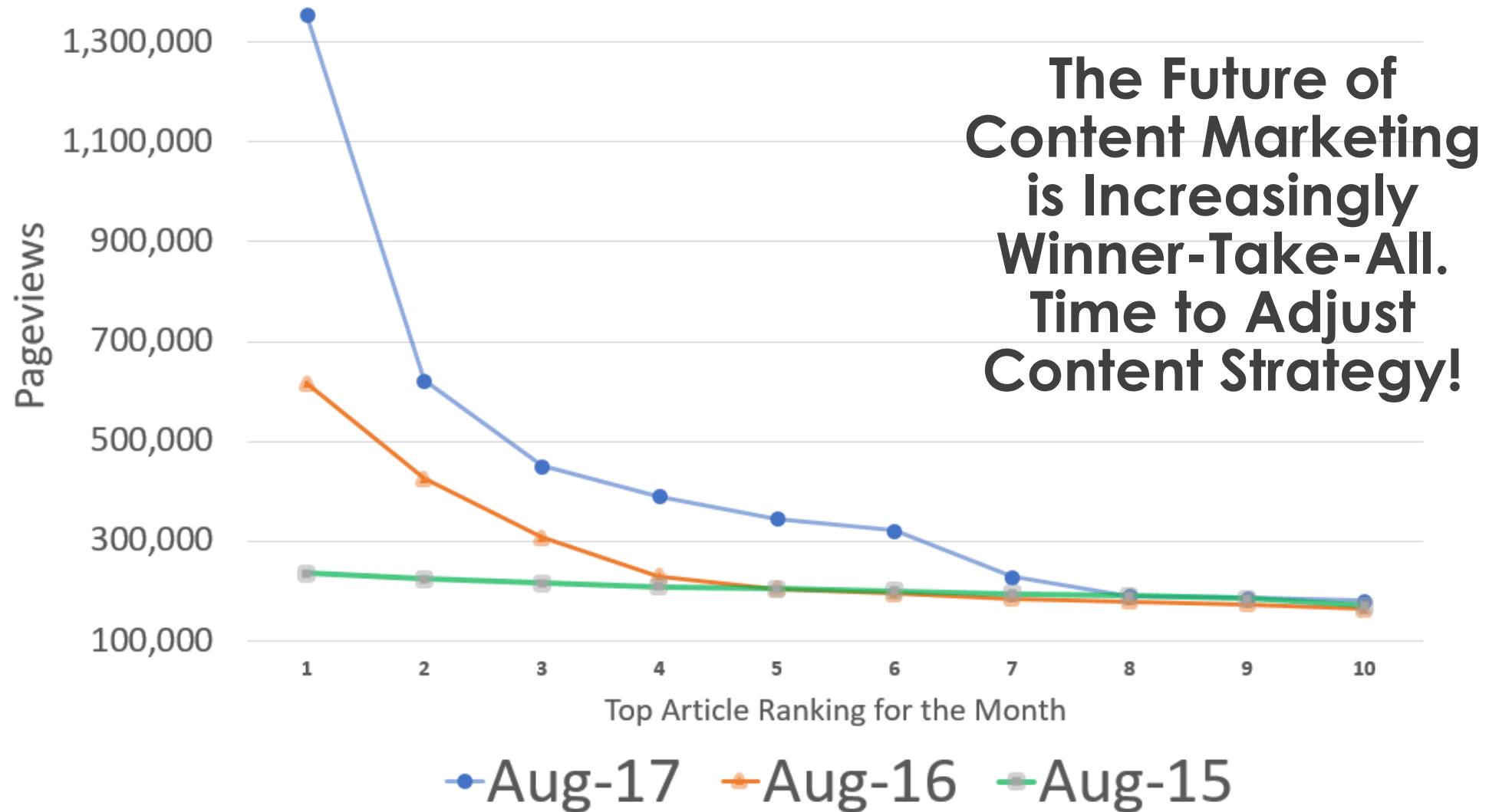
# Facebook & Google Algorithms Have Dramatically Changed How Traffic is Distributed

**They are Rewarding Unicorns & Punishing Donkeys!**

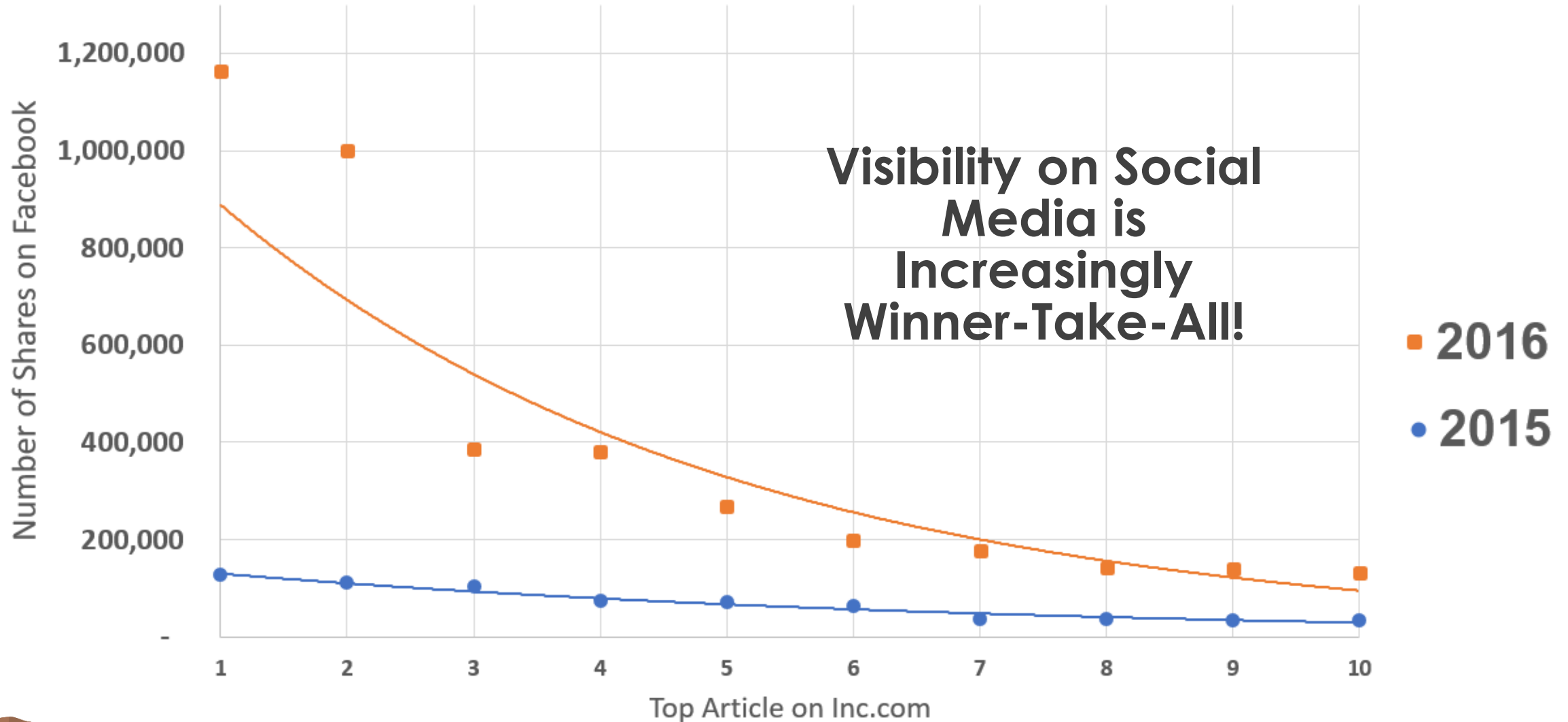


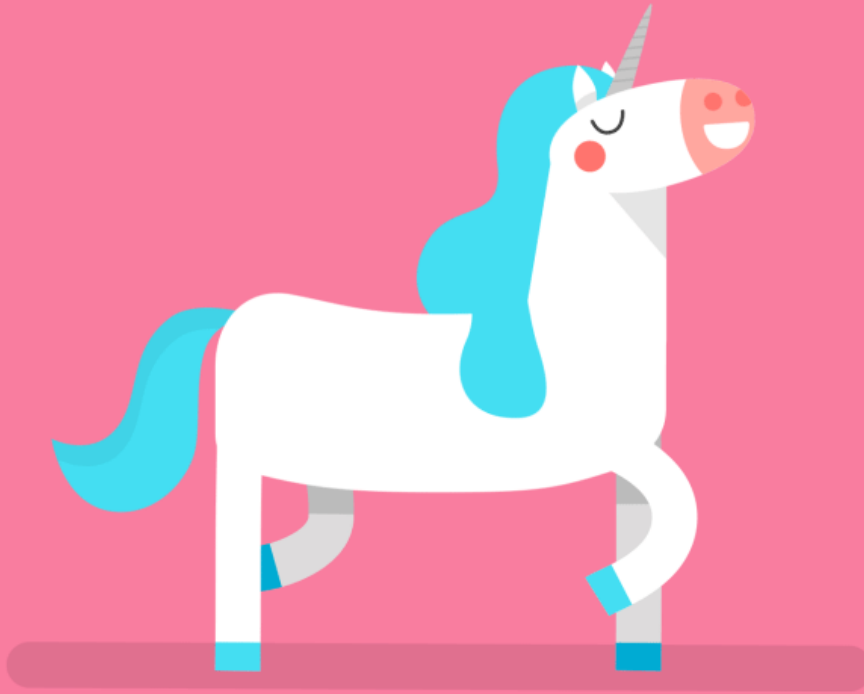


# Traffic to the Top 10 Posts of the Month at Inc Magazine



# Number of Facebook Shares for the Top Articles of the Year for Inc.com in 2015 vs 2016



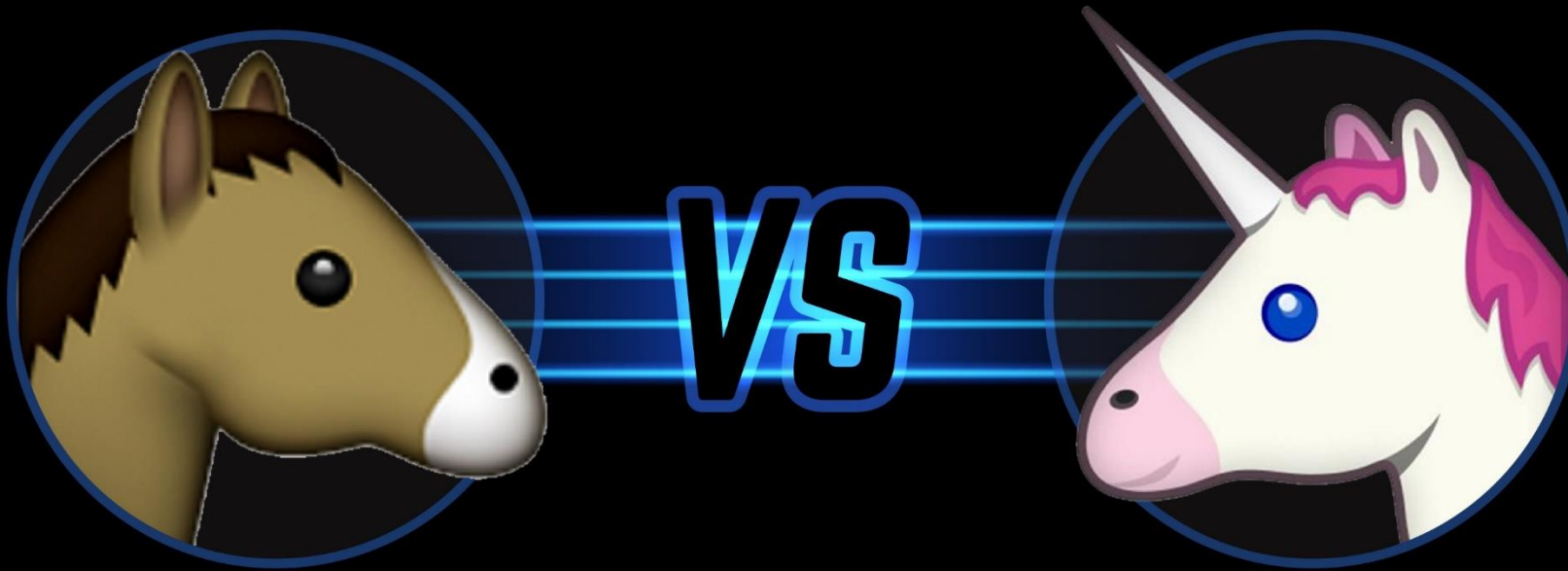


**New Strategy!  
Unicorn  
Marketing!**

**Time to Align Definition of “Quality” with how Facebook  
& Google Algorithms (Paid & Organic) Work!**



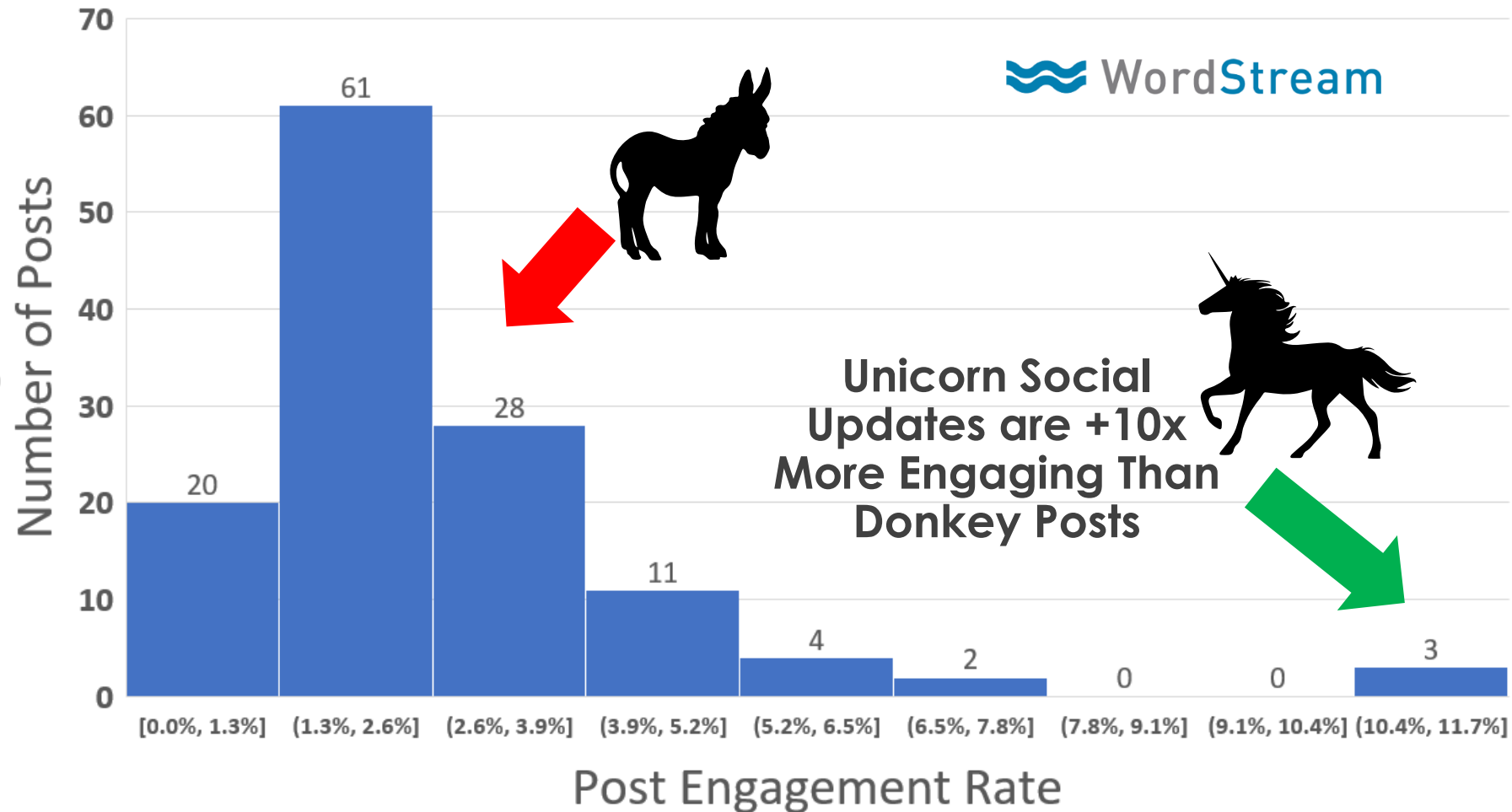
# Part 2: Donkeys vs. Unicorns



**What's the difference? Hint: It's both  
RELATIVE & CROSS-CHANNEL!!**

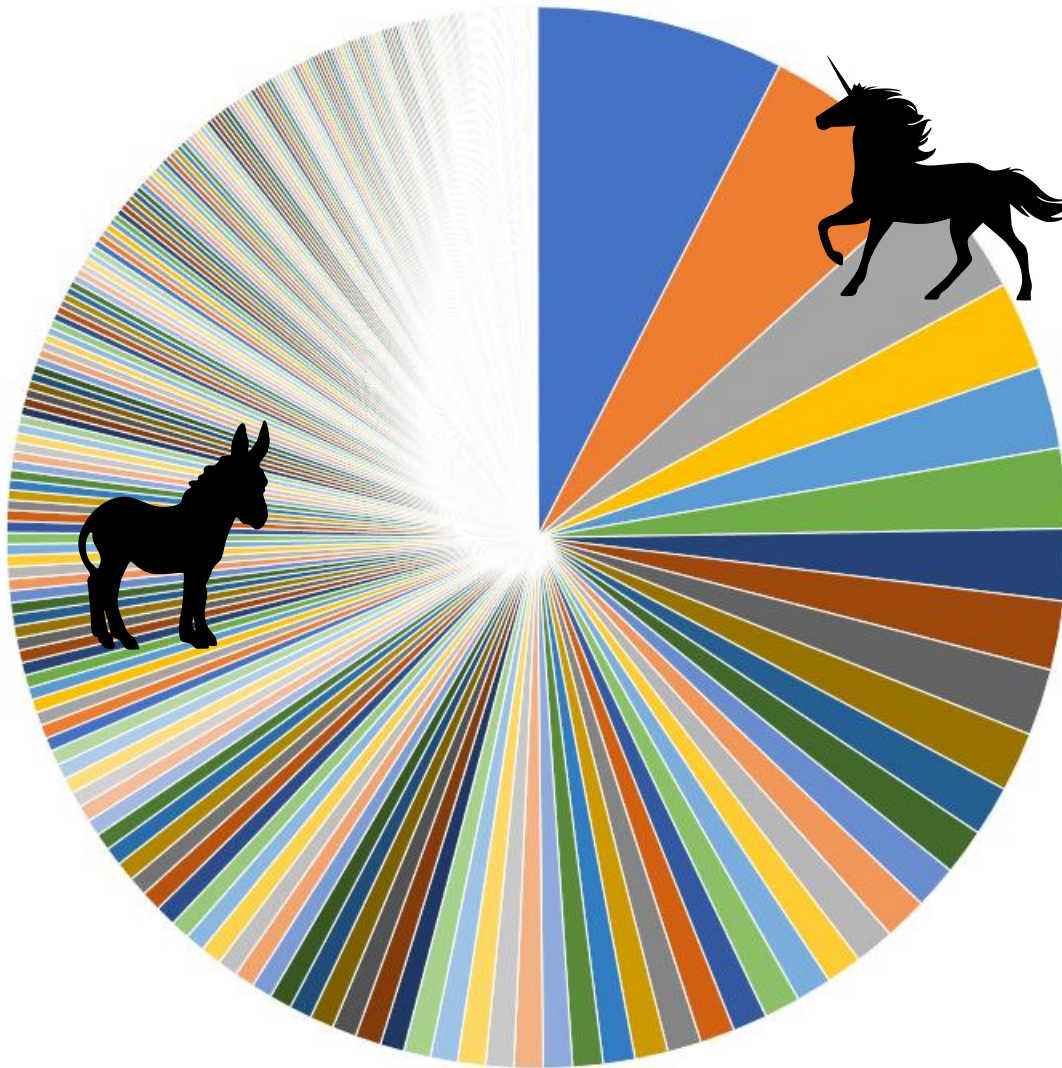


# Post Engagement Rates for 129 Facebook Status Updates for a Random Customer





# Typical Blog Traffic Distribution



**A Small  
Number of  
Stories (10%)  
Generate  
Most of the  
Traffic (+60%)**



# Unicorns

(Your Top 3%)

## vs

# Viral Hits

(Gangnam Style!)





# Finding the Unicorns Among The Donkeys



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# The Key To AdWords Has Always Been About User Engagement (Quality Score)



# Quality Score (Dramatically) affects your AdWords CPC



**You Save**

10	Discounted by	50.0%
9	Discounted by	44.2%
8	Discounted by	37.5%
7	Discounted by	28.6%
6	Discounted by	16.7%
5	Google benchmark	
4	Increased by	25.0%
3	Increased by	67.3%
2	Increased by	150.0%
1	Increased by	400.0%

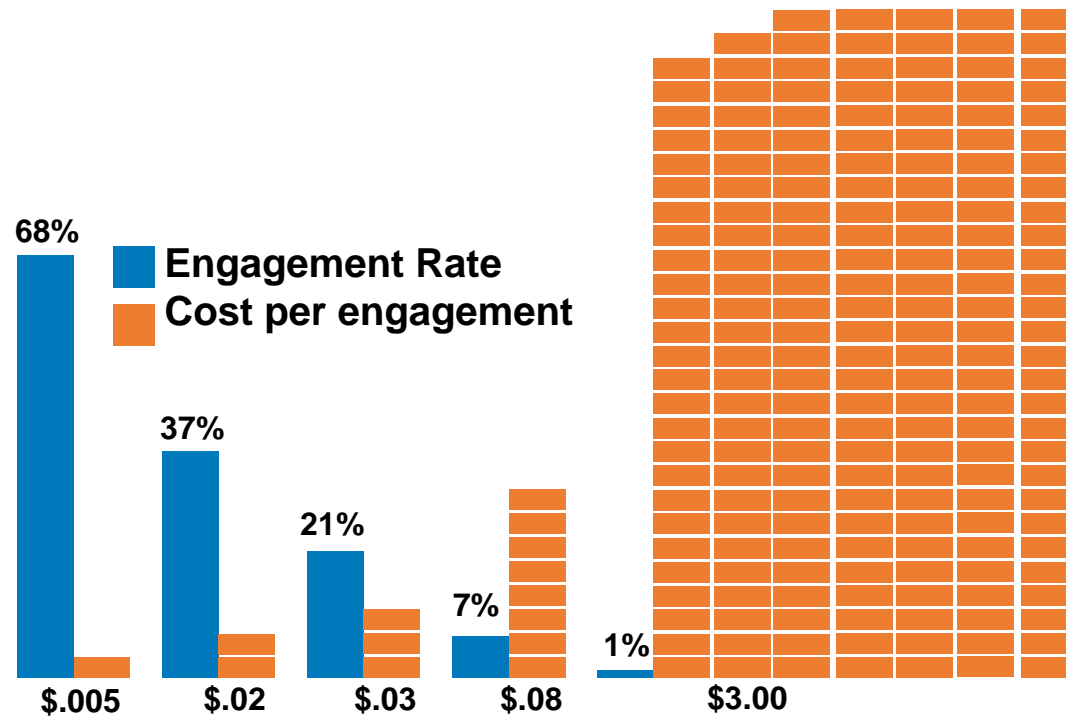


**You Pay**





# Facebook & Twitter Ads: Higher Engagement Rate = (Much) Lower Cost Per Engagement



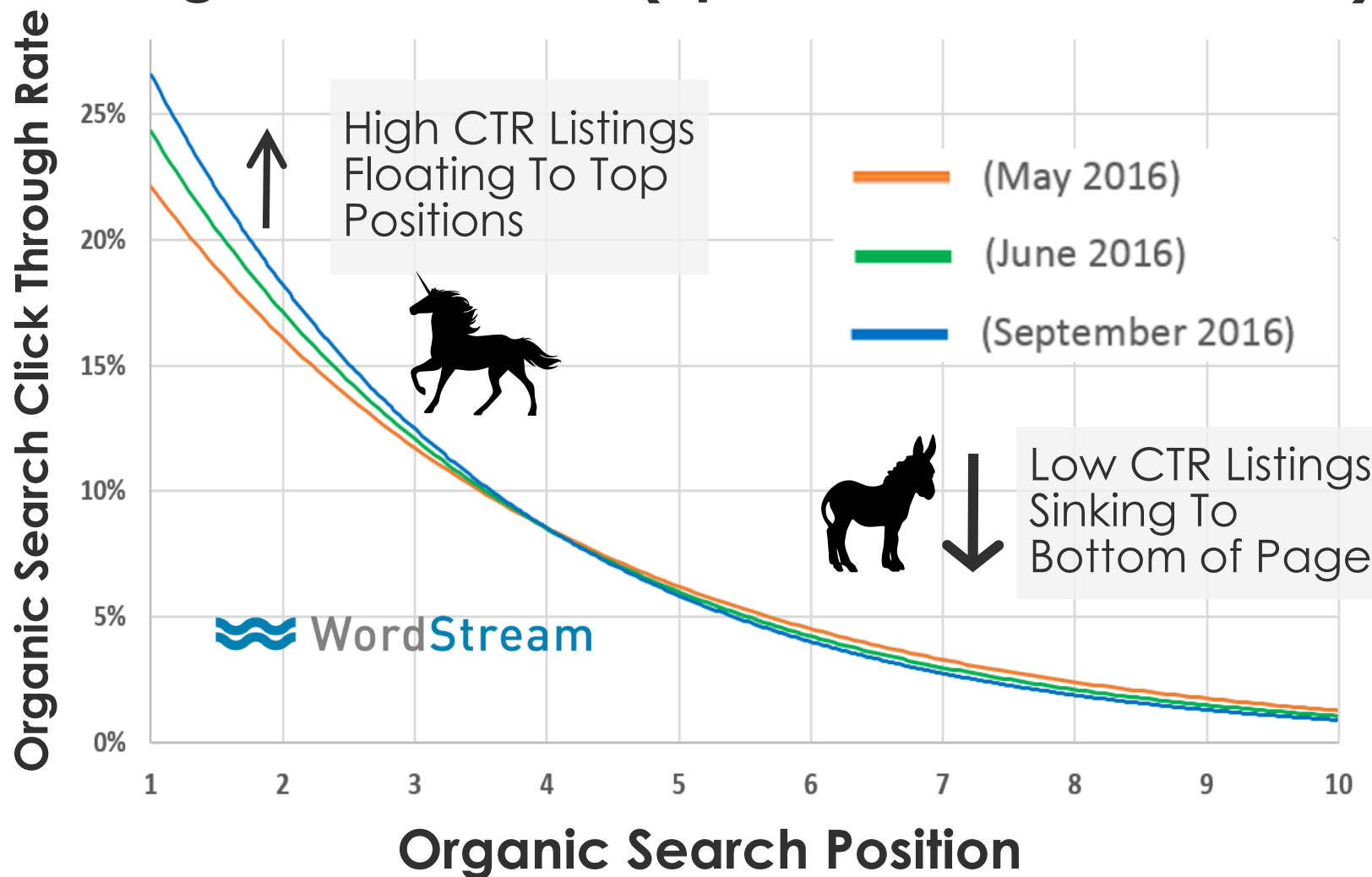
# What About Organic Search?



Do Click Through Rates Impact Rankings? (Spoiler Alert: YES!)



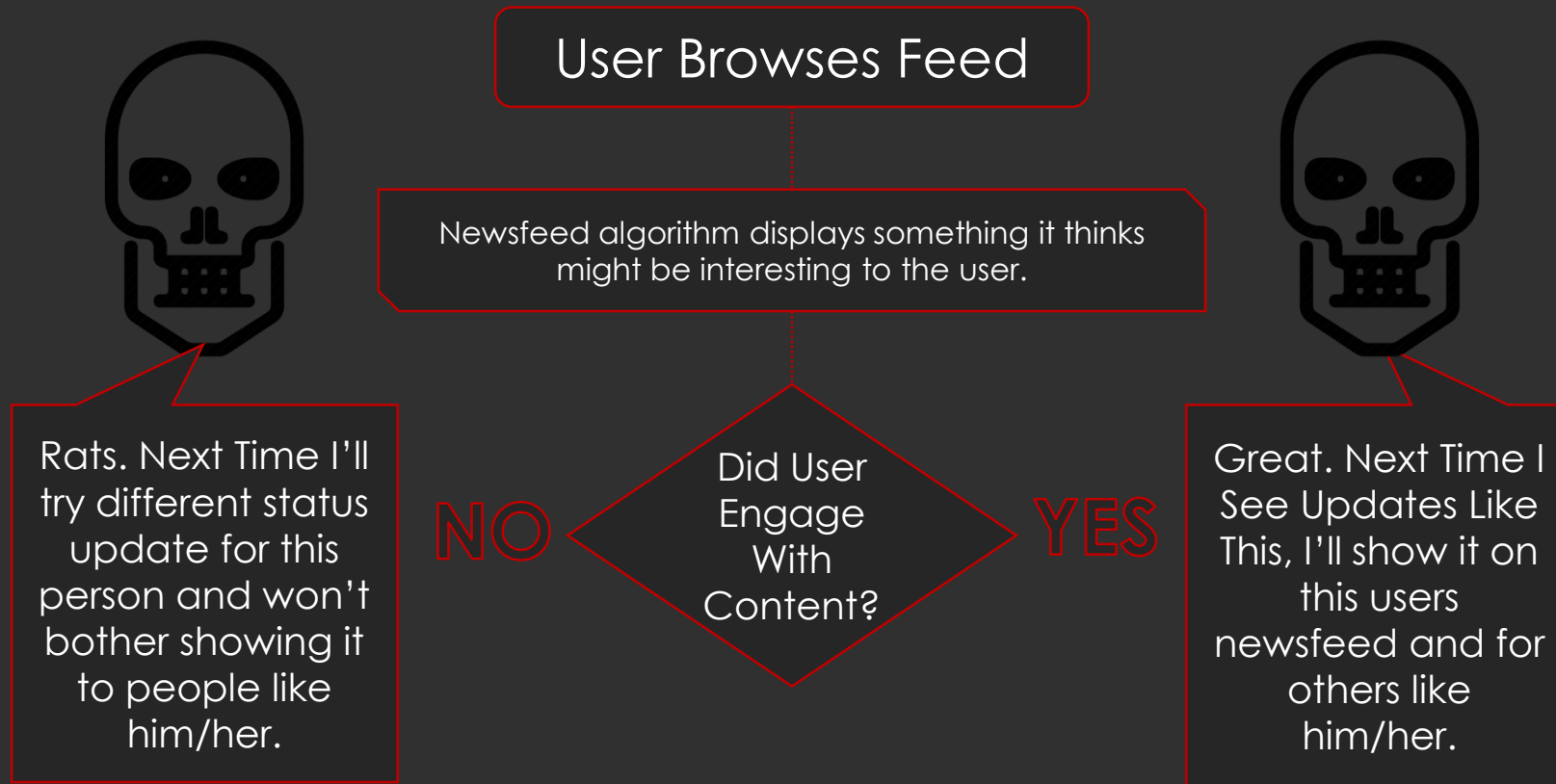
# What's A Good Click Through Rate for Organic Search? (Spoiler Alert: It's in Flux)



# What About the Facebook Newsfeed Algo?



# Larry's Greatly Simplified Facebook Newsfeed Algo\*



\*Note: Not Official Facebook Diagram.



# What About Conversion Rates?

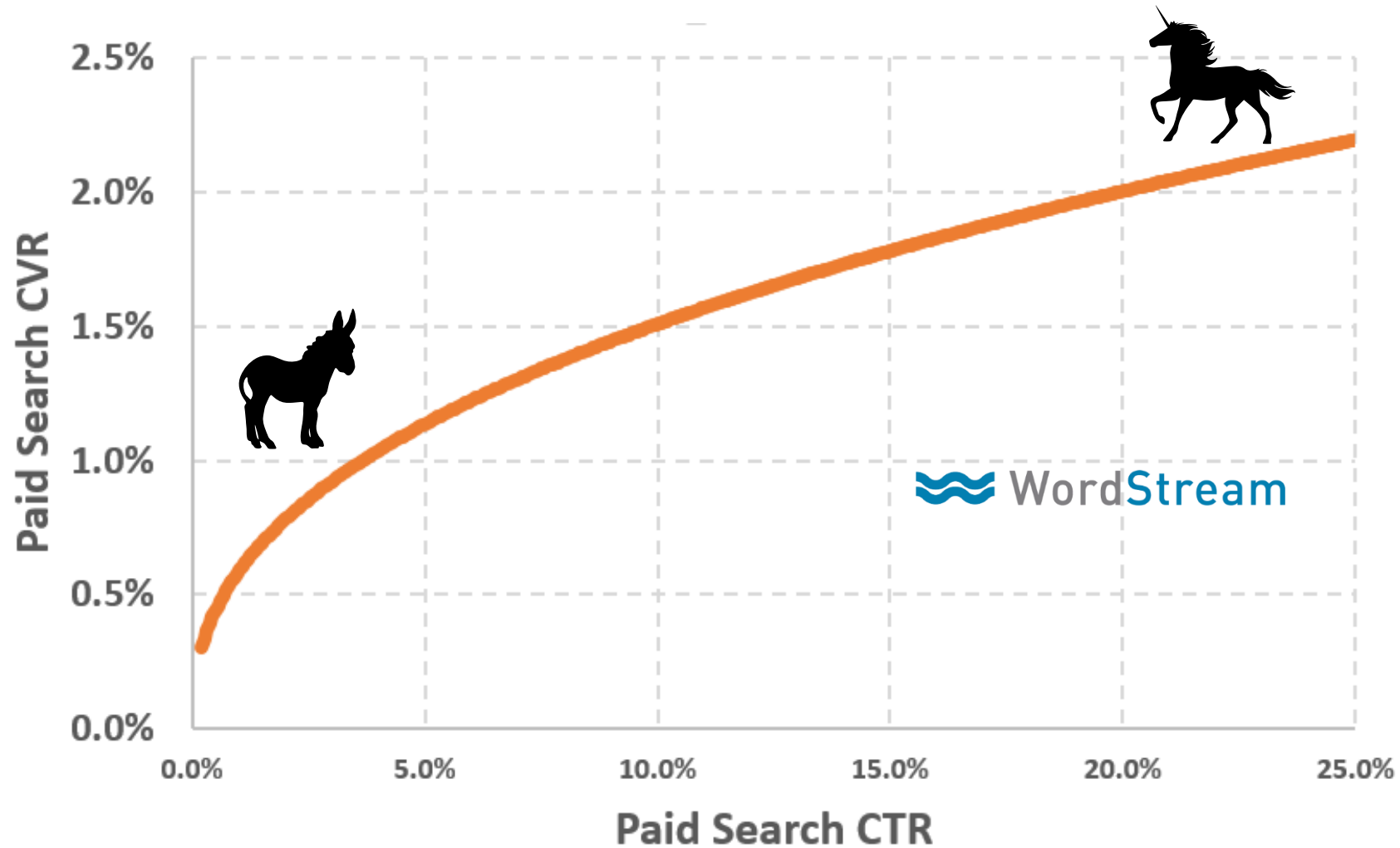


Are They Related to Engagement Rates?





# Higher CTRs = Higher Conversion Rates

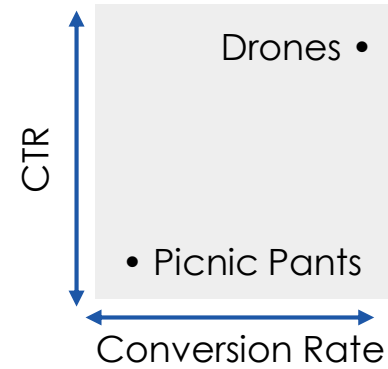


# Picnic Pants\*

(inspired by Wil Reynolds!)



Vs.



# Drones



# These Unicorns All Have High Engagement in Common!



**SEO  
Unicorn**



**Paid/Organic  
Social Unicorn**



**CRO  
Unicorn**



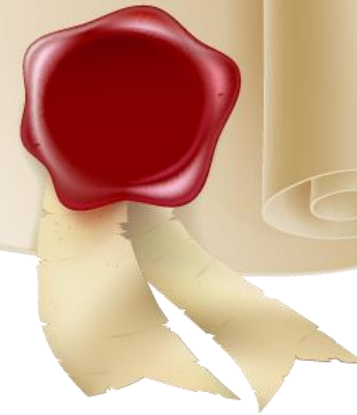
**PPC  
Unicorn**

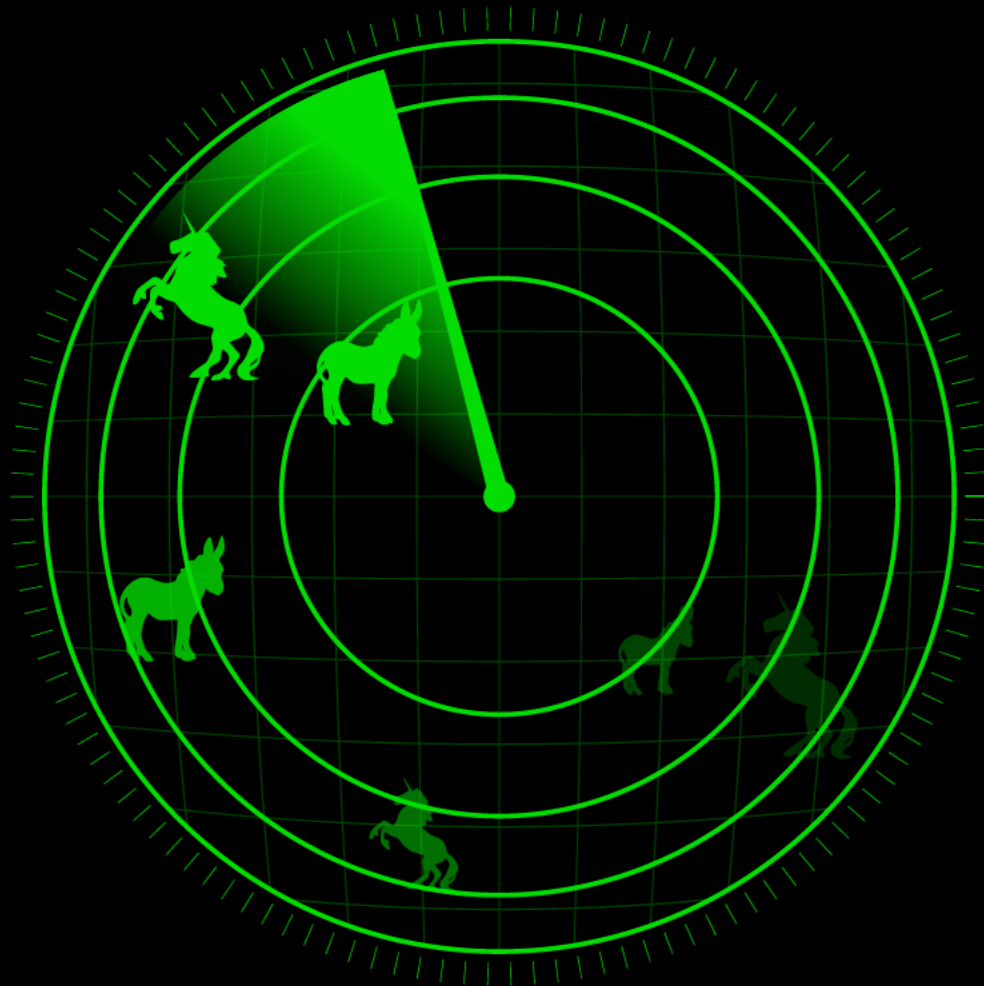


# Official Decree

**PPC, SEO & Social Media Employ  
ML-Enabled Algos that Reward High  
Engagement Content with Greater  
Visibility.**

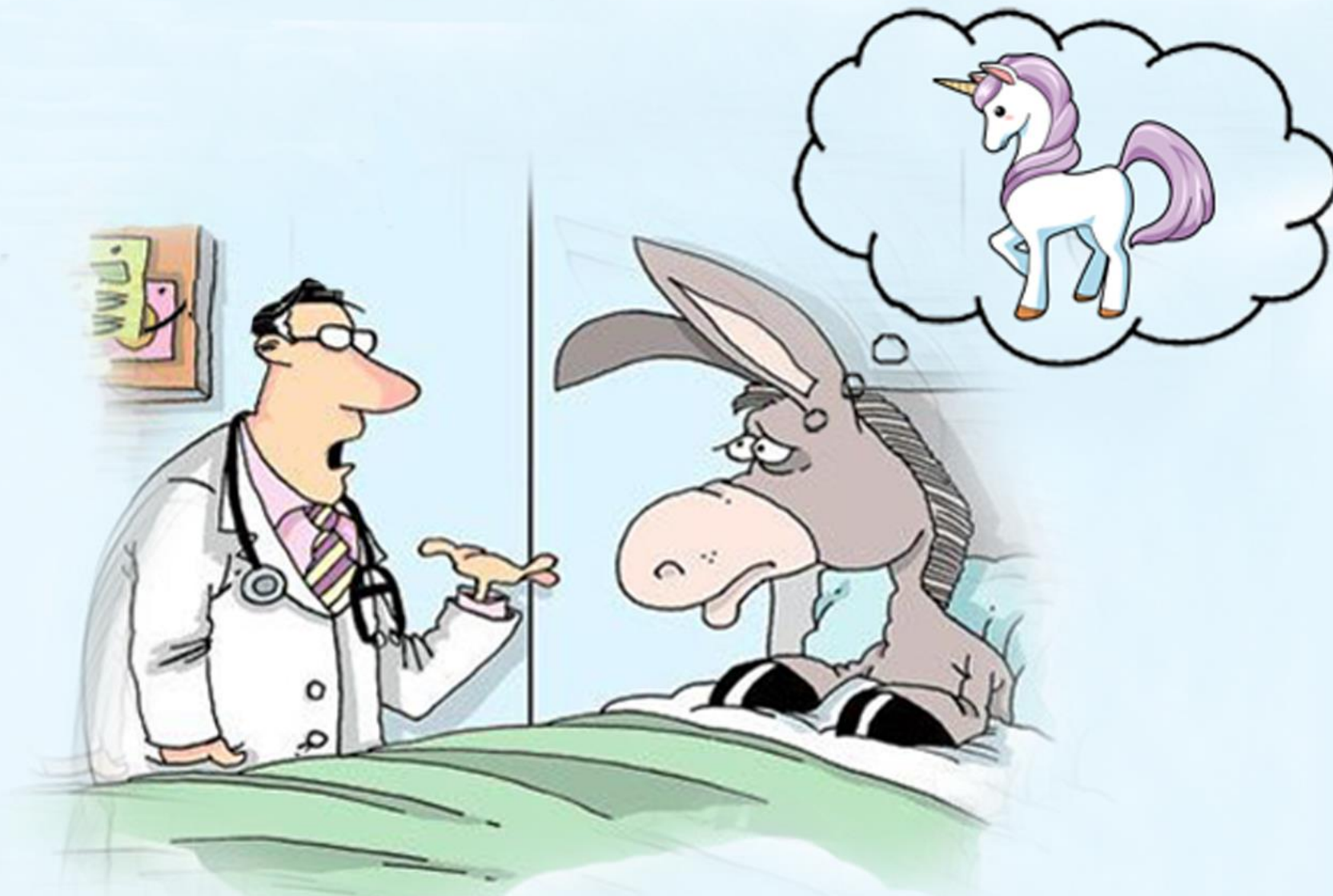
**Engagement Rates (e.g. CTR) =  
'Quality Metric' of Unicorn  
Marketing!**





## Part 3. Donkey & Unicorn Detection



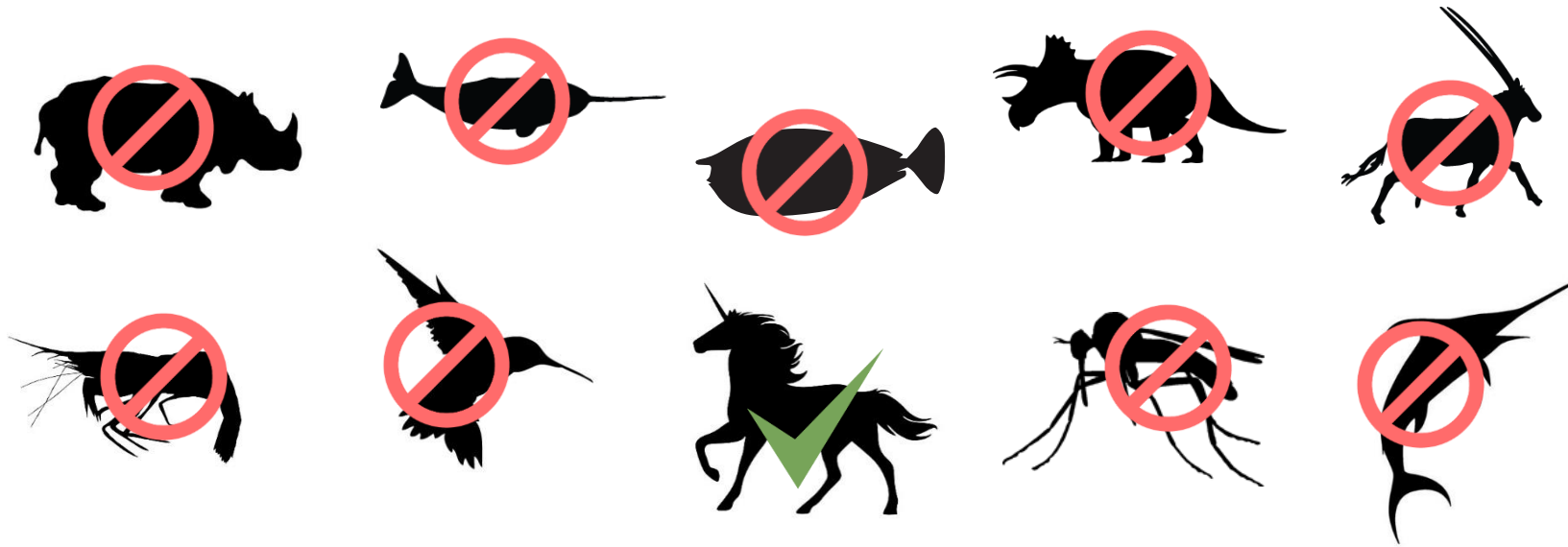


# Donkey Denial Syndrome





# Need an Objective Way to Discern Unicorns vs. Non-Unicorn Campaigns



## Spot The Unicorn



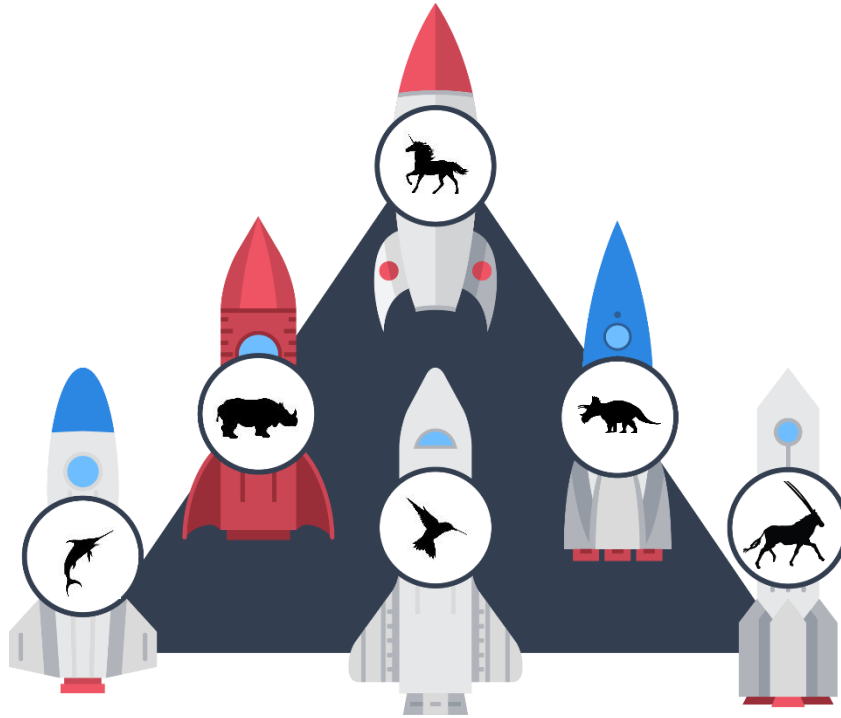
# Larry's Donkey Detector



**Finds Unusually  
High User  
Engagement  
Rates!**



# Larry's Unicorn Detecting Pyramid Scheme



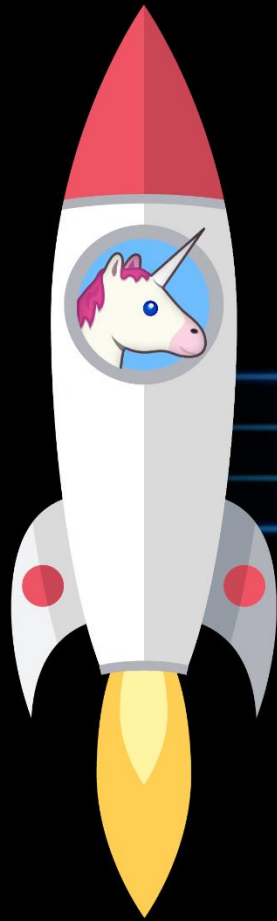
1. Produce and Audition Lots of Campaigns
2. Measure User Engagement Rates
3. **Kill the Donkeys**
4. **Find The Unicorns and Sound the Unicorn Alert!**





# What's a Good Engagement Rate?





High  
Engagement  
Unicorns

Low  
Engagement  
Donkeys

**VS**

What's the  
Difference?  
(Remember: It's  
Relative!)



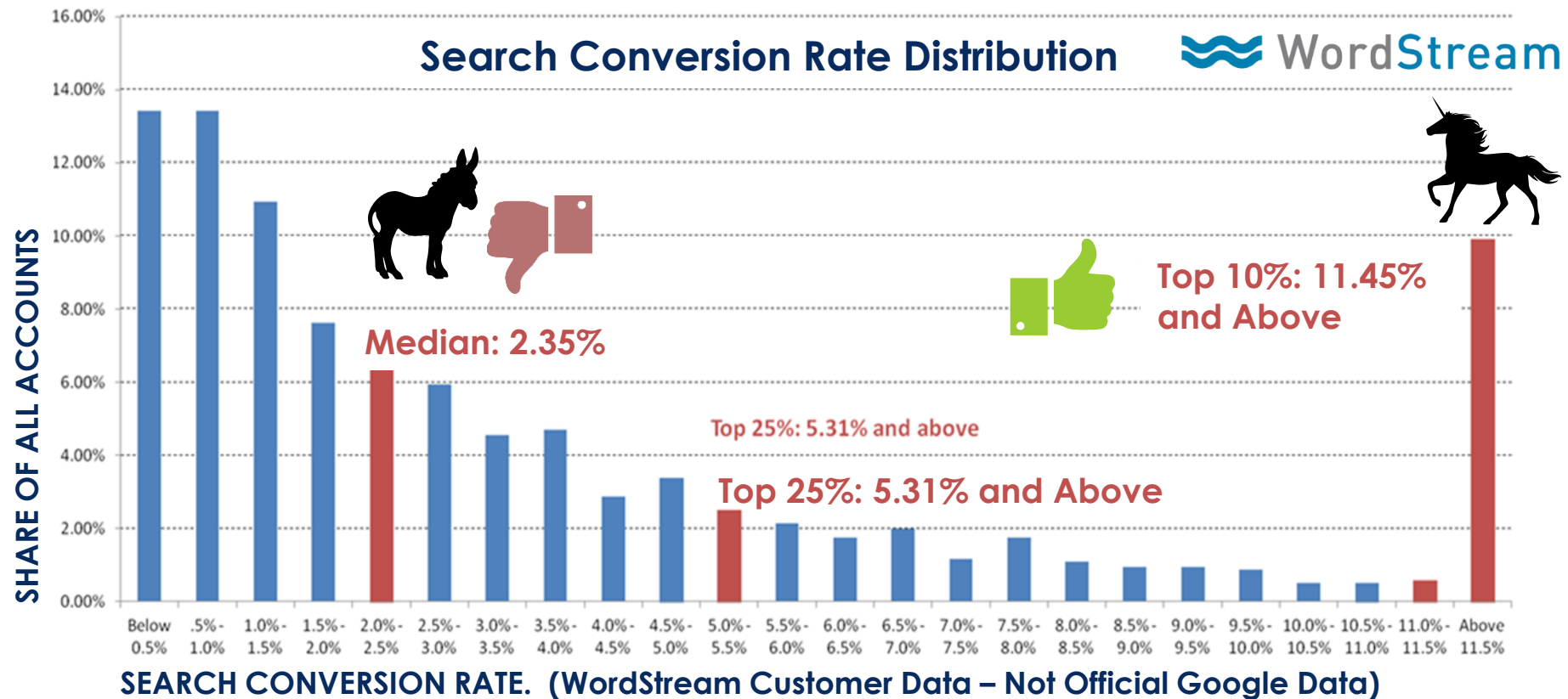


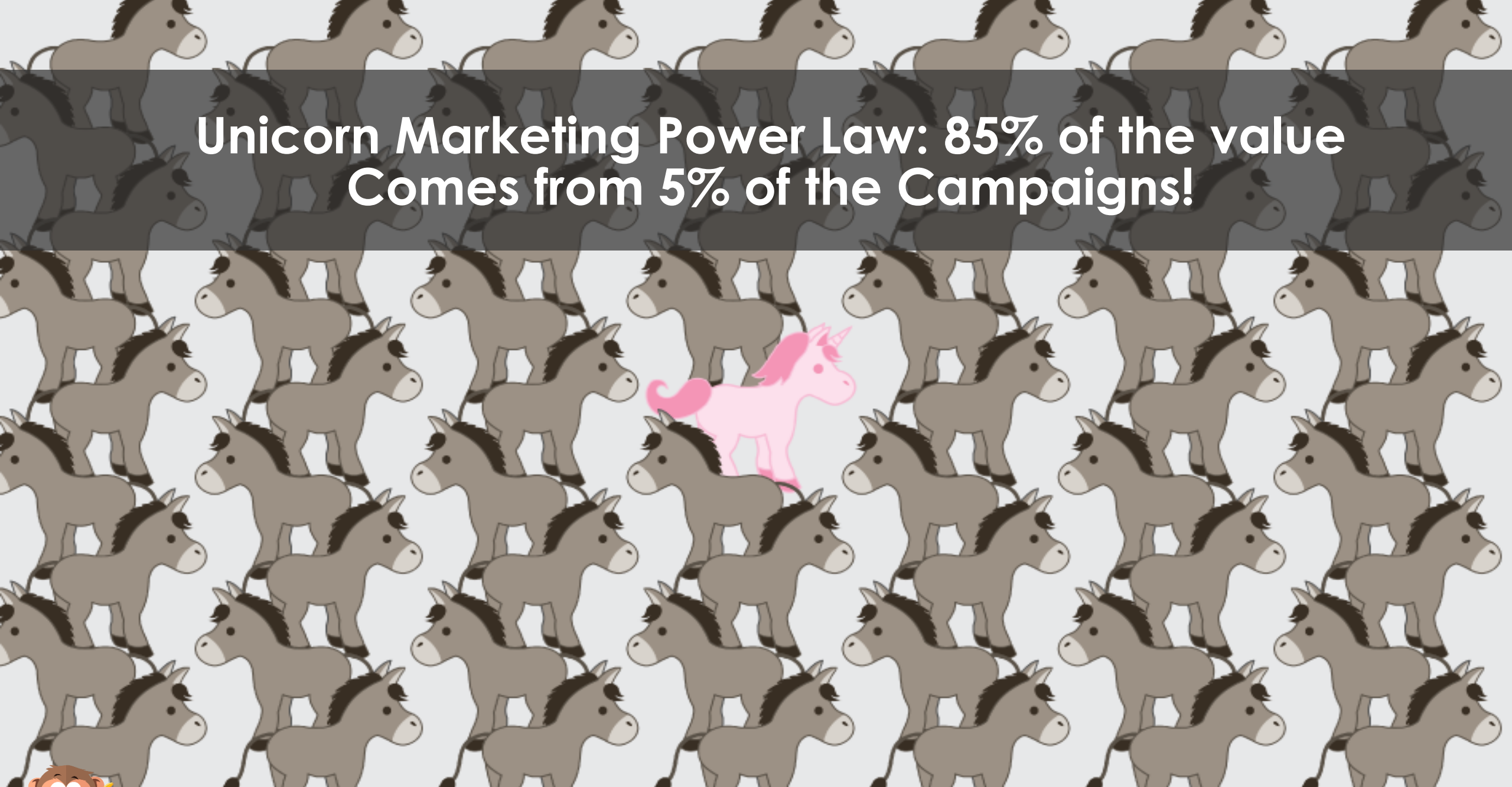
# My Top Email Subject Lines Last Quarter

<u>Email Subject Line</u>	<u>Open Rate</u>
Can We Connect on LinkedIn? 	46.21%
44 Fabulous Tips for Facebook Advertising	30.25%
Wake up and smell Google's Expanded Text Ads	26.75%
10 Easy Facebook Marketing Ideas	26.09%
Magic Facebook Marketing Tricks	25.29%
Are Facebook Ads Right For Your Business?	24.78%
PPC Account Structure in 6 Simple Steps [Free Guide]	20.76%
15 Inspiring Landing Page Ideas [Free Guide]	19.44%
3 Underused AdWords Features That'll Blow Your Mind	12.35%



# The Top 10% of Offers Convert +5x Better Than Donkeys



The background of the slide is a repeating pattern of grey donkeys. A single pink unicorn is positioned in the center of the image, standing out from the herd of donkeys.

Unicorn Marketing Power Law: 85% of the value  
Comes from 5% of the Campaigns!







**High Engagement  
= Your Top ~3%  
Content!**

**Focus on them  
Because they do  
WAY better in SEO,  
PPC, Social Media,  
and CRO than ever  
before!**



# Part 4: The Unicorn Alert ... & Making Unicorn Babies



[Home](#) : [Blog](#) : 5 BIG Changes Coming to AdWords: Everything You Need to Know

# 5 BIG Changes Coming to AdWords: Everything You Need to Know



Last updated: Nov 1, 2016

Larry Kim

33

AdWords Features

News from Google

For a few years now Google has been making big announcements in the spring, and they've usually revolved around mobile – in 2013, there was the announcement of [Enhanced Campaigns](#), which did away with the old best practice of creating separate desktop and mobile campaigns. Every year since then we've gotten more and more [mobile ad types and features](#), and this year is no different.


Google continues to emphasize mobile-first, which means that the look of the SERP is changing in ways that favor the mobile experience. Of course, paid ads need to adapt to the mobile-first world too, and today Google has announced some new and interesting changes to AdWords, rolling out over the next few months, that PPC marketers need to know about.

Yesterday I flew out to the Google Performance Summit and got an exclusive first look at the newest ad formats and features coming to [Google advertising](#). Here's everything you need to know moving forward about these big changes coming soon to AdWords.

Check out: [Industry Reactions to the Big News from #GoogleSummit](#)

[If you want an even more detailed look into the upcoming changes, [check out my free guide and checklist.](#)]

[g+](#) [t](#) [f](#) [in](#)

 **Free** AdWords Performance Grader

**Wasted Spend**

\$49.81 in projected 12 month wasted  
\$12.45 already wasted in the last 90 days

# of Negative Keywords Added



Find out if you're making mistakes with AdWords.

**GET GRADED TODAY**





# FREE MARKETING CALENDAR



# Content Treadmill



# Sound The Unicorn Alert!





**... And  
Make  
Unicorn  
Babies!**





# Major Google AdWords Changes Announced: Expanded Text Ads, New Local Search Ads & More

Paid Search | May 24, 2016

 625  862  632  94  5  2.3K 12.1K  
SHARES READS



VIP CONTRIBUTOR

Larry Kim



625



Google announced a slate of major updates and new products for AdWords advertisers in its Google Performance Summit today. Their largest advertisers and partners had a sneak peek at the announcement yesterday, and I'm excited to bring you the details on what's new!

The updates were revealed by Sridhar Ramaswamy, Senior Vice President of Ads & Commerce and Jerry Dischler, Vice President of Product Management, AdWords. Here's what they had to say about exciting changes coming to AdWords:



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#SEJTHINKTANK WEBINAR




[Home](#) : [Blog](#) : 10 Things You Need to Know About the New Google Maps Local Search Ads

## 10 Things You Need to Know About the New Google Maps Local Search Ads



Last updated: Oct 24, 2016

 Larry Kim

 7

AdWords Features

Last week was quite eventful for PPC marketers. [Google announced a number of changes](#) coming to AdWords and Analytics during the [Google Performance Summit](#), with mobile being the huge focus.

Google revealed [several incredible mobile statistics](#). We were introduced to [Expanded Text Ads](#). We got a [sneak preview of the new Google AdWords interface](#). And so much more.

Another big change was what Google described as "the next generation" of [local search ads](#).



[Home](#) : [Blog](#) : Google Expanded Text Ads: 10 Things You Need To Know

# Google Expanded Text Ads: 10 Things You Need To Know



Last updated: Nov 23, 2016

Larry Kim

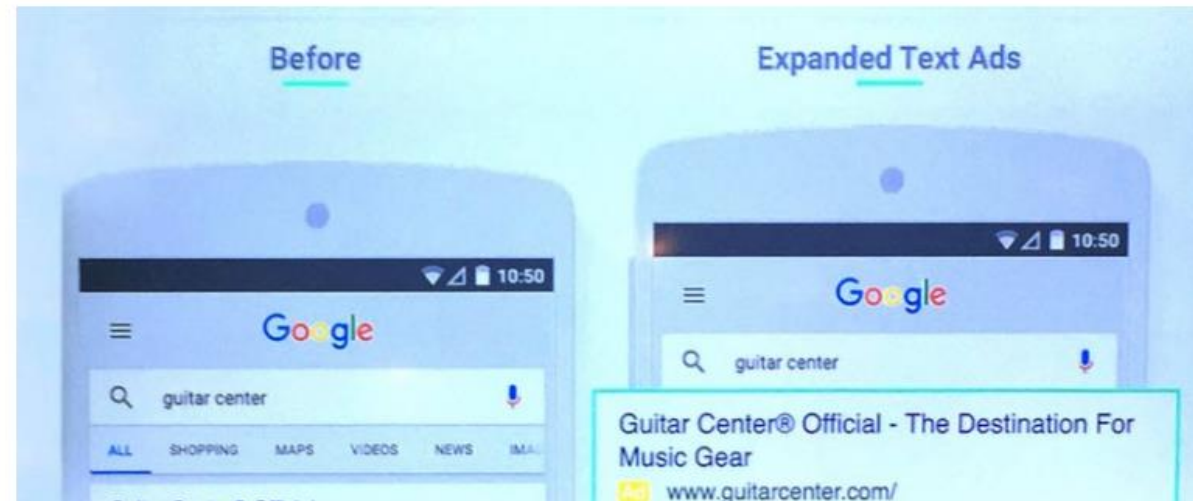
50

AdWords Features

Paid Search Marketing

Expanded Text Ads are coming to Google AdWords. Are you excited? But more importantly, are you ready?

Expanded Text Ads were one of [several huge AdWords changes Google announced Tuesday](#) – if not the biggest. I still can't believe that Google will soon actually increase its ad text limits by 2x!



Was

\$49.81

\$12.45

# of 1

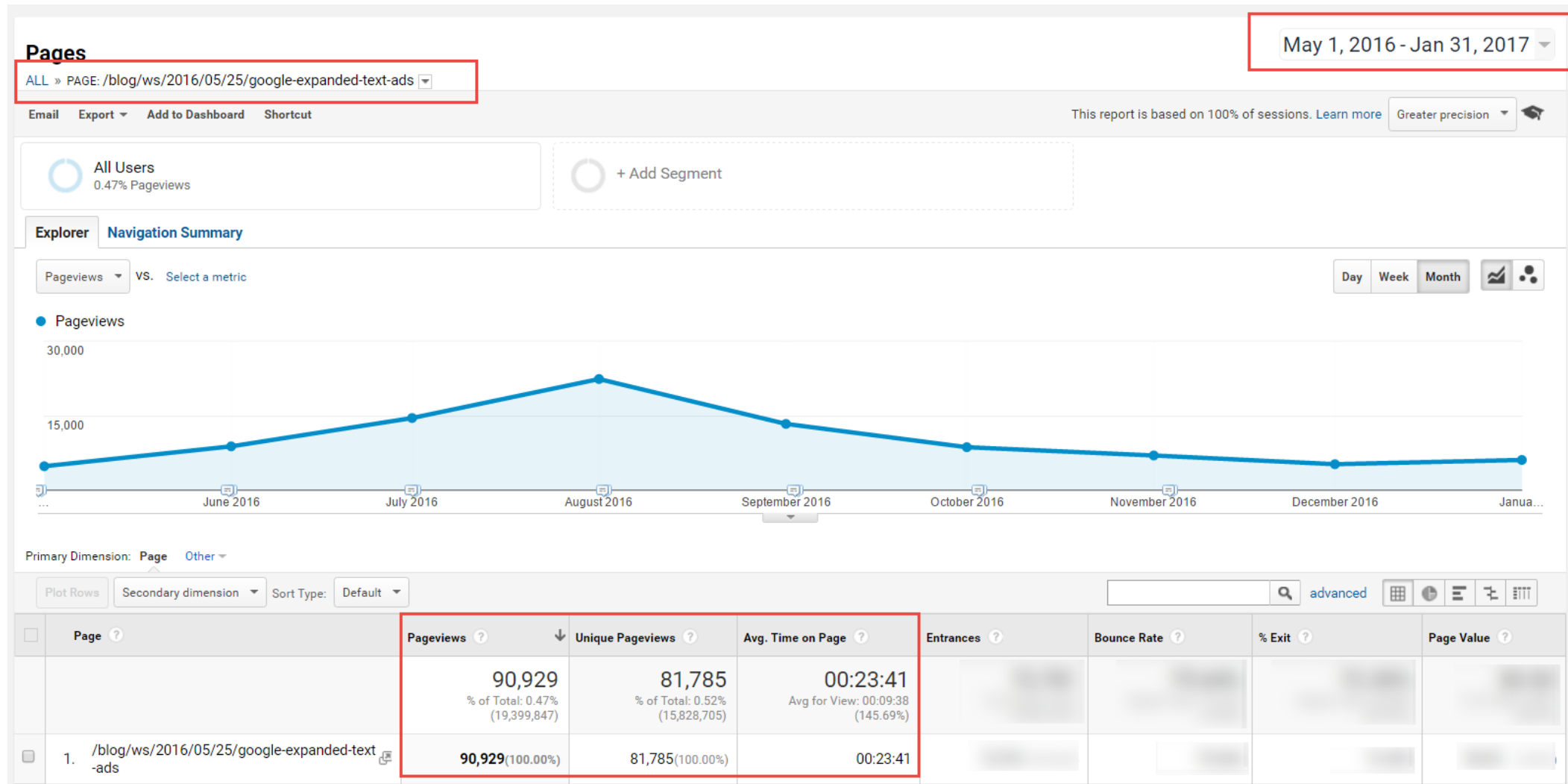
New

Industry

Firm



# Unicorn Baby Generates Nearly 100k Views



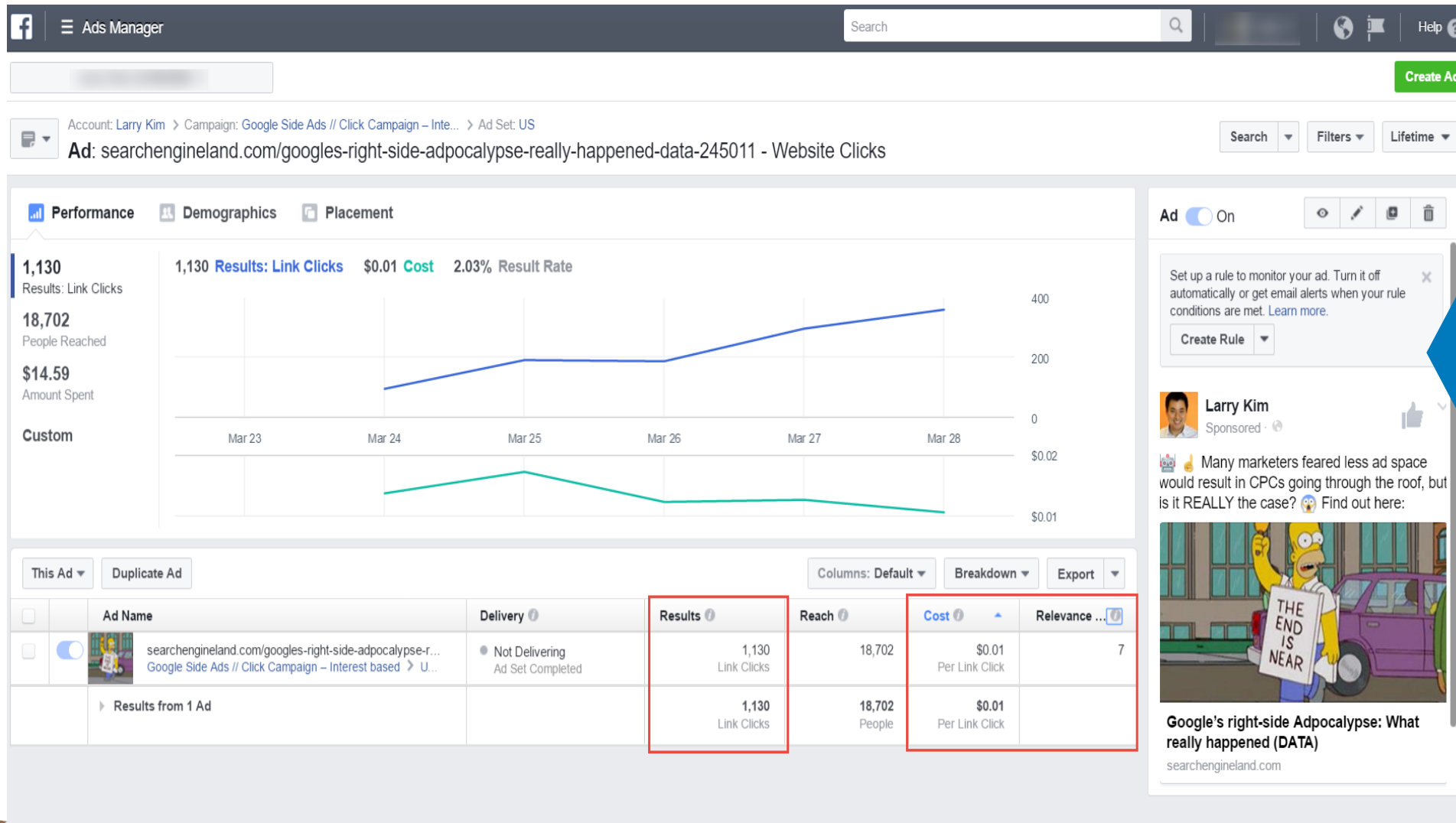




# Boost Your Unicorns With Social Media Ads & PPC Advertising



# Facebook Ads: High Relevance Score = Low Cost Per Click



1 penny  
per click!

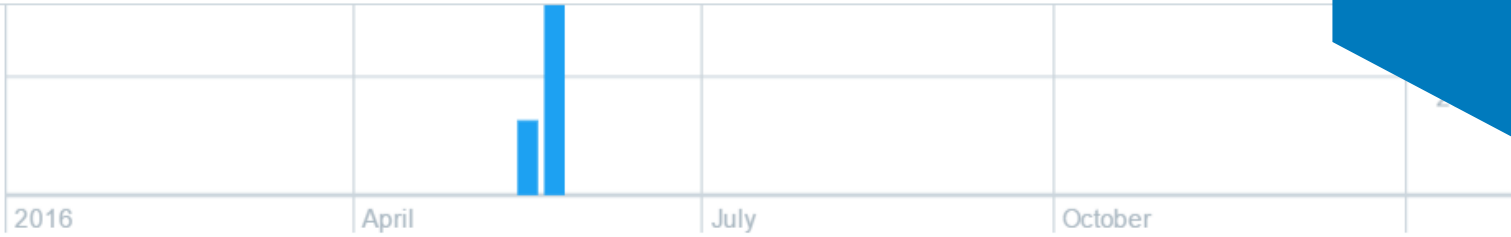


Larry Kim - Credit Line > Funding source: Wordstream, ... >  
Campaign: adwords event

6 Cents  
Per Click!

+ Add Filter



Edit campaign 1/1/2016 - 12/31/2016



Filters: Custom Save filters

Dates  
May 19, 2016 -  
Funding source

Ad Groups Ads Audience History Metrics: Summary Breakdown: None Export Share

Tweet preview				Impressions	Spend	Results	Results rate	Cost per result
Summary for 1 item				47,313	\$200.00	3,226 Tweet engagements	6.82% Engagement rate	\$0.06 Cost per engagement
<div> <b>Larry Kim</b> @larrykim · May 19 📺📺📺 AdWords Changes Coming Soon 🐼🐼🐼 Webinar May 25 1PM EST EVERYTHING You Need to Know! <a href="https://t.co/5m0hrn0MRF">marketing.wordstream.com/WSReg052516Goo...</a> <a href="https://t.co/5m0hrn0MRF">https://t.co/5m0hrn0MRF</a></div> <div></div>				47,313	\$200.00	3,226 Tweet engagements	6.82% Engagement rate	\$0.06 Cost per engagement
adwords event > Untitled								



**7 Best Practices for Google's NEW Expanded Text Ads**  
(Available NOW!)

- 1** Write NEW Ads! Use the extra characters to say something new. Don't just add a second headline. 
- 2** Include your most important messaging in the headlines. 
- 3** Remember: Headline #1 is far more important than headline #2. 
- 4** Don't pause your old ads right away. 
- 5** Write your all your ads to speak to users on all devices. 
- 6** Include top keywords in the path fields. 
- 7** Update your ad extensions. 

Presented by:  WordStream

# Unicorn Infographicification™ & Videoification™





# Organic Search Party: Our Top SEO Columns of 2016

Which stories got the SEO community fired up this year? Check out Search Engine Land's top 'All Things SEO' and 'Link Week' columns of 2016 to find out!

Jessica Thompson on December 29, 2016 at 10:32 am

For these stories and more, check out Search Engine Land's top ten SEO columns of 2016:

1. [How To Get Started With Accelerated Mobile Pages \(AMP\)](#) by [Paul Shapiro](#), published on 2/24/2016.

**Social activity:** Facebook 632, Google+ 194, LinkedIn 524

2. [Infographic: 11 amazing hacks that will boost your organic click-through rates](#) by [Larry Kim](#), published on 10/5/2016. **Social activity:** Facebook 1086, Google+ 0, LinkedIn 821

3. [Test Your Knowledge Of SEO](#) by [Eric Enge](#), published on 1/5/2016.

**Social activity:** Facebook 900, Google+ 189, LinkedIn 594

4. [HTTP to HTTPS: An SEO's guide to securing a website](#) by [Patrick Stox](#), published on 4/14/2016.

**Social activity:** Facebook 962, Google+ 219, LinkedIn 619

5. [KPIs for SEO: measuring SEO success](#) by [Marcus Miller](#), published on 8/5/2016.

**Social activity:** Facebook 894, Google+ 0, LinkedIn 929



## THE RIDICULOUSLY SMART Guide to Boosting Your Organic Click Through Rates



Spoiler Alert  
YES!!

Should You Care about Organic Search CTRs?

Introducing... **11 Simple Hacks** for Improving  
Your Click-Through-Rate in Google's Search Results

1

### Identify Your Lowest CTR Content

**Step 1** Download search analytics data from Google Search  
Console (Clicks, Impressions, CTR, Position).

# Webinars & Conference Presentations



# LIVE WEBINAR

JUST IN:

## AdWords Changes Coming Soon EVERYTHING You Need to Know

📅 May 25, 2016 ⌚ 1:00PM EDT

### Breaking news!!

Google is announcing their latest round of AdWords products, features and research, and we want to help you understand what's coming. Our founder, Larry Kim, will attend the announcement in person and will break down everything you need to know in regards to these changes so that you are fully prepared for them.

#### Join the webinar to learn:

- How these changes will impact your account
- What these changes *really* mean for you
- The best way to take full advantage of the changes



#### LARRY KIM

Founder & CTO, WordStream

- Been doing PPC & SEO for over 10 years
- Has been cited in over 10k publications & regularly speaks at industry events
- Frequent author for the WordStream blog

### REGISTER NOW

\* First Name:

\* Last Name:

\* Company Name:

\* Email Address:

\* Phone Number:

\* Website:

\* Are You an Advertiser or a Marketing Agency?

\* PPC Spend:

REGISTER FOR WEBINAR

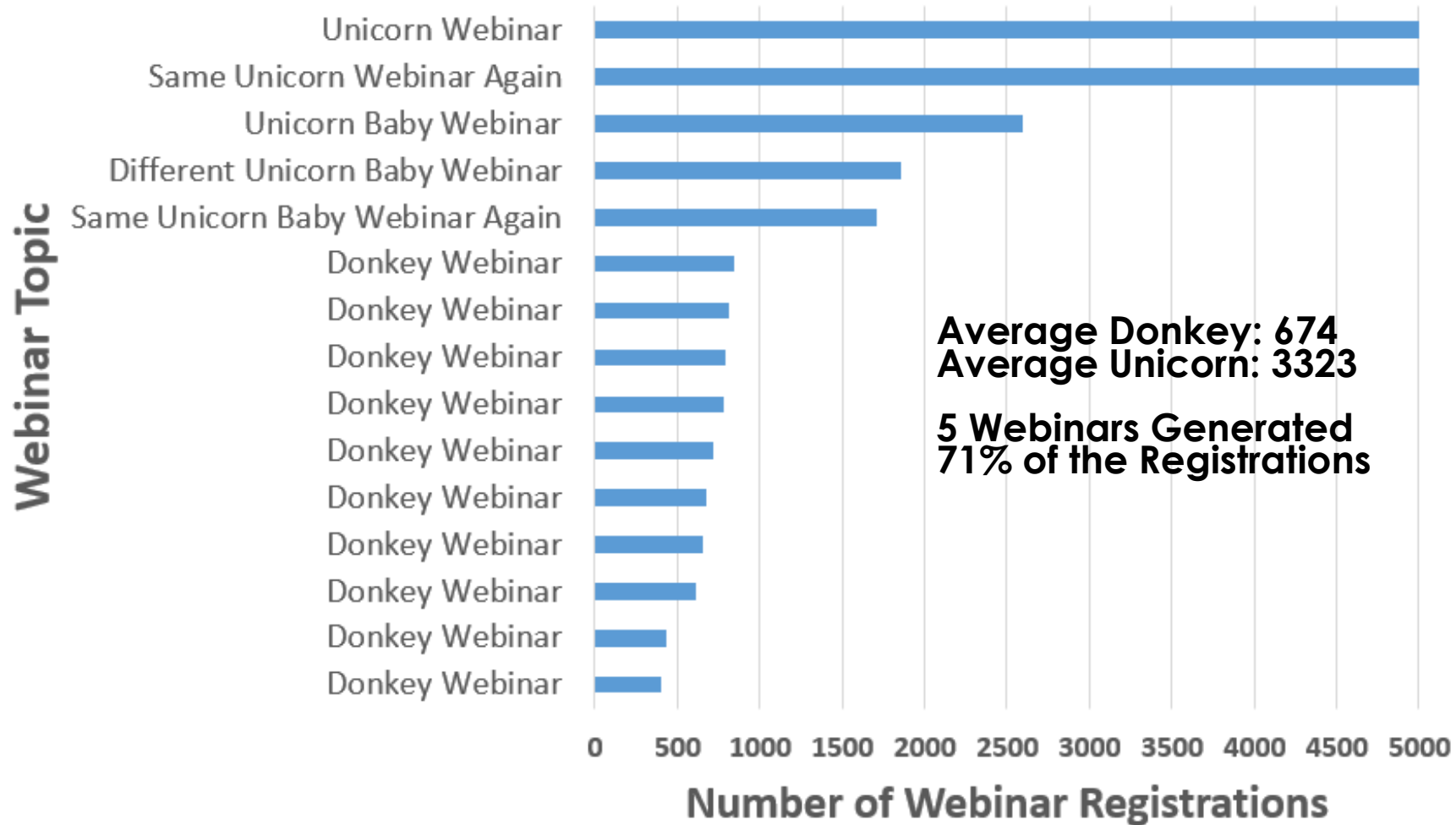


**MOBILEMONKEY**  
Fresh Mobile Marketing Software

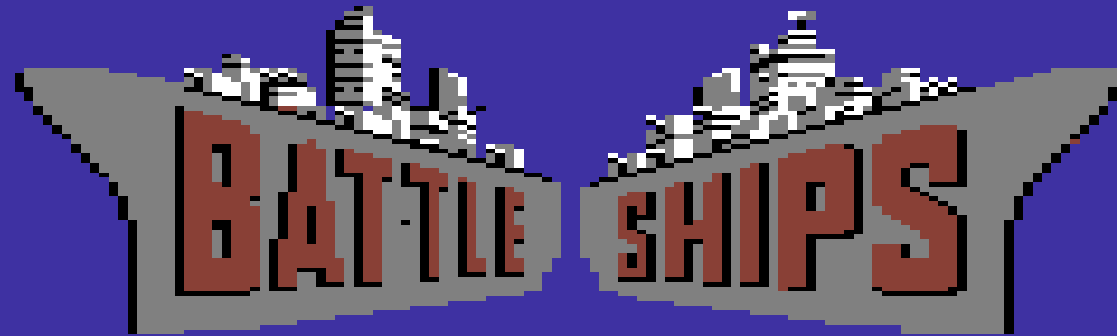
@larrykim

#IH2017

# Webinar Performance in 2016







→ START  
1 PLAYER  
2 PLAYER  
MULTI PLAYER  
SALVO FIRE ON

COPYRIGHT © 1987 HIT PAK





## **Larry's Marketing Truth Bomb:**

**Unicorn Creation  
is More of a  
Numbers Game  
Than Most  
Marketers Want  
to Admit!**



# Part 5: Larry's Favorite Facebook Content Promotion Hacks of 2017!





# #7: Larry's Quintuple Unicorn Facebook Ad Targeting Method





# Behold The Awesome Power of Quintuple Unicorn Ad Targeting



**Behavioral & Interest** Targeting =  
They're interested in your stuff



**Remarketing** = They Recently  
Checked Out Your Stuff



**Demographic** Targeting =  
They Can Afford to Buy Your Stuff

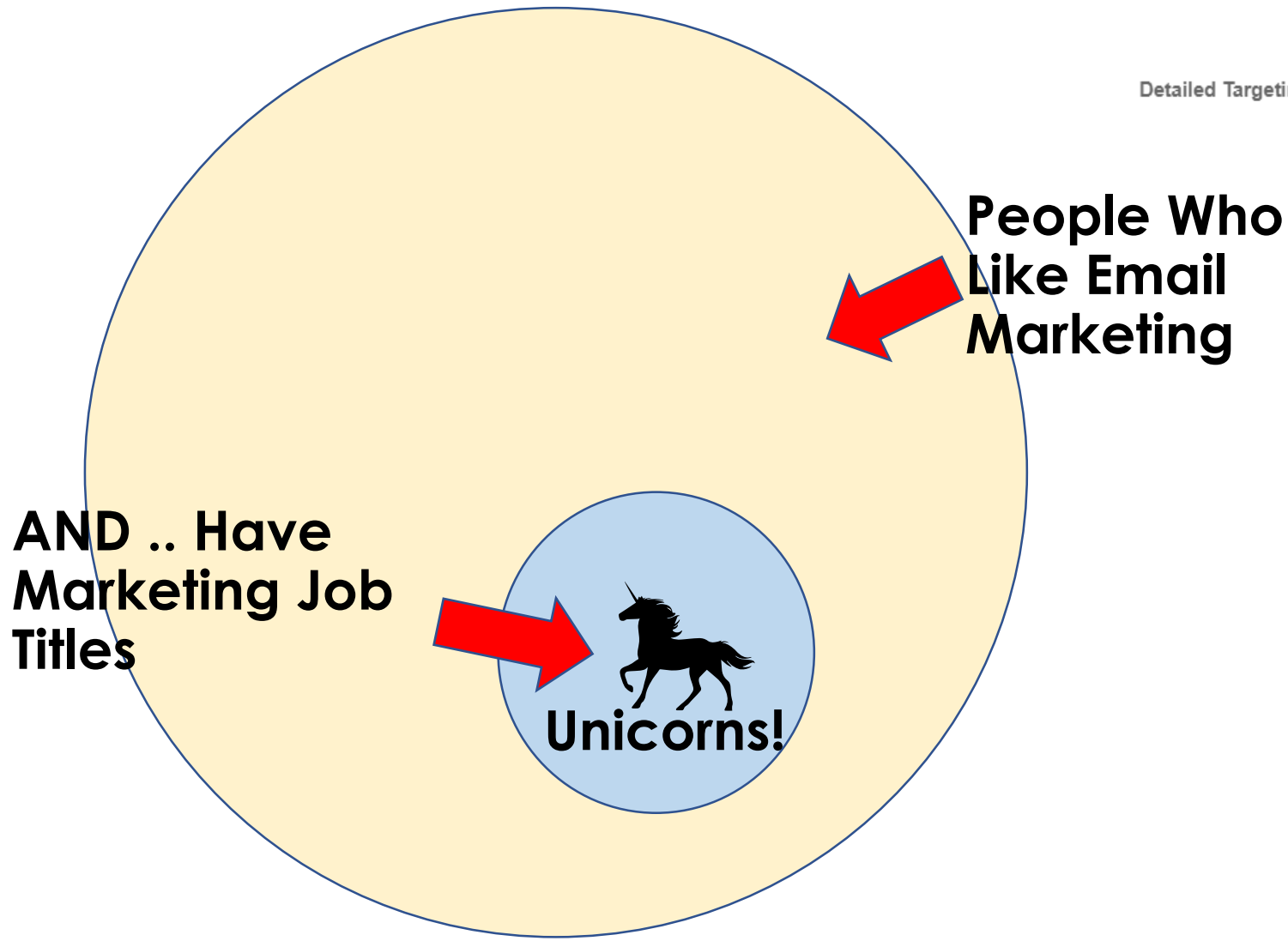
Target a Narrow  
Audience That Meets all  
3 Criteria with **HIGH  
ENGAGEMENT  
UNICORNS = \$\$\$**



# #6: Larry's Inverted Unicorn Facebook Ad Targeting Method



# Normal Ad Targeting: Casting a Narrow Net to Maximize Engagement Rates



Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

[Interests](#) > [Additional Interests](#)

Constant Contact

Infusionsoft

MailChimp

[Interests](#) > [Business and industry](#) > [Online](#)

Email marketing

[Add demographics, interests or behaviors](#)

[Suggestions](#)

[Browse](#)

and MUST ALSO match at least ONE of the following ⓘ

×

[Demographics](#) > [Work](#) > [Job Titles](#)

Marketing

[Add demographics, interests or behaviors](#)

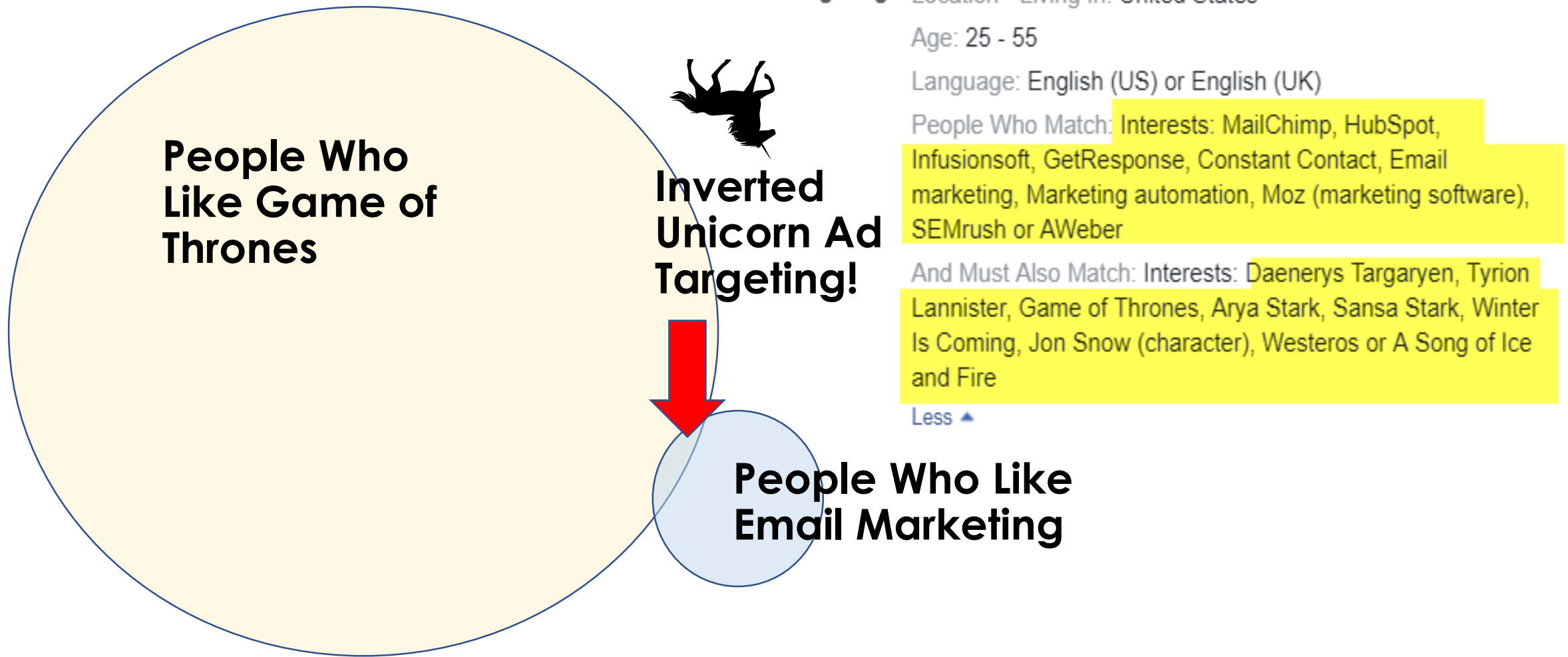
[Suggestions](#)

[Browse](#)

[Exclude People or Narrow Further](#)



# Inverted Unicorn: Target two completely UNRELATED Interests!







iContact

Sponsored (demo) · · \*

Conquering the Seven Kingdoms takes great messaging. Try Email Marketing from iContact for free — no loot train required.



### The Mother of Email Marketing Solutions

Don't get ambushed by competitors. Get to your customers first with iContact!

[HTTPS://WWW.ICONTACT.COM/LP/GOT-ICONTACT](https://www.icontact.com/lp/got-icontact)

Sign Up



26

2 Comments



Like



Comment



Share



iContact

Sponsored (demo) · · \*

There are many ways to get the word out — don't just wing it! Get Email Marketing from iContact. Try us for free.



### Email Marketing > Ravens

At iContact, Email Marketing is no game. Let our customer support team help you soar to new heights.

[HTTPS://WWW.ICONTACT.COM/LP/GOT-ICONTACT](https://www.icontact.com/lp/got-icontact)

Sign Up



28

1 Comment 1 Share



Like



Comment



Share



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Fresh Mobile Marketing Software

@larrykim

#IH2017

## Ad Set Details

<b>Budget</b>	\$1,000.00 (CPM \$1.36) Buying type: Reach and frequency
<b>Reach</b>	423,119 (52% of 821,000 people)
<b>Schedule</b>	Aug 25, 2017 - Aug 28, 2017
<b>Frequency Cap</b>	Show ads no more than 6 times every 3 days Estimated lifetime average is 2.08 times per person
<b>Placements</b>	 iContact Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos and Facebook Suggested Videos   icontact Instagram
<b>Ad Scheduling</b>	Ads run all day (Local time)

**Remarkably  
Low Ad  
Costs Due to  
Unusually  
High  
Engagement  
Rates**



## #5: Larry's Unicorn Projection Ad Targeting Method

When I look at myself  
in the mirror



I see a unicorn.  
A badass unicorn.



# THE NEW YORK TIMES BOOK REVIEW

## Best Sellers

This Week	FICTION	Last Week	Weeks On List
1	<b>MINDSTRETCH</b> , by Pamela McLaughlin. (Warner, \$24.95.) Trang Martinez suspects her Pilates instructor may also be a vicious serial killer.		1
2	<b>SAGEKNIGHTS OF DARKHORN</b> , by Gerry Banion. (Morrow, \$26.95.) Astrid Soulblighter attempts to reclaim the throne from the wicked Scarkrig clan. The fifteenth volume of the "Bloodrealms" series.	1	3
3	<b>THE BALTHAZAR TABLET</b> , by Tim Drew. (Doubleday, \$24.95.) The murder of a cardinal leads a Yale professor and an underwear model to the Middle East, where they uncover clues to a conspiracy kept hidden by the Shriners.	3	58
4	<b>GREAT FISH</b> , by Liz Martin. (Simon & Schuster, \$23.95.) The Biblical story of Jonah, retold from the point of view of the whale.	5	18
5	<b>NICK BOYLE'S SHOCK BLADE: LYNCHPIN</b> , by Simon Moskowitz. (Broadman & Holman, \$24.99.) After a coup by Admiral Chao threatens to destroy the Internet, the ShockBlade team is forced to ally with their Chinese rivals.		1

This Week	NONFICTION	Last Week	Weeks On List
1	<b>CRACKED LIKE TEETH</b> , by Dexter Eagan. (Morrow, \$25.95.) A memoir of petty crime, drunken brawls, and recovery, by a winter who was addicted to paint thinner by age nine.		1
2	<b>EMPANADAS IN WORCESTER</b> , by James V. Farar, Straus & Giroux, \$27.50.) Travels from Khartoum to Madras to Rhode Island. A columnist for CNN suggests globalization may lead to a but friendlier world in the 21st century.		
3	<b>WRONG: THE LIBERAL PLAN TO HURT AND PERVERT YOUR KIDS</b> , by Katie Couric. (ReganBooks/HarperCollins, \$25.95.) TV's "Smashmouth" takes aim at "Homosexuals," "media jihadis," public schools, and others.		
4	<b>NEEDS IMPROVEMENT IN ALL AREAS</b> , by Margot Kilby with Sean Boyland. (ReganBooks/HarperCollins, \$29.95.) An attack on President George W. Bush, written by his former kindergarden teacher.	3	4
5	<b>JOCKSTRAPS AIN'T FOR EATING</b> , by J. D. Peggerson. (St. Martin's, \$29.95.) The former	7	2

Weird Hack to  
**GUARANTEE** a  
spot on NY  
Times Bestseller  
List?



# These Sites Generate Tons of Free Exposure and Work the Same Way!





Larry Kim

Jan 26 · 4 min read

Recommended by you, Darren Shaw, and 9,012 others

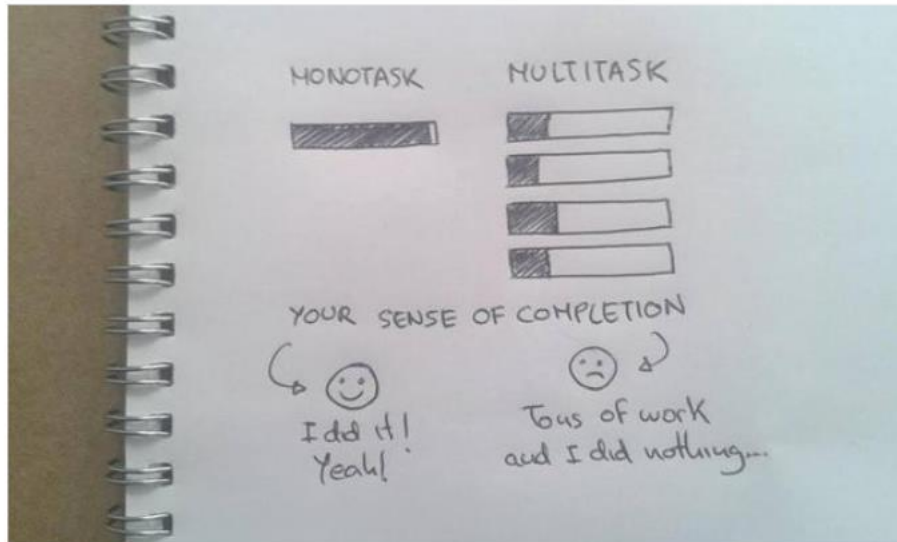


9K



286

## Multitasking is Killing Your Brain



Many people believe themselves to be multitasking masters, but could it all be in their heads?

Roney Ngala ★ and 2 others

Over a Million Views  
& 9,012 Likes!



# Arianna Huffington Shared the Story, Time Magazine (etc.) Ran it.



Arianna Huffington  
@ariannahuff



THE  
HUFFINGTON  
POST

Is multitasking killing your brain? Yes!

[bit.ly/1X25BC0](http://bit.ly/1X25BC0)



## Multitasking Is Killing Your Brain

Multitasking is not a skill to add to the resume, but rather a bad habit to put a stop to.  
[observer.com](http://observer.com)

RETWEETS  
111

LIKES  
114



2:39 PM - 5 Feb 2016

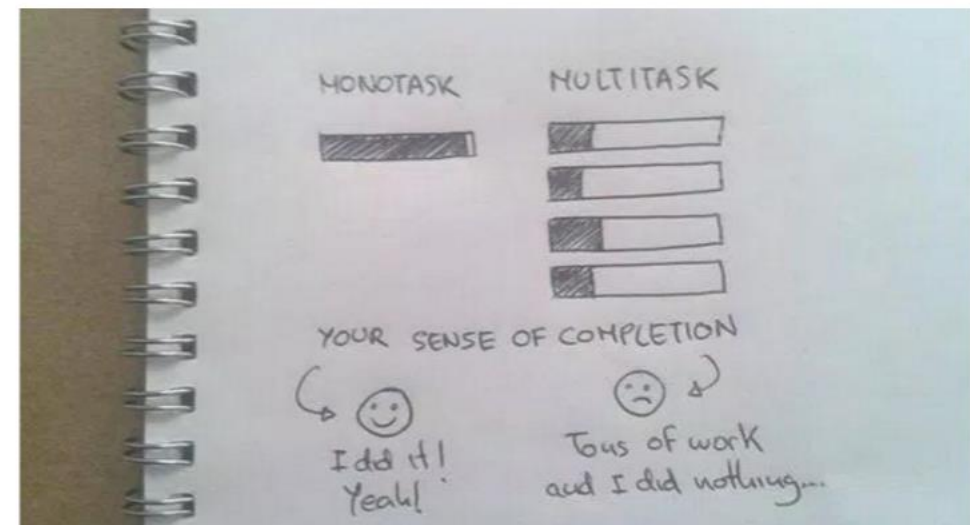
## OBSERVER BUSINESS & TECH

NEWS & POLITICS | ARTS & ENTERTAINMENT | STYLE & DESIGN | BUSINESS & TECHNOLOGY

OPINION

## Multitasking Is Killing Your Brain

By [Larry Kim](#) • 02/02/16 12:02pm



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# Over Half a Million Views per Month! HOW?

## Stats

Click story below to view in chart

[Learn more about using stats](#)

**520,495**

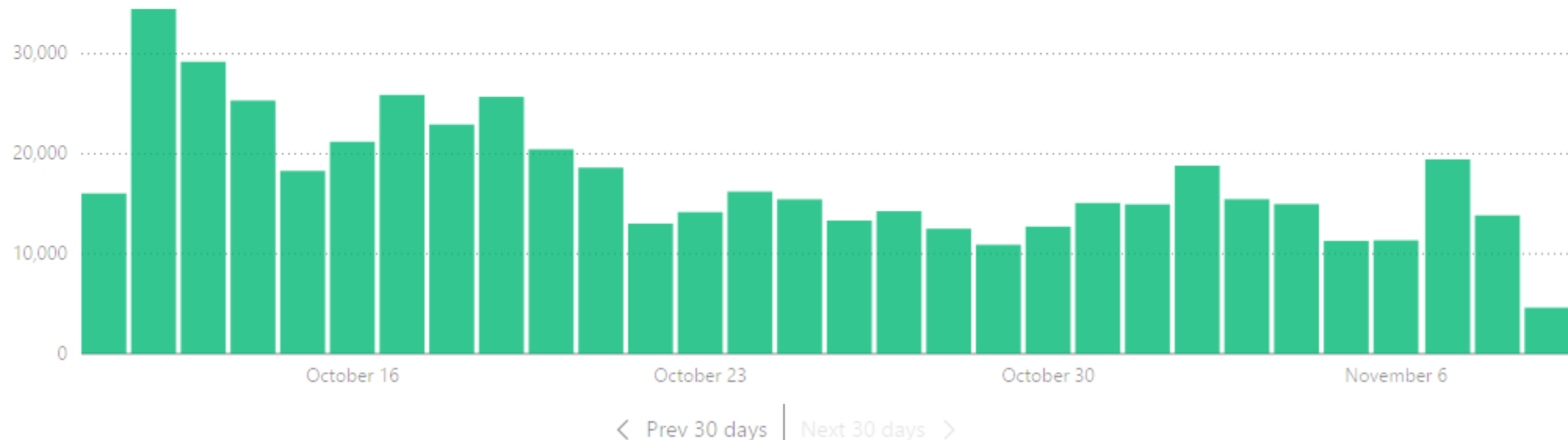
Views (30 days)

**203,956**

Reads (30 days)

**23,049**




















Recommends (30 days)



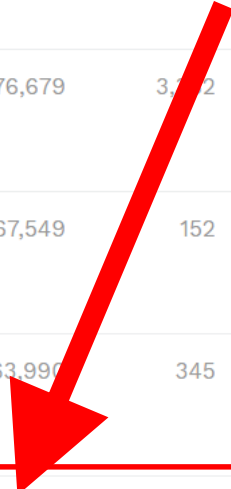



Top Authors - A Leaderb x

Secure | https://topauthors.xyz

1		Tim O'Reilly – Founder and CEO, O'Reilly Media. Watching the alpha geeks, sharing their stories, helping the future unfold.	213,033	1,336		
2		Gary Vaynerchuk – Family first! But after that, businessman. CEO of @vaynermedia. Host of The #AskGaryVee Show. A dude who loves the Hustle, @Winelibrary & the @NYJets	211,079	4,557		
3		Ev Williams – Reader, writer, ponderer, father. CEO of Medium // @ev	186,537	1,987		
4		Hillary Clinton – Wife, mom, grandma, women+kids advocate, FLOTUS, Senator, SecState, hair icon, pantsuit aficionado, 2016 presidential candidate.	185,516	132		
5		Marc Andreessen – 'Andreessen is the quintessential guy who is wrong with corporate America...Hard to hear, talks with a squeaky voice that only a dog can understand.'-Carl Icahn	176,679	3,112		
6		Jason Fried – Founder & CEO at Basecamp. Co-author of Getting Real, Remote, and REWORK. http://basecamp.com	167,549	152		
7		Biz Stone – Co-founder and CEO Jelly Industries, Inc. Also Co-founder of Twitter, Inc and A Medium Corporation.	163,990	345		
8		Larry Kim – Founder of WordStream. Top columnist @Inc ❤️ AdWords, Facebook Advertising, Marketing, Entrepreneurship, Start-ups, Venture Capital & Unicorns ????	151,134	305		
		Julie Zhuo – Product design VP @ Facebook. Lover of food, games, words. Find me @jzhuo or on	141,837	491		

Ranked #8  
Author on  
Medium! HOW?!



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# Audience manager

Create new audience ▾

12 Tailored audiences

Name		Last Updated	Audience Size	Manage
Actual Medium Users Uploaded list • Twitter usernames	READY	Jan 14, 2016	220,090	Delete
People Who Follow Medium (1) Uploaded list • Twitter usernames	READY	Jan 11, 2016	250,960	Delete
People Who Follow Medium (2) Uploaded list • Twitter usernames	READY	Jan 11, 2016	360,660	Delete
People Who Follow Medium Uploaded list • Twitter usernames	READY	Jan 11, 2016	611,830	Delete





# Life Hacks

comments

PLEASE READ THE SIDEBAR AND REPORT ANY POSTS WHICH DO NOT MEET THE GUIDELINES

You are not a member of this community. Please respect that by not downvoting.

↑  
1564



Excel tricks to make you a power user (inc.com)

95 comments share

all 95 comments

sorted by: best ▼

↑ [-] [infiniteart](#) 68 points 7 days ago

index match match

permalink

↑ [-] [Jdrawas](#) 34 points 7 days ago

This list was really "how not to be a total noob in excel". I think that Index Matches are about it. It is also slightly more difficult than the things mentioned in the article.

permalink parent

↑ [-] [atcoyou](#) 12 points 7 days ago

Thought this might have been hyperbole, but it sounds like the article itself was being hyperbolic... vlookup... ffs is this I don't even know what to put on my resume at this point re: excel. Expert and Power User apparently only gets me up

1564 Upvotes +  
Front Page +  
500k Views!



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# #4: Larry's Donkey Removal Ad Targeting Hack







10,700 Likes  
1,593 Shares  
390 Comments  
65,434 Views!

## Working Moms Raise More Successful Daughters and Empathetic Sons: Harvard Study



Larry Kim  
Chief Executive Officer at Mobile Monkey  
[193 articles](#)



65,434



10,701



390



1,593

A mother's guilt never ends.



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Fresh Mobile Marketing Software

@larrykim

#IH2017



iContact (10150850160263471) ▼

Create New Ad Set ▼

Ad Set Name ⓘ

US - W - 26-55

☒ Campaign

Objective ✓

☒ Ad Set

Traffic

Offer

**Audience**

Placements

Budget &amp; Schedule

☒ Ad

Identity

Format

Fullscreen Experience

Media

Links

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics &gt; Home &gt; Household Composition

Working women

Interests &gt; Additional Interests

Working Moms

Working Mother

Working parent

Add demographics, interests or behaviors

Suggestions

Browse

and **MUST ALSO match** at least ONE of the following ⓘ

Interests &gt; Additional Interests

LinkedIn

Add demographics, interests or behaviors

Suggestions

Browse

Narrow Further

**EXCLUDE** people who match at least ONE of the following ⓘ

Interests &gt; Additional Interests

stay at home mom

## Audience Size



Your audience selection is fairly broad.

Potential Reach: 200,000 people

## Estimated Daily Results

## Reach

990 - 6,000 (of 180,000) ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)



# # 3: Larry's Unicorn Slush Fund!







KO

9.7

Unicorn Slush Fund

VS

Monthly PPC Budget



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# #2: Larry's Fake Unicorn Hack



**Make People Think You're a Unicorn!**





Trending

Tech Insider

Finance

Politics

Strategy

Life

Sports

Video

All



This is one of the best Bluetooth speakers I've ever heard



RANKED: The 18 companies most likely to get self-driving cars on the...



A personal trainer shares 5 at-home workout tools you should own

These Algorithms are Very Dumb!



## Amazon introduces a brand-new Echo smart speaker for \$99

Matt Weinberger 29m 615



## Oath CEO Tim Armstrong has changed his story

### Sponsored Financial Content

Trump versus Bannon in the Deep South  
(Financial Times)

Americans Fear Exhausting Money in Retirement More than Dea  
(Strategic Insight Interactive)

How To Pay Off Your House  
Pace If You Owe Less Than  
(Lowermybills.com)



Facebook  
Gail McKinnon also commented on Jatin Roper's photo.  
(3 other new notifications)  
www.facebook.com



Facebook



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**Audience**

NEW AUDIENCE ▾

Custom Audiences ⓘ

Exclude | Create New ▾


---

Locations ⓘ **Everyone in this location ▾**

Worldwide

📍 Worldwide

📍 Include ▾ |  | Browse



Drop Pin

Add Bulk Locations...

☐ **Automatic Placements (Recommended)**

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

☒ **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types **All Devices (Recommended) ▾**

Platforms

▶ Facebook	<input type="checkbox"/>
▶ Instagram	<input type="checkbox"/>
▾ Audience Network	<input type="checkbox"/>
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	Ineligible
Rewarded Videos	Ineligible
▶ Messenger	<input type="checkbox"/>

# Fake Unicorn Hack: Buy Crappy Clicks!









+ Create

Duplicate

Edit

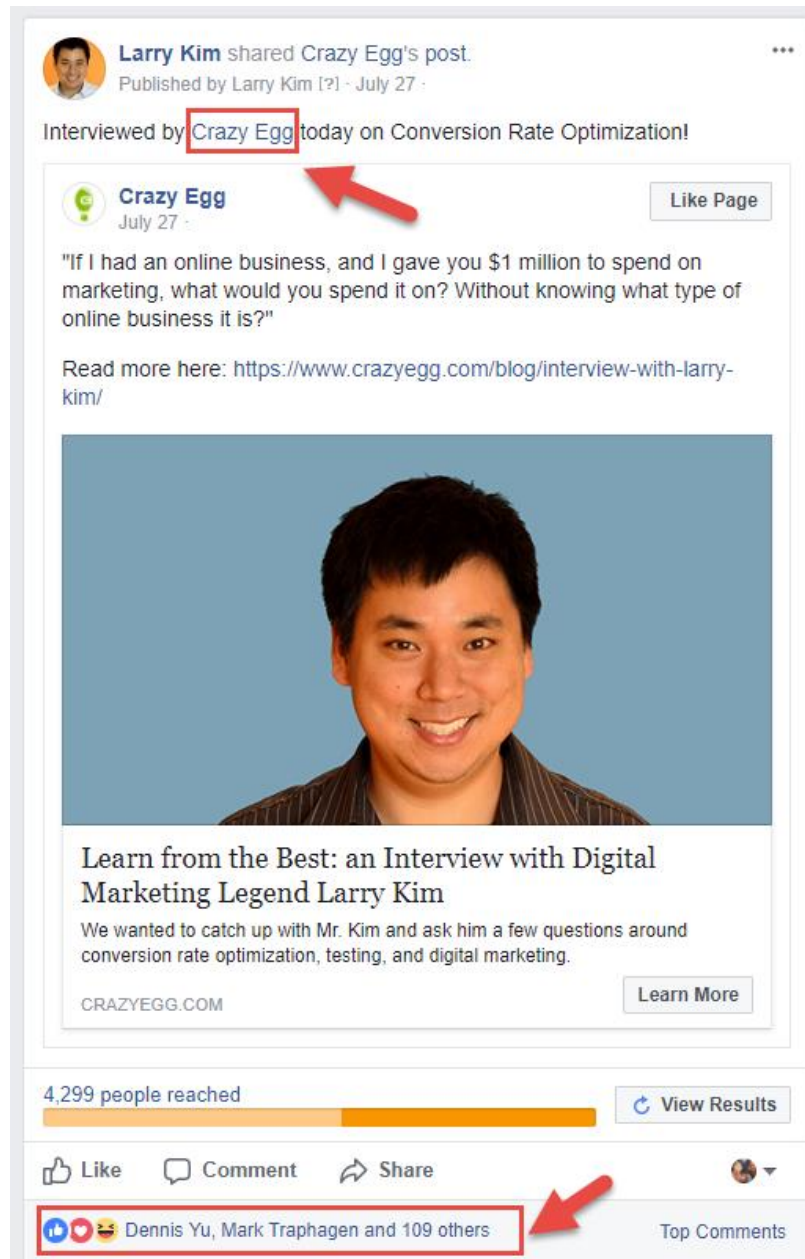
Create Rule

Column

<input type="checkbox"/>	Ad Set Name	Link Clicks 	CPC (Cost per L... 	Reach 	Cost per Result 	Amount Spent 
<input type="checkbox"/>	<input checked="" type="checkbox"/> 24-48	812	\$0.01	29,202	\$0.01 Per Link Click	\$12.08
	Nepal	110	\$0.02	5,126	\$0.02	\$2.39
	Bangladesh	97	\$0.02	4,366	\$0.02	\$1.54
	Ethiopia	72	\$0.02	1,855	\$0.02	\$1.09
	Afghanistan	68	\$0.01	1,567	\$0.01	\$0.73
	Somalia	60	\$0.01	1,167	\$0.01	\$0.62
	Bhutan	33	\$0.01	960	\$0.01	\$0.32
	India	33	\$0.02	864	\$0.02	\$0.72
	Iraq	30	\$0.02	824	\$0.02	\$0.47
	Haiti	21	\$0.01	568	\$0.01	\$0.18
	Tanzania	19	\$0.01	784	\$0.01	\$0.20
▶ Results from 1 ad set 		812 Total	\$0.01 Per Action	29,202 People	\$0.01 Per Link Click	\$12.08 Total Spent



# The “Buy-Post-Engagement-Ads-for-Other-Companies” Hack!



I sent 111  
(Real)  
Notifications  
to CrazyEgg!



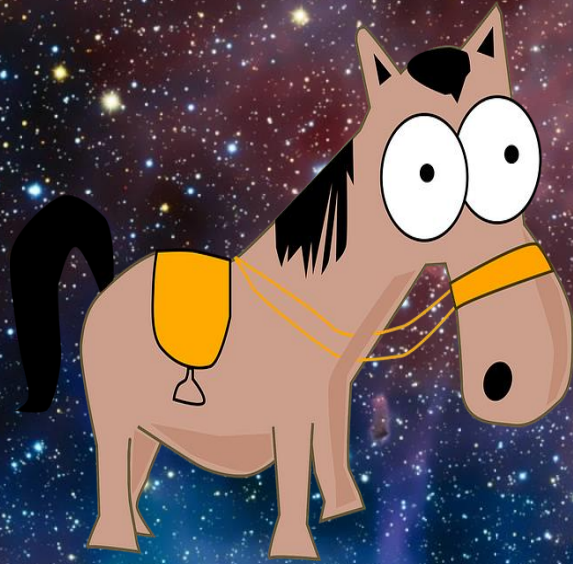


# #1: Larry's Unicorn BRAND Hack for Doubling or Tripling Click Through Rates!





# Click Through Rates of New vs. Repeat Visitors



**New Visitors  
(LOW Brand Affinity)**

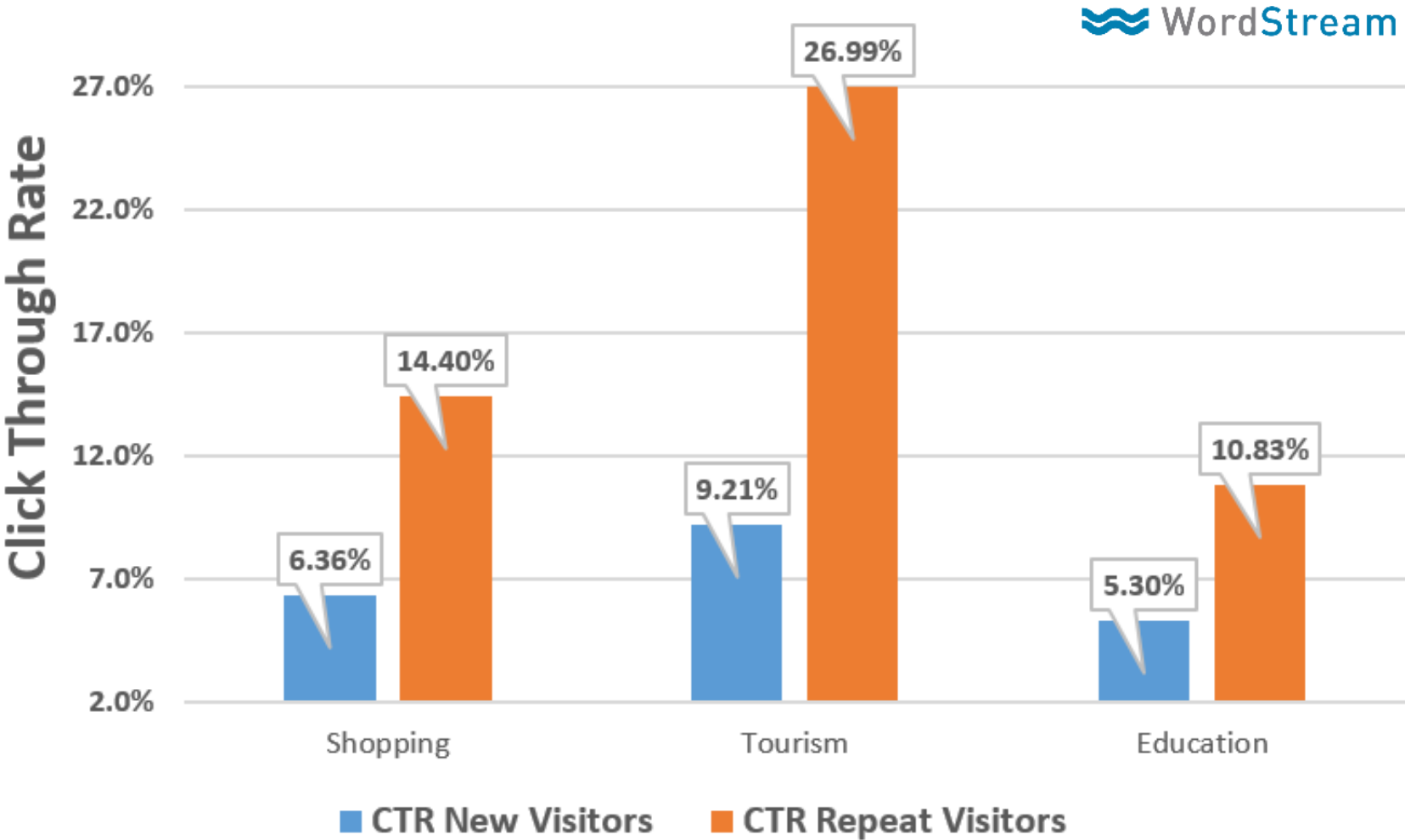


**Repeat Visitors  
(HIGH Brand Affinity)**

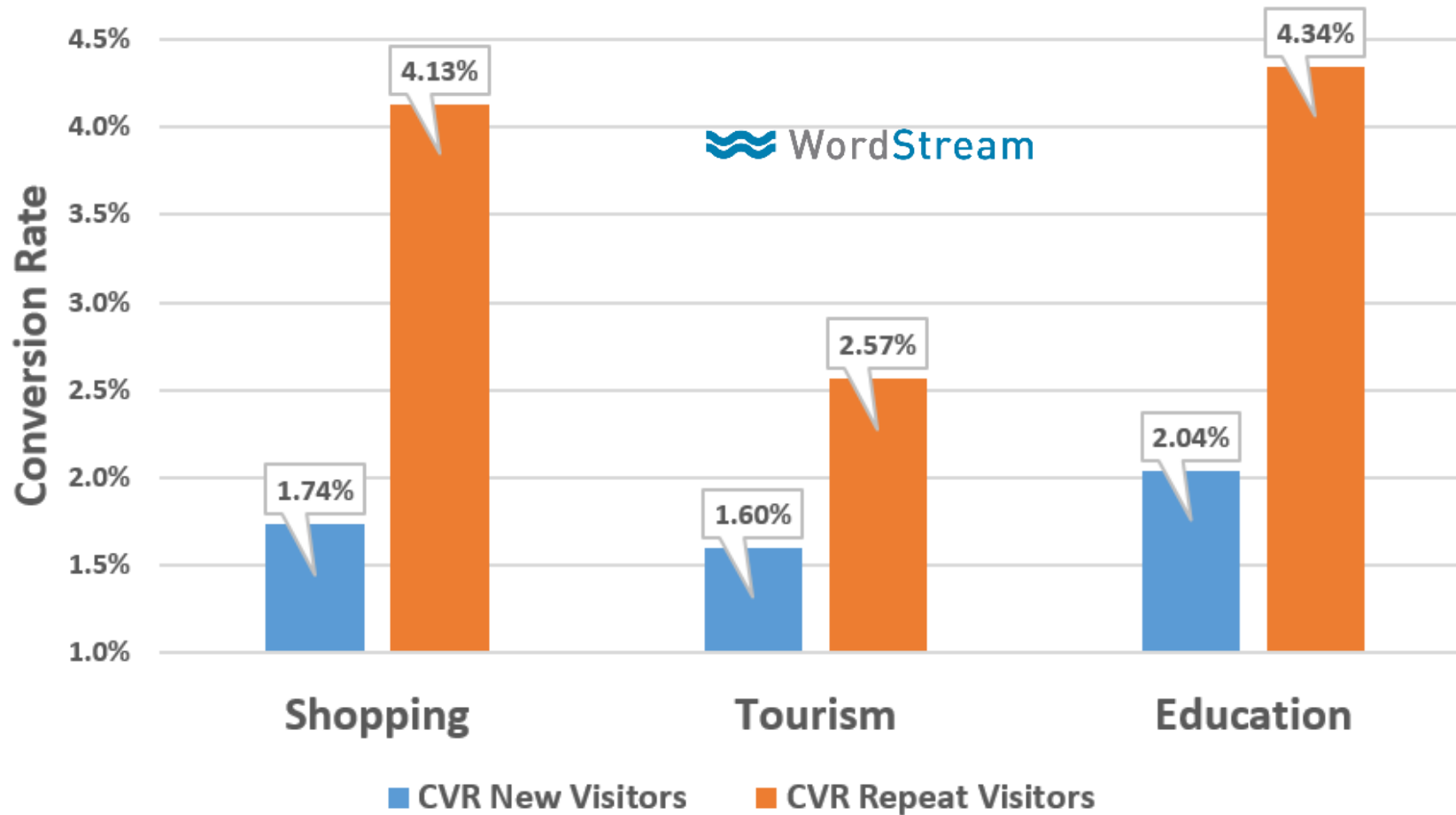




# Brand Affinity DRAMATICALLY Impacts CTR (+2-3x!)



# Brand Affinity DRAMATICALLY Impacts CONVERSION RATES (+2-3x!)



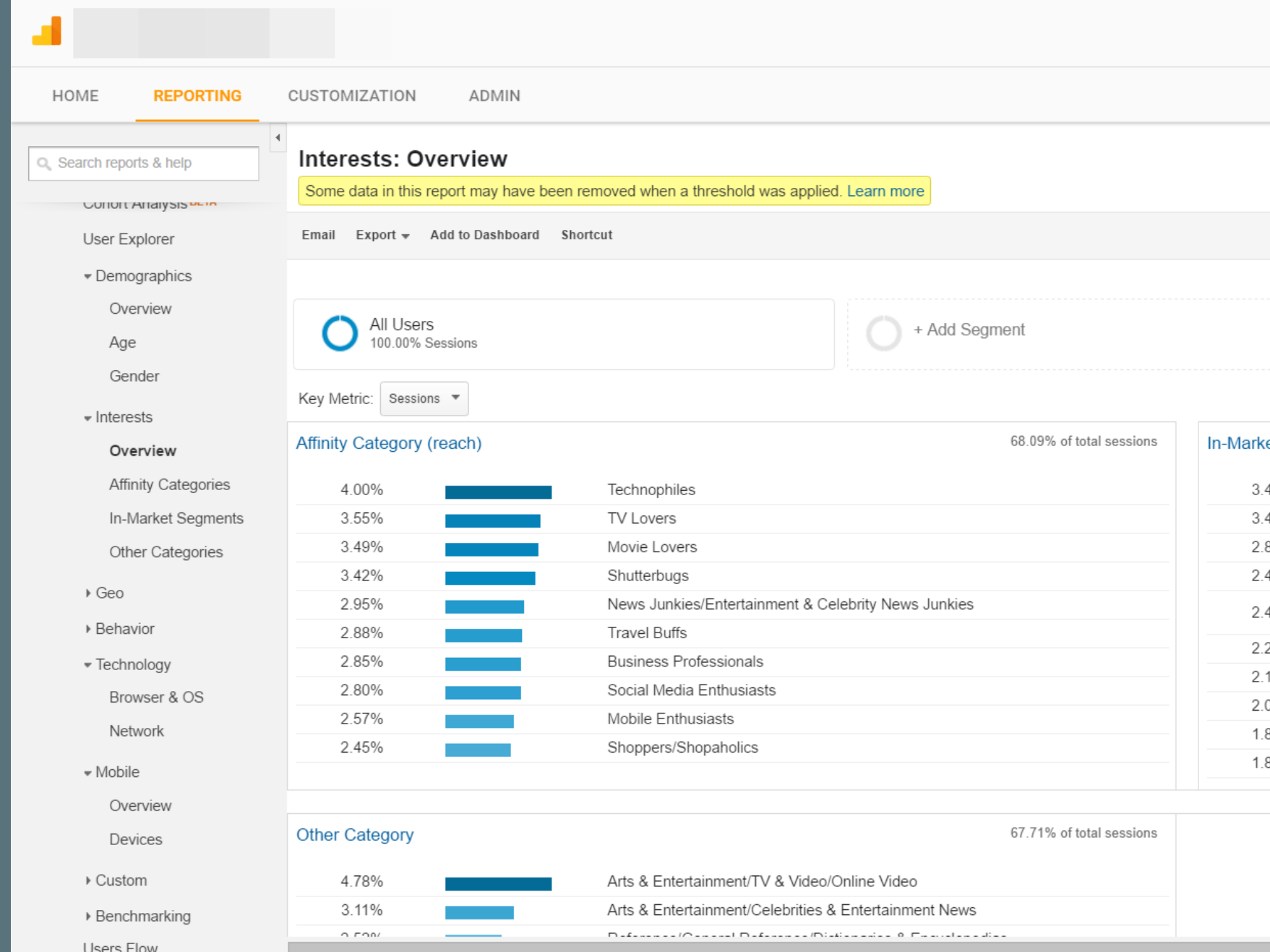


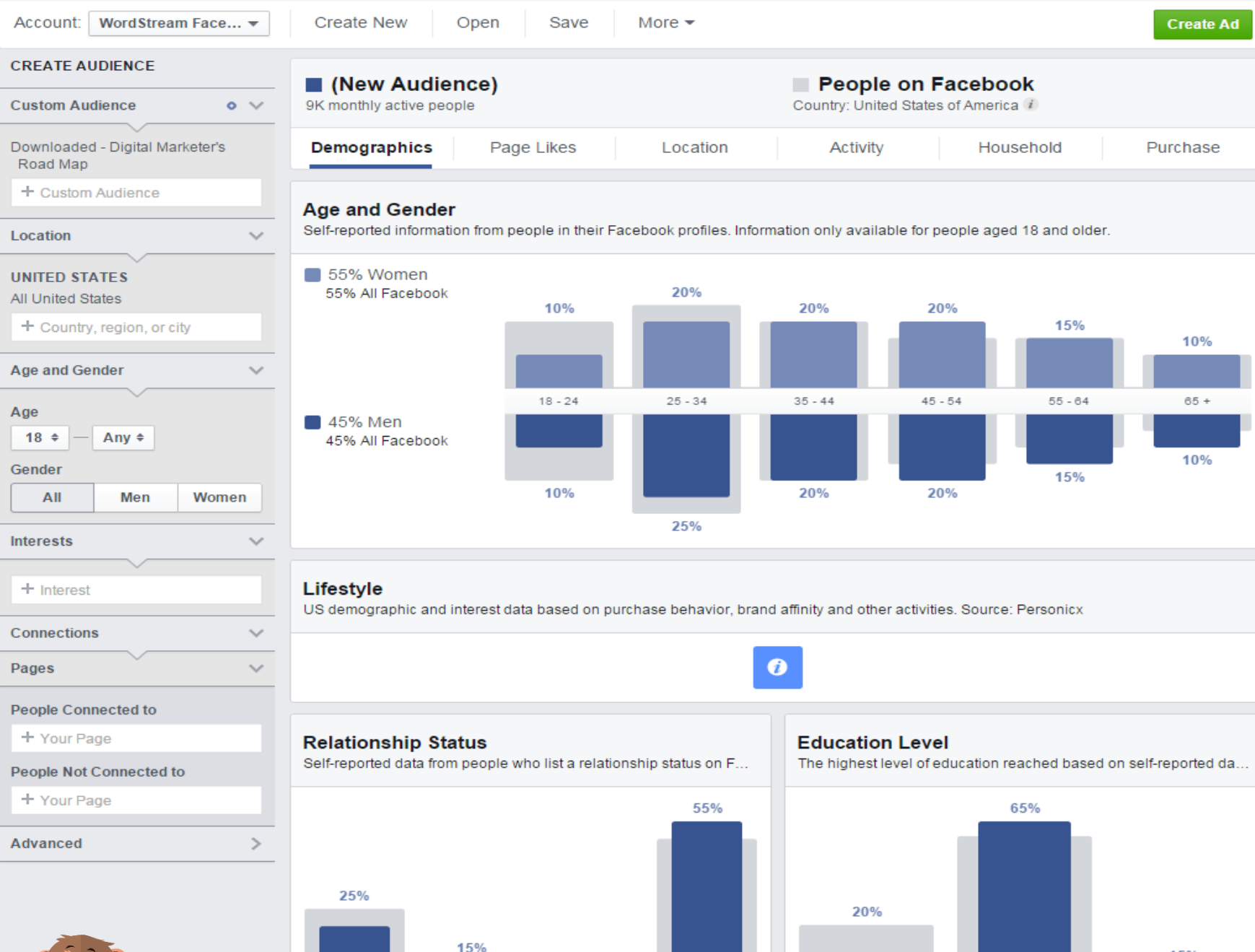
Create & Promote  
Content \*Outside\* of  
Your Niche (Connect to  
Customers Earlier!)





# Use Google Analytics User Explorer to Gain Insights To Determine Target Market

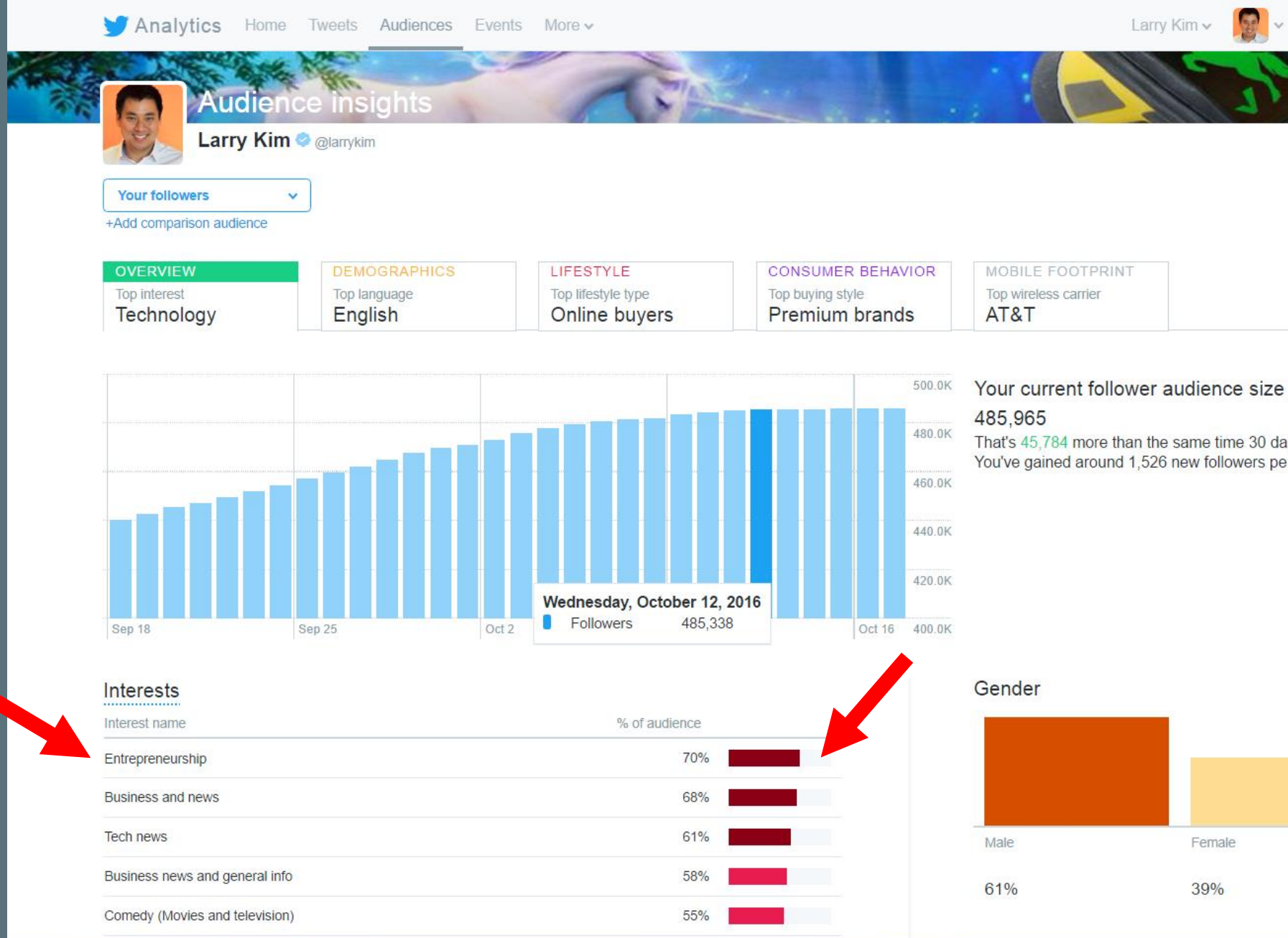




# Upload Your Customer List to Facebook Insights!



# Even Twitter Has Audience Insights!







Edit



359



Recommended by you, [Oliver Damian](#), and 1,261 Others.



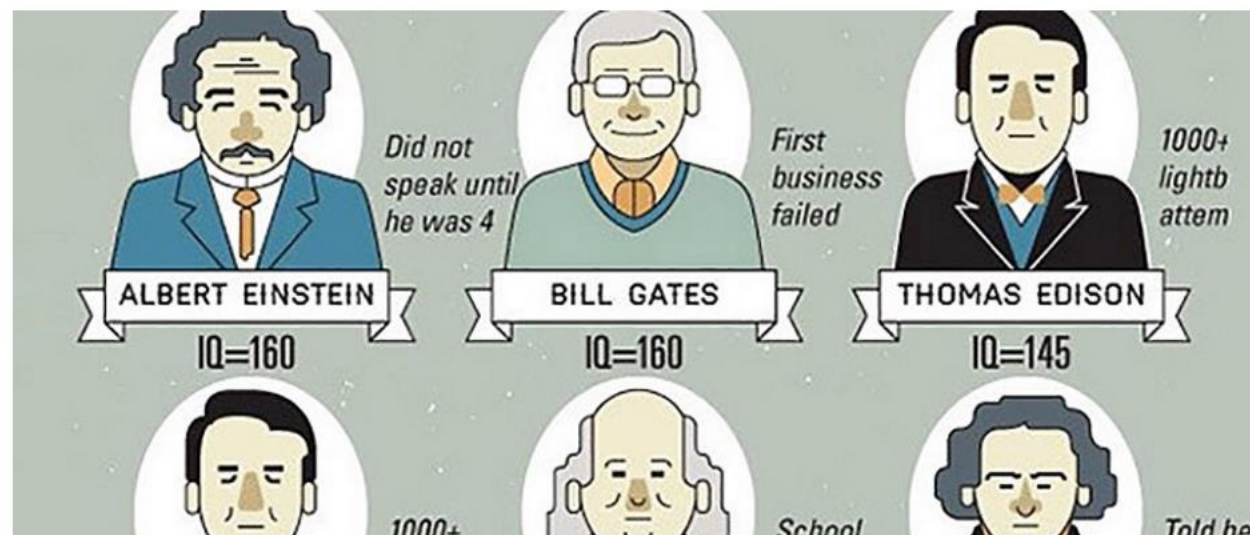
Larry Kim

Founder of WordStream. Top columnist @Inc, Search Engine Land ❤️ AdWords, Facebook Ads, Content Ma...

5 days ago · 6 min read

## The Ugly Truth About Being an Entrepreneur

Tanmay Seth and 8 others



Francesca Varisco and 1 other



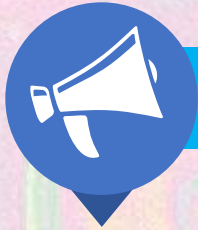
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# Create & Advertise Off-Topic Content to Build Brand Biases!

# How Content Marketing REALLY Works



STEP 1:

**Demand Creation:** Create & Promote Inspirational / Memorable Content about Your Brand to your Target Market



STEP 2:

**Bias Formation:** People See Your Content, But Don't Necessarily Take Action Right Away.



STEP 3:

**Harvest Demand:** Later when the Need Arises, People either:

Do a Branded Search for Your Stuff

Do Un-Branded Search but Biased Towards Clicking & Buying From You.





# My Favorite Facebook Ad Hacks

## 7. Quintuple Unicorn

Combine Interests, Demographics, Behaviors, Remarketing & High Engagement Content

## 3. Unicorn Slush Fund

Say no to “use it or lose it” ad budgets.

## 6. Inverted Unicorn

Target completely unrelated interests

## 2. Fake Unicorn Hack

Buy engagement to appear like a unicorn.

## 5. Unicorn Catalyst

Buy enough engagement to make content start “Trending”

## 4. Donkey Removal

Exclude Detractors from Targeting

## 1. Unicorn Branding Hack

Create & Promote content outside your niche to build brand affinity.



# What Does it All Mean?





**START/GO**  
(Donkey Land)

# Unicorn Marketing: Data Driven Marketing Strategy for 2018 & Beyond

## Audition Lots of Content Ideas

Quantity matters. Improves chances of unicorn detection.

4

## Find the Unicorns

Identify content with unusually high engagement rates

3

5

## Optimize for Engagement

ML- Systems Reward High Engagement w/ Great Visibility.



# Kill Your Donkeys. Milk Your Unicorns.



1

**Unicorn Alert**  
Get off Content Treadmill. Go nuts with your best unicorns across all channels. Especially Facebook Ads!

**END/REPEAT  
(Unicorn Land)  
– OR is it??**

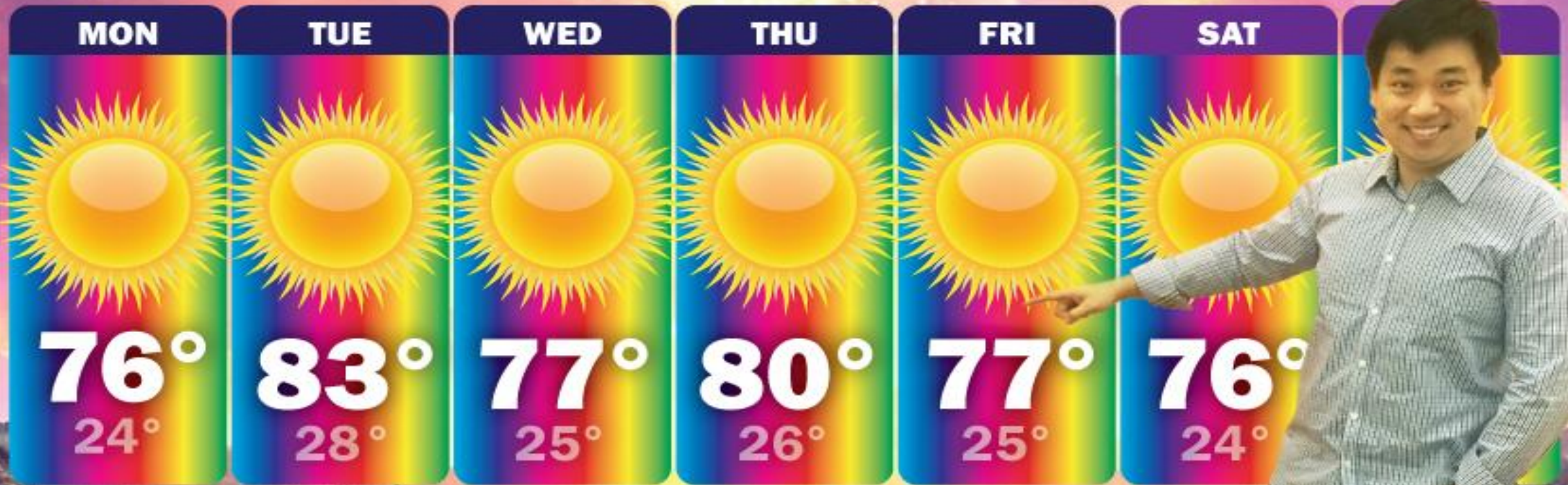
2

**Donkey Elimination**  
Stop Wasting time pushing donkeys. Let them die.





# Virtuous Cycle of Unicorn Land



1. Unicorn Alert Yields More Brand Affinity
2. Better Brand Affinity = Higher Engagement Rates & More Unicorn Alerts!
3. Around & Around we go!





# THANK YOU Internet Hungary!

**Now Entering  
Unicorn-Land!**

