

Advanced Twitter and Facebook Ad Strategies



Larry Kim, Founder of WordStream, Inc.

#mediahungary @larrykim



3 Random Facts About Me



1. Originally From Winnipeg

CANADA
-37.9°

Winnipeg

-29°

Mars

EXTREME WEATHER

**NEW
DAY**

**DEEP
FREEZE**

ICE CREATING DANGEROUS ROADS
CARS SPINNING OUT AND SKIDDING IN MINNESOTA

**LIVE
CNN**

RIGHT NOW

BOSTON

 **19°**

NEW YORK

 **30°**

PHILADELPHIA

 **33°**

HOSPITAL OF OAKLAND "REFUSED TO AGREE TO ALLOW US TO PROC

6:02 AM ET

CNN

Actual Photos of Boston Last Year





Live in Harvard Square, Boston, USA



WordStream's Headquarters



2008



2016

2. Expert Drone Pilot





3. Have a 1-Year
Old (#ppckid)

What is
**The State of Internet
Marketing in 2016**
(and can we still win BIG)
?

Act 1: We're Doomed!



#1. 100% Ads In Google Search Result

Google accounting software Larry

All News Shopping Apps Images More Search tools

About 23,200,000 results (0.48 seconds)




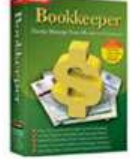

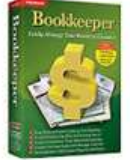


Accounting Software - QuickBooks.com
Ad www.quickbooks.com/accounting
4.8 ★★★★★ rating for quickbooks.com
QuickBooks™ Accounting Software. Rated the #1 Accounting Solution.
50% Off Online Version Are You A New Business?
QuickBooks™ Online QuickBooks™ Payroll

NetSuite Accounting for - NetSuite.com
Ad www.netsuite.com/AccountingSoftware
Fast Growing Businesses. Quick to Deploy. Free Product Tour
30,000+ Customers · 100% Cloud Platform · One Unified Suite
SuiteCommerce - NetSuite Accounting - NetSuite CRM

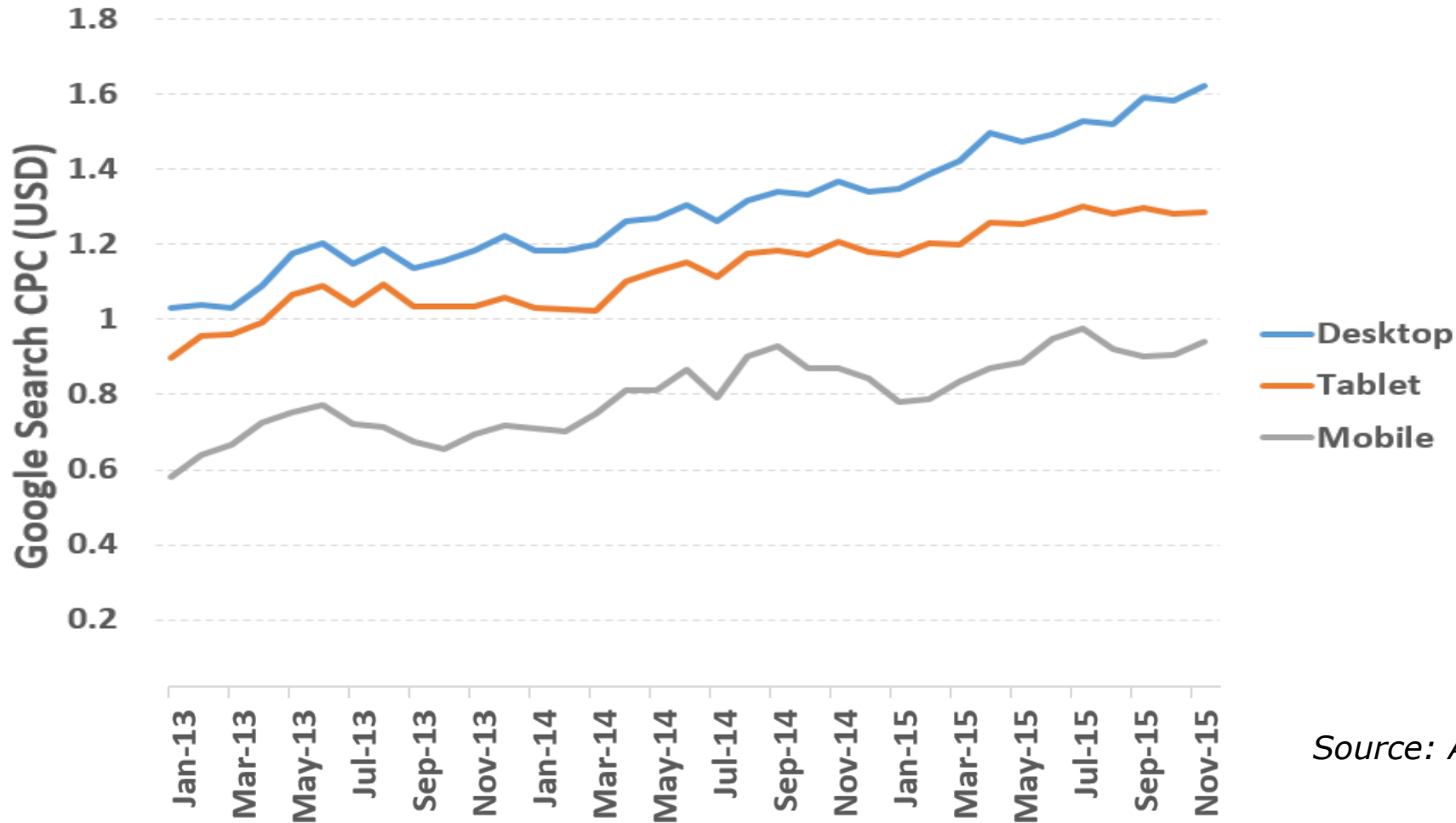
Xero Accounting Software - Xero.com
Ad www.xero.com/Accounting-Software
Over 600,000 Businesses Love Xero. Zero stress this New Year with Xero
Unlimited Users · QuickBooks Alternative · Payroll Included for Free
Get Free Training - Free & Quick Conversion - See Plans & Pricing

Accounting Software - Microsoft.com
Ad www.microsoft.com/Dynamics

Shop for accounting software on Google Sponsored

 QuickBooks Pro Desktop 2016 \$199.95 QuickBooks®...	 Quicken Home & Business ... \$85.20 Jet.com	 Sage 50 Pro Accounting 2016 \$239.00 Software 4 Sal...	 Bookkeeper 15 - ... \$27.97 Avanquest Sof...
 Quicken Starter Edition 2016 - ... \$29.99 Quicken	 Bookkeeper 2014, ... \$39.99 Office Depot	 Simplified Bookkeeping \$50.44 LD Products	 Express Accounts, ... \$128.99 Office Depot

#2. PAID SEARCH CPCs AT ALL TIME HIGH IN ESTABLISHED MARKETS!



Source: Approx. 2500 WordStream Customers
(Not official Google Data.)

#3. Certain Verticals Are Insanely Expensive

TOP COST PER CLICK ON BING ADS (Feb. 2015)



#4. Organic Social Media Reach Stinks!

buffersocial

Thoughts on sharing, creating, analyzing and converting with social media.

Save time on social media with Buffer. [Schedule your first post now!](#)

We've Lost Nearly Half Our Social Referral Traffic in the Last 12 Months



By Kevan Lee

OCTOBER 22, 2015

360 Comments



53%



43%

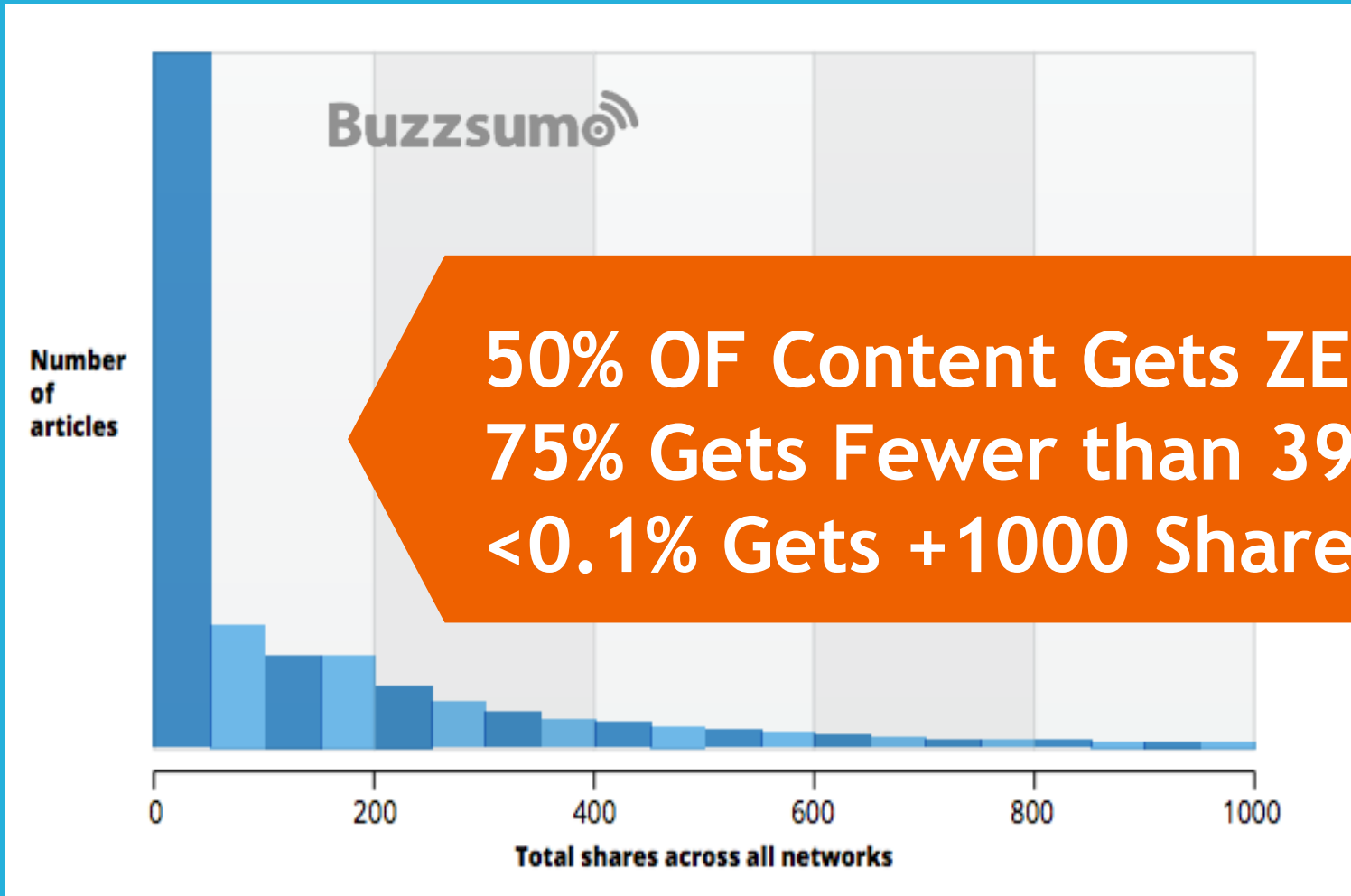


72%



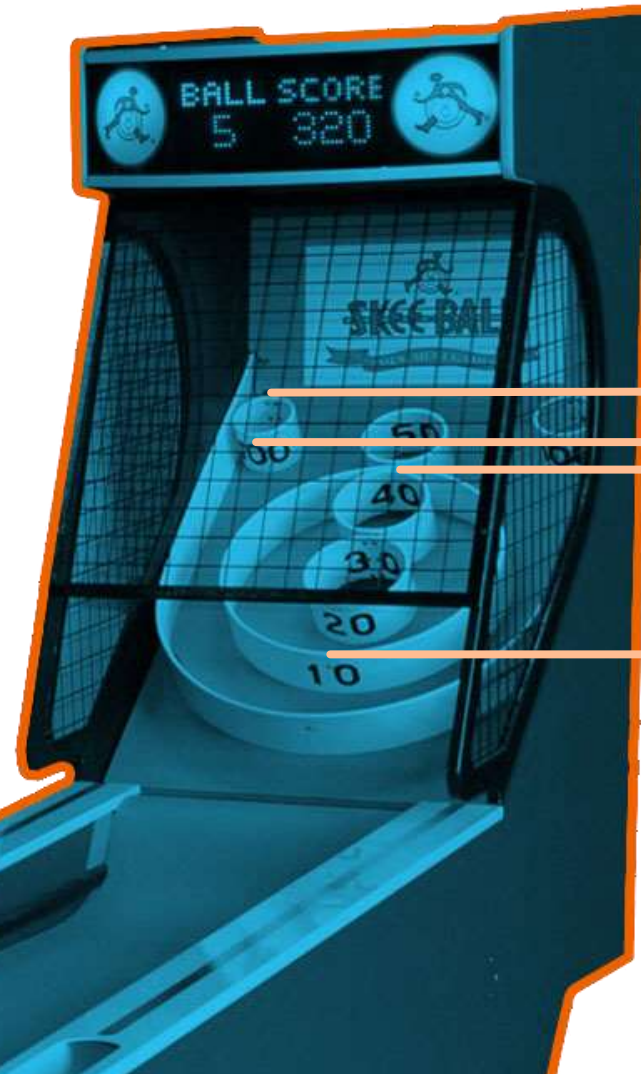
45%

#5: 99.9% of Your Content Goes Nowhere



50% OF Content Gets ZERO Social Shares
75% Gets Fewer than 39 Shares
<0.1% Gets +1000 Shares

#6: Typical Conversion Rate Via Internet Marketing <2%



Captured Lead

Engage with Content

Traffic
Generation
Activities

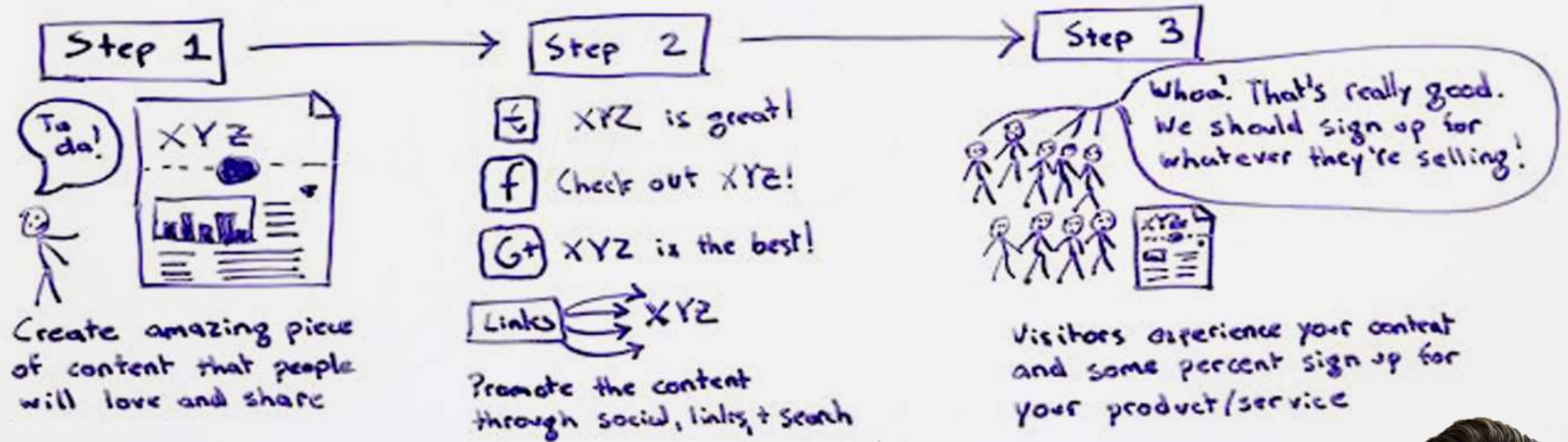
Internet Marketing in 2016

Kind of Feels Like



How does
Content & Social
Media Advertising
really work
?

The Greatest Misconception in Content Marketing



This (almost) never happens!
How it actually works...

A Repeat Step 1 and 2 many times until something sticks.

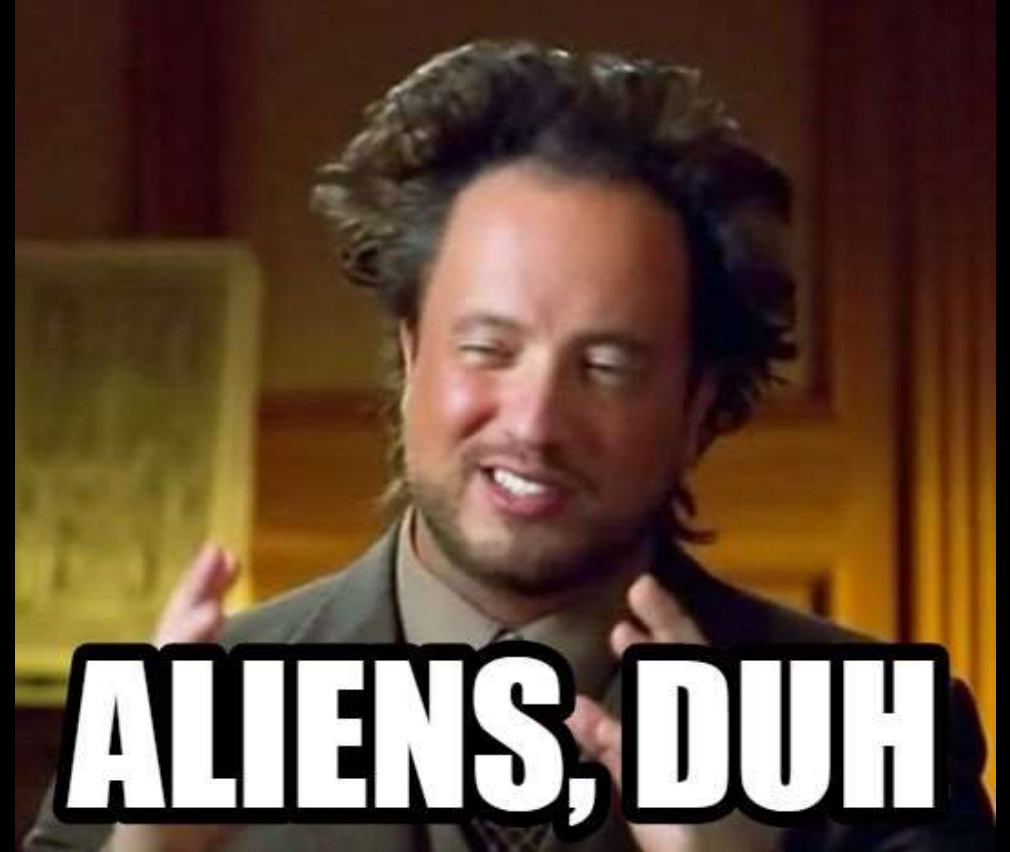
B Step 3 is a myth. Instead, visitors who have a positive experience may remember your brand and be biased to come to you in the future.



How to make:

STEP 2 (Promotion)
& **Step 3** (Sales)

Happen with greater
magnitude & frequency?





Act 2: A New Power is Rising

A still from the Star Wars franchise showing Darth Vader in his iconic black armor and helmet, pointing his right index finger towards Princess Leia. Princess Leia is on the right, wearing her white dress and having her hair in her signature buns. To the left, a man in a black Imperial uniform and cap looks on. The background shows the interior of a spaceship with white panels and a circular hatch.

You are using PAID
Social Media Ads... and
are a TRAITOR.

A man with a shaved head, wearing a blue polo shirt and a dark jacket, is lying on his back with his eyes closed, appearing to be asleep. He is lying on a floor that is completely covered with numerous stacks of US dollar bills, including \$100 and \$50 bills, some of which are tied with rubber bands. The background is a dense field of these money stacks.

BIG AD BUDGETS NOT REQUIRED!

You Can Do
Paid Social
Ads for HUF
10,000



A man with a beard and a surprised expression is shown in a prehistoric setting. He is holding a flaming torch in his right hand and a piece of wood in his left hand. The background shows a lush, green environment with palm trees and other tropical vegetation.

Use social ads as a CATALYST to Get the ball Rolling

A man with dark hair and a beard, wearing a dark jacket and pants, stands calmly in the center of the frame. Behind him is a massive, bright yellow and orange explosion that fills the lower half of the image. Debris is flying through the air above the explosion. The background shows a blue sky with some clouds and distant mountains.

Or as an **ACCELERANT** to Make
Bigger Explosions

(a) Paid Social Ads Provide MOST SCALABLE Content Promotion



(b) Social Ads Turn Visitors into Leads & Customers

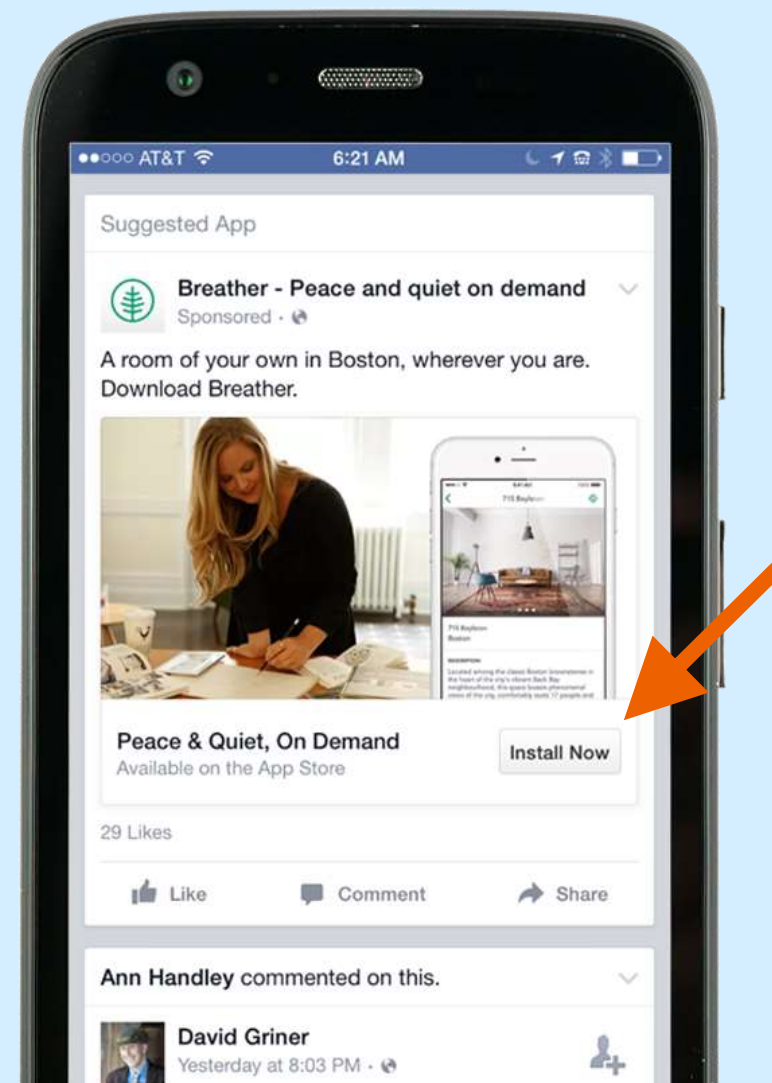
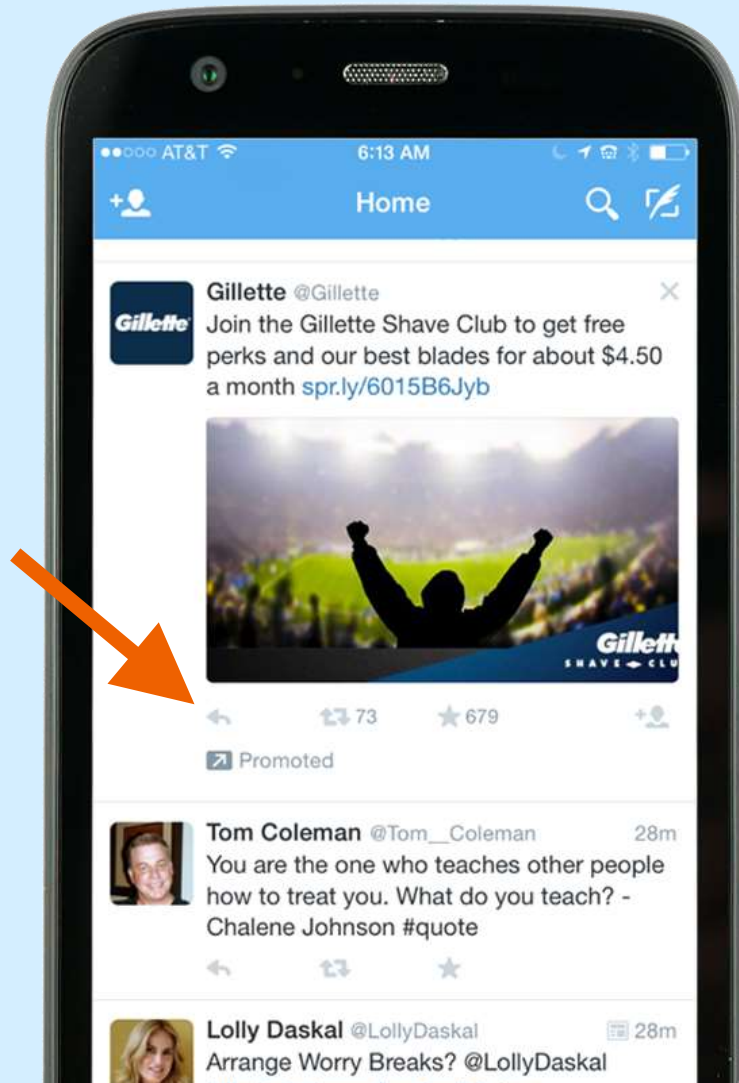
ADVERTISE
Target your audience with display & social ads and Remarketing Lists for Search Ads to promote offers





The Top 10 Paid Social Media Advertising Hacks of All Time!

We're Focusing on Facebook & Twitter Today



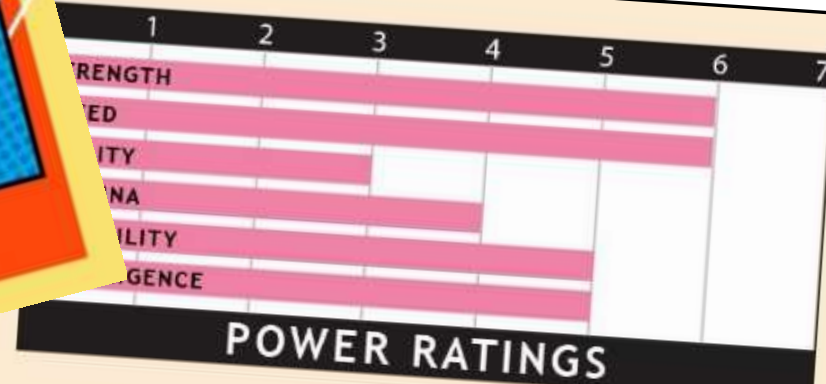
Apologies to Google+ Fans...



SOCIAL NETWORKING On Google+

Larry's #10 Social Ads Hack:

Quality Score in
Facebook and
Twitter Ads!



QUALITY SCORE



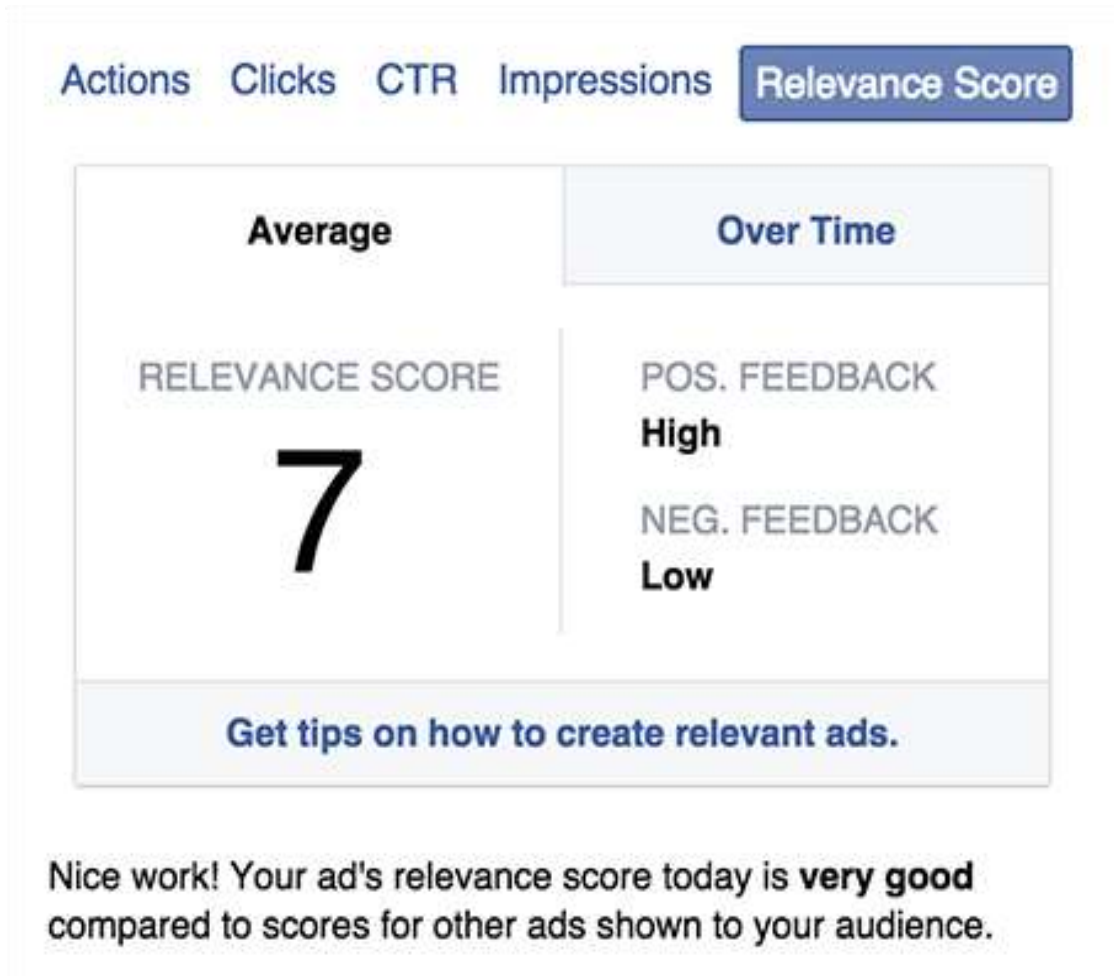
**I WANT TO
BELIEVE**

How Does Google Search Decide Which Ad is Shown Where?

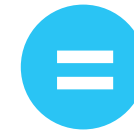


$$\text{Ad Rank} = \text{Quality Score} \times \text{Max CPC Bid Amount}$$

“Relevancy Score” in Facebook



**HIGHER POST
ENGAGEMENT**



Higher Relevance Score



HIGHER RELEVANCE SCORE



More Impression Share and
Lower Cost Per Engagement

“Quality Adjusted Bid” in Twitter



**HIGHER Relevance, Resonance, Recency =
HIGHER Quality Adjusted Bid =
MORE Ad Impressions at Lower Cost**



RESONANCE: Are consumers engaging your Tweet? Do they retweet, favorite, or reply?

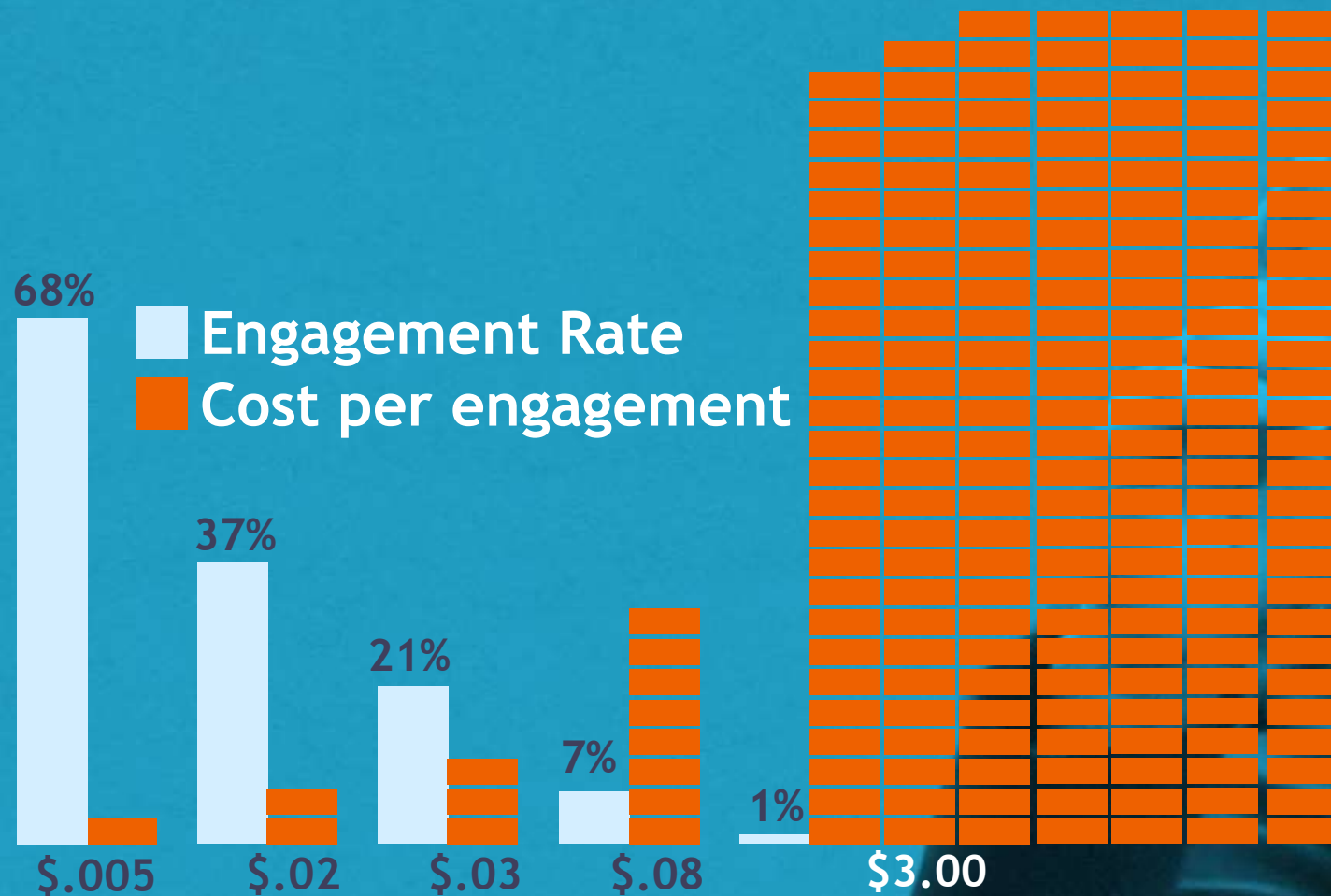


RELEVANCE: Is your Tweet related to things a user is interested in?

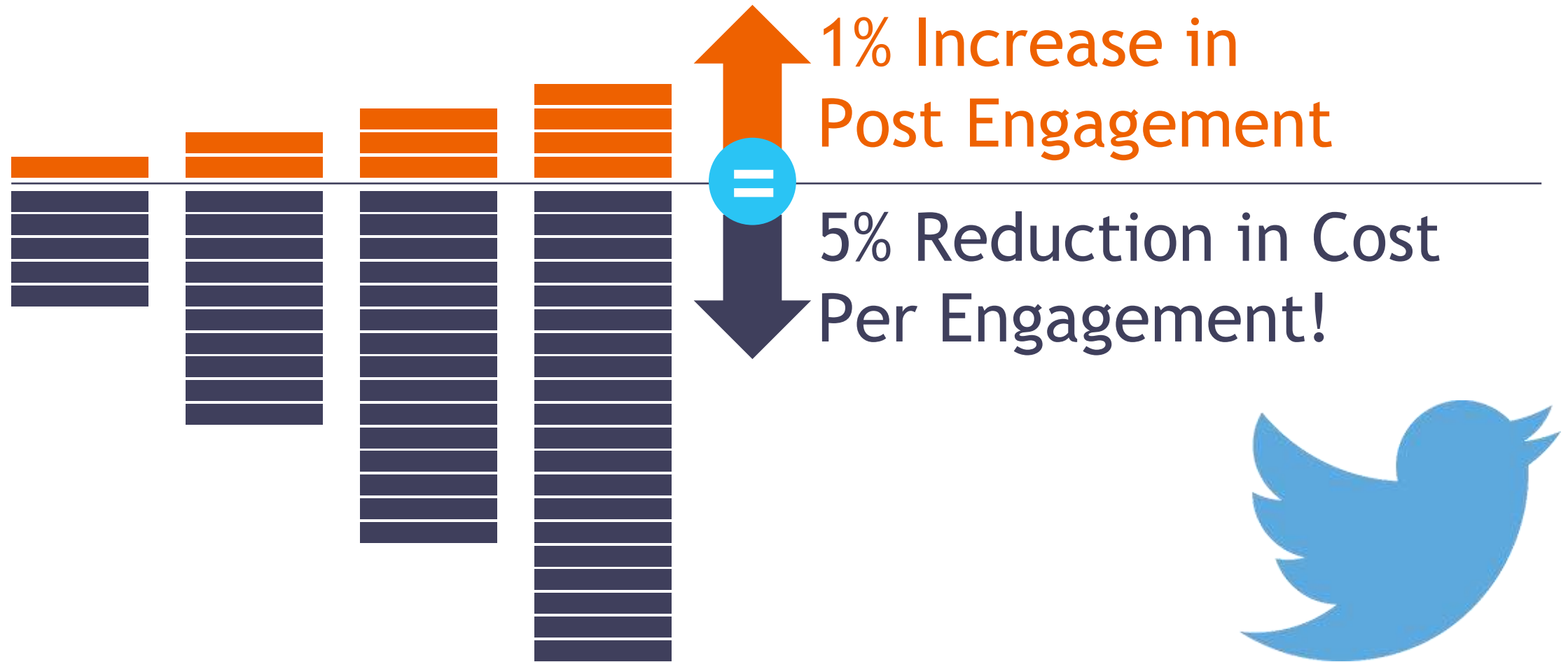


RECENCY: Is your Tweet fresh? Fresher Tweets get higher priority.

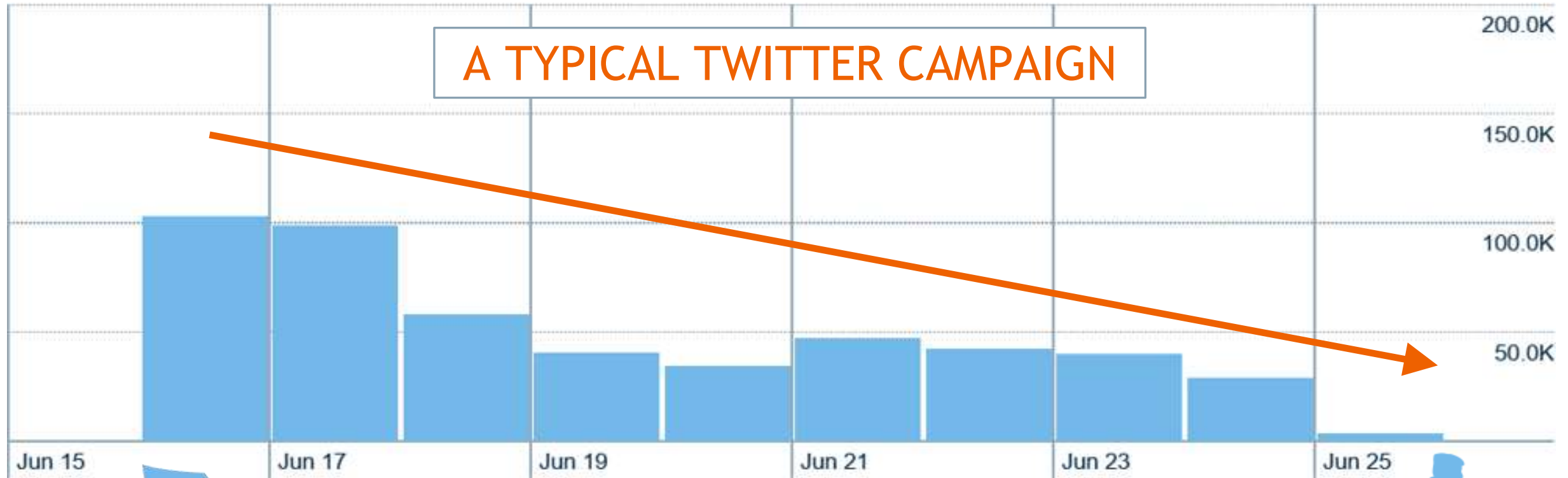
Higher Engagement Rate = (Much) Lower Cost Per Engagement



“Quality Adjusted Bid” in Twitter



Quality Score & Ad Impression Share



FEWER AND FEWER AD IMPRESSIONS
AS THE CAMPAIGN AGES!



Get a High Quality Score! (Duh)

High Post Engagement = High Quality Scores

High QS (Great!)

- High Ad Impression Share
- Low Cost Per Engagement

Low QS (Terrible!)

- Low Ad Impression Share
- High Cost Per Engagement





***I BELIEVE IN
QUALITY SCORE***

Promote Your BEST Stuff Instead (Unicorns: Your Top 1-2%)



RETWEETS

1,488

FAVORITES

1,284

6:15AM - 7 Mar 2015

Paid Social Ads ROI Analysis:

**1500 RETWEETS AND 100K
VISITORS FOR \$250?!**

MIND = BLOWN!

Just Say NO to Promoting Junk Updates

I DON'T PROMOTE EVERY TWEET

**BUT WHEN I DO, THEY'RE UNICORNS WITH +15%
ENGAGEMENT RATES AND 1 PENNY CPE'S**

How to ALWAYS Get High Quality Score Unicorns?



7 Day Forecast: Sunny in Unicorn Land



I've Built a Unicorn Detector!



Larry's Organic & Paid Social Network Sharing/Posting Pyramid Scheme



1. Lots of stuff (organically) to Twitter
2. Post Top stuff from Twitter, to LinkedIn & Facebook
3. Pay to Promote the Unicorns on Facebook & Twitter!



**Tweet More Often and Only
Promote Your Best Stuff
(Unicorns!)**

Paid Social Hunger Games



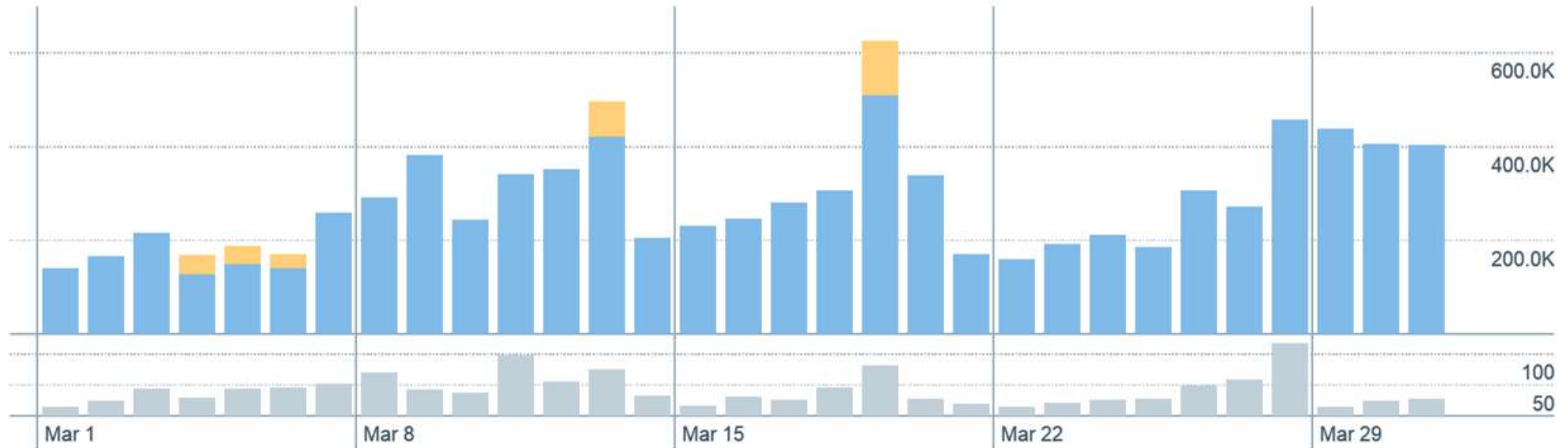
How to Find High Engagement Posts? (Unicorns!)

Tweet activity

 March 2015 ▾

 Export data

Your Tweets earned **8.9M impressions** over this **31 day** period



A screenshot from the Mortal Kombat video game series. It shows two characters in a fighting arena. On the left, a character in a red and black outfit is in a fighting stance. On the right, a character in a blue and black outfit is being hit by a large, fiery explosion. Above each character is a health bar; the one on the left is mostly green with a small red section, and the one on the right is mostly green. The background features a large, ornate building with many windows and a crowd of spectators in the stands.

**Paid Social
Media Ads. VS.**

**Organic Social
& Content
Marketing**

What's The Biggest Difference??

Key to Paid Social Media Ads: Be Picky!



**Cast a Narrow
Net, Maximize
Engagement
Rates Within.**

Larry's #9 Social Ads Hack:

A close-up shot of Rocket Raccoon from the movie Guardians of the Galaxy. He is holding a large, detailed blaster in his paws, looking directly at the camera with a slight smirk. The background is blurred, showing what appears to be a crowd of people.

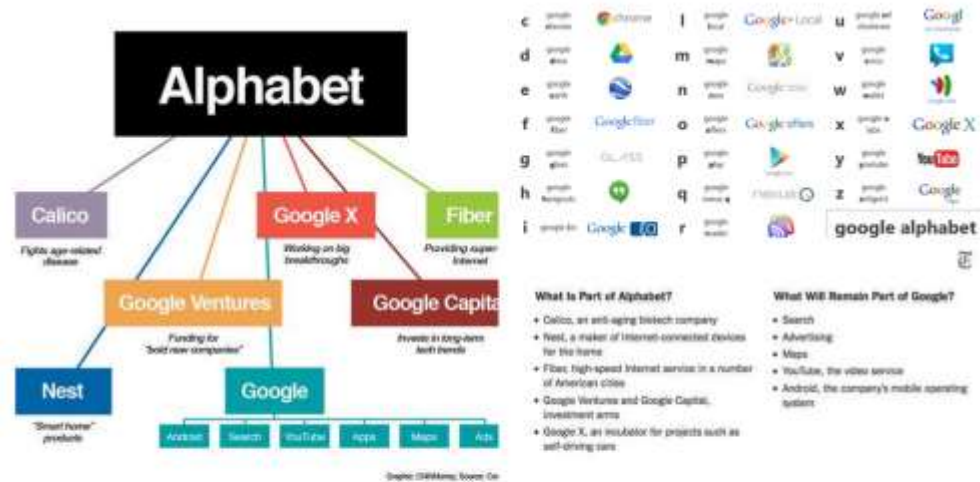
Turn Low Engagement
Updates Into High Engagement
Posts w/ **Keyword Targeting**
(and other Targeting Methods)

zOMG 10X Higher Engagement By Targeting #alphabet



Larry Kim
@larrykim

NEW! 21 Unusual Facts About Sundar Pichai, Google's Surprise New CEO:
inc.com/larry-kim/21-u... #Alphabet 💡💡💡💡💡



RETWEETS
90

FAVORITES
60



11:04 AM - 11 Aug 2015

32.6K
IMPRESSIONS

9K
ENGAGEMENTS

\$49.93
SPEND

\$0.01
ECPE

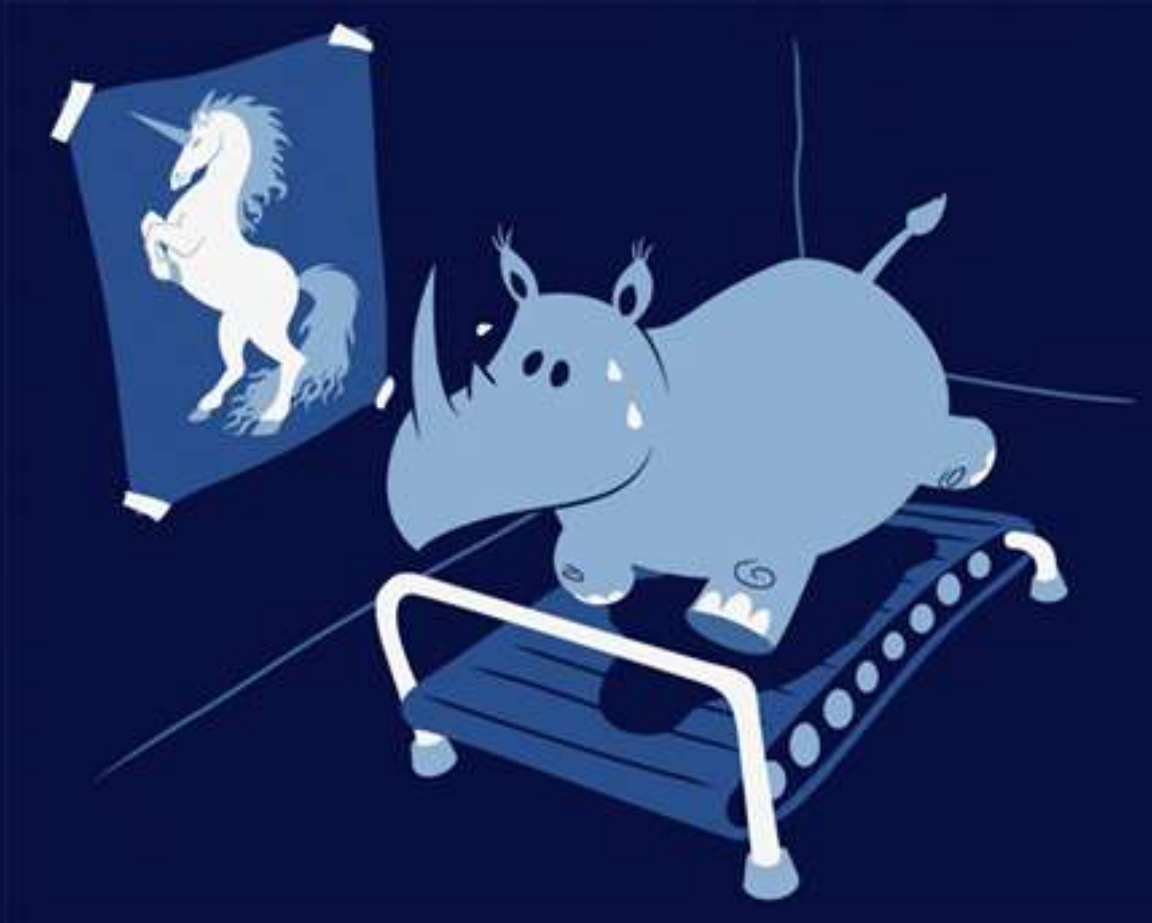
0
CONVERSIONS

Campaign totals



Summary Engagements Conversions

Tweet	Impressions	Clicks	Media News	Retweets	Replies	Followers	Card Engagements	Tweet Engagement Rate
Campaign Totals	32,565	2,183	6,443	348	6	18	-	27.63%
Larry Kim @larrykim Ahh. Makes sense! Google #Alphabet 📺 pic.twitter.com/UZA4O3URvY	26,184	1,883	5,528	327	6	15	-	29.63%



Adding Audience Targeting Turns OK Ads Into Unicorns

Larry's #8 Social Ads Hack:



**Get Free
Clicks!**

Buy 1 Retweet/Like, Get 3 Clicks Free!



Tweet details

10 TRICKS

— to —

• APPEAR SMART •

IN MEETINGS

#1 DRAW A VENN DIAGRAM



#6 ASK "WILL THIS SCALE?" NO MATTER WHAT IT IS



#2 TRANSLATE PERCENTAGES INTO FRACTIONS



#7 PACE AROUND THE ROOM



#3 ENCOURAGE EVERYONE TO "TAKE A STEP BACK"



#8 ASK THE PRESENTER TO GO BACK A SLIDE



#4 NOD CONTINUOUSLY WHILE PRETENDING TO TAKE NOTES



#9 STEP OUT FOR A VERY IMPORTANT PHONE CALL



Impressions overview

First 24 Hours

Last 24 Hours



Key metrics

Impressions

Number of times users saw the Tweet on Twitter

Promoted

Organic

2,408

6,795

Embedded media clicks

Clicks to view a photo or video in the Tweet

392

227

Link clicks

Clicks on a URL or Card in the Tweet

46

174

Larry's #7 Social Ads Hack:



**Increase Commercial Intent With
Demographic and Behavioral Targeting**



Website H.I.T.S. How Idiots Track Success

Precise Ad Targeting Boosts Engagement Rate

Purchase behavior > Business purchases

Business marketing ×

Search behaviors Browse

- Media
- Mobile Device User
- Purchase behavior
- Residential profiles
- Seasonal and Events

6,124,400 people

Partner Categories > Epsilon (US)
> Purchase behavior > Business purchases > Business marketing

Description: People who buy items relating to business marketing

Source: Aggregated, multi-sourced offline transaction-based data

“Partner Audiences” in Twitter

1 SELECT BEHAVIORS

Browse and select behaviors

2 behaviors selected

Auto (DLX Auto powered by Pelt)

CPG brands

CPG BuyStyles

CPG Categories

Demographics

Finance

Lifestyles

Retail brands

Retail categories

Seasonal

Subscription services

Travel

☐ All of CPG categories

Alcohol beverage buyers

Bakery buyers

Baking & cooking supplies buyers

Beverage Buyers

Cereal buyers

Children's food & product buyers

Condiments & sauces buyers

Dairy & egg buyers

Deli food buyers

Frozen food buyers

Gift & party supplies buyers

Grocery spending behavior

Health & beauty buyers

Health food buyers

☐ All of Beverage buyers

☐ Bottled water
provided by Datalogix 4.20M

☒ Coffee
provided by Datalogix 4.20M

☒ Coffee: k-cup
provided by Datalogix 1.70M

☐ Diet carbonated
provided by Datalogix 9.20M






☐ Energy drinks
provided by Datalogix 1.20M

☐ Hot tea
provided by Datalogix 9.40M

☐ Iced tea/lemonade
provided by Datalogix 9.40M

☐ Juice
provided by Datalogix 4.20M

Demographic Ad Targeting in Facebook

Languages 	Enter a language...	x	Audience Definition	
Life Events 	Choose life events Browse			
Interests 	Newly engaged (3 months) +			16,545,849 people Facebook Categories > Life Events > Newly engaged (6 months) Description: People who have been engaged for less than 6 months.
	Newly engaged (6 months) +			
	Newlywed (1 year) +			
	Newlywed (3 months) +			
Behaviors 	Newlywed (6 months) +			
Connections 	Recently moved +			
	Add a connection type ▾			

Demographic Ad Targeting in Twitter

Browse and select behaviors ×

No items selected

- > Auto (DLX Auto powered by Polk)
- > CPG brands
- > CPG BuyStyles
- > CPG categories
- > **Demographics**
- > Finance
- > Lifestyles
- > Philanthropy
- > Retail brands
- > Retail categories
- > Seasonal
- > Subscription services
- > Technology
- > Travel

- ☐ **All of Demographics**
- > Charitable donor
- > Dwelling type
- > Education
- > Family position
- > Generation
- > Home ownership
- > **Household size**
- > Income
- > Length of residence
- > Life event
- > Marital status
- > Net worth
- > Occupation category

- ☐ **All of Household size**
- ☐ Individuals in household: 1 person 1.72M
provided by Acxiom
- ☐ Individuals in household: 2 people 1.57M
provided by Acxiom
- ☐ Individuals in household: 3 people 1.48M
provided by Acxiom
- ☐ Individuals in household: 4 people 1.15M
provided by Acxiom
- ☐ Individuals in household: 5 people 820.78K
provided by Acxiom
- ☐ Individuals in household: 6 people 526.24K
provided by Acxiom

Done

Larry's #6 Social Ads Hack:

I'LL BE
BACK

Social Media Remarketing

Power of Social Remarketing



3X Engagement Rates!

2X Conversion Rates!

So Push **HARD OFFERS** (Sign-Ups, Consultations, Downloads, etc.)

#5 Social Ads Hack: Super Remarketing!



**Combining
Remarketing +
Demographic +
Behavioral
Targeting + High
Engagement
Content**

Behold The Awesome Power of Super Remarketing



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 = \$\$\$

Larry's #4 Social Ads Hack:



Custom Audiences

New “Tailored Audiences” or “Custom Audiences”

Audience manager

Create new audience

5 Tailored audiences

Name	Last Updated	Audience Size	Manage
SQL Uploaded list • Email addresses	READY		Delete
SQL phone numbers Uploaded list • Mobile phone numbers			
Influencers Uploaded list • Twitter usernames			
How to Compete in AdWords Guide Download			
Website visitors • Website			



Audiences

Reach the People You Want

Create and save an audience

Create Audience

Choose the type of audience you want to create on Facebook.
This process is secure and the details about your customers will be kept private.

- Data File Custom Audience
- MailChimp Custom Audience
- Custom Audience from your Mobile App
- Custom Audience from your Website

People-Based Marketing is Like Email Marketing But Better



Email Marketing



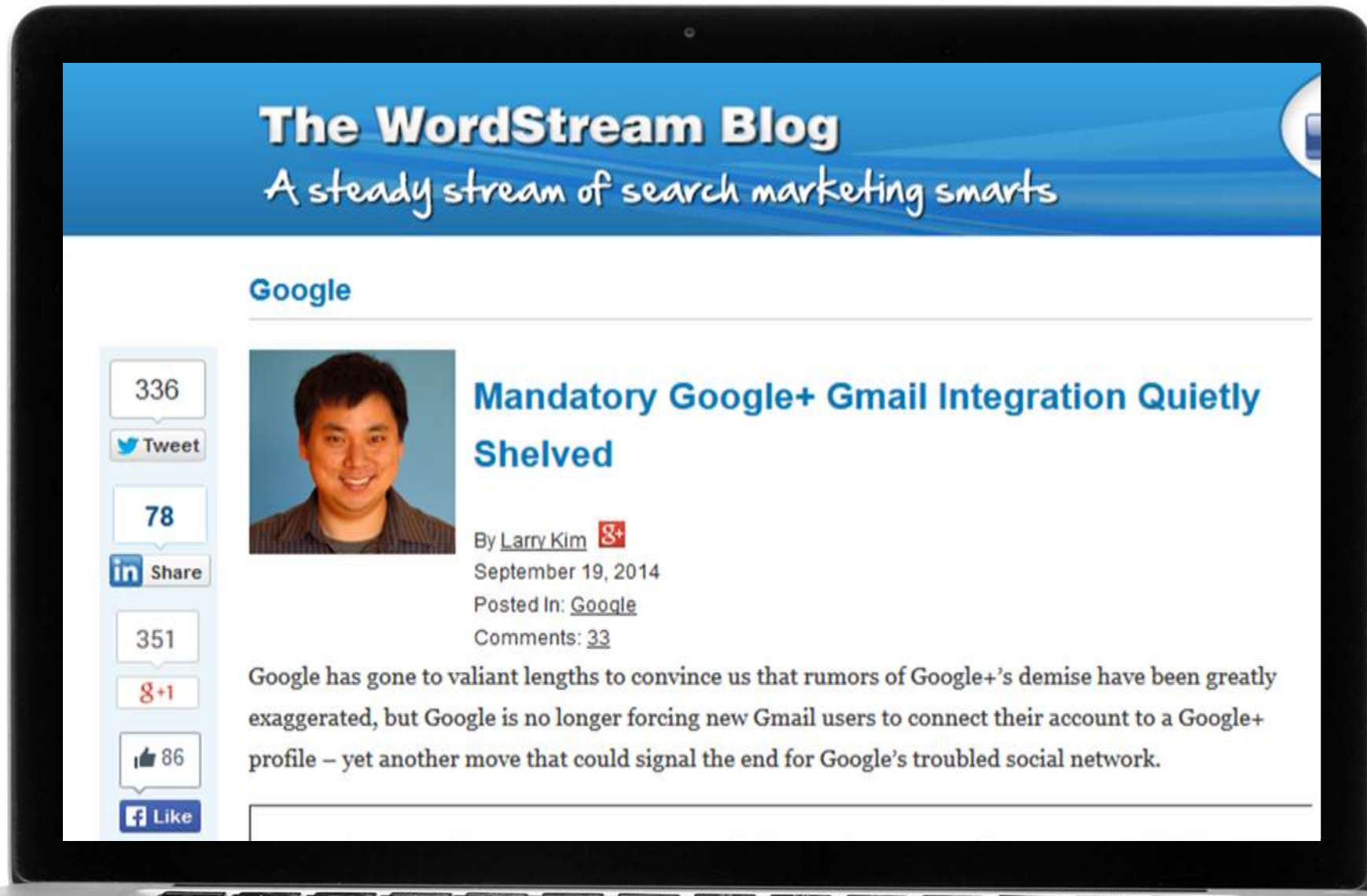
People-Based Marketing

- Limit number of blasts to reduce unsubscribes → Fixed
- .5-2% unsubscribes each blast → Fixed
- People Need to opt into your list → Fixed
- Tons of unqualified emails on the list → Fixed

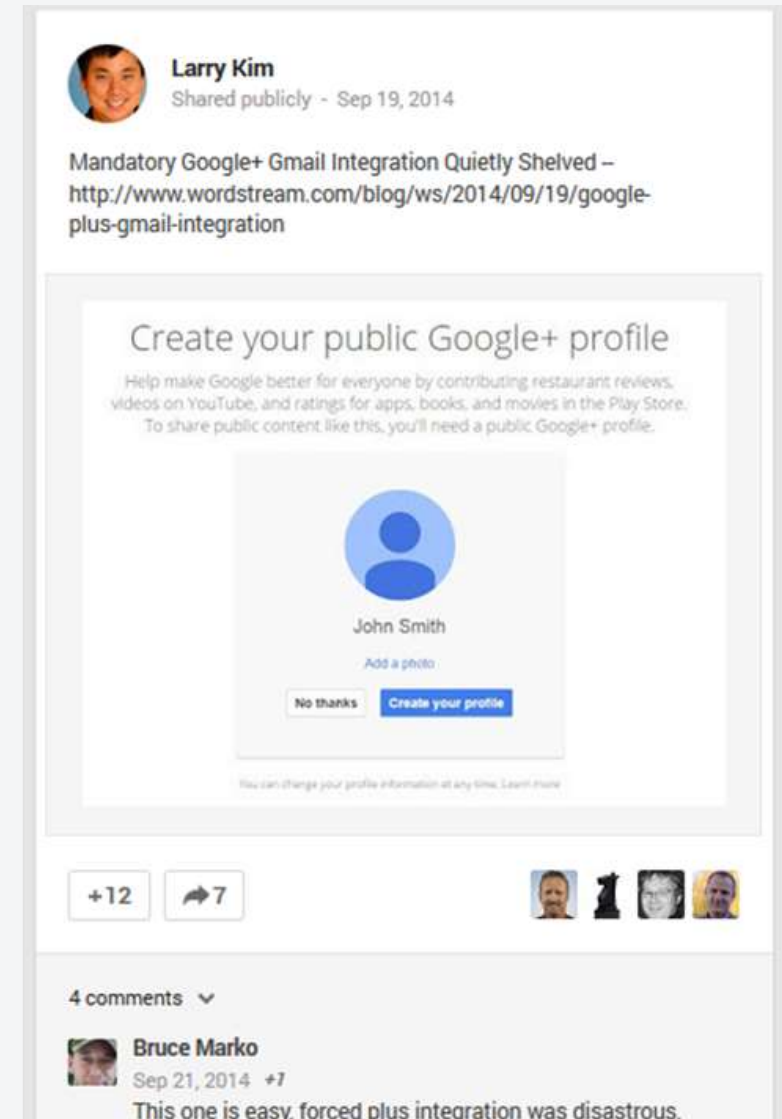
Identity Marketing Using Custom Audiences in Social Ads

Identity based marketing opens up a TON of new and exciting advertising use cases!

This is a True Story



Shared the Article on My Social Media



Promoted Post to My List of Influencers

Twitter Ads Campaigns Creatives Analytics Tools

Select languages

Select devices, platforms, and countries

Select additional targeting criteria

Users falling into any of the categories below will be targeted.

+ Add followers

+ Add interests

Add tailored audiences Remove tailored audiences

Search your tailored audiences

Target users from...

From lists

Influencers (1.66K users)

Browse tailored audiences

X

From web

From lists

Create new types of tailored audiences like audiences from [mobile app events](#).

☐ All from lists

☐ SQL phone numbers (Audience too small)

☐ SQL (4.42K users)

☒ Influencers (1.66K users)

☐ Shark tank list (N/A)

Done

Story Picked Up
in Marketing Land
in 2 Hours

Marketing Land SOCIAL SEARCH MOBILE DISPLAY EMAIL ANALYTICS MARTECH RETAIL CMO MORE

Google+ Is No Longer A Requirement For Creating A Google Account

After 2 1/2 years of mandatory social account creation, new users are now given a "No thanks" choice when signing up for Gmail and other Google products.

Martin Beck on September 19, 2014 at 7:10 pm



Google's hard sell of Google+ continues to get softer.

Earlier this month, Google quietly dropped the requirement that new users create a Google+ profile when they sign up for a Google account. A Google+ profile has been mandatory since [January 2012](#), a requirement that some saw as a strong-arm tactic.

With the change, brought to our attention today by [Larry Kim of the WordStream Blog](#) and confirmed by Google, new users are given a choice:

SEO Link Building Dance



+500 Press Pickups in 48 Hours



FRIDAY

Marketing Land



SATURDAY

engadget
VentureBeat
GIZMODO
The Register



MONDAY

lifehacker
ars technica
FAST COMPANY
BUSINESS INSIDER
The Washington Post
BETABEAT
SLASH GEAR
InformationWeek
c|net
ITPRO
THE DAILY

Custom Audience Social Ads ROI Analysis:

- 500 High Value Press Pickups + Links
- Massive Brand Exposure
- +100k Site Visitors

Total Cost: \$50
Total Time 10 minutes

**I DON'T PROMOTE
EVERY TWEET**


**BUT WHEN I DO, I TARGET
RIDICULOUSLY INFLUENTIAL
TWITTER USERS**

Another True Story

[Home](#) : [Blog](#) : Do Twitter Ads Work? Comparing the Ad Performance of The World's Largest Social Networks

Do Twitter Ads Work? Comparing the Ad Performance of The World's Largest Social Networks

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

 November 5, 2013

 Larry Kim

 15

[Social Media](#)

Twitter vs. Facebook: Comparing the Ad Performance of the World's Largest Social Networks



Twitter's initial public offering (IPO) is approaching, and Twitter just [raised its price range](#) to \$23-\$25, suggesting it's feeling optimistic about the outcome. Investors may be a little more nervous though.



[According to polls](#), just 35% of Americans think buying Twitter stock is a good idea, whereas 51% of Americans thought Facebook stock was a good idea before [its IPO last May](#).



As for me, I'm not planning to buy any Twitter stock. I've always said that Facebook makes a weak showing when it comes to [ad performance](#) for direct response marketing (lead generation), [especially compared to comparable offerings from Google](#). But what about Facebook vs. Twitter? The fact is,



Facebook ads have improved a great deal since the IPO last year, but **Twitter still needs a lot of work as an advertising platform.**



Find out if you're making mistakes with AdWords.

[GET GRADED TODAY](#)

Shared the Article on My Social Media



Larry Kim
@larrykim

Do Twitter Ads Work? Comparing the Ad Performance of The World's Largest Social Networks -->

wordstream.com/blog/ws/2013/1...



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☐ All from lists

☐ SQL phone numbers (Audience too small)

☐ SQL (4.42K users)

☒ Influencers (1.66K users)

☐ Shark tank list (N/A)

Done

Business Insider Asks To Publish Story

Hey Twitter, Your Ads Are Even Worse Than Facebook's — Here's The Data

Larry Kim, founder of Wordstream

Nov. 5, 2013, 2:57 PM 🔥 3,372 💬 2



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

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I'm no Wall St. investment pro,



Larry Kim / Wordstream

SEO Link Building Dance



Shared the Article on My Social Media



Larry Kim
@larrykim

Hey Twitter, Your
Ads Are Even Worse Than Facebook's
— Here's The Data read.bi/17KDgcr "



Hey Twitter, Your Ads Are Even Worse Than Facebook's — Here's The Data
Twitter's initial public offering is...



Promote Your
Unicorns, Larry!

Promoted Post to My List of Influencers

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From web

From lists

Create new types of tailored audiences like audiences from [mobile app events](#).

☐ All from lists

☐ SQL phone numbers (Audience too small)

☐ SQL (4.42K users)

☒ Influencers (1.66K users)

☐ Shark tank list (N/A)

Done

Fox News Producer Emails One Hour Later

Mail ▾

COMPOSE

Inbox

Starred

Sent Mail

Drafts (1)

More ▾

Fox Business Network Interview Request



***@foxbusiness.com

to me ▾

Good Afternoon,

I hope you are doing well! I work with Lori Rothman and Adam Shapiro on the Fox Business Network's 1pm Eastern show Markets Now. **I would like to put out an interview request for Larry Kim, is he available to join Fox Business tomorrow at 1:05PM Eastern for a live TV interview?** We would like to discuss Larry's piece in Biz Insider about why Twitter's ads are worse than Facebook's. We have been closely following the Twitter IPO all week and would love to have Larry Join the show.

I am more than happy to arrange a car to take Larry to the closest satellite studio. I looks like you all are based



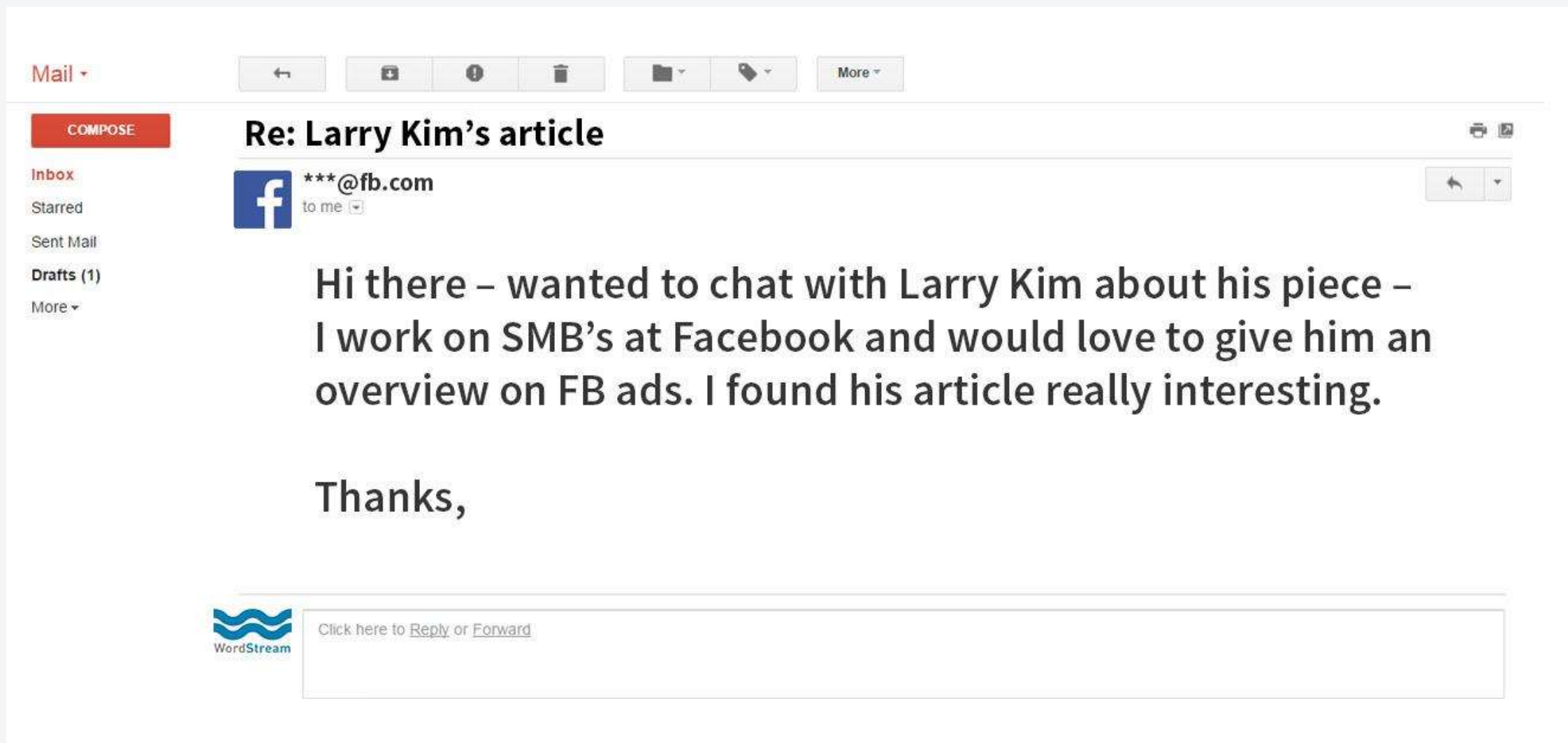
[Click here to Reply or Forward](#)



#TwitterIPO

TWITTER'S ACHILLES' HEEL

FOX
BUSINESS



Facebook Baby Hoodie (\$25 value!) #ppckid



Custom Audience Social Ads ROI Analysis:

- Live Interviews with Fox, BBC, etc.
- 250 High Value Press Pickups + Links
- Massive Brand Exposure
- +100k Site Visitors
- I'm a Columnist on Business Insider
- Business Relationship /w Facebook
- Facebook Baby Hoodie worth \$25

Total Cost: \$50

Total Time: 10 minutes



Many
Ecommerce
Applications
for Custom
audiences!

Ecommerce Audience Email Segmentations



Non-Purchase
Users

Customers
with Expired
Warranty

Frequent
Purchasers

Recent
Purchasers

New
Purchasers

Active
Purchasers

Abandoned
Shopping Cart
Users

High Price
Item
Purchasers

A background image featuring Star Wars Clone Troopers in a desert environment. In the foreground, several Clone Troopers in white armor are running towards the viewer. In the background, three Jedi starfighters are flying in a hazy, orange-tinted sky.

Clone Your Audience List Using Similar Audiences!

**#3. Get Even More
Free Clicks!!**

**17-
7-1-ン!**





Gravity Assist



Larry Kim

Jan 26 · 4 min read

Recommended by Red_Designer7, Laura M. Sanchez and 6,654 Others

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 & 6654
Likes!

Arianna Huffington Shared the Story And Asked Me to Be a Columnist.



Arianna Huffington
@ariannahuff

Follow

Is multitasking killing your brain? Yes!

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

RETWEETS
111

LIKES
114



2:39 PM - 5 Feb 2016



THE
HUFFINGTON
POST

New York Observer, Time Magazine & Mental Floss Syndicated Story. HOW?!

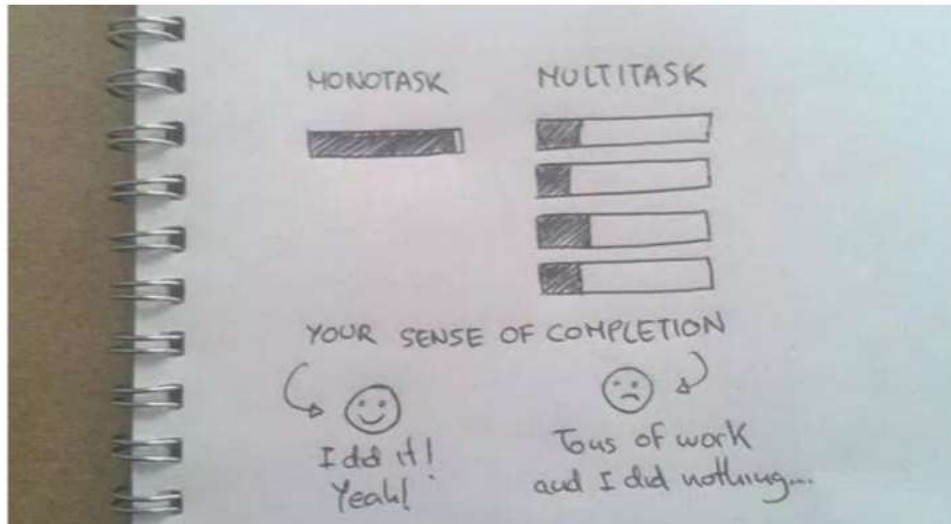
OBSERVER BUSINESS & TECH

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

OPINION

Multitasking Is Killing Your Brain

By [Larry Kim](#) • 02/02/16 12:02pm



mental_floss



CHECK OUT OUR MAGAZINE
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GIVE A GIFT
RENEW YOUR SUBSCRIPTION

AMAZING FACTS SPINNING THE GLOBE LIVE SMARTER VIDEOS LISTS

PLUS >>> Big Questions Job Secrets Language Movies Space Weather

Why Multitasking Is Bad for Your Brain

Share 767 Tweet Share Pin It

Filed under: [psychology](#)



IMAGE CREDIT: ISTOCK



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



Works on Other Content Promotion Platforms, Too.





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

1564 Upvotes
+ Front Page +
500k Views!

Larry's #2 Social Hack: Combine & Social Ads & Search Ads (RLSA)



Google

Remarketing Lists
for Search Ads

Use Social Ads +
PPC Search Ads
on Google Using
Remarketing Lists
for Search Ads!
(RLSA!)

ADVANCED

REMARKETING LISTS FOR SEARCH ADS (RLSA)

Target search
ads only to
people who
recently visited
your site!



Users visit your site, get added
to your remarketing list



Show them customized ads
when they search on Google!

The Power of SEARCH Remarketing



2X Click Through Rates

1/2 Cost Per Click

2X Conversion Rates!

So What's The Catch??

The Problem With RLSA



wordstreamsem@gmail.com > Wordstream's PPC Account >

All campaigns: Wordstream, Inc.

Last 30 days: Jan 10, 2016 – Feb 8, 2016

Campaigns

Ad groups

Settings

Ads

Videos

Keywords

Audiences

Ad extensions

Video targeting

Auto targets

Dimensions

Display Ne

All campaigns

Segment

Filter

Columns

Find campaigns

View Change History

+ CAMPAIGN

Edit

Details

Bid strategy

Automate

Labels

<input type="checkbox"/>		Campaigns	Impr.	Clicks	Cost	CTR	Avg. CPC	Conversions	Cost / all conv.
		Total – all campaigns	397,780	9,980	\$24,879.0	2.51%	\$2.49	245	\$101.55
<input type="checkbox"/>		Big Keyword List	350,487	7,710	\$21,588.0	2.20%	\$2.80	154	\$140.18
<input type="checkbox"/>		Big Keyword List – RLSA TEST	47,293	2,270	\$3,291.50	4.80%	\$1.45	91	\$36.16

The Month Prior to RLSA:

<input type="checkbox"/>	●	Campaign	Impr. ?	Clicks ?	Cost ? ↕	CTR ?	Avg. CPC ?	Conversions ?	Cost / all conv. ?		
		BIG KEYWORD LIST	412,321	10,530	\$25,693.2	2.45%	\$2.44	250	\$102.77		



**RLSA = Shell
Game, Unless
Used With
Social Ads to
Drive NEW
Demand!**



Larry's #1 Social
Ads Hack:

ADVANCED

Hacking RankBrain for
Insanely Awesome SEO

Current & Future Google SEO Ranking Signals



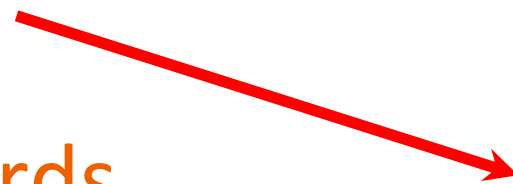
Current Google

1. Links
2. Keywords
3. ...?



Future Google

1. Click Through Rate
2. Links
3. Keywords



SEO Judgement Day: When RankBrain Becomes #1 SEO Ranking Signal



A group of soldiers in a war-torn environment at night. One soldier in the center is using binoculars. The scene is dark with some light sources visible in the background.

Leader of SEO Rebellion Sent
Me Back in Time From Future

TRAJECTORY LOGGING:

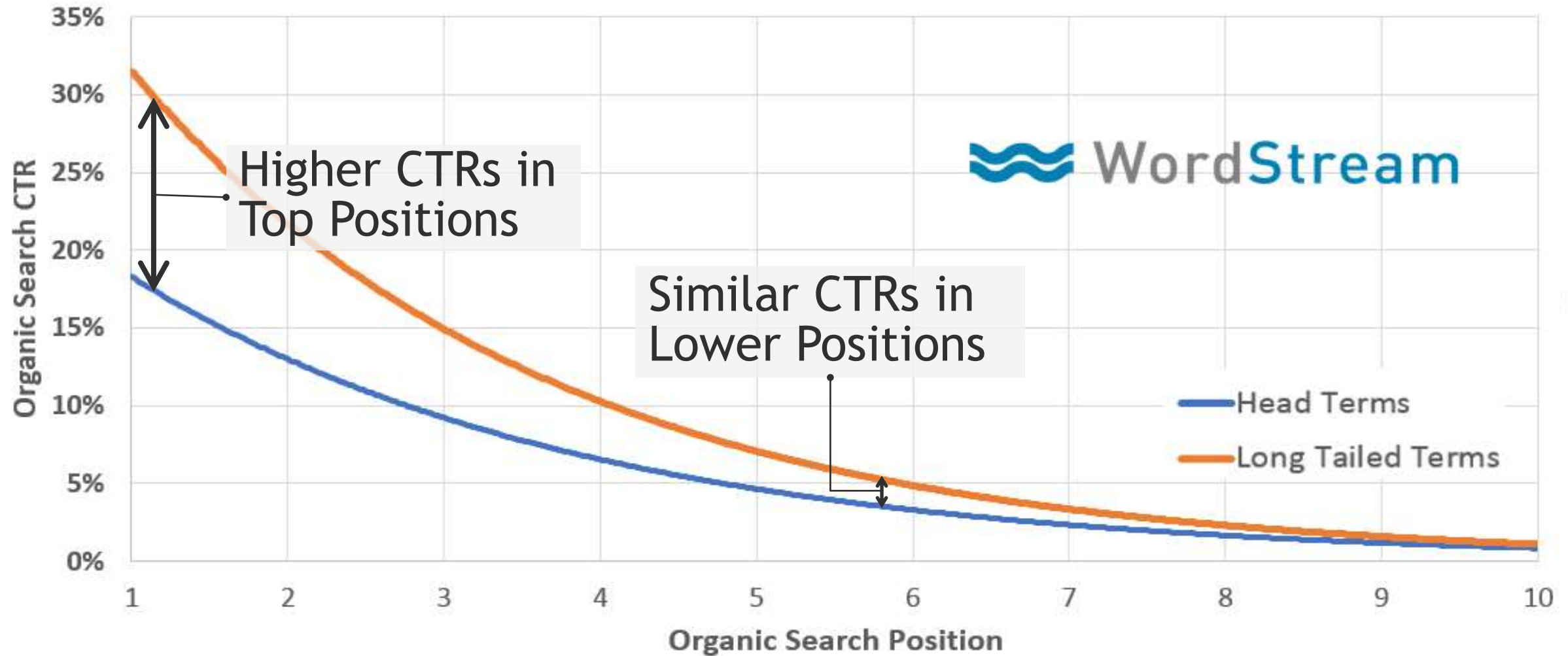
5439 543 5435 65311
6465 656 7689 10930
54392 5432 675 76 75744
32098 5643 765



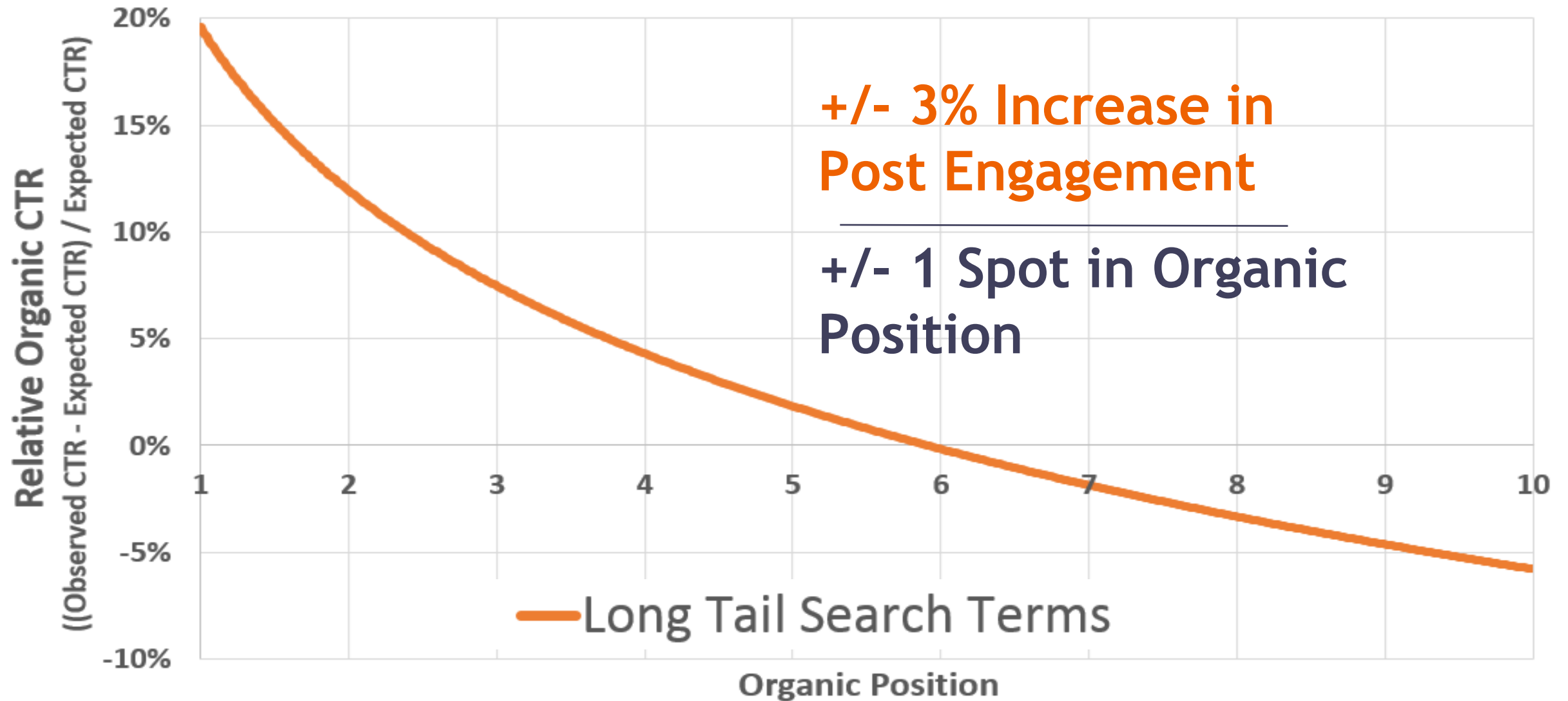
THREAT ASSESSMENT ■

Long Tail vs. Head Terms in Organic Search:

CTR vs. Organic Search Position



Rankbrain Rewards & Penalties?



So... Get Really High Organic CTRs!

Above Average CTR (Great!)

- More Clicks
- Better SEO Rankings
- Even More Clicks!

Below Average CTR (Terrible!)

- Fewer Clicks
- Worse SEO Rankings
- Even Fewer Clicks!



**Social Media Ads Builds Brand Recognition
& Doubles Organic Search CTR.**



Summary: Larry's Top 10 Social Ad Hacks

1 Quality Score in Social Ads!

2 Ad Targeting to +Engagement

3 Free Clicks

4 Target Behaviors & Demographics

5 Use Social Media Remarketing

6 Do Super Remarketing!

7 Custom Audiences = Incredibly Precise Targeting

8 Get Even More Free Clicks

9 Remarketing Lists for Search Ads (RLSA)

10 Hacking RankBrain for Organic Search



Act 3: A New Hope



Paid Social Ads: Highly Scalable Content Promotion



Social Ads Turn Visitors into Leads & Customers

ADVERTISE
Target your audience with display & social ads and RLSA to promote offers

4

FILTER
Apply behavioral and demographic filters on audience

5

CONVERT
Capture qualified leads or sale

6

END / REPEAT

The Future of Internet Marketing?

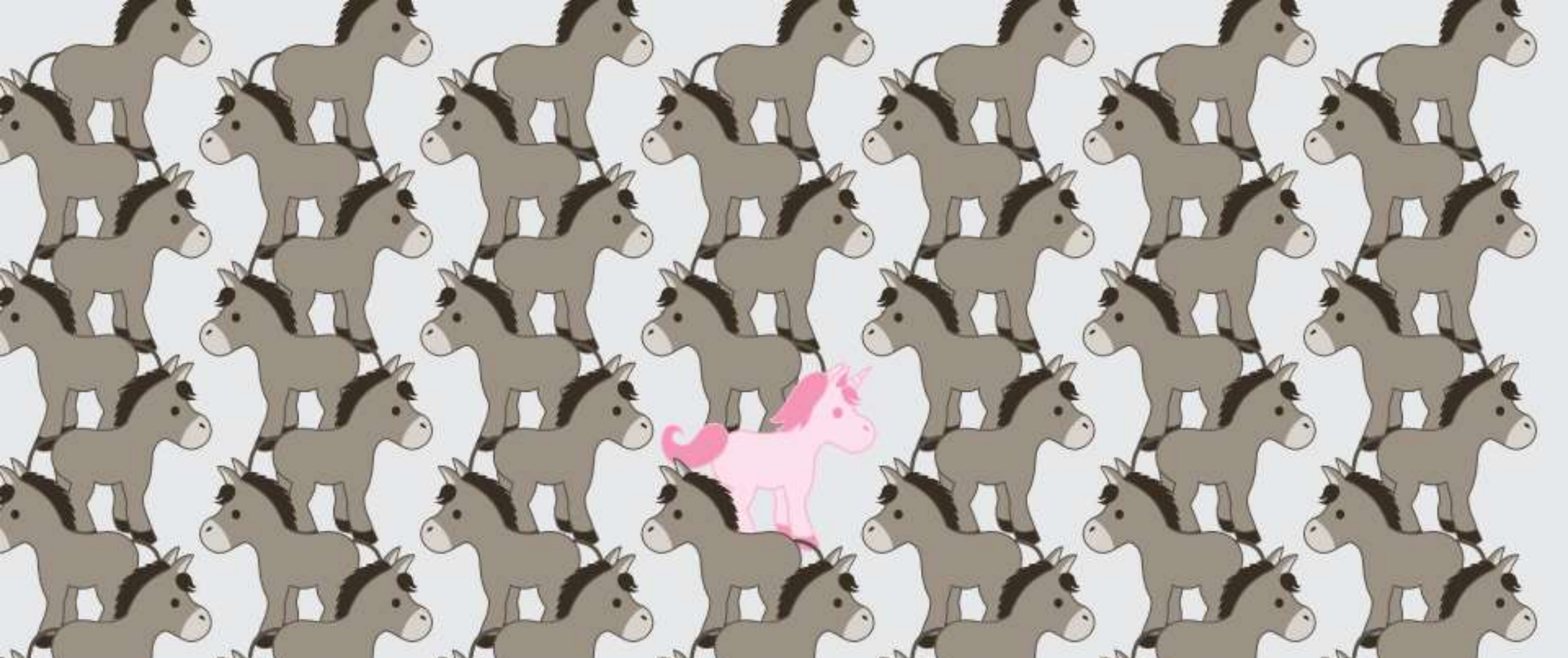


Internet Marketing



Find Your Unicorns!





Be a Unicorn in a Sea of Donkeys!



Thank you, Media Hungary!

I DON'T KNOW WHO YOU ARE

**BUT YOU VISITED MY SITE AND I
WILL REMARKET YOU**