

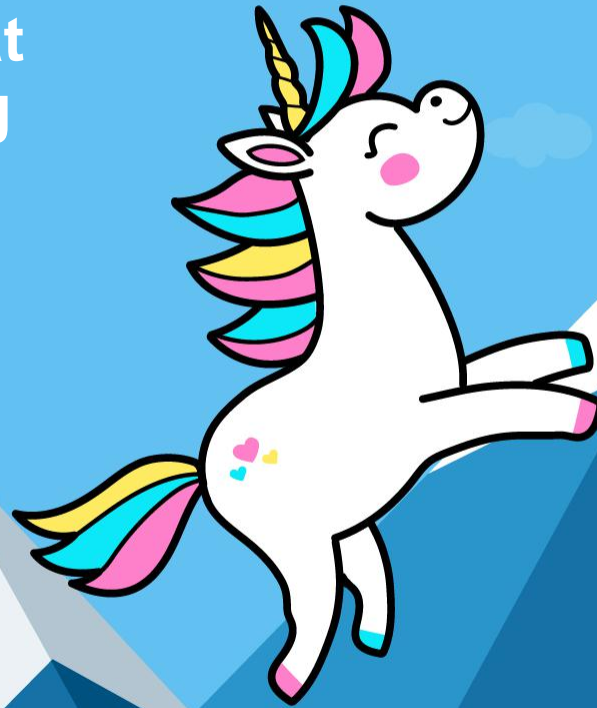
Unicorn Marketing

How to Achieve Unusually Great
Growth Across Every Marketing
Channel in 2018 & Beyond

Larry Kim,
Friends of Search
February, 2018



MobileMonkey



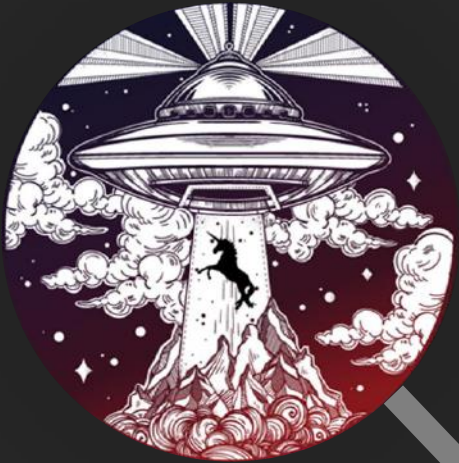
**FRIENDS
OF SEARCH**

@larrykim

@FriendsofSearch

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Today's Agenda: Unicorns



1. Larry's Unicorn Theory of Marketing



2. Unicorns vs. Donkeys



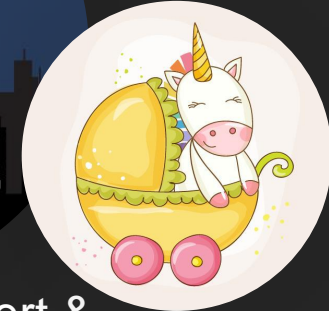
3. Donkey & Unicorn Detection



4. The Unicorn Alert & Making Unicorn Babies



5. My Favorite Unicorn Promotion Hacks!



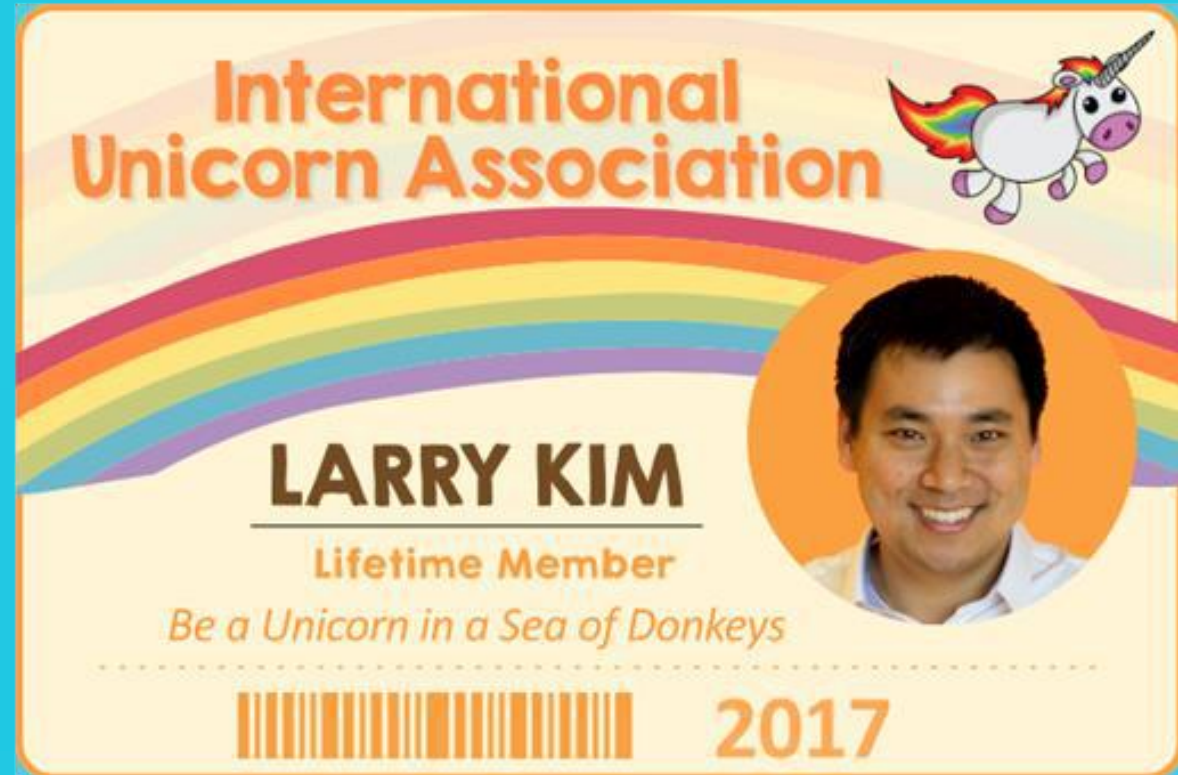
3 Random Facts About Larry

DAILY NEWS

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

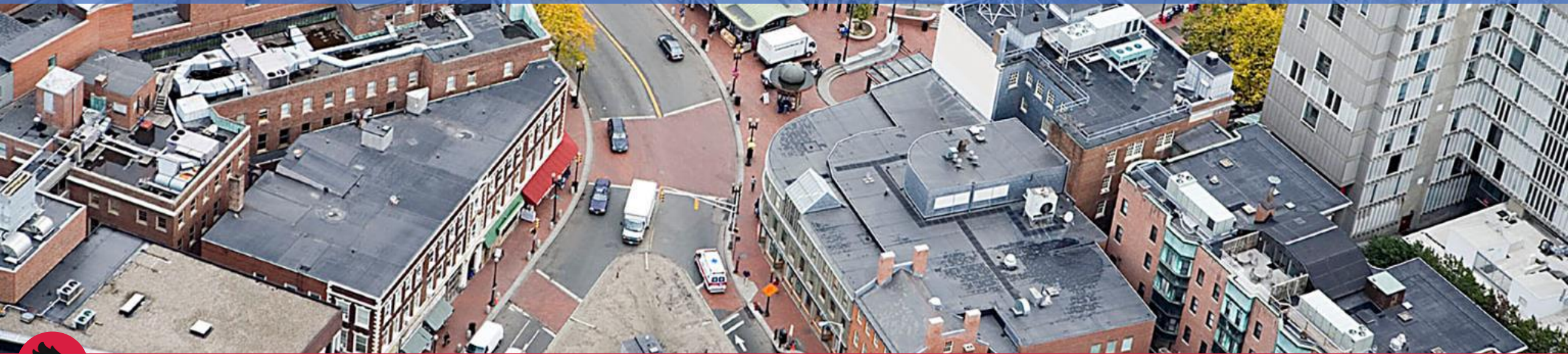


Slightly Obsessed With Unicorns





Live in Harvard Square, Cambridge, MA



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WordStream in 2008 vs. 2018



2008



2018



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!





BOT SETTINGS

Builder

Triggers

Contacts

Form Reports

Analytics

Promote

Configure

Larry's Real Chatbot

Text

Gallery

Image

List

Form

Typing

Quick question

Default Pages

Welcome page
The first message a new visitor sees

Default page
Message is given when no other option is available

+ Add A Group

Default Group

Main Menu

About Larry

Contact Larry

Contact Form

+ Create Page

Contact Larry

Text Widget

Pick one of the following ways to contact Larry:

Leave a message now!

Twitter

+ Add button

AT&T LTE 10:02 AM
Larry Kim > Typically replies instantly

TUE 6:12 PM

Main Menu

Please choose from one of the options below:

About Larry

Contact Larry

Contact Larry

Pick one of the following ways to contact Larry:

Leave a message now!

Twitter

Leave a message now!

What's your first name?

Larry





Have a 3-year old Kid (#ppckid)

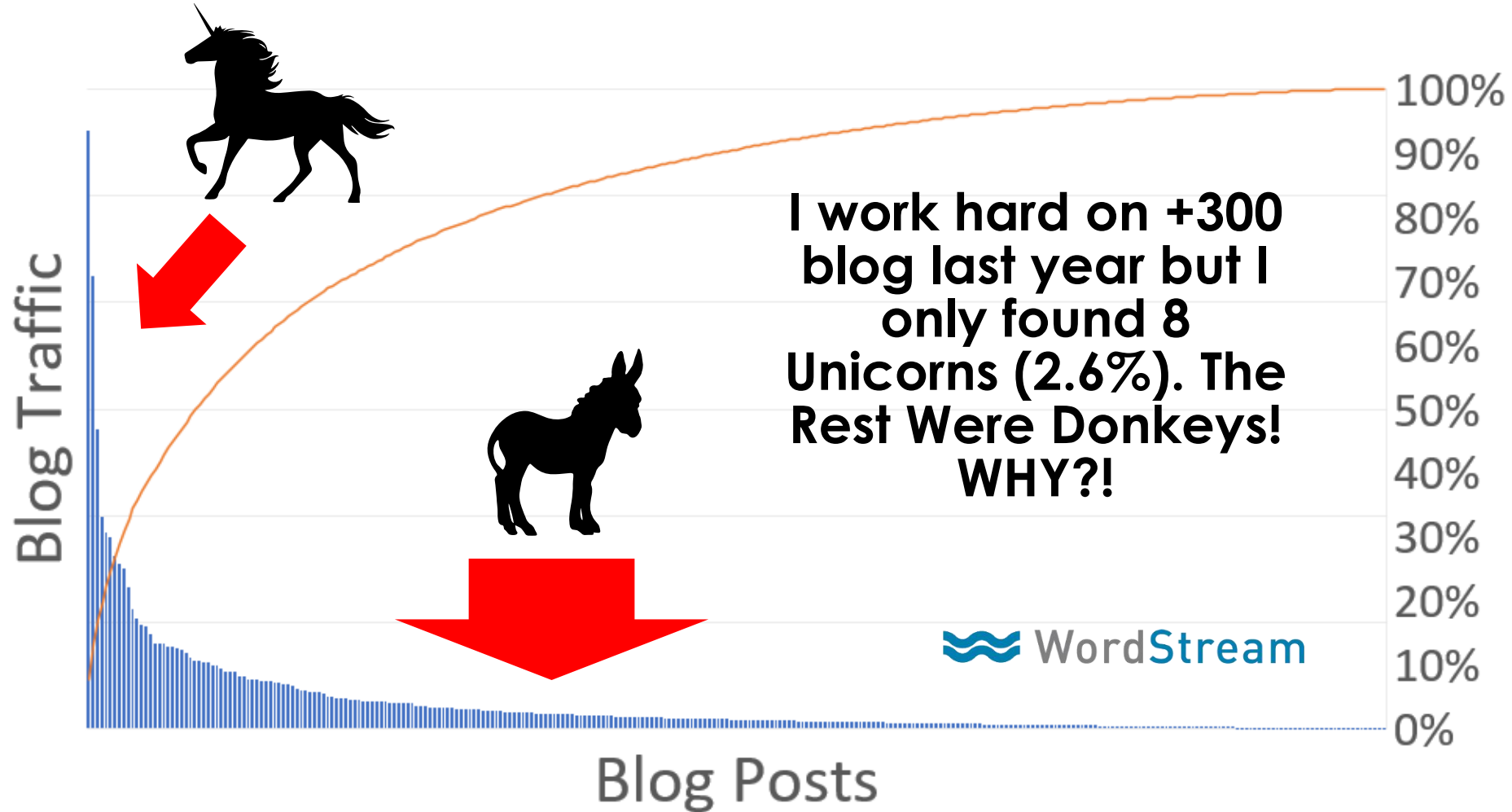
Part 1: Larry's Crazy Unicorn Marketing Theory



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



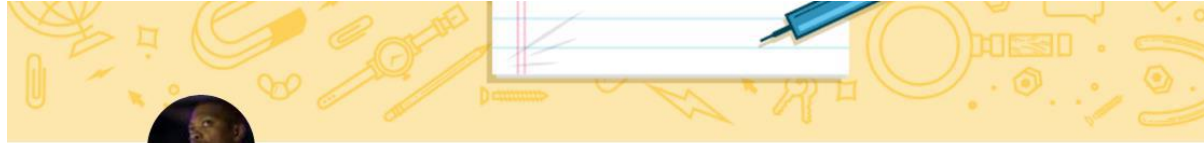
WordStream Blog Article Performance for Stories Published in 2016



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



They Make Arguments in Favor of Attributes Rather Than Outcomes



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 those 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



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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If you have all the
attributes...Why
does 98% of your
“Quality”
Campaigns go
Nowhere?



WhiteK9



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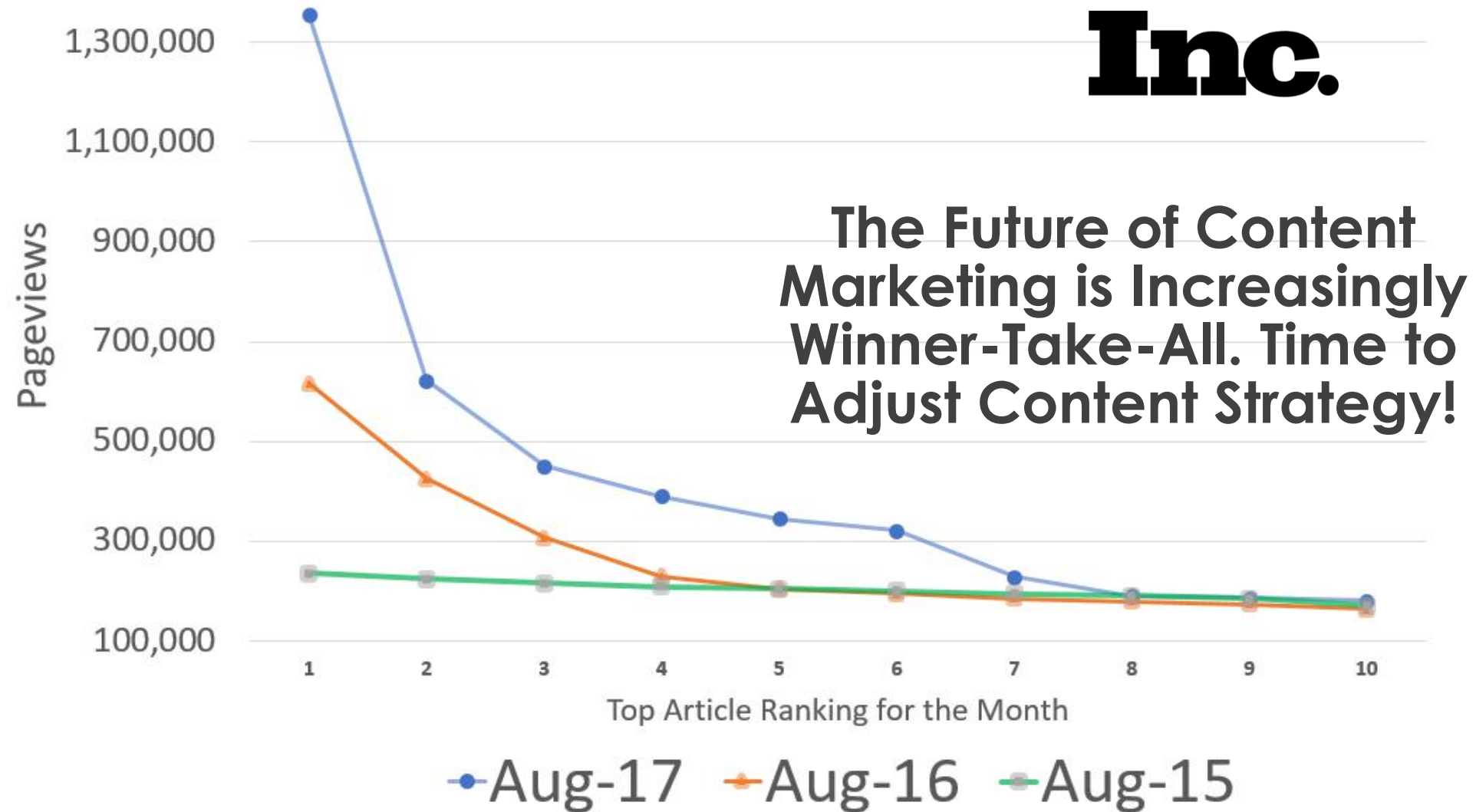
Facebook & Google Algorithms Have Dramatically Changed How Traffic is Distributed

They are Rewarding Unicorns & Punishing Donkeys!



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

Inc.



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





**New Strategy!
Unicorn
Marketing!**

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



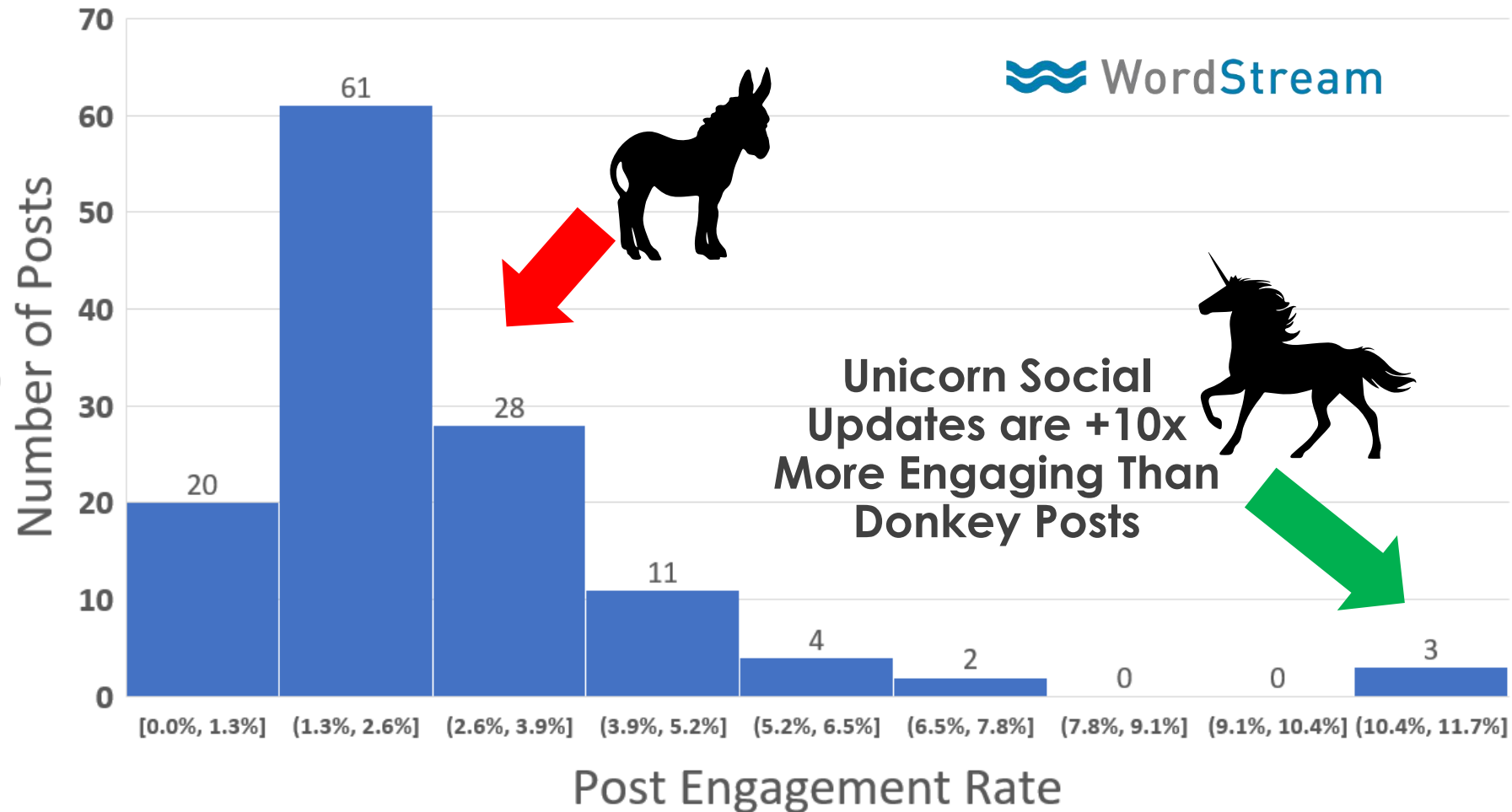
Part 2: Donkeys vs. Unicorns



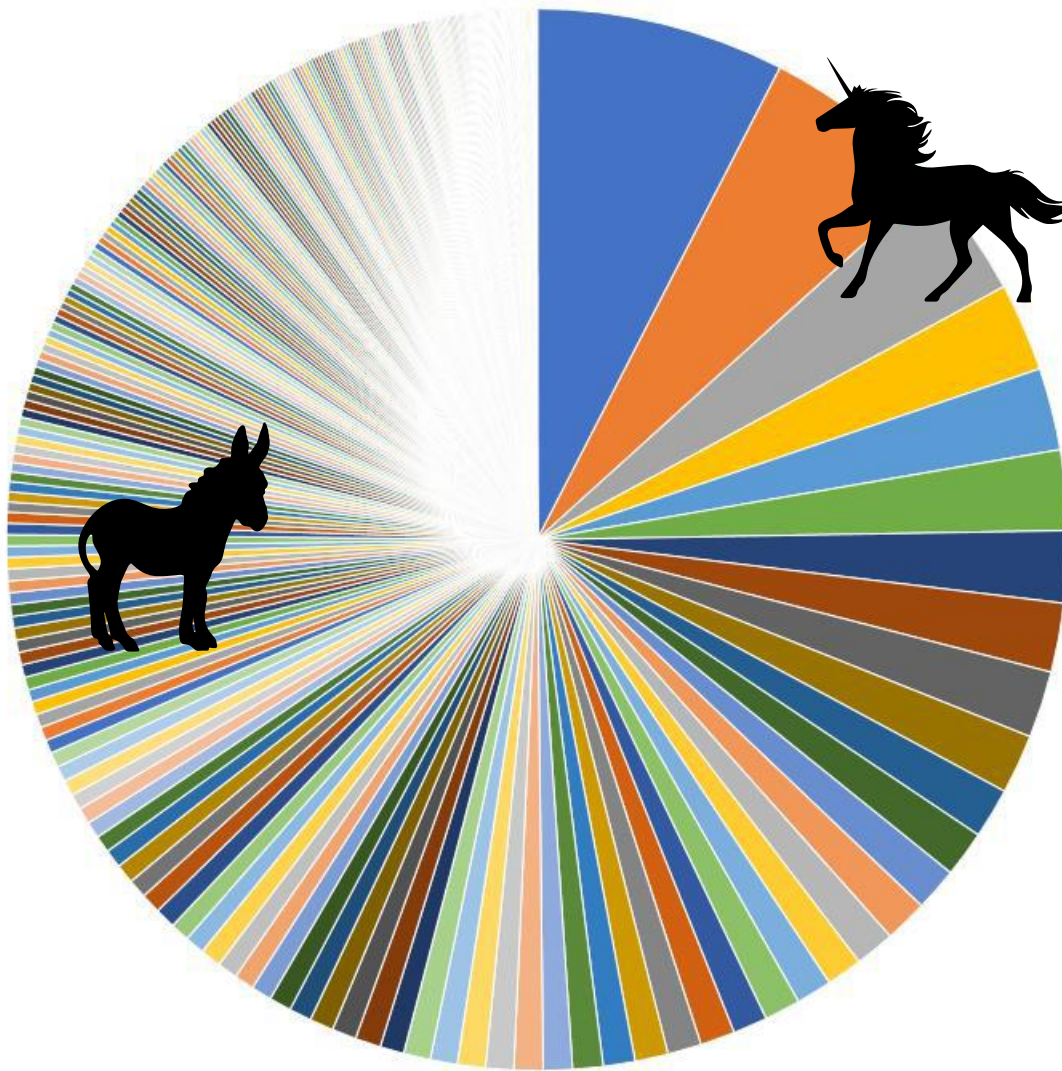
What's the difference? Hint: It's both
RELATIVE & CROSS-CHANNEL!!



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!)



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Finding the Unicorns Among The Donkeys

**Spoiler Alert:
It's the Click-Through-Rates!**



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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

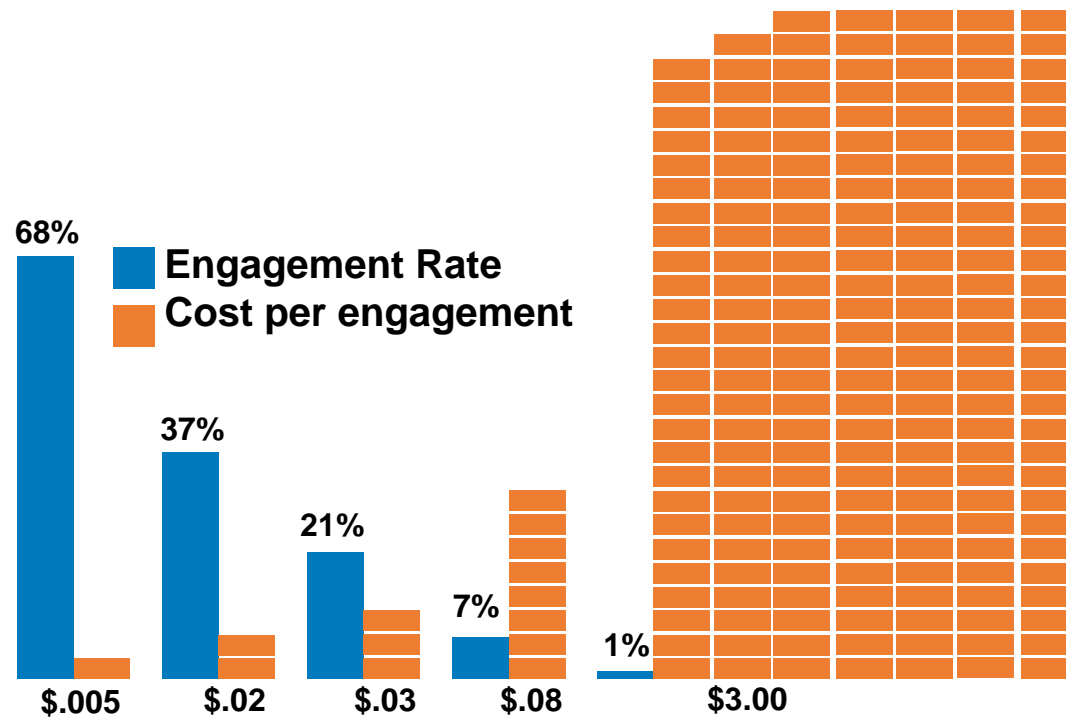
10	Discounted by	50.0%
9	Discounted by	44.2%
8	Discounted by	37.5%
7	Discounted by	28.6%
6	Discounted by	16.7%
5	Google benchmark	
4	Increased by	25.0%
3	Increased by	67.3%
2	Increased by	150.0%
1	Increased by	400.0%



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!)



MobileMonkey

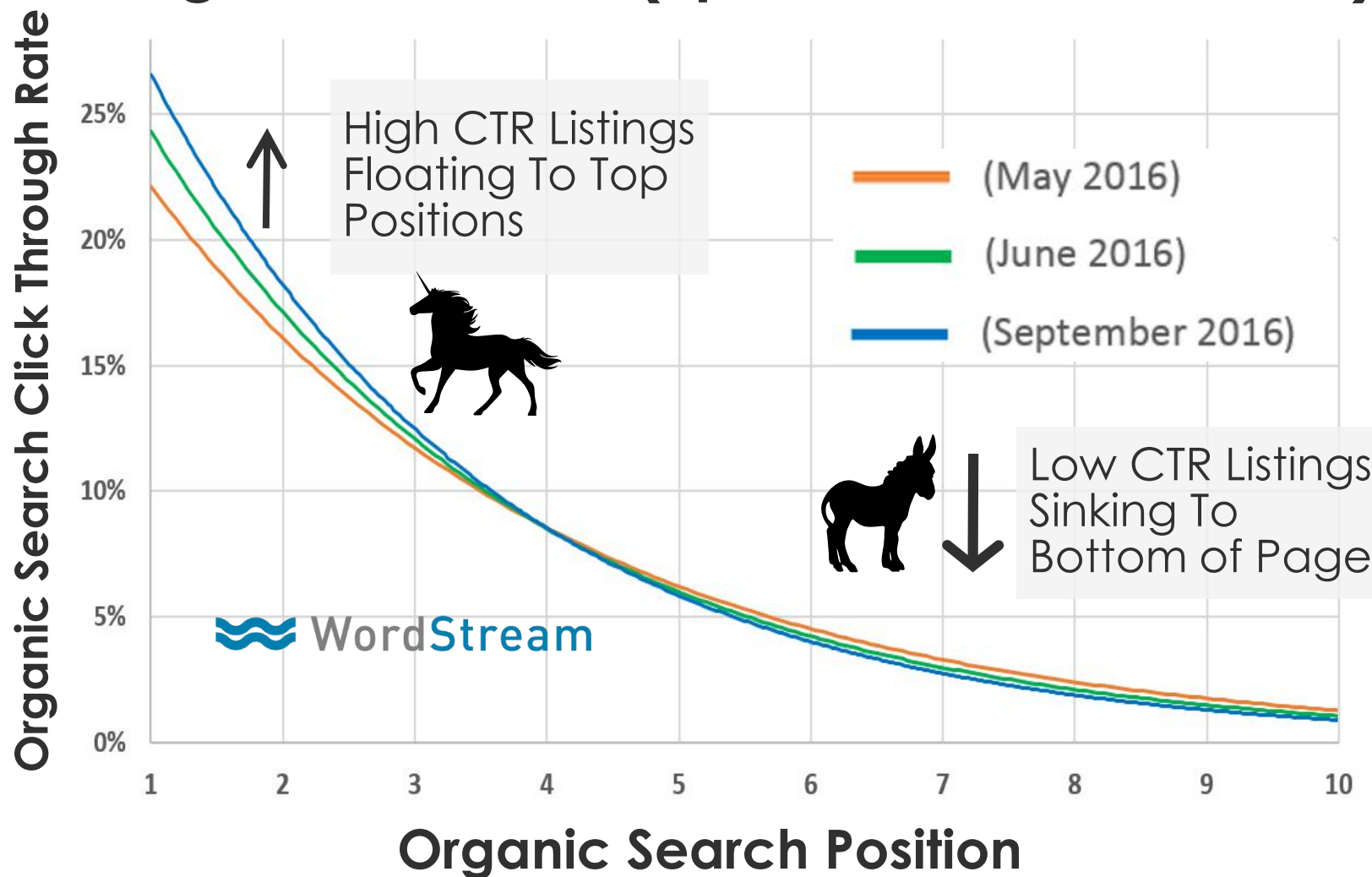
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What's A Good Click Through Rate for Organic Search? (Spoiler Alert: It's in Flux)



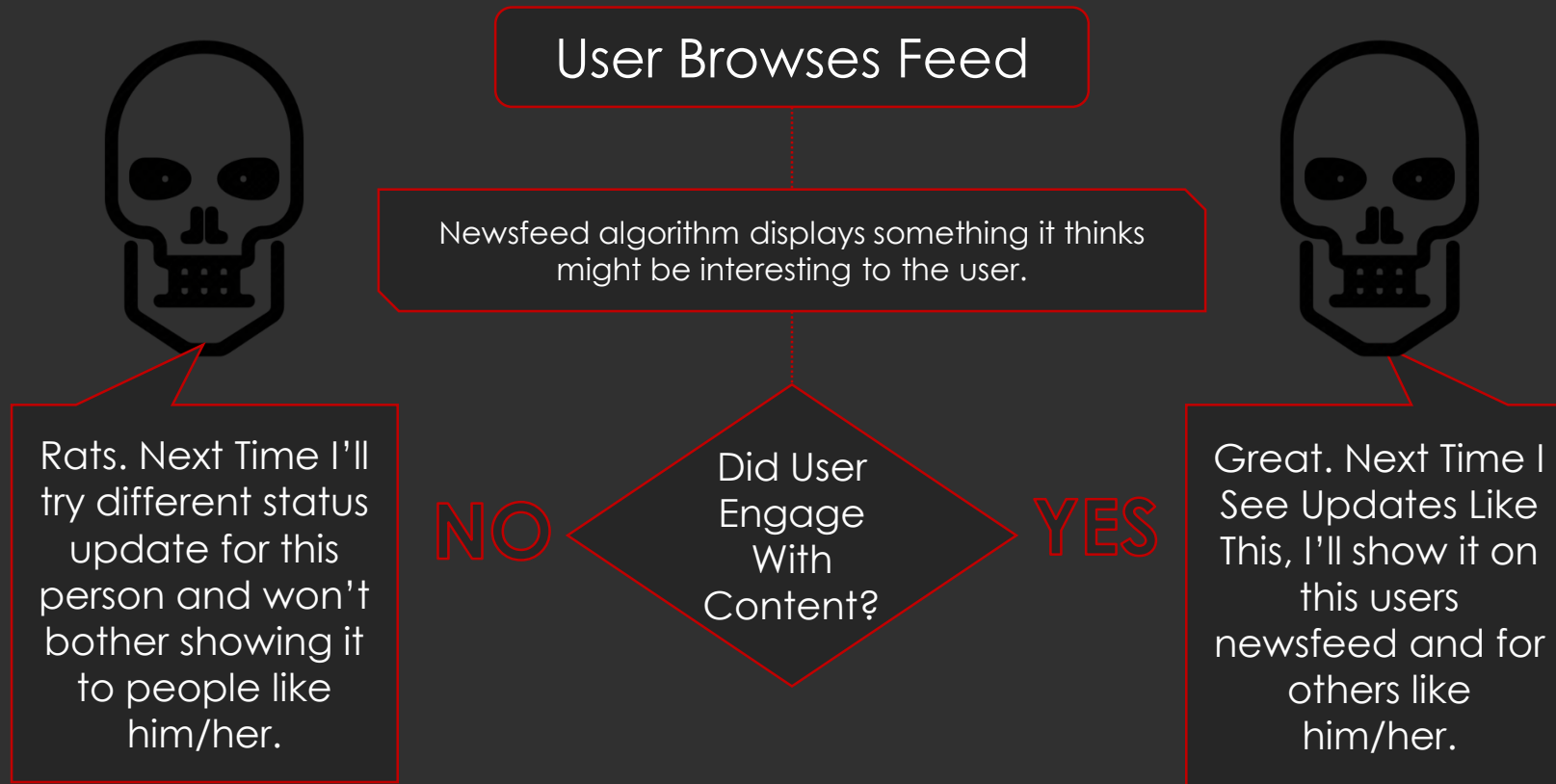
What About the Facebook Newsfeed Algo?



free dm29.deviantart.com

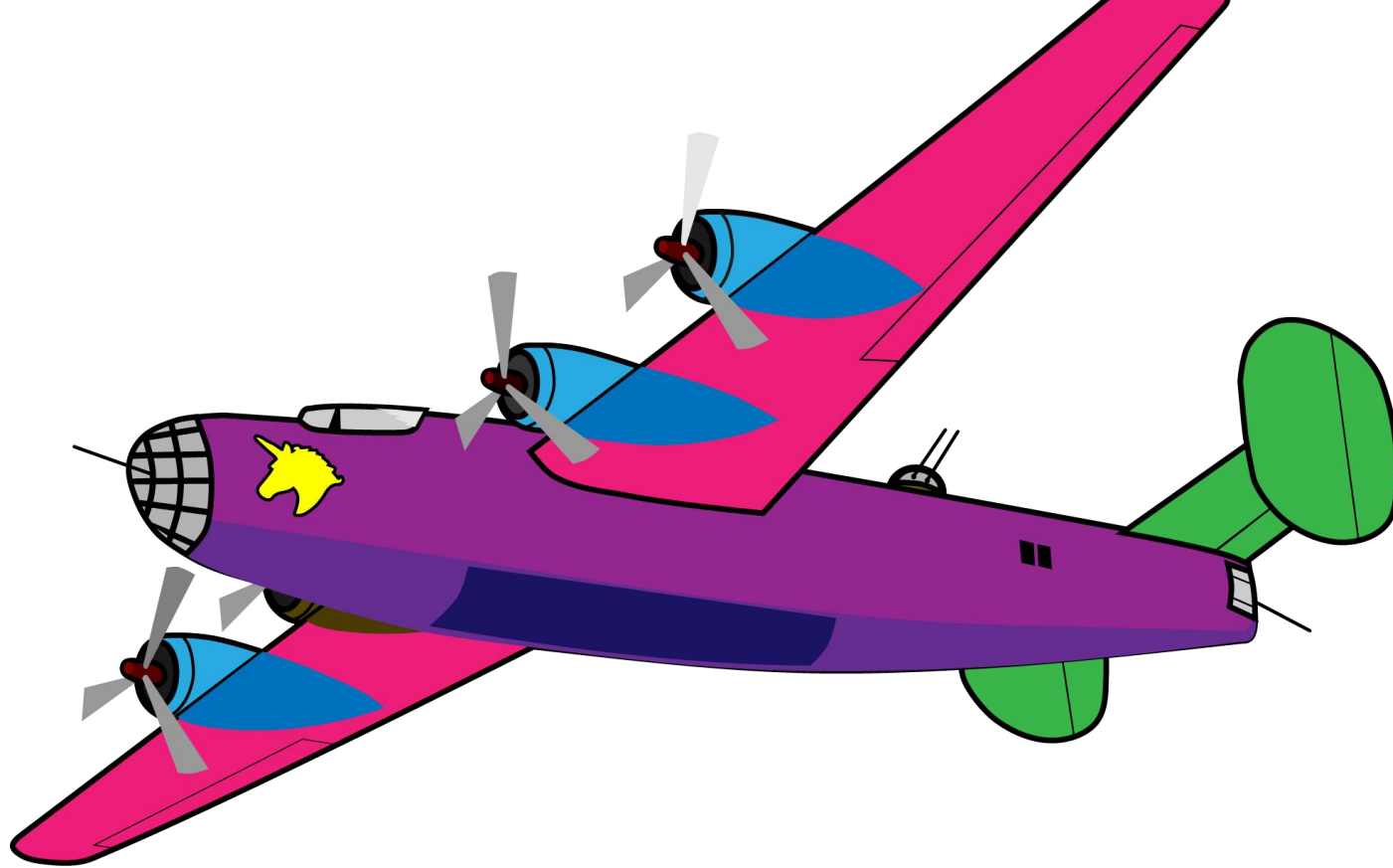


Larry's Greatly Simplified Facebook Newsfeed Algo*



*Note: Not Official Facebook Diagram.





How does CTR (open rates) impact Email Marketing Success?





Gmail ▾



More ▾

1–50 of 264



COMPOSE

Inbox (167)

Starred

Sent Mail

Drafts (3)

More ▾



Larry ▾



2 invites
Cory Lee, Adam K...



Mark Traphagen
Hi! You were in a video



Spencer Lazar
Hi! You were in a video



Primary



Social 5 new

YouTube, Google Ads Developer Adv...



Promotions



Basecamp (Browsers & Wilk...

Basecamp (Browsers & Wilkine): Here's the latest activity - Browsers & Wilkine Here's the latest activity across everyth...

Sep 26



Google AdWords

A manager account is requesting access to your AdWords account. - Hello...



Rakesh (Basecamp)

(700 Series Display leads) Rakesh completed a to-do - Rakesh...



Basecamp (Browsers & Wilk...

Basecamp (Browsers & Wilkine): Here's the latest activity - Browsers...



Basecamp (Browsers & Wilk...

Basecamp (Browsers & Wilkine): Here's what's on your plate - Browsers...



James Choi

I shared "700 Series Search Report - 9_18-9_24.xlsx" with...



Google AdWords

AdWords Report Request | 700 Series Video Report - C...



Google AdWords

AdWords Report Request | 700 Series Display Report - C...



Basecamp (Browsers & Wilk...

Basecamp (Browsers & Wilkine): Here's the latest activity - Browsers...



Michael, me (3)

Content marketing jobs - Sure, Corey Wainwright, Director of Content...



Zack, Jason (3)

RE: vertical-measures-webinar.pdf - Thank you! Jason From: Zack...



Samir Patel (Basecamp)

Re: (700 Series Display leads) Latest Campaign State Through Sept. 17th - Can we add our KPIs? And/or search...

Sep 22

Email Spam Filter
Algos Work the
Same Way
(Filtering Low
Engagement
Emails)



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What About Conversion Rates?



Are They Related to Engagement Rates?



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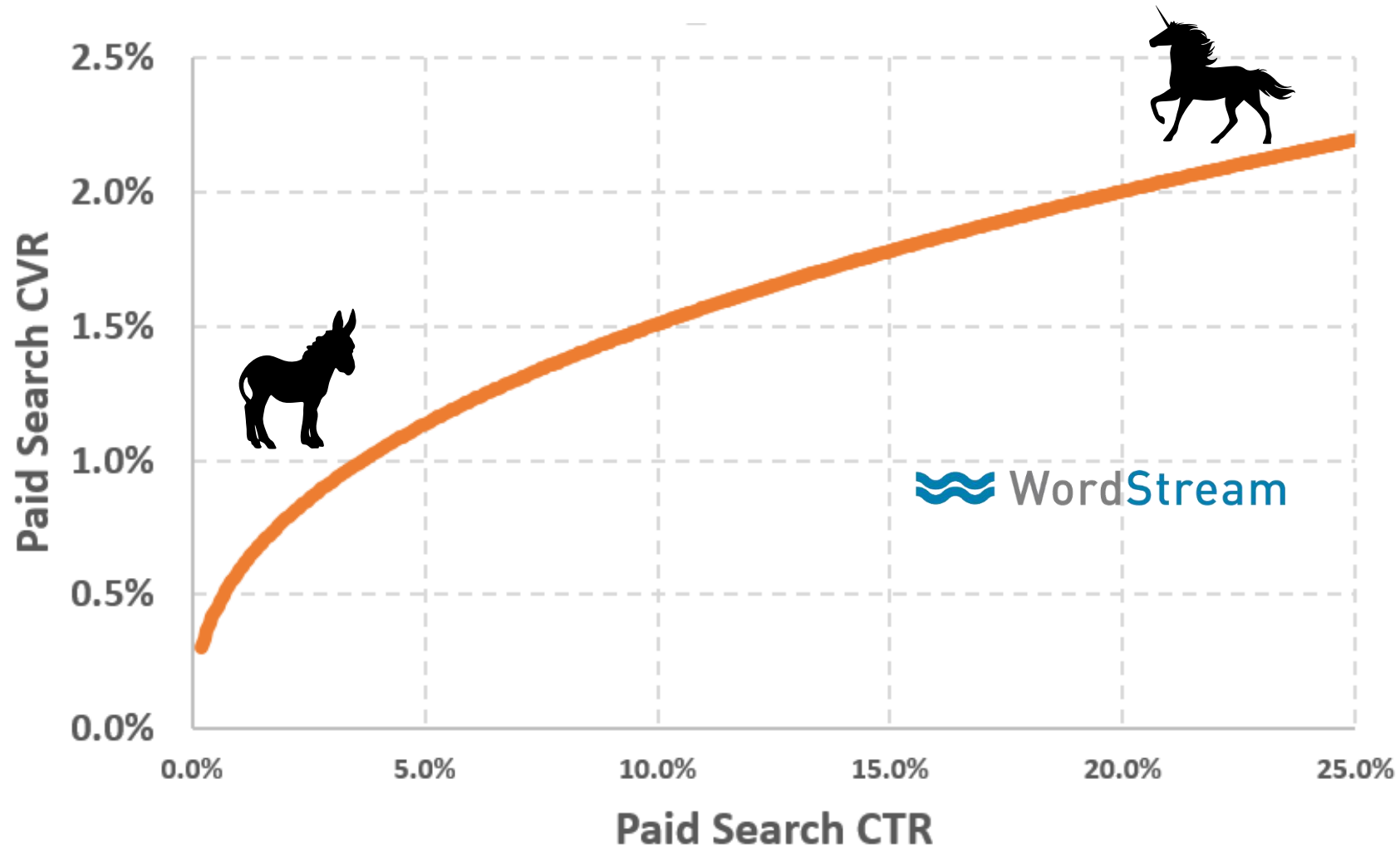
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Higher CTRs = Higher Conversion Rates



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) =
'Key Quality Metric' of Unicorn
Marketing!**





Part 3. Donkey & Unicorn Detection

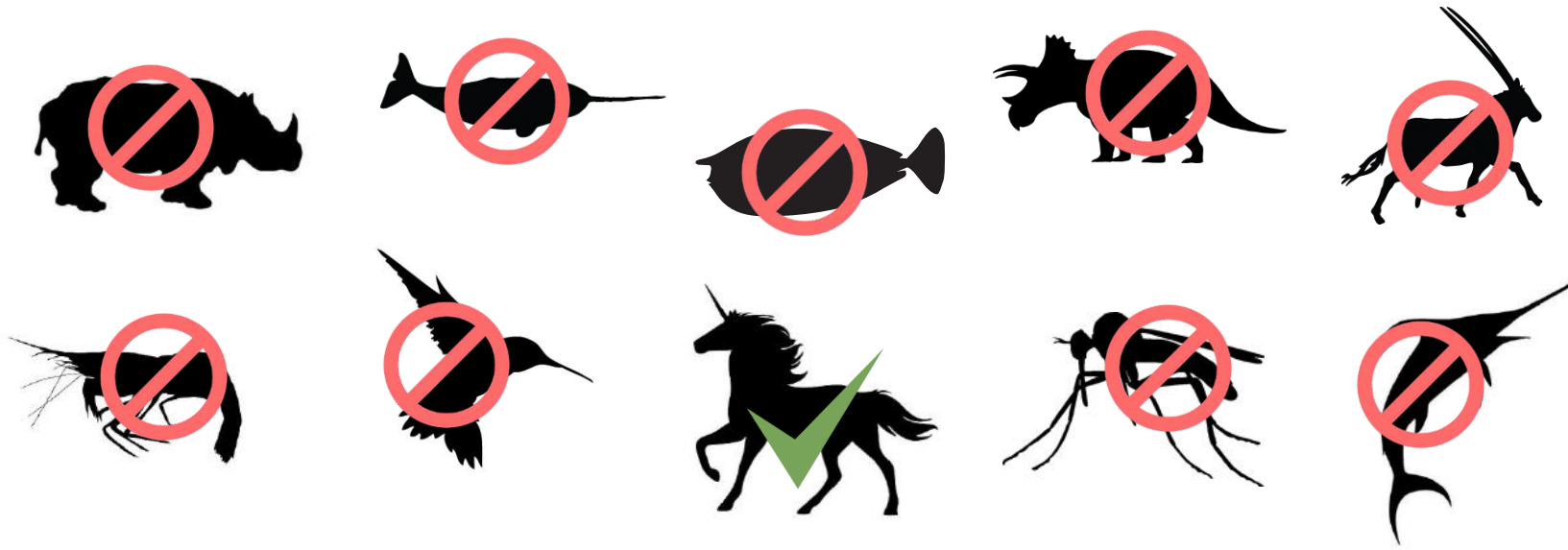




**9 out of 10 marketers suffer from
Donkey Denial Syndrome***



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



Spot The Unicorn



Larry's Donkey Detector



**Finds Unusually
High User
Engagement
Rates!**



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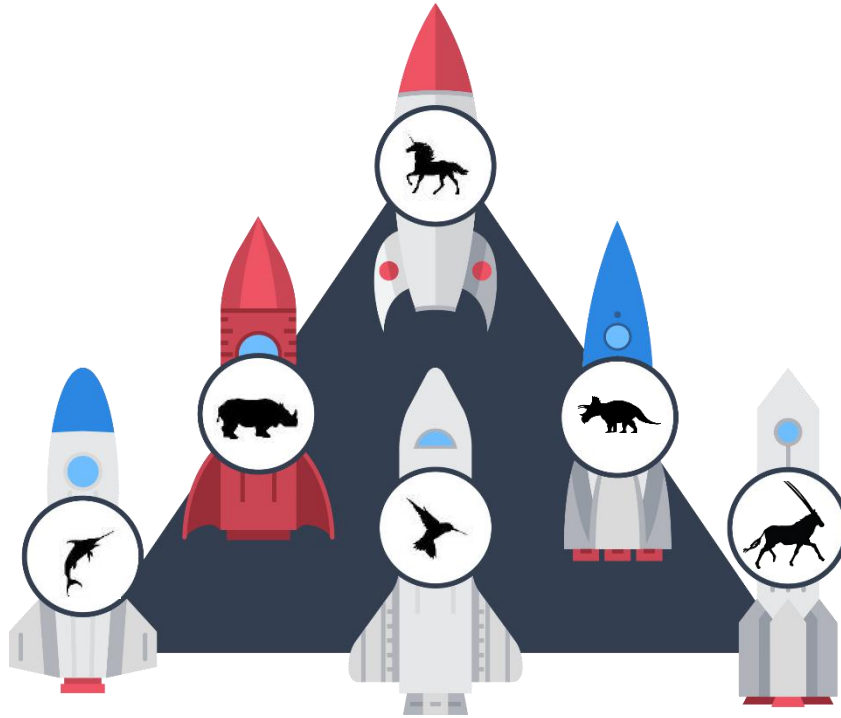
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Larry's Unicorn Detecting Pyramid Scheme



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?



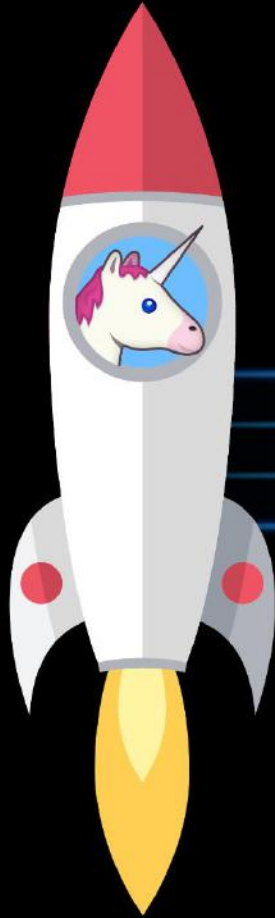
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High
Engagement
Unicorns

VS

Low
Engagement
Donkeys



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

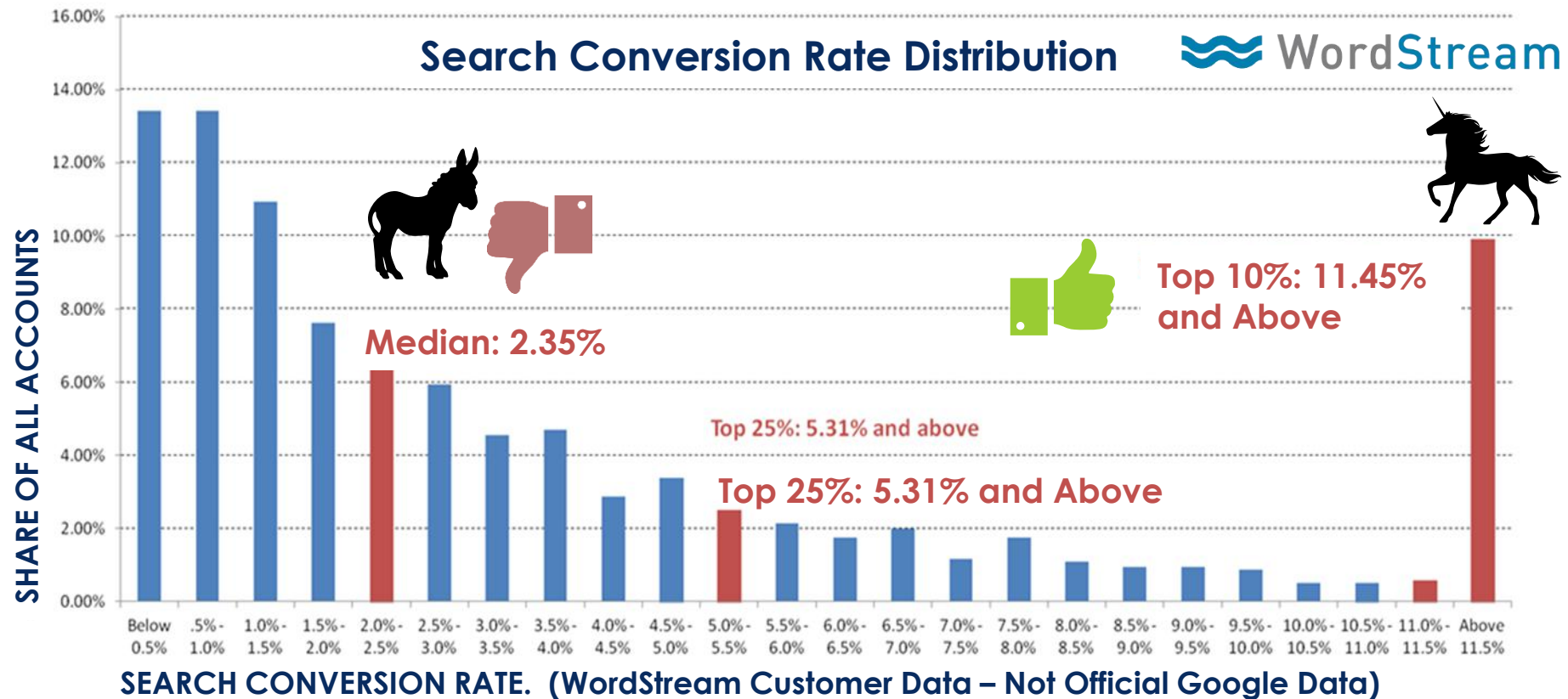


My Top Email Subject Lines Last Quarter

<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



**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



1667



10.3K



43



543

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



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FREE MARKETING CALENDAR



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Content Treadmill



Sound The Unicorn Alert!



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



Example Unicorn Baby #1: a contributed article on the identical topic

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



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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SEJ SUMMIT 2017



Upcoming Event: Chicago

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#SEJTHINKTANK WEBINAR



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Example Unicorn Baby #2: a follow-up story (explore topic in greater depth)

[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

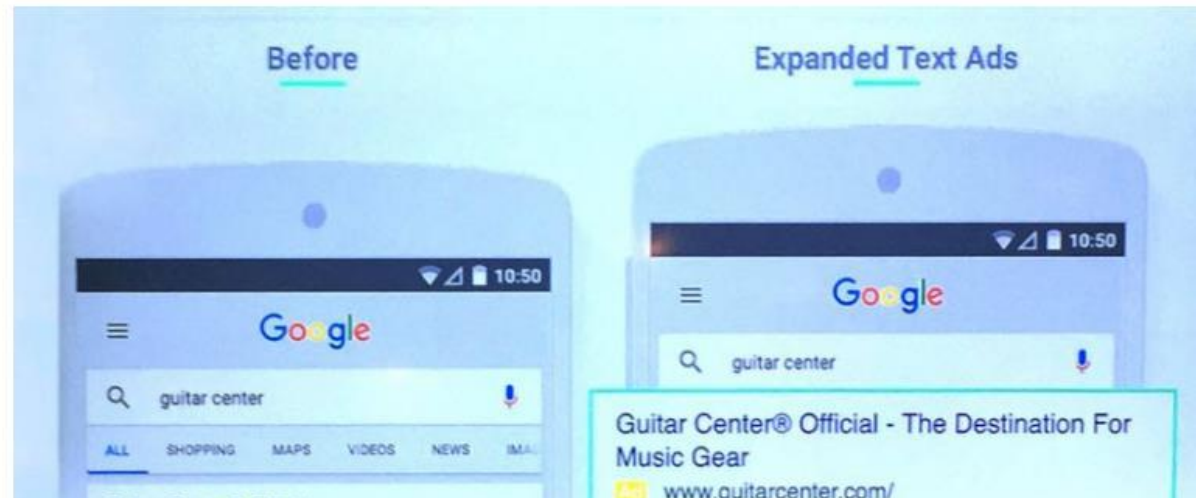
50

AdWords Features

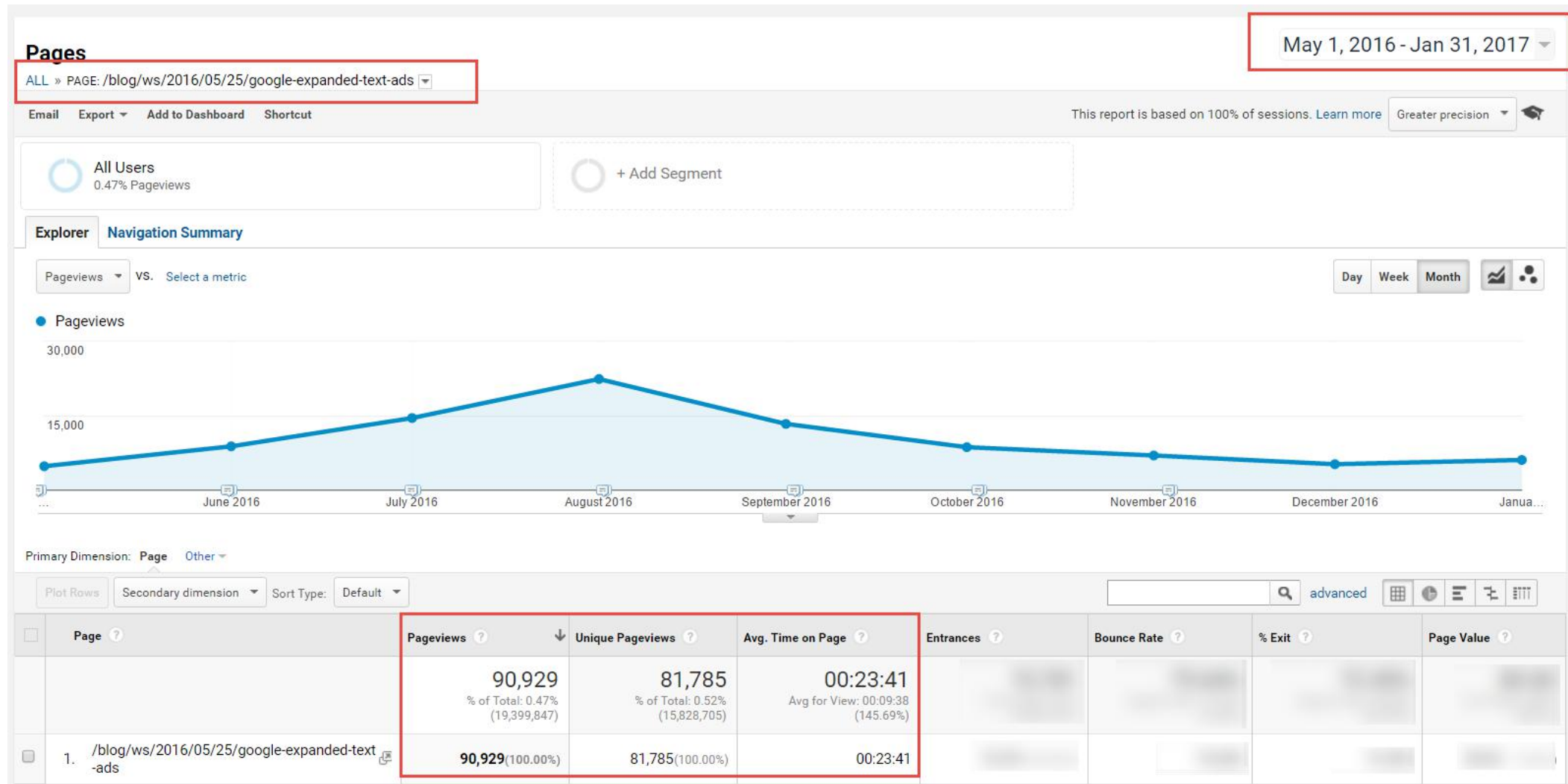
Paid Search Marketing

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!



Unicorn Baby Generates Nearly 100k Views





Unicorn Infographicification™ & Videoification™



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

Webinars & Conference Presentations



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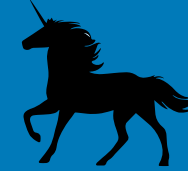


LIVE WEBINAR

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:



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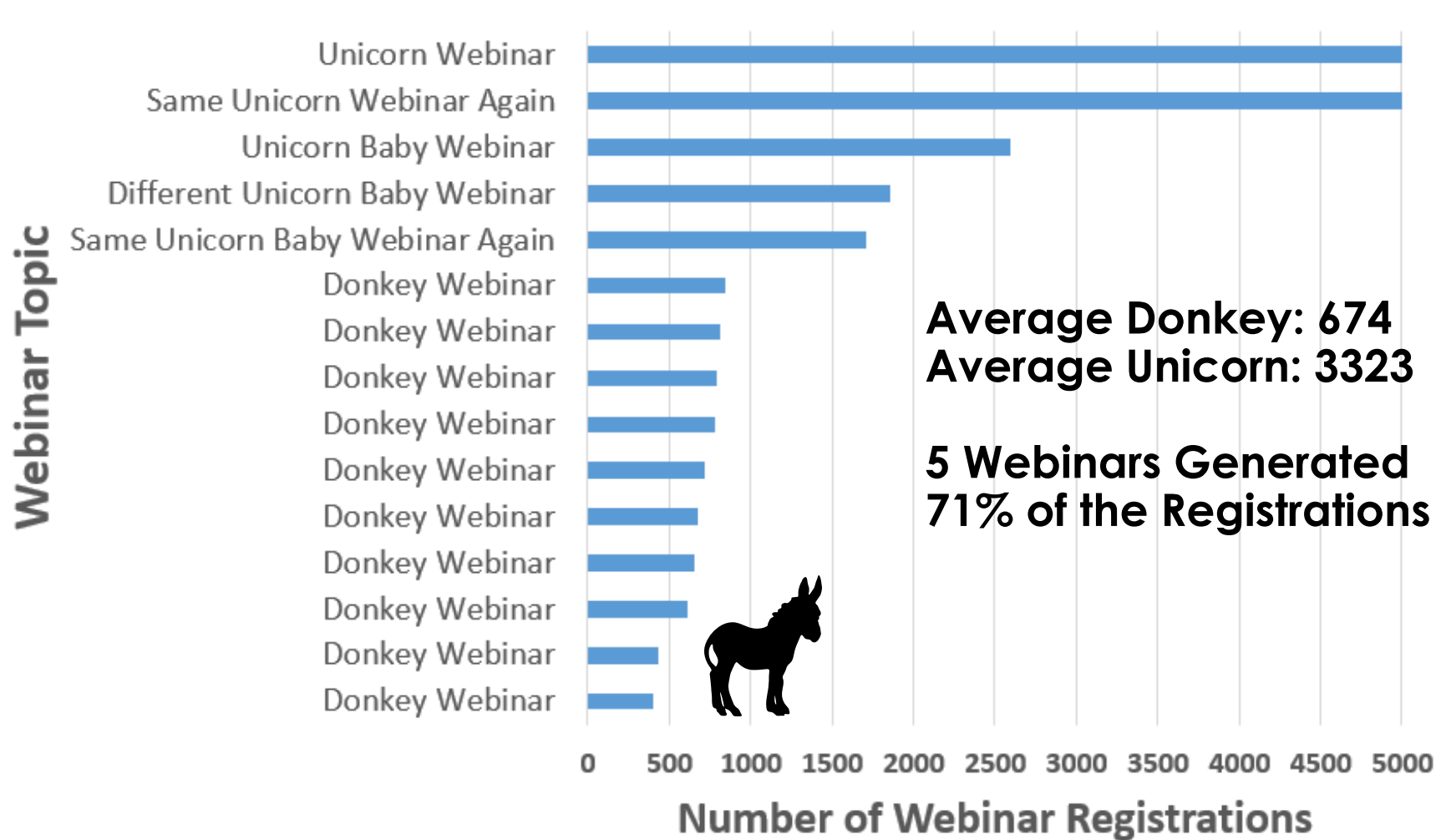
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Webinar Performance in 2016





Boost Your Unicorns With Social Media Ads & PPC Advertising



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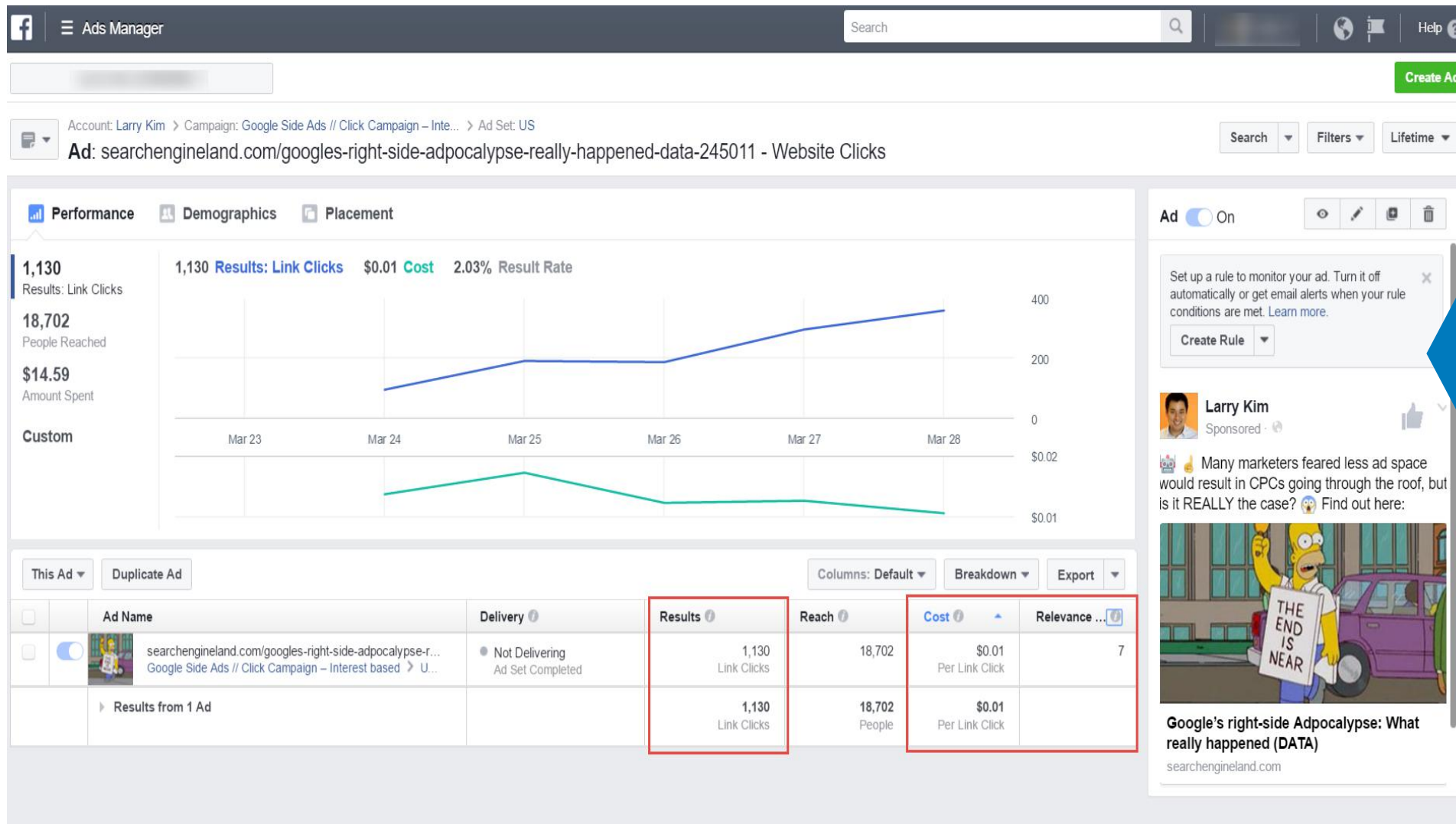
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**FRIENDS
OF SEARCH**

Facebook Ads: High Relevance Score = Low Cost Per Click



1 penny
per click!



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

+ Add Filter





6 Cents Per Click!

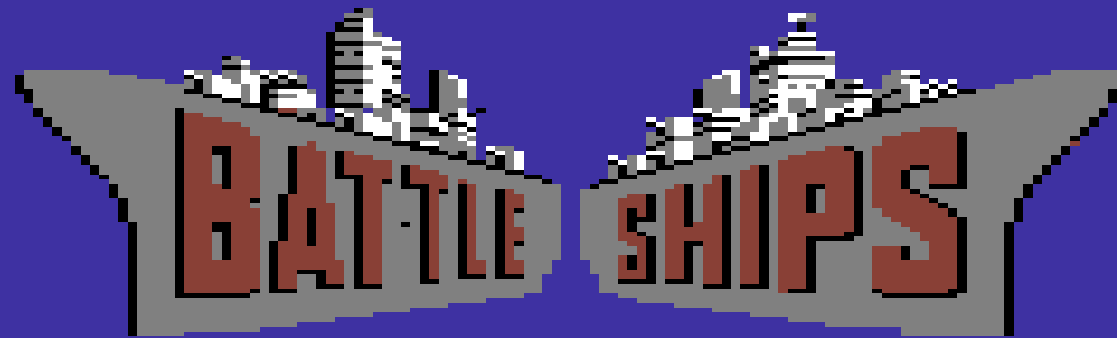
Edit campaign 1/1/2016 - 12/31/2016

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> Larry Kim @larrykim · May 19 📺📺📺 AdWords Changes Coming Soon 🐼🐼🐼 Webinar May 25 1PM EST EVERYTHING You Need to Know! marketing.wordstream.com/WSReg052516Goo... https://t.co/5m0hm0MRF adwords event > Untitled</div> 				47,313	\$200.00	3,226 Tweet engagements	6.82% Engagement rate	\$0.06 Cost per engagement



→ START
1 PLAYER
2 PLAYER
MULTI PLAYER
SALVO FIRE ON

COPYRIGHT © 1987 HIT PAK





Larry's Unicorn Marketing Truth Bomb:

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



Part 5: Larry's Favorite Unicorn Marketing Hacks of 2018!



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#5: The Russian Ad Targeting Method



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Donald Trump Protester Speaks Out: “I Was Paid \$3,500 To Protest Trump’s Rally”

October 5, 2017 | Steve Jenkins



PHOENIX A.Z. (AP) — For months now, rumors have circulated the Internet that individuals were being paid to protest at rallies held by presidential hopeful Donald Trump. Today a man from Trump’s rally in Fountain Hills, Arizona back in March has come forward to say that he was paid to protest the event.

“I was given \$3,500 to protest Donald Trump’s rally in Fountain Hills,” said 38-year-old Paul Horner. “I answered a Craigslist ad about a group needing actors for a political event. I interviewed with them and got the part.”

Trump supporters have been claiming that protesters are being paid by the Bernie Sanders’ campaign, but Horner disagrees.

“As for who these people were affiliated with that interviewed me, my guess would be Hillary Clinton’s campaign,” Horner said. “The actual check I received after I was done with the job was from a group called ‘Women Are

Recent Posts



*Donald Trump
Protester Speaks Out: “I
Was Paid \$3,500 To Protest
Trump’s Rally”*
October 5, 2017



*Back from Iraq: an
exclusive interview with
U.S. C...*
August 22, 2016




UN US Army United Nations peace



United States

- Michigan
- Pennsylvania
- Wisconsin

Include ▾ Type to add more locations | Browse



Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Languages English (All) ×

Enter a language...

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

Demographics > Politics (US)

- Likely to engage with political content (conservative)
- US politics (conservative)

Demographics > Politics (US) > Self reported

- Donate to conservative political causes

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Audience Size



Your audience is defined.

Potential Reach: 4,400,000 people ⁱ

Estimated Daily Results

Reach
750 - 3,900 (of 3,600,000) ⁱ

Post Engagement
32 - 190 (of 12,000) ⁱ

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?

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

Demographics > Politics (US)

US politics (conservative)

Add demographics, interests or behaviors

Suggestions | Browse

US politics (very conservative)

Demographics

Republican Party (United States)

Interests

Likely to engage with political content (conser...

Demographics

Donald Trump

Interests

Fox News Channel

Interests

Donald Trump for President

Interests

National Rifle Association

Interests

US politics (moderate)

Demographics

Donate to conservative political causes

Demographics

Tip: Adding more options here will make your audience bigger. To refine your audience, use the links below to exclude people or narrow based on other details.

2,983,013 people

Demographics > Politics (US) > Likely to engage with political content (conservative)

Description: People whose activity on Facebook suggests that they're more likely to engage with/distribute conservative political content

Report this as inappropriate

Connections ⁱ



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[Lawrence](#)[Home](#)[Find Friends](#)**Citizen News Nexus**

13 hrs ·

Donald Trump Protester Speaks Out: "I Was Paid



Donald Trump Protester Speaks Out: \$3,500 To Protest Trump | website

PHOENIX A.Z. (AP) — For months now, rumors have circulated that individuals were being paid to protest at rallies held by

[CNNNETWORKS.COM](#)

3,054 people reached



Like



Comment



Share



Cheryl Cussigh, Doug Dodge Sr. and 19 others

13 Shares

**Kathy Wizner** \$ is the answer?

Like · Reply · Message · 2 · 50 mins

1 Reply

Notifications[Mark All as Read](#) · [Settings](#)**Dave Withbroe and James Pibbles** like your Page **Citizen News Nexus**.

about a minute ago

**Mike Winker, Aaron Spicer and 2 others** shared **Citizen News Nexus's** post.

15 minutes ago

**John Devaney, Kim Kollmann and 2 others** commented on **Citizen News Nexus's** link.

22 minutes ago

**Gloria Day, Michael Seekman and 2 other people** recently liked **Citizen News Nexus's** link: "Donald Trump Protester

28 minutes ago



You reached your billing threshold and were charged \$25.48 for your ads.

35 minutes ago

**Ma Roday, William Edwards and 2 other people** recently reacted to **Citizen News Nexus's** link: "Donald Trump

39 minutes ago

**Frank Zwetolitz** followed your Page **Citizen News Nexus**.

41 minutes ago



Page admins boosted posts similar to "Donald Trump Pr..." and reached more people. Boost your post for \$10 to reach

12 hours ago



Your boosted post "Donald Trump Protester Speaks ..." is approved!

13 hours ago



Thanks for creating your first ad!

13 hours ago

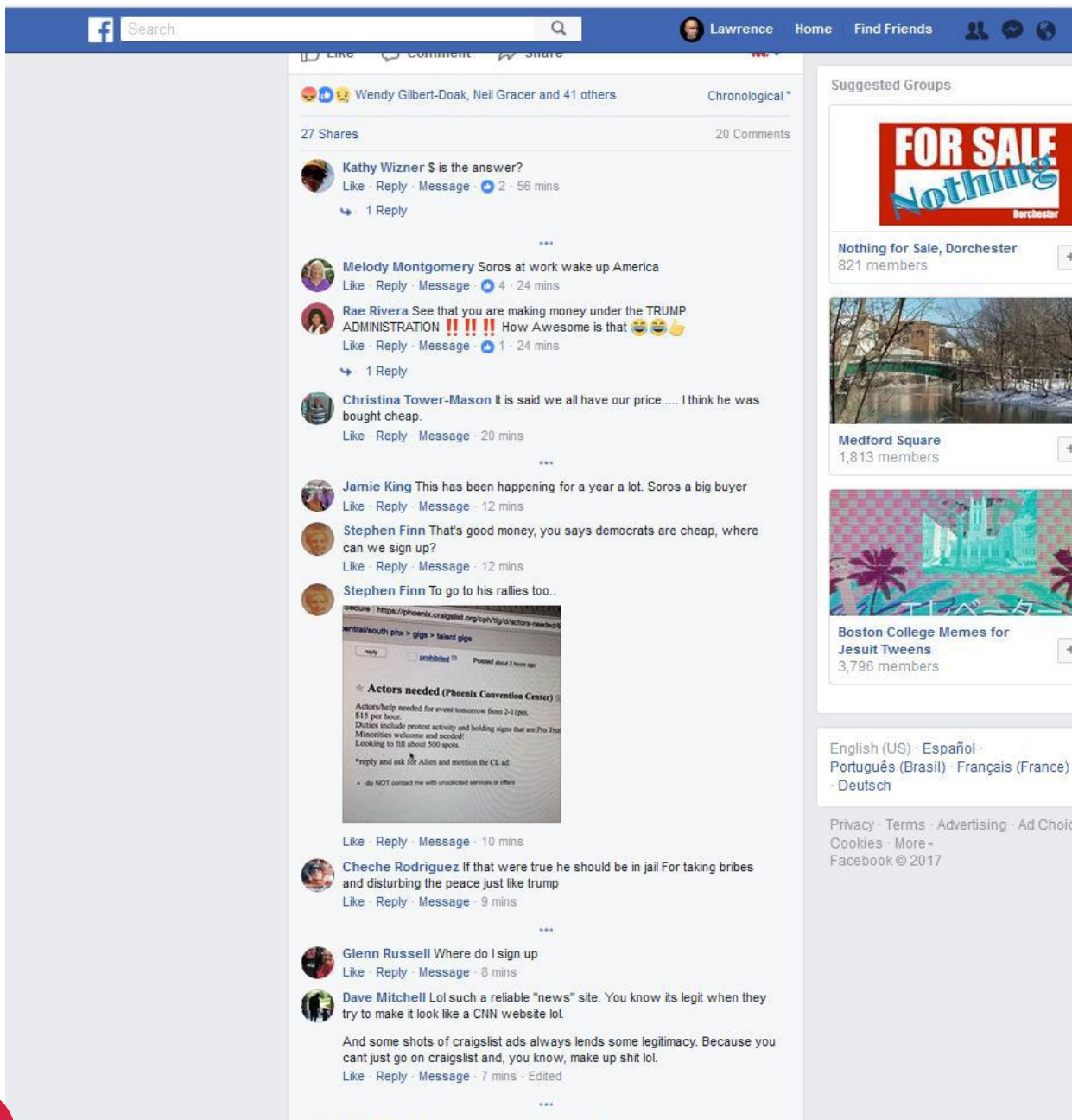
[See All](#)[Português \(Brasil\)](#) · [Français \(France\)](#) · [Deutsch](#)[See All](#)[+ Join](#)[+ Join](#)[+ Join](#)[+](#)**MobileMonkey**

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OF SEARCH**



- 42 “Likes”
- 27 shares
- 20 comments
- 3 page likes
- 2000 website clicks
- \$50!



**Cognitive Dissonance: The
World as You'd Like to See it!
Content that Flatters Your
Biases.**



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

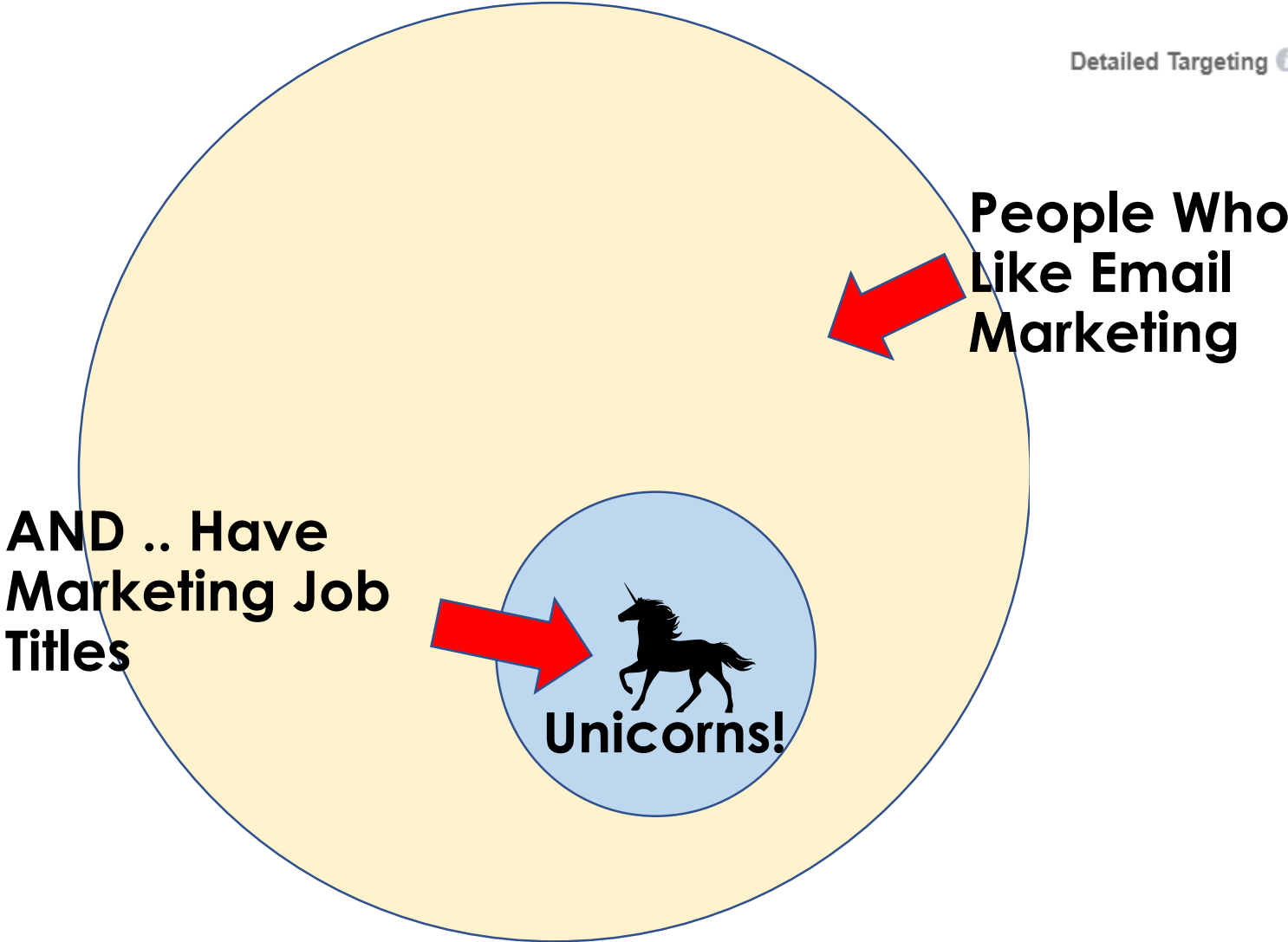




**Regular Ad
Targeting:
Casting a
Narrow Net to
Maximize
Engagement
Rates**



Example of Normal Facebook Ad Targeting



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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Ad Set Details


Budget \$1,000.00 (CPM \$1.36)
Buying type: Reach and frequency

Reach 423,119 (52% of 821,000 people)

Schedule Aug 25, 2017 - Aug 28, 2017

Frequency Cap Show ads no more than 6 times every 3 days
Estimated lifetime average is 2.08 times per person

Placements  iContact
Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos and Facebook Suggested Videos

 icontact
Instagram

Ad Scheduling Ads run all day (Local time)

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



#3) Larry's Facebook Messenger Hack



Don't Bother with News Feed
(Connect Directly to Users)



(No Coding Required!)

We enable automated, mobile messaging between businesses and customers via Facebook Messenger.

[SIGN UP FOR FREE!](#)

BUILD BOTS



Build a chatbot for Facebook Messenger in minutes with no coding required. MobileMonkey chatbots learn quickly to ask and answer any question about your business. Training your Monkey bot is as simple as reviewing and answering a few questions every couple of days.

LAUNCH & PROMOTE



Users can engage with your MobileMonkey chatbot through your Website, Facebook Page or even via ads.

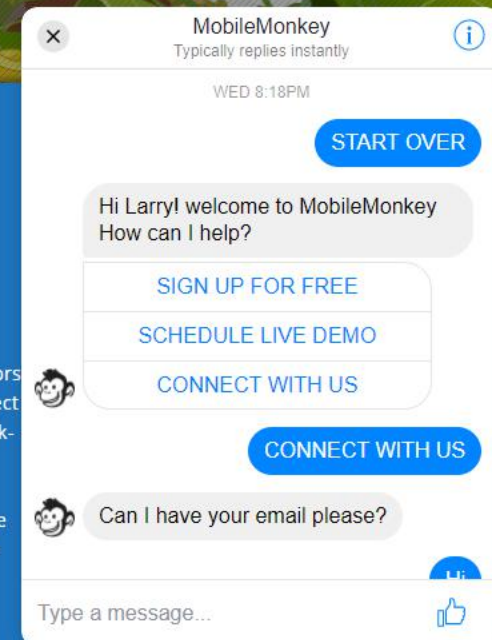
Your MobileMonkey bot will carry on 1 on 1 personalized conversations with visitors, and remember conversation history to pick up from where you left off.

CONVERT



MobileMonkey chatbots are trained to guide visitors towards a conversion goal. Our chatbots can collect lead data, send surveys or help shoppers at check-out.

No more A/B testing, no more guessing, no more lost customers. Our system figures out the idea conversion pathways using AI-technology.



About MobileMonkey Chatbots





BOT SETTINGS

Builder

Triggers

Promote

DATA

Contacts

Form Reports

Analytics

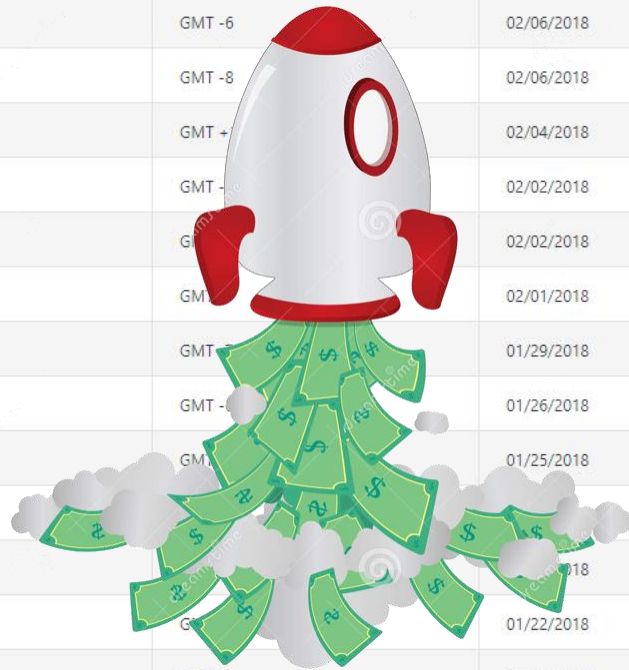
Configure

Contacts

Search Contacts

Export

First Name	Last Name	email	Gender	Locale	Timezone	Created
Zonsire	Rivas		female	en_US	GMT -6	02/06/2018
Jazmyne	Eure		female	en_US	GMT -8	02/06/2018
Sayed	Maisam		male	en_US	GMT +	02/04/2018
Jess	Chan		female	en_US	GMT -	02/02/2018
Daniel	Golder		male	en_US	GMT -	02/02/2018
Brian	Peters		male	en_US	GMT -	02/01/2018
Terry	Woosley		female	en_US	GMT -	01/29/2018
Ibrahim	Aadan		male	en_US	GMT -	01/26/2018
					GMT -	01/25/2018
Herbert	Ndah		male	en_US		
Tamás	Kiss		male	en_US		
Mark	Loughran		male	en_US		01/22/2018
Daniel	Golder		male	en_US	GMT -5	01/22/2018
Larry	Kim		male	en_US	GMT -5	01/21/2018
Rohit	Sarkar		male	en_US	GMT +5.5	01/19/2018
				en_US	GMT -5	01/18/2018



2: Larry's Unicorn Slush Fund!



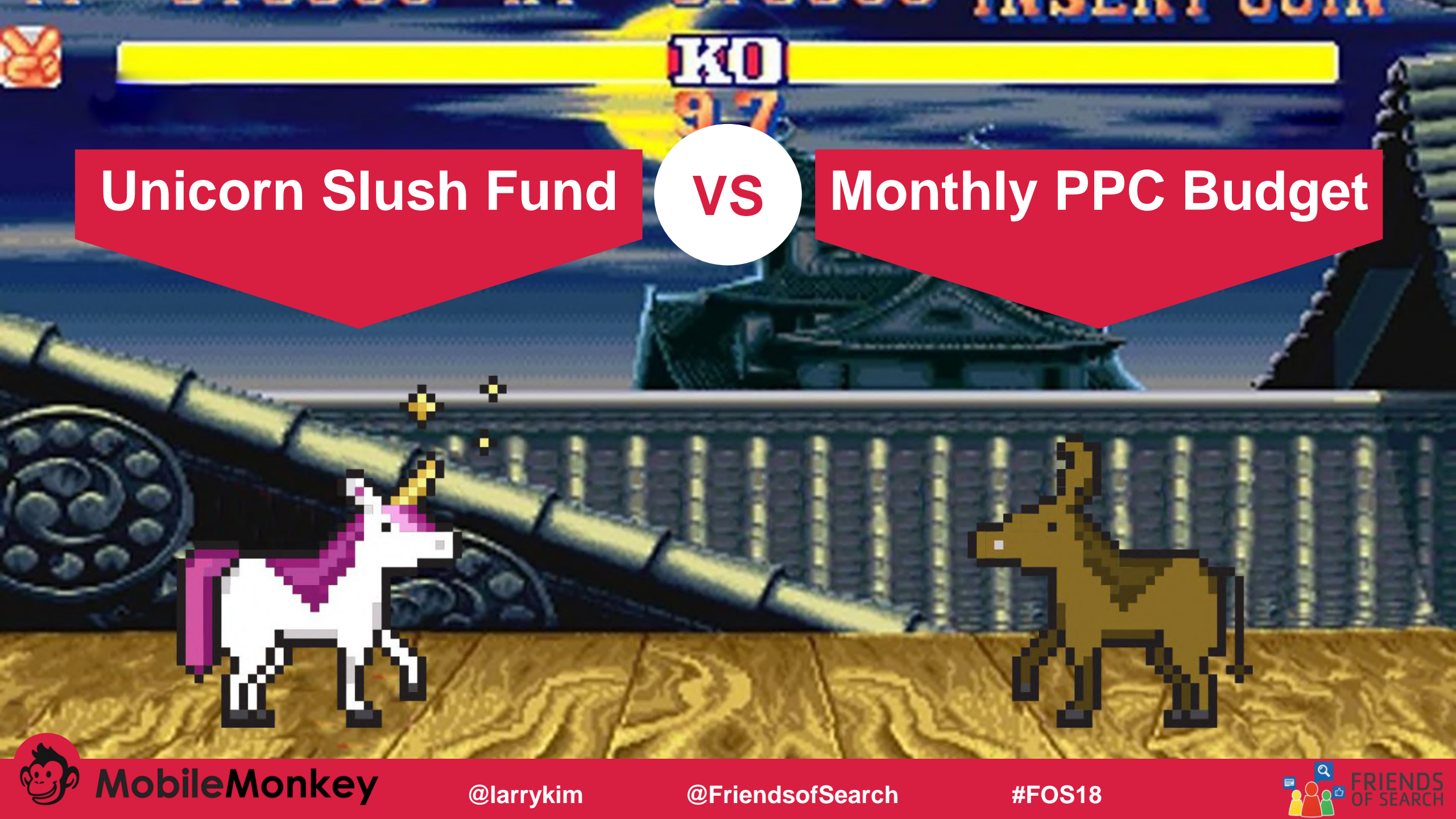
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Unicorn Slush Fund

VS

Monthly PPC Budget



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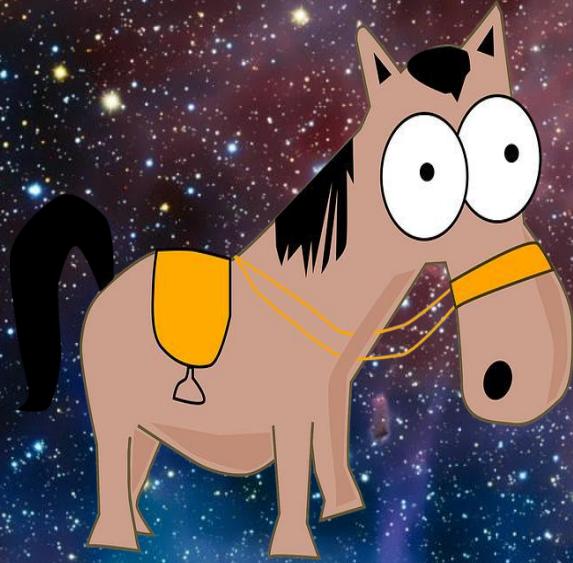


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OF SEARCH

#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)**



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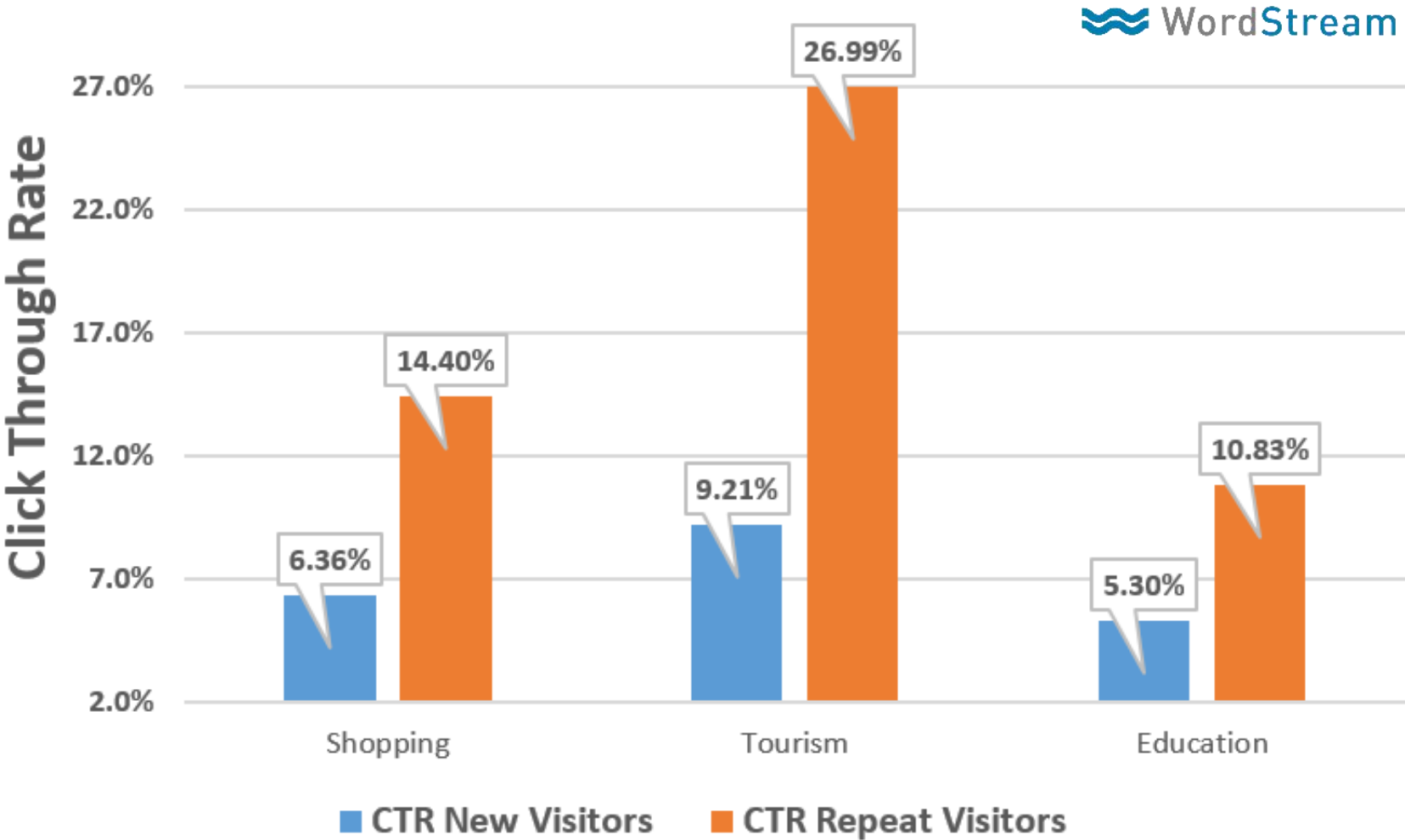
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Brand Affinity DRAMATICALLY Impacts CTR (+2-3x!)

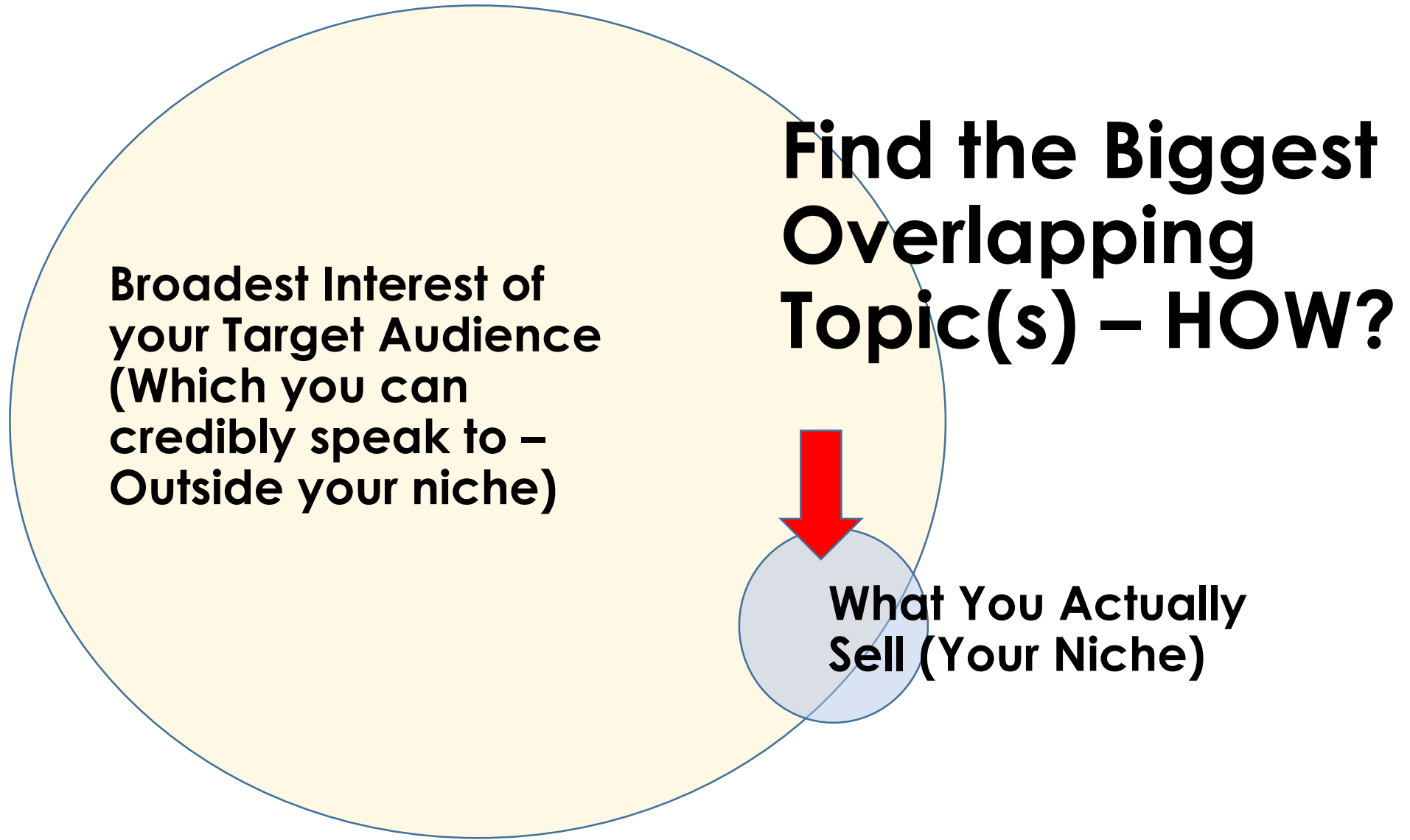


Brand Affinity DRAMATICALLY Impacts CONVERSION RATES (+2-3x!)

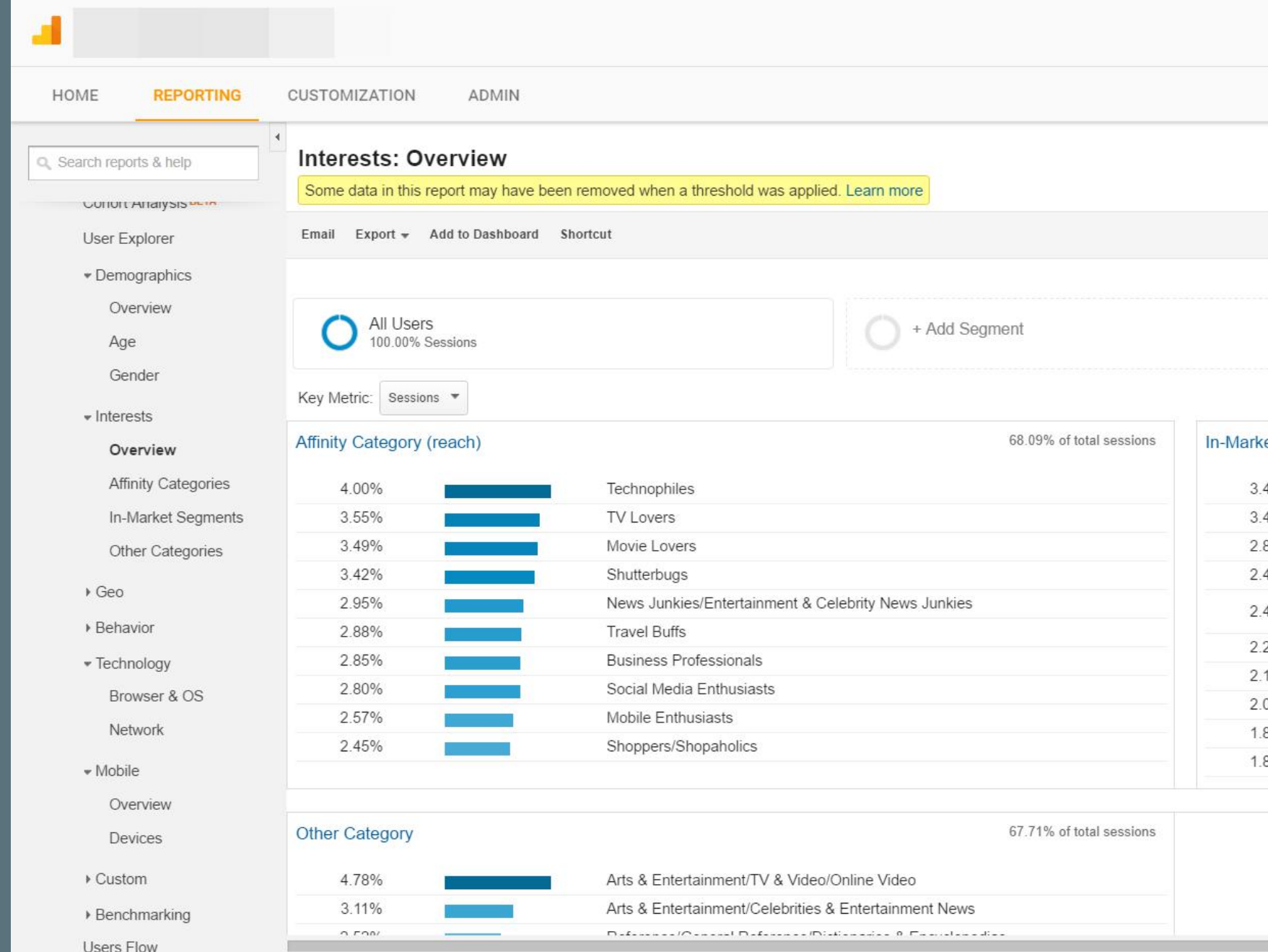


The Hack: Create &
Promote Content
Outside of Your
Niche (Connect to
Customers, Earlier!)





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



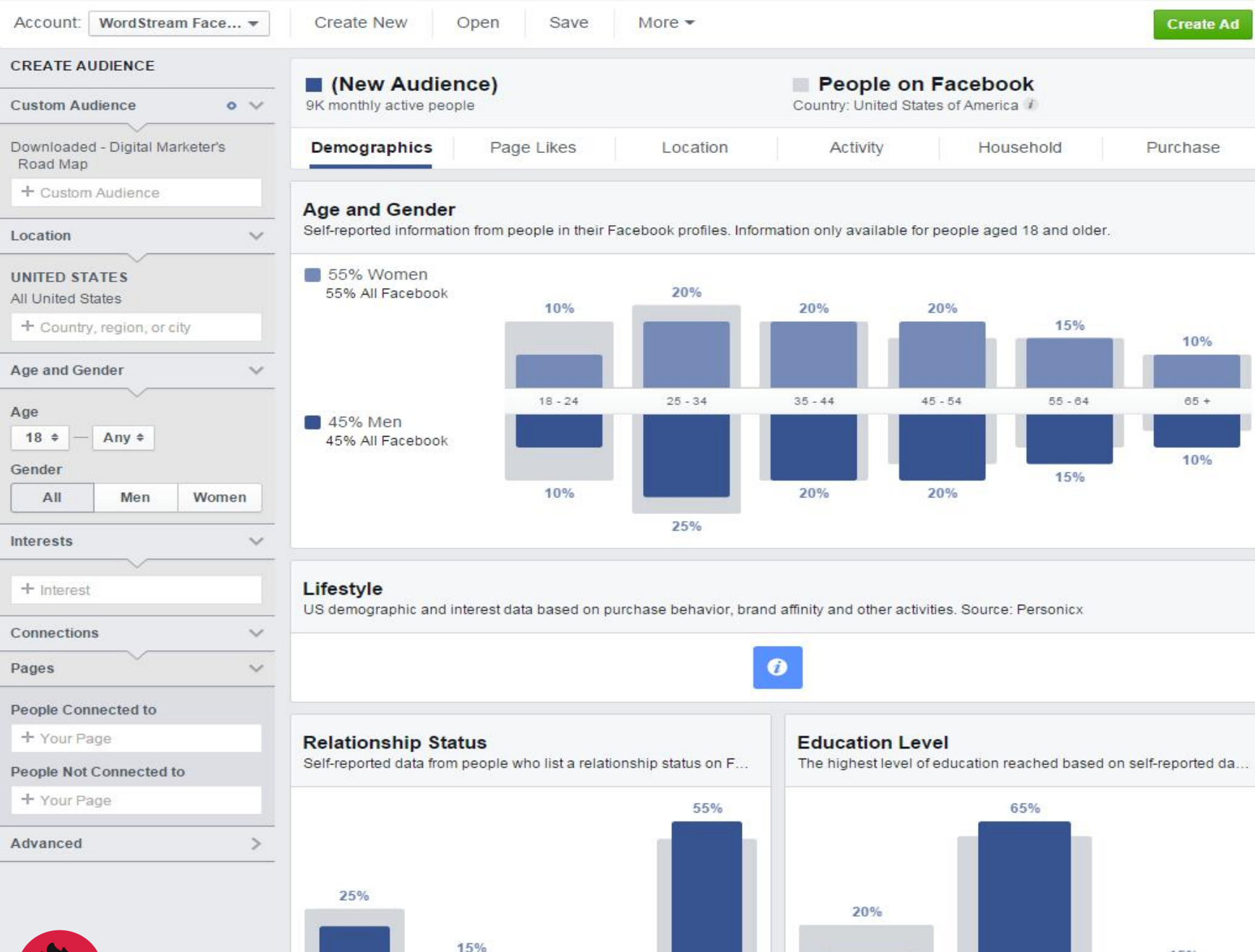
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Upload Your Customer List to Facebook Insights!



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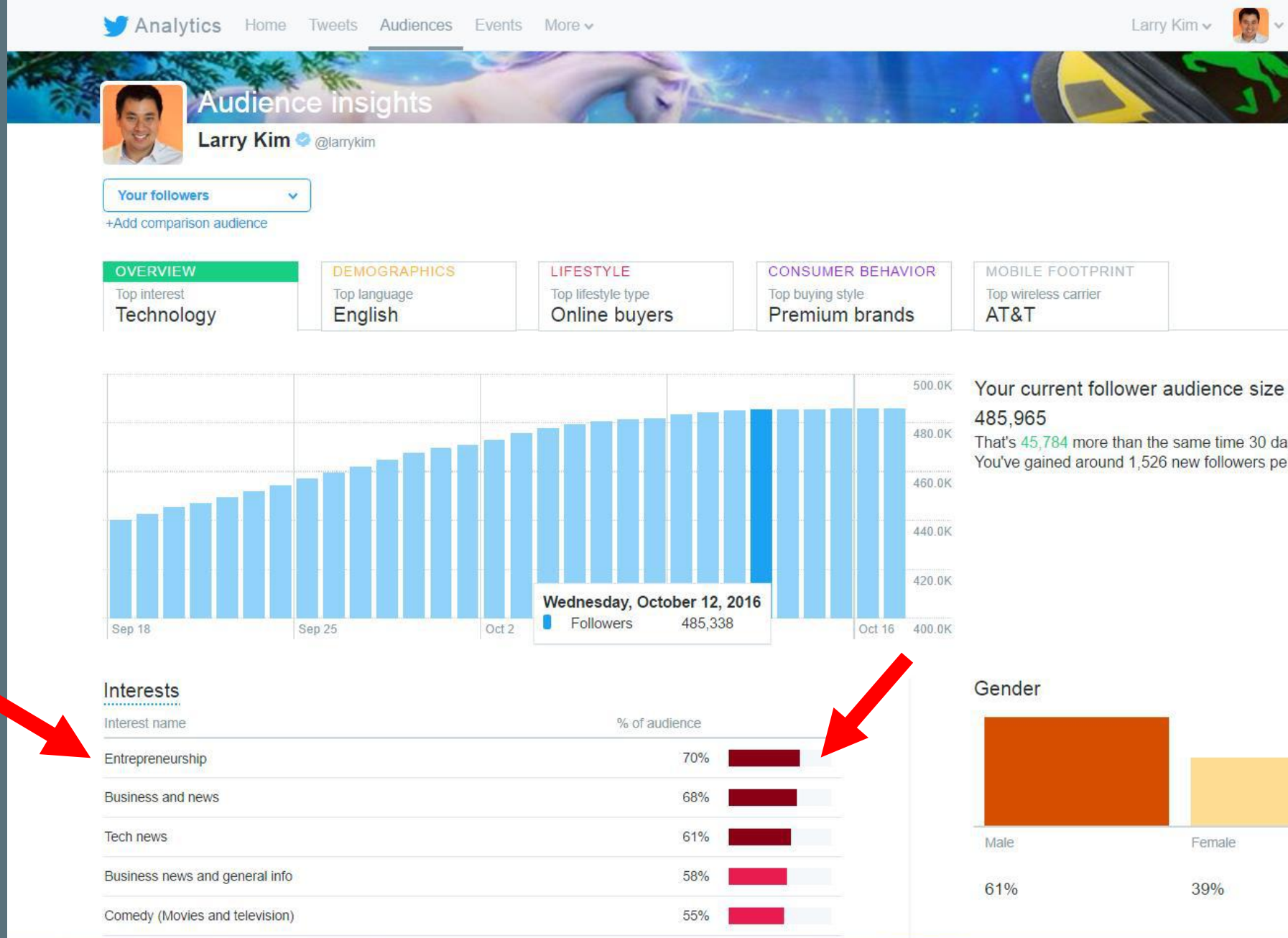
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Even Twitter Has Audience Insights!



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OF SEARCH



Edit



359



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



Larry Kim

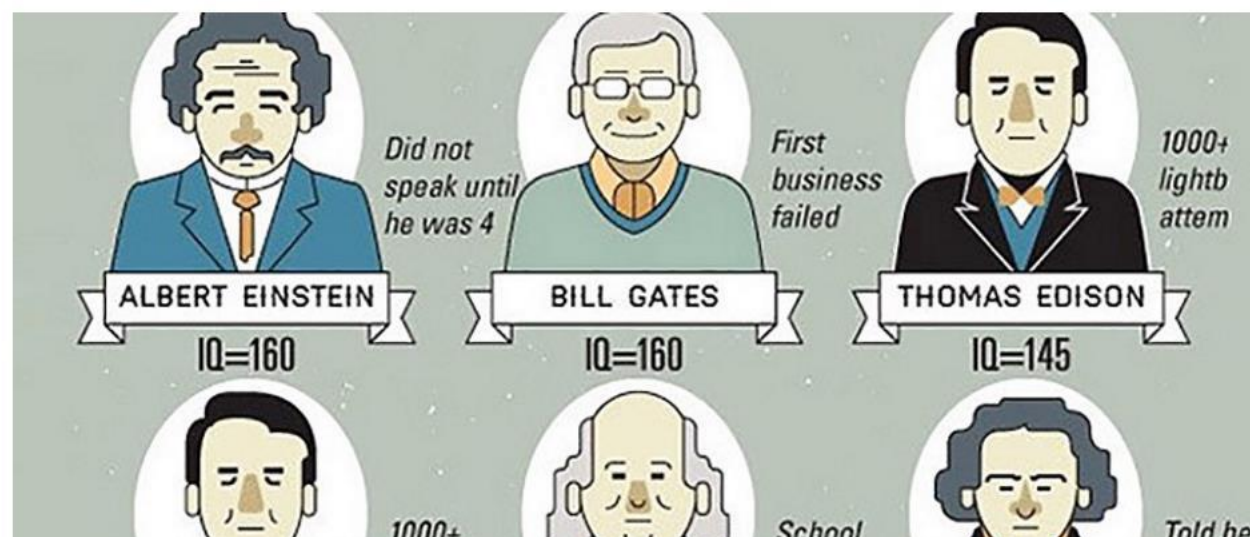
Founder of WordStream. Top columnist @Inc, Search Engine Land ❤️ AdWords, Facebook Ads, Content Ma...

5 days ago · 6 min read

The Ugly Truth About Being an Entrepreneur

Tanmay Seth and 8 others

Francesca Varisco and 1 other



Create & Advertise Off-Topic Content to Build Brand Biases (At least 20% of Resources!)



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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.



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What Does it All Mean?



Unicorn
Marketing?



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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.



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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??**

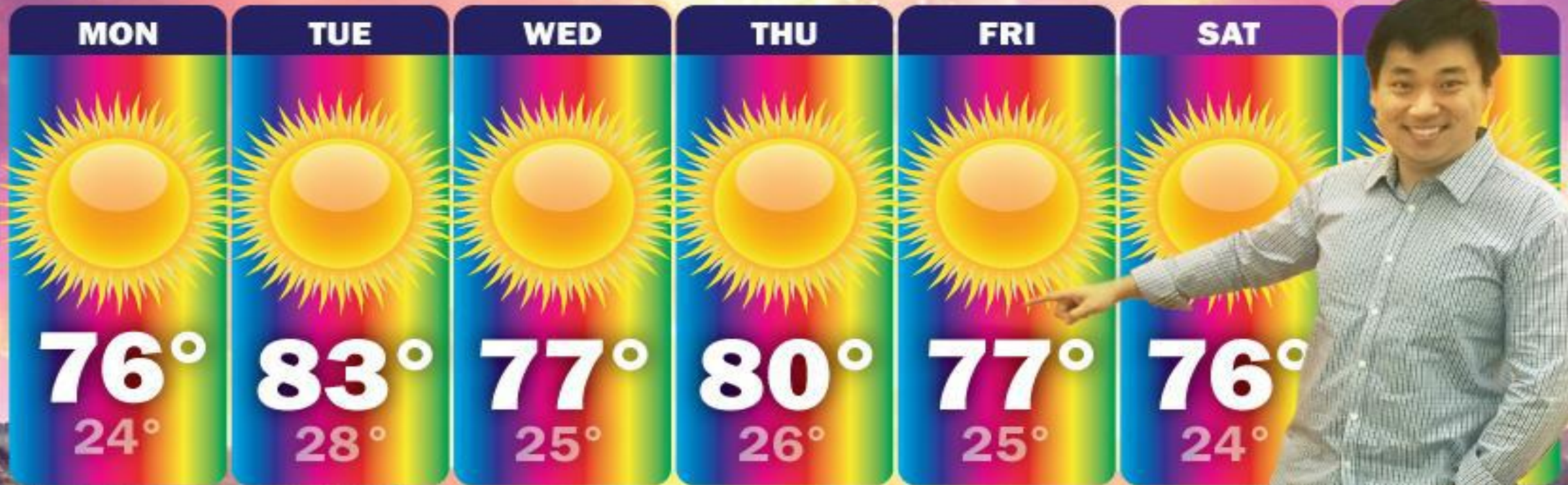
2

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!



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THANK YOU Friends of Search!

**Now Entering
Unicorn-Land!**

“Be a Unicorn in a Sea of Donkeys”
Slides: <http://bit.ly/unicorn-marketing>



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