



Expand2Web

by Don Campbell

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Expand2Web Podcast #8 PDF Edition

Don Campbell Interviews Dennis Yu of BlitzLocal.com

Don Campbell: My next guest is [Dennis Yu](#), CEO of [BlitzLocal](#). BlitzLocal provides local search solutions for enterprises of all different sizes, like JC Penny, Equifax, Yahoo and many others. Dennis is a sought after speaker, and he's written articles and been interviewed by National Public Radio, TechCrunch, KTLA, and other media outlets. He also travels and speaks internationally on the topics of local search, Google pay per click advertising and Facebook advertising. In this interview we talk about Facebook advertising.

Dennis lays out a very simple approach, to building your presence on Facebook, into an effective advertising campaigns and getting results. I think you're really going to like this interview. I learned a ton, and I hope you will too. Here's the interview.

Don: All right welcome everybody, this is [Don Campbell](#) here. With me today is Dennis Yu from BlitzLocal. I've had the privilege to get to know Dennis, over the last year, and his company is doing some pretty amazing things. He's one of the leading experts on Facebook. So we're going to talk today about Facebook for small business, and Facebook advertising. Welcome Dennis.

Dennis Yu: Thank you Don.

Don: Yeah thanks for being on the podcast. I'm excited to share some of the things that you shared with me on Facebook. When we first met, you saw me put my Facebook page together, and sent me a note. This is a little after we got to know each other, but you said: "Hey Don, what do you say that we pimp out your Facebook page?" Then at that time I wasn't sure what that meant, but you sent your guys in, and we did some pretty neat stuff on my page. Since then it's gotten me invited to some meetings at Facebook HQ. You're really in the know on this stuff.

So what I wanted to do is ask you just for some tips. Like what are your top three tips, for somebody who's just getting involved in Facebook. Maybe a small business owner or a consultant to a small business owner, who's trying to figure out, not only about Facebook pages, but what kind of advertising could I be doing on Facebook? What kind of opportunities are there?

Dennis: There are huge opportunities Don, in small business.

Don: What would be your tips to get started, if somebody was just breaking into this?

Dennis: Number one: if you're not technical, don't worry about it. Just make a fan page, it's easy. You make the page; you don't have to put in any of the apps. [Don did a training class](#) last night, talking about the different applications you can install. If you're comfortable with HTML, you can do those sorts of things. But the beauty of Facebook is, it's not even necessary to be technical in any sort of way, provided you understand a few simple things.

There's a linkage of three things that have to tie together. Each one of them is very easy, but they must be tied together in the right way.

Don: OK.

Dennis: That is **ads**, the **pages** with **analytics**. The ads are what drive the traffic. Pages are where you have interaction on Facebook, your Facebook page. Analytics is figuring out what's going on. Now that same three part path is mirrored on the regular web. So what you find working on the regular web, on your website, you may find you already know what you have, all the materials, raw materials you probably already have, you just need to tweak them to be social.

Don: Let me make sure I understand what you're saying. So let's say I've already got a website, hopefully I've got analytics hooked up to it, so I can tell what kind of traffic is coming through. Then maybe I'm advertising on Google AdWords, or maybe I'm getting some SEO traffic. But you think that same condition is mirrored, over on Facebook, in the social...

Dennis: It is, but there's a couple of key differences.

Don: OK.

Dennis: If you're doing advertising on Google, you're buying key words which is when someone is actively raising their hand, saying they want something, they're typing into that box.

Don: Right.

Dennis: I want "San Jose Cosmetic Surgery", whatever it might be. I'm saying I want it now. Then you go to a web page, and give them all of the information, so that they can make a decision, and then call you. Because in local lead gen, you're boiling a bat to a lead, which then becomes revenue. The mechanics are straightforward. If you're paying \$3 a click, and one in ten clicks results in a phone call, then your cost per lead is \$30.

Don: Right.

Dennis: Then you can adjust. Well what can I do to decrease my cost per click. What can I do then on my website, to increase my conversion rate, which is nothing more than the

ads to pages. And the analytics to figure out the math on how to calculate how much you need to spend, adjusting your ads and how to optimize. That's what you do in the regular web.

Don: Right.

Dennis: But Facebook can't do that exact same math, because there's no keyword in Facebook.

Don: Right.

Dennis: You're targeting demographics, you're targeting you people are. People are not searching in Facebook for cosmetic surgery, they're goofing off, seeing what their friends are doing, being social. So you have to adapt your current content. So if you've got a base of content great, you've got a head start to adapt that content, to make it fun. Don't just hit them with 10 percent off, or whatever the latest special is, because they're not looking to be advertised to.

Don: So they are in a different mindset when they're on Facebook, than they are at the Google search box, is what you're saying?

Dennis: Well Google is seven percent of unique visitors, based on the latest comScore data. The other 93 percent of the time, excluding being in Yahoo or whatever that it is now, it's when people are doing other things. Discovery, having fun, seeing what friends are up to. You're getting them at the top of the funnel. Well even before they do their lead search. When they're just finding out about you, generating awareness and interest. As opposed to Google, which is at the very end, when people are ready to act.

Don: Yeah. You say that traffic might be more valuable then, if you're getting them at the end of the funnel right, because they're ready to act.

Dennis: Maybe. But if you talk to only people who are at the end ready to act, you miss out on the power of branding. You miss out on being able to nurture people through a relationship.

Don: Right.

Dennis: It really is about relationships. Facebook is where real people, your real friends hang out with. If you wanted to, I know you're married, but let's say you were in the market. You wouldn't just go to a bar, and say: "Hey, come marry me." That sounds ridiculous. What you would do is, you would sort through a pool of attractive ladies, or whatever you're looking for. You would say hello, you would shake their hand, you would have a conversation, you would get to know them, you would go on several dates. So forth until you get eventually get married and produce kids. Secondary, Tertiary conversion events if you will, right. The same is true on Facebook. As a brand, you want to separate out your messaging into: "Hey we're located on this corner", or "Come on down this weekend, we're got something going on."

Don: Right.

Dennis: Or who is sponsoring the little league team? Things that are not directly sales orientated, just to let people know. "Hey we found this interesting article about", or "What do you think about the fires that are going on in Boulder?", because there's some fires going on in Boulder.

Don: Right.

Dennis: That's nothing to do with your business, but you're engaging with the community. As they start to know who you are, they've seen your brand, and they see what customers are saying, your existing customers because you're using Don Campbell's [review tool](#).

Don: [laughs]

Dennis: Or maybe other tools in place. Then you're developing trust, such that when they are ready to buy, when they go to Google, because they're not going to type in "Chiropractor, San Jose" in Facebook. Sorry they don't do that, 99 plus percent. Remember when we wrote Facebook, and it's still true. They said that 99 plus percent of searches on Facebook, are for peoples names.

Don: For names.

Dennis: For people that are navigating. This idea of ranking on Facebook, doesn't really mean anything, in terms of the search correlation.

Don: That makes sense.

Dennis: That positive nurturing is how you get successful on Facebook.

Don: Right. So you're building a better, more loyal relationship with them, than just a one time sort of click to come to your website, and buy something. It's like you've got the chance to interact with them at a different level, is what you're saying.

Dennis: The picture is, that you're reaching people, well, before they're ready to go into Google and type in, personal injury attorney, or whatever it might be, city, state, plus category combo. So, you're tying your website together with the top of the funnel, which is generating awareness.

Think of Facebook as this massive word of mouth multiplier. This amplifier that takes the good things that your clients are saying about you, and tells everyone, tells all their friends about it, because of the kind of targeting that you can do. So, if you've got great content, you've got that seed, you've got a great website, awesome, because you have a head start.

You have a head start, in terms of what your competitive differentiators are, in terms of customers that are going to say good things about you. A website that has testimonials,

videos, pictures of the office, procedures you have, and the menu, whatever it is you're offering, all of that. It's not either or, whether it's Facebook or Google.

Don: What you're seeing is like a new channel, right? Let's say you've all right got your website, and you've invested in some content, and things like that, and hopefully it's helping your business. Now, you've got another channel to help build relationships at a different level with potential customers, with Facebook.

Dennis: Well, yes and no. This goes back to the most ancient form of marketing that's ever existed, before there was the Internet, or before there was even the ability of Gutenberg printing up Yellow Pages, if you would, and that is, word of mouth. When there was no technology, how did people decide, consumers decide, who they're going to go to for their meat, or for their products. It was by virtue of having a great reputation. Before there were chains, and before there was a concept of branding, it was direct personal relationships.

You might have been the baker, and I was the butcher, and so and so was the shoemaker, so we traded. We knew each other based on the quality of our goods, whether we were timely with our stuff, how much we charged, and our business reputation. If you're a small business, there's little difference between your reputation and your friends reputation.

Don, you and I, we both run small businesses, and we have the same thing. So, strip away all the technology, because a lot of people get caught up in, oh, HTML, and iFrames, and cost-per-click, and what's this new social interaction thing that came out yesterday.

Just forget about all of that for a second. The core of it is, if you understand the core, for all the people who are on the podcast and listening, it really is a lot simpler. Just strip away all the babble.

Listen to this. People make decisions based on the trust of their friends, it doesn't matter what the marketing channel is. Now, what Facebook has done is created this layer, this social layer that exposes those relationships that have always been there, between people's real friends.

Now, that those relationships are visible, think of all these dots with lines connecting them. This created an advertising system that sits on top of that, that allows you to inject your content. Let's say your content is testimonials, specials, videos of procedures, whatever kinds of content might be interesting, YouTube videos.

Identify who your best customers are; not people who could be customers, people who are already, who love you. Amplify what you already have that's great. And telling all of the friends of those people, why you are awesome. It is the word of mouth amplifier. They should rename Facebook to that, but that's too long of a Domain URL, thebywordofmouthamplifier.com.

Don: I like that analogy, that metaphor, it works. I get it. It's a simple way of looking at it, and totally on. Now, if I'm a small business, and I want to take advantage of this

amplifier, this word of mouth amplifier, where do I start? You were mentioning before about creating a Facebook page, different than your personal profile, that's a page that's for your business, obviously. Would you say that's step number one, to get that created.

Dennis: Yeah. Businesses are often confused because they don't understand that you as a person, you have a profile, which is also an account. For your business you create a page, which is an entity that's not a person, but for a business, or a cause, or community, or a celebrity, those kinds of things. When you create one of those, you want to market everything good about you in the real world, which means tying in friends. So, if you make this page, go and tell everybody about it. Put it in your email signature line. Tie in your Twitter. Tie in your RSS, so it automatically ties in, or use Don's tools for making the blog posts come with images, and so forth. Put up some videos.

Put up everything that says, this is who we are, you can trust us, this is a lot of information. The problem is that small businesses, we find in general, suffer from information constipation. They're just stuck.

Don: Yeah, I know exactly what you're talking about.

Dennis: The technical barrier where, I've got to go talk to the webmaster to update this one paragraph, and that's why they put up their website, that was five years ago, and no one has touched it since. Now, Facebook has made marketing easier for small businesses, because if you know how to take care of posting on your wall, as a person, as a regular profile user, with your kids, or whoever, guess what? You can do that with your business.

I think it was when you and I were on Facebook that one time, Don, when we were talking with Jon who runs Local for Facebook. He said that, they intentionally created pages to be very similar and simple, very similar to your regular personal profile, because people understand, there's a wall, and you can comment, you can invite people.

It's a very low bar to go from just hanging out on Facebook, watching videos, and clicking Like on things, and sharing funny tidbits you found, to actually managing your business stuff, because you can pretty much just copy your information over.

It's very comfortable, as opposed to, you've got to go to advertise on Google.com and download the AdWords editor, and learn about keywords, and set bids, and oh my God.

Don: That's one of the things about Facebook advertising that I've noticed, is it's easier, too. So, we just talked about getting your page out there, and breathing some life into it, and in knowing, if you've already used Facebook a little bit, then it's not too hard to do that. Now, you're talking about advertising. What's interesting about Facebook advertising, from my perspective, is that you're not doing all this keyword research. You're more targeting based on some demographics, right? You're targeting basically...

Dennis: Yeah. Keywords, like we said with Google, are based on someone raising their hand saying, I would like to find cosmetic surgery in San Francisco, right now. It doesn't happen in Facebook. Why? In Facebook there is discovery. When people find out that so

and so posted this interesting video about the five things you need to know about, so you don't get scarred up, having cosmetic surgery, whatever it might be.

Facebook, because it always starts with the people you know, the first step, after putting up your storefront, if you were to have a real world analogy, put up your storefront, and you put the content in there, and everything to make it ready for people to come. Don't spend too much time, just put in enough stuff so that, not like you're the blank profile picture, stuff like that.

Spend a half-an-hour, put some information in there, so it's not totally blank. Then, you immediately begin inviting real customers, your employees. You incent them, you say, hey, become a fan on Facebook, and I'll give you a medium coffee for a large, or we'll give you a free lip balm, when you come in next time, whatever it is.

Don: All you're asking them to do is to press that Like Button at the top of your page, right?

Dennis: That's right. You put in your emails saying, click here, for this interesting content, whatever it might be. Hey, everyone, we have a Facebook page. Oh, wow, cool, go check it out.

Dennis: There's a mass invite message, I think you've got the code to that, you can just paste into the box, and it mass invites all of your friends to come in. It's a little spamming at the beginning, so you only want to do that maybe once or twice, don't do it all the time, right?

Dennis: And then, you have a little bit of content, you have some community, people who have existing customers, and then you'll start asking questions to engage them. So far, you've spent no money, no advertising, and an about an hour's worth of elbow grease up until this point that we've talked.

Don: Let me see: you created the Facebook page for your business; you've put some ad content up there just by posting on the wall and putting your information only to your website and that kind of stuff. You've asked your best customers and your friends to come over and like it - and that's where you're at the moment.

Dennis: They come. It's basically a grand opening. And when they come to your grand opening, you don't want to just not be there and not have any food and not... I mean, that would be really lame. They walk into this empty room, and they're standing there, saying, "Well, this is lame!"

Don: Right.

Dennis: You got to be there; you got to greet them with some fruit punch and say "Hi" to everybody. And that's what you have to... all the real world analogies. You see, the things that all of us know about how do you take care of clients apply directly in Facebook. It's the same people. It is. And you're making friends with them. And forget about this whole technology barrier and writing code and all that stuff. It doesn't matter. As long as you

follow this particular process we're laying out, you almost cannot fail unless you have a bad business.

Unless, your business has a bad reputation and you're a cosmetic surgery firm that kills people, whatever it might be. Because Facebook's that... remember it's that reputation multiplier.

Don: Yeah.

Dennis: As long as you've got a good business, these steps followed exactly in this order will work. If you decide you're going to start advertising before you have great content, it's going to fail. If you create a bunch of content, because you're a perfectionist and you just want to make sure the grand opening is perfect before you tell anybody...

Don: Right. Then you'll never do it.

Dennis: ...fail. Yup. If you decide that you're going to do all this crazy development on your website because somebody told you, "You need to make a face application because Zynga has 73 million playing FarmVille," so you decided to do that too, you're going to fail.

Don: Yeah, yeah.

Dennis: You must do it in this order of what you're doing. A little bit of content, a little bit of audience, a little content to... It's ads and pages and ads and pages and back and forth, not all at once in one thing and all at once in the other thing. That's how you slowly build up community. Now, once you've hit the point where these people have started to come in - and let's say you've got 40 or 50 people. So think of 40 or 50 people, they're hanging out your open house. You want to take next step to engage them, meaning you want to ask them a question. You want to say, "What was your best experience... Well, what do you think of Dr. Smith? Or, "What is your... some question that's not directly related to the business.

Don: Right.

Dennis: "And, what are you doing this Sunday? " Hey, what are you doing for the long weekend?"

Don: When you ask the question...

Dennis: The things you'd say to a friend.

Don: Yes. Where does it show up, when you ask the question? On your wall, but where else?

Dennis: It shows up on the pages profiles. And, if you have a high post quality score, which is an internal Facebook metric which is still available in the old Insights, then it will show up on the wall of all of your friends, often.

Don: Nice.

Dennis: Then, if those friends come in and participate, because you asked the question: "Hey, what you're doing on Labor Day?" "Oh, I was just hanging out having a barbecue and drinking some beer."

Don: Right.

Dennis: "OK." And then, all of the friends of that person who just made comment, in other words, the people who are not customers yet they are friends with that person who is a customer, then they say, "Don just posted that he's going drink some beer on this page." I'm going to go check out and say, "Oh, yeah. Well, you should totally come on over because we're having a barbecue," or whatever.

Don: Right.

Dennis: Yeah. And then, here's the magic; here's a little trick. You wanted me to explain some tricks, so I'm give some insight here, which, in hindsight, is obvious. Now, when you get people to participate... It's just like when you SC on Google, right. If you want to rank in Google, the best way is to think about it from Google's perspective to decide who is spam and who is good. The same thing with Facebook. If you want to rank in Facebook, you should ask from Facebook. Think about it from Facebook's perspective. They see that this page is being made, and these people are starting to come in. Those people are in the same geography. They seem to have similar interests, so they're not just some spam "I am going to pay 50 cent a spam kind of nonsense."

In fact, they're real users, because real users have real credibility. Those users are now participating, commenting, and the interaction rate is high. Because, maybe, you only have 40 or 50 friends but you get a five percent or you get a 10 percent engagement ratio, and that's awesome.

It's easy to get five or 10 percent in the beginning because you have all your friends there, and you encourage them to communicate because you're not making statements, you're asking questions. You're asking them to do something.

So, of course, they're going to comment back, because you're starting with your trusted group of people who love you and your employees. You're singing to the choir. So, of course, they're going to participate. So you're artificially inflating your engagement ratings.

Now there's ad to rank; there's post quality score.

Don: They're using these metrics... Facebook's using this metrics to decide how some of the posts on your wall show up in others peoples profile, is that right?

Dennis: Facebook is looking at that interaction, saying, "If people are interacting here, it's interesting. We're going to spread it - all those friends and all of the friends of friends." If people don't comment, they are going to say, "Well, this sucks. We're going to

bury it, and it's not going to show up in the News Feeds." And that is the absolutely... that is the key insight to understand about viral marketing.

Don: Yeah. Wow.

Dennis: You must start with a high post quality score. Just like if you were in Google PPC ads - if you're Google quality score sucks, they're going to penalize you with a really high cost to click. The same thing, except it's a social score. It's not a direct click through rate on ads, but it's an engagement based on likes and comments and invites and other things that count as engagement.

Don: Right, right.

Dennis: Now, when you did that... And let's say that that's maybe three or four days later, because you allow people to kind of trickle in, and you get them to comment and share funny stories and that sort... And then, you comment... Well, when they talk, then you comment back. You never want to allow them to have the last word.

Don: OK.

Dennis: You always want to respond back, because it's your grand opening. You know, it's the open house. You want to shake hands with everybody, right?

Don: Sure, sure.

Dennis: So maybe that's three or four days and maybe it's a weekend. Then, you start to advertise - and only then. Because, by then, you've got some content, a little bit. You have some people. You developed a post quality score, which tells Facebook: "This is real page, this is a real business. It's got an address. It's got pictures. It's got people that are interacting" You've got the very basics. You've laid the base foundation for your content for the people that are there, and you've demonstrated engagement - just the thinnest layer you can across those three. Then, you start to advertise. And you have that in place, you graph the target and you run against the demographic that you want to hit.

Don: OK.

Dennis: So is it, like you've mentioned, you got a discount for anyone who's an employee of HP: "Get ten bucks of oil change only on Thursdays at xyz, you know, Jiffy Lube"

Don: Well, I know... Like a lot of doctors, they'll be one city, but they can attract patients from a lot of other cities because maybe they're in the same city like a company, a big company like HP or Intel, and so they could advertise to within a certain area to only people who work at that company. So, I mean, that's the kind of...

Dennis: And you target people by their job title, by where they work, by whether they like to ride motorcycles, by their favorite songs, all of this kind of stuff. Go on and just target everyone who lives in Cupertino, California. That's ridiculous, right.

Don: Right, right.

Dennis: And the age targeting is often key, because if you're selling a premium service, you probably don't want to target college kids. So, you're going to probably start from 23 plus in age targeting. Now the reason you start advertising only after doing these initial steps, is that when people see the ads, there's a little thing at the bottom and it's going to say, "Don Campbell likes this." "OK, Don Campbell likes this. Well, I trust Don, so I trust the fact that he likes this business, "and then I'm going to click on the ad. Even if you don't have the endorsement... I call that a paid endorsement at the bottom. If that's not there, that's OK.

Then they click through, provided you said something interesting in the ad and outstanding. And then they are going to look at the page. Whether or not you have something called a revealed tab, or a landing tab, or anything else that requires a little bit of coding but isn't hard, even if you don't have that. And people by default go to the wall, what are they going to notice?

They are going to see, "Huh, looks like there are some people here. They are talking about stuff. It looks interesting." Some of these people on them recognize. And, "You know, I think I may participate too I think I trust what's going on here." As opposed to if you didn't do the steps in the order that...

Don: They come there and there's nothing of value, right?

Dennis: Oh that's lame. Think about it. If you're walking down Main Street, you're walking down downtown, whatever, Palo Alto. Walking down Castro Street in Mountainview and you're looking inside the restaurants deciding which one you are going to go in and eat. You see the first three restaurants you walk by are totally empty inside. "Uh, I don't know if I'm going to go inside there." And then you pass by this restaurant and it's just totally overflowing and people having a good time and they're laughing. You're like, "Huh, I bet you the food must be pretty good in there, huh?"

Don: So let me back up a second. You say that maybe I do an ad, right? And somebody sees your name over there saying, "Dennis likes this." So how does that get there? Right? How does this little endorsement for the ad get there?

Dennis: Well there's several ways. If a friend of yours, whoever the person is that's seen the ad, is a fan of that page, they will automatically be added. Here's another way to make sure that that always has an endorsement. Facebook has something called connection targeting, where you can show ads only to your existing fans. Which is great, because it's not even advertising, it's actually messaging, not advertising. Two is you can show ads to people who are not fans of the page. And three, which is the most powerful, you can show ads to friends of your existing fans. So, I think Expand2Web, I don't know how many fans you have. 500 or 1000 or something like that?

Don: Not quite, but we are getting there. Several hundred.

Dennis: OK, whatever. So let's just say, whatever, a couple hundred. So let's, for simple math, let's just use the number 100, because it is easy to multiply against, OK? The average user has 130 friends. So if you have 100 fans on your page. 100 times 130 is 13,000. So that's 13,000 people. You can hit everyone one of them seeing an ad that says whatever it is, and below says, "So and so likes this." So and so is their friend they trust. Think about that. That's the power of word of mouth. That's the whole six degrees of separation, except we are talking about two degrees of separation.

Further, you add a secondary filter on advertising, and if this is too complicated for people, they can just email me at dennis@blitzlocal.com or ping Don in the [forums](#). You do the friend of fan targeting, which is that third level of connection targeting. I know it sounds kind of weird, but when you go into the interface you will see it. It's at the very bottom. And to target friends of your fans.

So, bam, you can target 1300 people who are related through... I'm sorry 13,000 people that are related to the initial 100 that you got in. See, that's a big multiplier. Now, of those 13,000, those are friends that those other people have that can include people who live in some other city, old classmates, their children if they are stalking, all kinds of things, people who are not necessarily of your target demographic who may want to buy something from you.

So, if you are using friend of fan targeting, you have to apply another filter. You apply a demographic filter in terms of location, and age, and sex, and profession. You don't want to apply too many filters, because if you filter down too far then they'll have a little warning that says, "Eh, sorry. There are not enough people here to target." Typically if you go below twenty they get mad at you.

Don: As you are filtering, right, it gives you an estimate of how many people it thinks would be within the reach of this ad, right?

Dennis: Yeah. It does on the right side. It refreshes, which is great, and because the numbers look very specific, people believe that those are accurate.

Don: But they aren't, huh?

Dennis: They are terribly inaccurate. They are probably accurate in terms of an order of magnitude. And if you are targeting a base that doesn't change too much, and I'm going to guess they take two or three months to update those stats. So if you have a page that's going very quickly... And we've done this before. We've taken some pages that go from nothing, to like 40,000 fans in a weekend. And then we try to run friend of fan targeting, it's not there; you can't do it, because their system hasn't caught up. And then they throw that warning up there at you saying, "Eh, you can't advertise, not enough people." I'm thinking, "Are you kidding? We've got 40,000 fans times 130 is millions of people, I think we have enough people to run friend of fan targeting."

Don: So they're behind on that, OK.

Dennis: Yeah. I'll tell you a quick story, just to kind of to illustrate how this viral marketing spreads and how friend of fan targeting works just to kind of... this whole base, you know, level one. This level one foundation of how you tie together the content with the people with the ads before you move to the complex stuff like apps and integrating to your website and that sort of thing, right? So partner of our company is Sun... Actually, let me back up a step. So there's a thirteen year old whose name is Logan Ludwig, and I've tutored him on how to make Facebook ads. He's a thirteen year old, doesn't know how to program. His grandfather died two weeks ago. Yeah, and it was a bad thing, because he was a decorated officer and he was injured, permanently disabled in the line of duty.

And he died of cancer, died broke and it was just a really horrible story. And they didn't pay his pension, because of some loophole, so he ended up... He had to sell the house and he was bankrupt and died of stage four cancer just two weeks... I mean it was just really bad, a real heart wrencher.

And thirteen year old Logan was so heartbroken that he made a Facebook page in honor of Officer Ludwig. And within a week he was up to maybe ten thousand, twenty thousand fans. I checked yesterday and they're at 64,000 fans. Made the TV evening news yesterday.

Now, let me tell you a few things that tie the thread all together. He put up pictures of his father a few days prior to him dying. We thought he was going to last a little longer, but you never know with these sorts of things. And put pictures and quotes... He was a well known police officer in the Washington DC area.

Then, I don't know how many thousands of arrests and how many pictures of him shaking hands with famous people and all these awards for, you know, doing things. And when the other police officers... because what happened was, he started inviting other police officers. He physically... I don't mean on face Book, physically. These police officers were coming into the hospital saying, "Officer Ludwig, wow. I've come to pay my respects" and this and that.

And he'd say, "Join my Facebook page." He just pointed at people and said, "Join my Facebook page." And they would. And what happened when these other officers in Washington DC joined the Facebook page, guess what, all their friends, a lot of them being police officers joined saying, "Huh, what's going on here with one of our own kind?" "Oh my God, he's been mistreated so bad."

Then this police officer is friends with this other police officer in another state, who's friends with someone else who is retired police officer. Pretty soon you got thirty, forty, fifty thousand police officers on this site. All of them posting their badges saying, "Hey here's our support from Los Angeles, California and the LAPD." And they're commenting, "This is a travesty" and "Wow, we wish you well" and "Man, I can't believe this happened to you." And, you know, all of these people just commenting, paying their respects.

Meanwhile, the Washington Metro which governs the First Responders and Transportation Workers, and that whole thing, is getting bombarded. Because then Logan said - He's got now this mass mob of people. And there is a direct [inaudible 34:15] in the local. You'll see this. You'll see how the concepts we just sketched out, actually apply in practice.

Don: OK.

Dennis: He then said, "OK everybody. Let's stick them." And he pointed at the Washington Metro "Facebook" page. And then he had thousands of people commenting on the Metro page, saying, you need to pay this man his pension. How dare you mistreat a... And they ignored it. They at first deleted those people. And what happened when those people, when their comments got deleted? They got even more mad.

Don: Oh yeah.

Dennis: And it got so bad that they had to delete their page. They had to take it down. Then they made another page. That was a week ago. And then everyone said, hey everybody, look, they popped up over here. And then the whole mob went over there and just bombarded them, and they had to delete that page.

And then they made another page. And then everybody said, hey everybody, they're over here now. Come on everybody.

[laughter]

Don: Wow.

Dennis: And it has just taken a life of it's own. I project at the current rate, it's going to hit a million fans [inaudible 35:18] .

Don: Wow.

Dennis: Now there is one little secret sauce. They tried some advertising to get it going. Spent a thousand bucks or so, maybe a little more. And Logan ran ads targeting people who are police officers. I think he called...Is it code nine or code 13? There's a code which means, officer down. If you're a police officer you know what that code means.

Don: OK. Yeah.

Dennis: And of course if you're a police officer, because "Facebook" allows you to target based on who they are. That's the key point. If anyone gets - We've covered a lot of concepts here in a very short amount of time. The most important point is, "Facebook" lets you to target who they are. If they're already a customer, if they are a mechanic, if they're a chiropractor, it's like, oh we certainly can't... There's no other way you can send those kinds of messages with that kind of targeting.

He targeted police officers, got them to come in. All that was needed was just to turn the wheel to get it going. And then the snowball rolled down the hill.

Don: Wow.

Dennis: That's happened to local businesses too.

Don: Yeah. There's the amplification effect. Geez. It's amazing how that spreads. The viral...

Dennis: And this is a 13 year old, zero programming.

Don: Wow.

Dennis: Zero custom tabs, no sophisticated ad multiplication optimization Tagucci method. None of that. This is a 13 year old.

Don: Well he told a real and compelling story. Right?

Dennis: Yeah.

Don: And then connected with the community around him. That's amazing.

Dennis: So you as a small business, you don't have to compete against some national entertainment brand. You're not trying to get a million fans. I think Skittles has several million fans. Oreo has 8.5 million fans. You're not trying to do that. You're trying to build reputation in your local area among the people who are going to use your services and buy your products. That's easy to do, because you're only competing locally. Right? It's just like with "Google PPC." Follow the steps, put up a simple page, invite some people in.

Each of these steps should not take you more than half an hour. If you do, you're spending too much time, you're thinking too much. Don't worry about having a perfect, beautiful photo. Oh, I need to get a professional photographer. No you don't. Just put something up.

Authentic is better than - In fact, if your photo looks too good they're going to think it's not real. Put up a little bit of content, invite a few people. Don't worry about perfection, just go. Then spend an ad budget of two dollars a day, maybe five dollars a day.

You don't [inaudible 37:49] . Don't worry about it. Make sure you're geo targeting, you have messages that are interesting. Now in your offline bin, you might have coupons, you might have testimonials. You may try to reuse those inside ads. Why? Because Facebook ads are not really ads, they're messages.

When advertising is so well-targeted and so relevant, it's a message. Advertising is the price you pay for having a bad product...

Don: [laughs]

Dennis: ...or I should say for targeting people who don't know... it's yelling and screaming at people saying, "Look at me! Look at me!"

Don: Right.

Dennis: "10 percent off. I'm better than the other guy." Well, that bum on the street who's holding his cup out to you, I don't care how nice his sign is, you're not going to trust him.

Don: Yes.

Dennis: Your friend says, "Hey, Don, can I borrow five bucks? I left my wallet in the car." You're like, "Sure." Right? It's the same thing, because you're leveraging that trust. That's why you start with your friends. That's why you integrate Facebook. When you get more sophisticated, right...I think people have a good idea now of what this first layer is, which requires no sophistication. The second layer is taking each of these things a step further. So, on your Facebook page now you add a "landing" tab, like what Don outlined in the webinar yesterday. Then, in your advertising, you add some more...add variations. You can have coupons, which you need then a "coupon" tab and other applications to support what you have in the ads.

On the website side you integrate the different widgets like the "Like" button and the "Like" box. You have other analytics that allow you to do some interesting things. You can put the Google analytics tab, or the Google analytics [inaudible 39:30] one by one pixel in [inaudible 39:32] custom tabs. All this fancy stuff, that's all level two.

Level three is automation, but in the world of local, that's really not necessary.

Don: Yes.

Dennis: I think that if businesses were to follow this level one process which, in terms of elapsed time maybe two or three weeks, but in terms of actual you doing work time maybe two or three hours. As long as you follow that first base level, that's got to be most of what you need. And then you don't have to pay some high dollar consultant. You might be able to leverage some of the tools that we have with [Expand2Web](#) like Don's been showing. That's awesome, right? But, there are all these software guys that are selling things that are really expensive, and I just don't think that's necessary for local.

Don: Yes, I like the way you've broken it down to those levels. I mean it just makes a lot of sense, and it's something that I think everybody can kind of grab on to and say, "OK, where do I start?"

Dennis: You'll see these case studies, like you'll see some of our publications where we outline a showcase study like for WWE or a Carl's Jr., or a JVC, or somebody like that, and you'll look at that, and say, "Oh my god, wow, that is so fancy!" and "I want to get to a million fans, too!" But, just ignore that because you don't need to do it. There are some really sophisticated programming going on there that is not necessary for a small biz.

Don: Right.

Dennis: And if you're a consultant, and you are doing this on behalf of your local clients, you don't need to know that, either. All you need to do is just be able to do this competently, and if you need programming help or whatever, Don's got these various tools. I really don't think it needs to go much beyond that, because even though there are programmatic things, you're not competing to sell discount car insurance or mortgage quotes or things that are...they're just highly competitive, like e-commerce.

Don: More at the local level instead of at the big brand level, right?

Dennis: Yes. As long as you're not competing at the national level or selling a product, you don't need that super high competitive stuff.

Don: Yes. Yes. Well, this is awesome, Dennis. I really mean it. This is a great way to look at it, and like you said, there is a lot of stuff here. But I have a transcript for this for people so they can read through it, too, and wow, just great.

A lot of very practical advice, so appreciate all your time on it. I should probably...I know you've got another hard stop here at two o'clock, so I'm going to wrap this up, but hey, thanks a million for all the great stuff you've done for me, and also for being on the podcast, because I think people are going to walk away with a nice set of tools they can start playing with to foray out in the Facebook world.

Dennis: Absolutely. Well, thank you, Don.

Dennis Yu is an entrepreneur and internationally recognized lecturer in search engine marketing. His areas of expertise include search marketing technical analysis, pay-per-click (PPC) advertising campaign development and optimization.

Yu is co-founder and Chief Executive Officer of [BlitzLocal](#), a 3 year-old Denver-area firm providing local search solutions for enterprises of all sizes. Clients include J.C. Penney, Equifax and Yahoo!, as well as local professional service providers, national franchises and non-profit groups.

Yu, a sought-after speaker, has written articles and been interviewed by National Public Radio, TechCruch, KTLA, and other media outlets. He has spoken at Search Marketing Expo, Hosting-Con, PPC Summit, Affiliate Summit, Affiliate Convention, Ultralight Startups, and other national and international conferences. Mr. Yu has also consulted for the Federal Trade Commission on privacy issues for social networks.

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