Social Media Marketing Blitz

Lessons from working with social media analytics to market events and a personality-driven business

Rick Pack

Humans are stimulotropic

- Plants are heliotropic (orient to sun)

- Humans orient themselves to sources of psychological simulation, such as human touch and attractive images aand sounds

- But we (different **markets**) have different thresholds

Rick Pack and Ryan Pack
Impackt Squared Solutions, LLC

- Rick is now a Data Scientist with LabCorp involved with a large business analysis and an initiative supporting value-based healthcare (ACOs)

- Ryan is now an Account Director wheeler-and-dealer with PPD (CRO: support pharma companies)

- Rick was also Vice-President and Chief Marketing Officer for Impackt Squared Solutions, LLC

- Ryan was CEO, President and Career Coach for Impackt Squared Solutions, LLC

Rick Pack and Ryan Pack
Impackt Squared Solutions, LLC

- Impackt Squared Solutions, LLC spent $30k on Facebook ads and many thousands more on various coaches including marketing coaches

- The company earned about $15k

- Impackt Squared Solutions, LLC caused married couple Rick and Ryan Pack a lot of pain, and the company may soon be dissolved

Rick Pack – rickeyhp@gmail.com

- Show my Fbadstats R package (only has FBadGstats function) and invite you to explore $30k of ads performance data
- Encourage the perception of online marketing as gambling and addictive to data geeks
- Encourage healthy use of social media

Rick Pack and Ryan Pack
Impackt Squared Solutions, LLC

Rick Pack and Ryan Pack
Impackt Squared Solutions, LLC
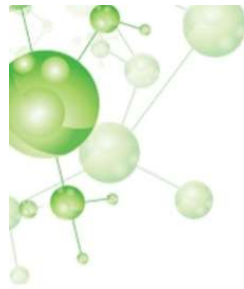
We have volunteered at Junior League of Raleigh,
St. Ambrose Episcopal Church chess mentoring,
Big Brothers, Big Sisters, Boys & Girls Club of Raleigh,
Math ACT tutoring at the Kansas City Urban League

The "magic" Facebook algorithm

- Marketing and business coaches often claim algorithm finds buyers.

- Any evidence that algorithms reliably find BUYERS, not just responders?

- I did not quickly find any and the coaches do not present evidence besides testimonials.

- I bought into the hype wholeheartedly.

Removed screenshot

A coach's claim in a webinar:
"most of my clients make back more than their investment
within the first month"

SEC OFFICE OF INVESTOR EDUCATION AND ADVOCACY

PYRAMID SCHEMES: Watch out for these red flags

Promises of high returns in a short time period

No genuine product or service sold

Primary emphasis on recruiting

"But even if they're not pyramid schemes, the chances of making any money with multi-level marketing—let alone striking it rich—appear to be remote."

- "Why Spotting a Pyramid Scheme Isn't So Easy" by Herb Greenberg and Karina Frayter. CNBC.com

Federal Trade Commission guidance in 16 CFR 255:
    Endorsements and testimonials must communicate typical success or clearly indicate they are atypical (my paraphrase).

I am not an attorney and am not providing legal advice.

Vulnerability is healthy
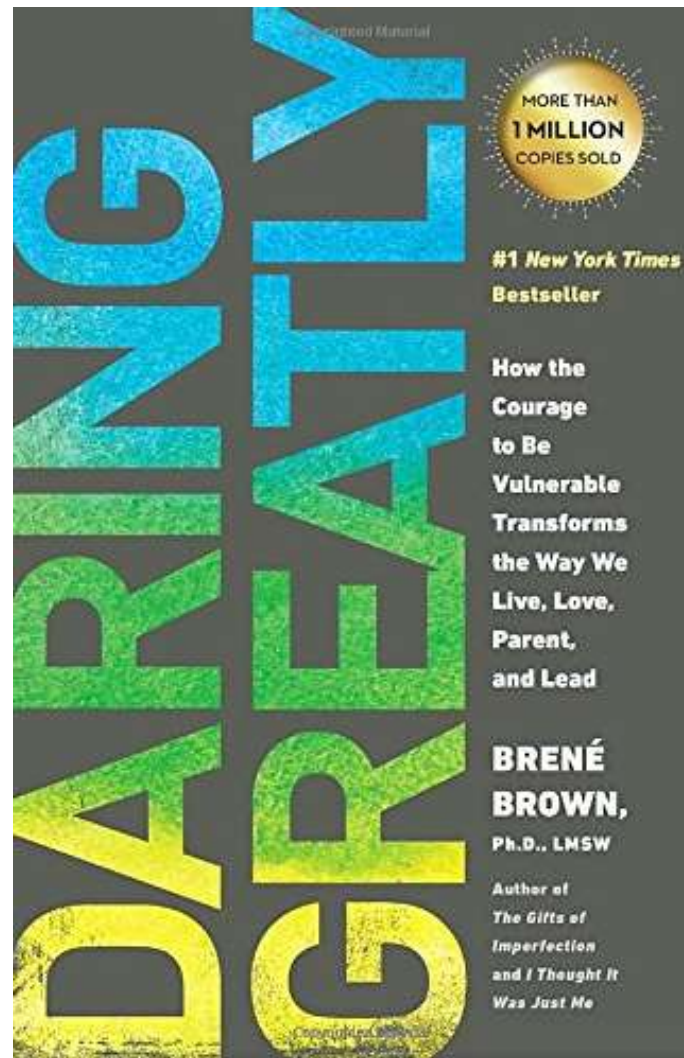
Rick's package - FBadstats

- Many columns in Ads Manager

- Many adjustable elements in an advertisement

- Many breakdown groups (Designated Market Area, Region, Country)

- My package is designed to help analyze and optimize. Maybe it will.

Rick's package - FBadstats

RickPack / FBadstats

Unwatch ▾ 1 | ★ Star 8 | ⑂ Fork 3

<> Code ⊙ Issues 13 ⅄ Pull requests 0 ⊞ Projects 0 ▦ Wiki ⅄ Insights ⚙ Settings

R Package for generating statistics from Facebook ads performance data   Edit

Add topics

- https://github.com/RickPack/fbadstats

Rick's package - FBadstats

- A use of Ari Lamstein's choroplethr package – just need region and value columns

```
statfrm <- FBadGstats('example_Region_AllCols.csv')
## prepare for Ari Lamstein's choroplethr
statfrm$value  <- statfrm$LINK.CLICKS
statfrm$region <- statfrm$REGION

mapfrm <- statfrm %>% select(value, region)
statfrm2 <- statfrm %>% group_by(region) %>% summarize(sumspent =
sum(AMOUNT.SPENT..USD.), sumclicks=sum(LINK.CLICKS)) %>%
   mutate(value = sumspent / sumclicks) %>% distinct(region, value)
statfrm2$region <- tolower(statfrm2$region)
min(statfrm2$value)
min(statfrm2$value, na.rm = TRUE)
statfrm2 <- statfrm2 %>% filter(value > 0 & value < Inf)
state_choropleth(statfrm2, title = 'Cost per click for June, 2017 Impackt
Squared Solutions, LLC Facebook ads', legend = 'Cost / Click (US $)')
```

Rick's package - FBadstats

Cost per click for June, 2017 Impackt Squared Solutions, LLC Facebook ads
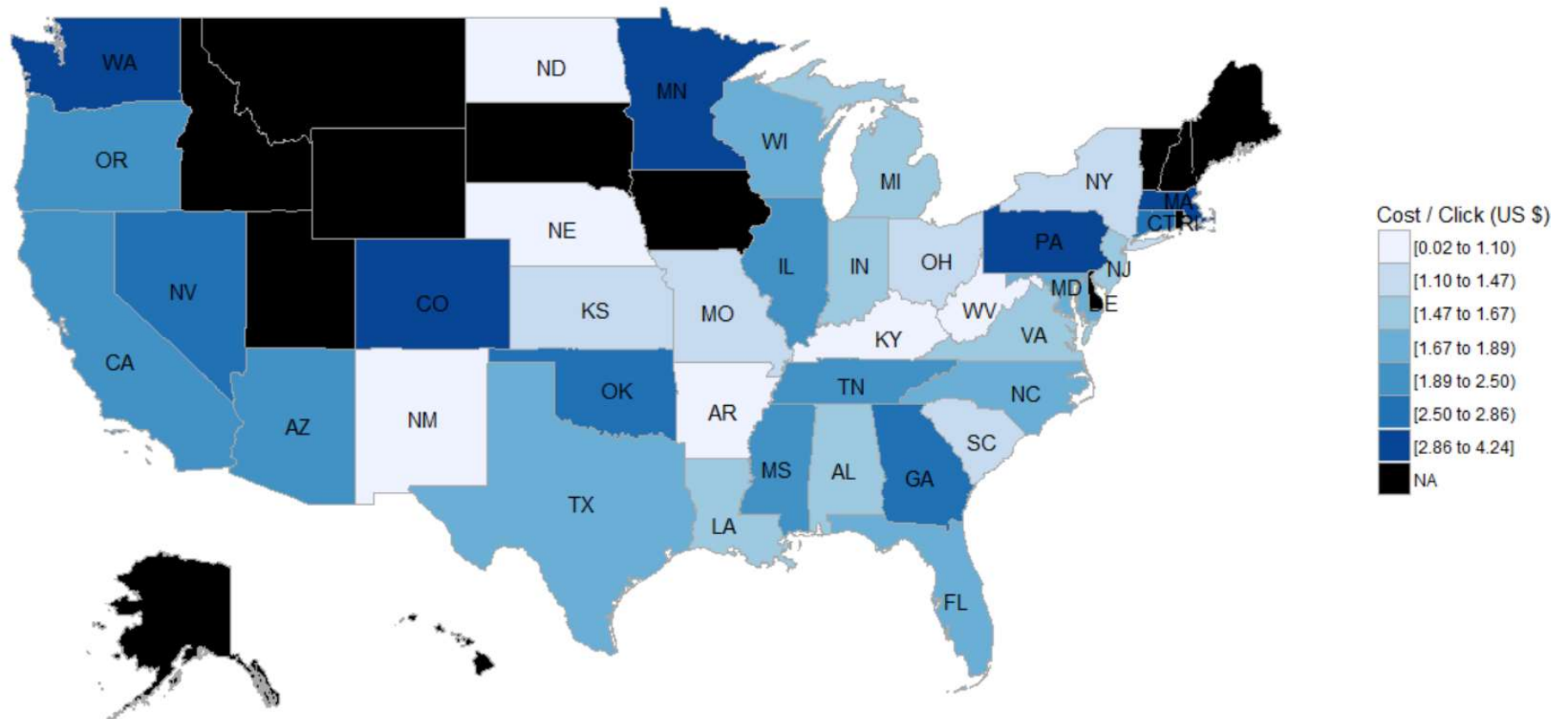
Rick's package – Fbadstats Parameter Highlights

- *filtervar* – analyze ads only containing certain text in their names [case-insensitive]
  - `FBadGstats(filerd = "Example_AgeGen_AllCols.csv", filtervar = "Darren")`

- *filtervarneg* – exclude ads with certain text [case-insensitive]
  - `FBadGstats(filerd = "Example_AgeGen_AllCols.csv", filtervar = "Darren", filtervarneg = "sub75vid")`

- *sumvar* – analyze based on a particular kind of result
  - `FBadGstats(filerd = "Example_AgeGen_AllCols.csv", sumvar = "WEBSITE.LEADS")`

- See available columns for *sumvar* by assigning FBadGstats to a data frame and then using colnames()
  - `a <- FBadGstats(filerd = "Example_AgeGen_AllCols.csv", sumvar = "WEBSITE.LEADS")`
  - `colnames(a)`

Rick's package – Fbadstats Parameter Highlights

- `a <- FBadGstats(filerd = "Example_AgeGen_AllCols.csv", sumvar = "WEBSITE.LEADS")`
- `colnames(a)`

```
> colnames(a)
 [1] "REPORTING.STARTS"                       "REPORTING.ENDS"
 [3] "AD.SET.NAME"                            "AGE_GENDER"
 [5] "BUDGET"                                 "BUDGET.TYPE"
 [7] "DELIVERY"                               "AMOUNT.SPENT..USD."
 [9] "UNIQUE.CTR..LINK.CLICK.THROUGH.RATE."   "CTR..ALL."
[11] "CTR..LINK.CLICK.THROUGH.RATE."          "VIDEO.PERCENTAGE.WATCHED"
[13] "POST.REACTIONS"                         "POST.COMMENTS"
[15] "POST.SHARES"                            "LINK.CLICKS"
[17] "WEBSITE.REGISTRATIONS.COMPLETED"        "WEBSITE.LEADS"
[19] "WEBSITE.PURCHASES"                      "WEBSITE.CHECKOUTS.INITIATED.CONVERSION.VALUE"
[21] "WEBSITE.ADDS.TO.WISHLIST"               "WEBSITE.CHECKOUTS.INITIATED"
[23] "WEBSITE.SEARCHES"                       "VIDEO.WATCHES.AT.50."
```

Rick's package – Fbadstats Parameter Highlights

```
FBadGstats(filerd = "Example_AgeGen_AllCols.csv", filtervar
= "Darren")
```

Rick's package – Fbadstats Parameter Highlights

```
FBadGstats(filerd = "Example_AgeGen_AllCols.csv", filtervar
= "Darren")
```


Facebook Ads Analysis for RESULTS: Created on 2018-03-27

$4.84;Spent=$4.84

$4.91;Spent=$49.11

Cost per RESULTS

Best performing (lowest cost) AD SET NAME

Pwr2_sub75vid_DarrenDaily

Pwr2_TeachspecInst_DarrenDaily
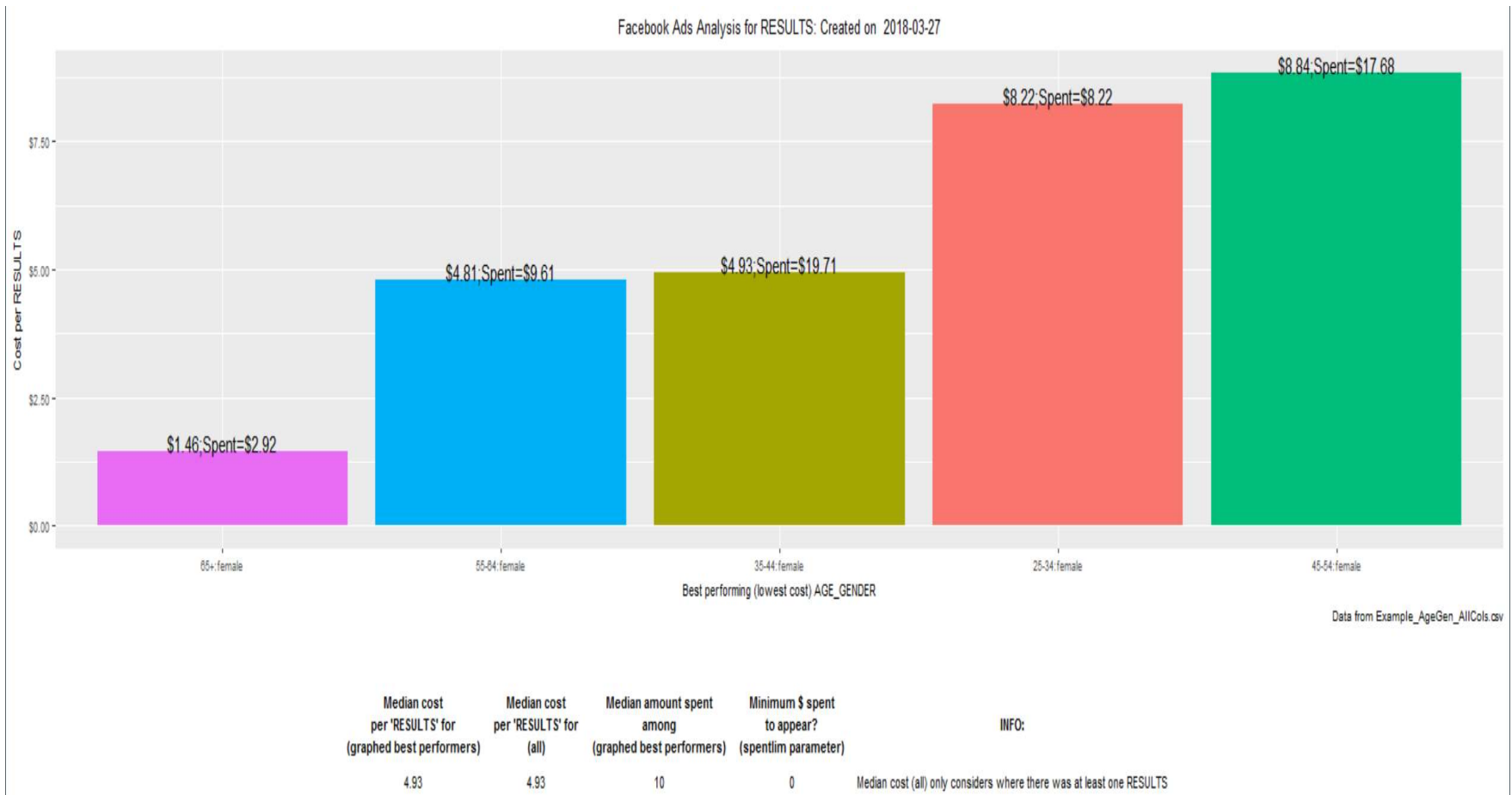
Data from Example_AgeGen_AllCols.csv
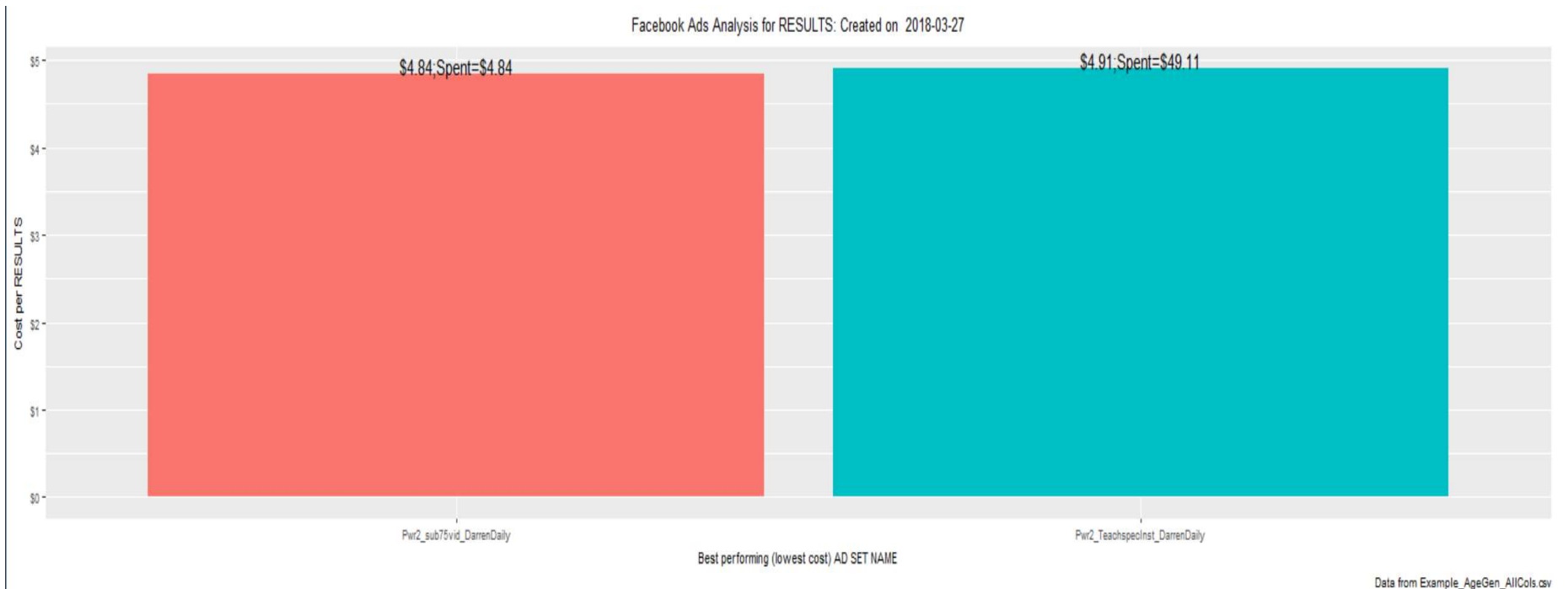
Median cost per 'RESULTS' for (graphed best performers)	Median cost per 'RESULTS' for (all)	Median amount spent among (graphed best performers)	Minimum $ spent to appear? (spentlim parameter)	INFO:
4.88	4.88	27	0	Median cost (all) only considers where there was at least one RESULTS

Rick's package – Fbadstats Parameter Highlights

- No filerd parameter: Choose a file to analyze

```
> .libPaths()
[1] "C:/Program Files/R/R-3.4.3/library"
```

- FBadGstats() [to avoid 0-result distortion]

- CSV files without "example" are lifetime ads, otherwise ads run in March, 2017 (31-days)

- Default "RESULTS" can cause absurdly cheap summaries so use sumvar

  - FBadGstats(sumvar = "Link.Clicks")

Select a single .CSV file		exported from Facebook Ads Manager.			
	Computer ▶ OSDisk (C:) ▶ Program Files ▶ R ▶ R-3.4.3 ▶ library ▶ FBadstats ▶ extdata				Search extdata
Organize ▾	New folder				
Favorites	Name	Date modified	Type	Size	
Desktop	AdSets_Region_AllCols.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	7,377 KB	
Downloads	Campaign_Region_AllCols.csv.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	8,860 KB	
Recent Places	Example_AdsView_Region.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	122 KB	
	Example_AgeGen_AllCols.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	1,460 KB	
Libraries	example_DMA.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	98 KB	
Documents	example_PerfClk_AgeGender.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	15 KB	
Music	example_Region_AllCols.csv	2018-03-27 4:09 PM	Microsoft Excel Co...	567 KB	
Pictures					

Rick's package – Fbadstats Parameter Highlights

Facebook Ads Analysis for LINK.CLICKS: Created on 2018-03-08

$1.83; Spent = $159.2 (Columbus, OH)
$1.89; Spent = $767.33 (Dallas-Ft. Worth)
$1.94; Spent = $277.18 (Norfolk-Portsmth-Newpt Nws)
$1.96; Spent = $149.18 (Milwaukee)
$2.03; Spent = $958.02 (Washington, DC (Hagrstwn))
$2.1; Spent = $654.35 (Philadelphia)
$2.11; Spent = $217.16 (Nashville)
$2.16; Spent = $1416.04 (Atlanta)

Cost per LINK.CLICKS

Best performing (lowest cost) DMA REGION
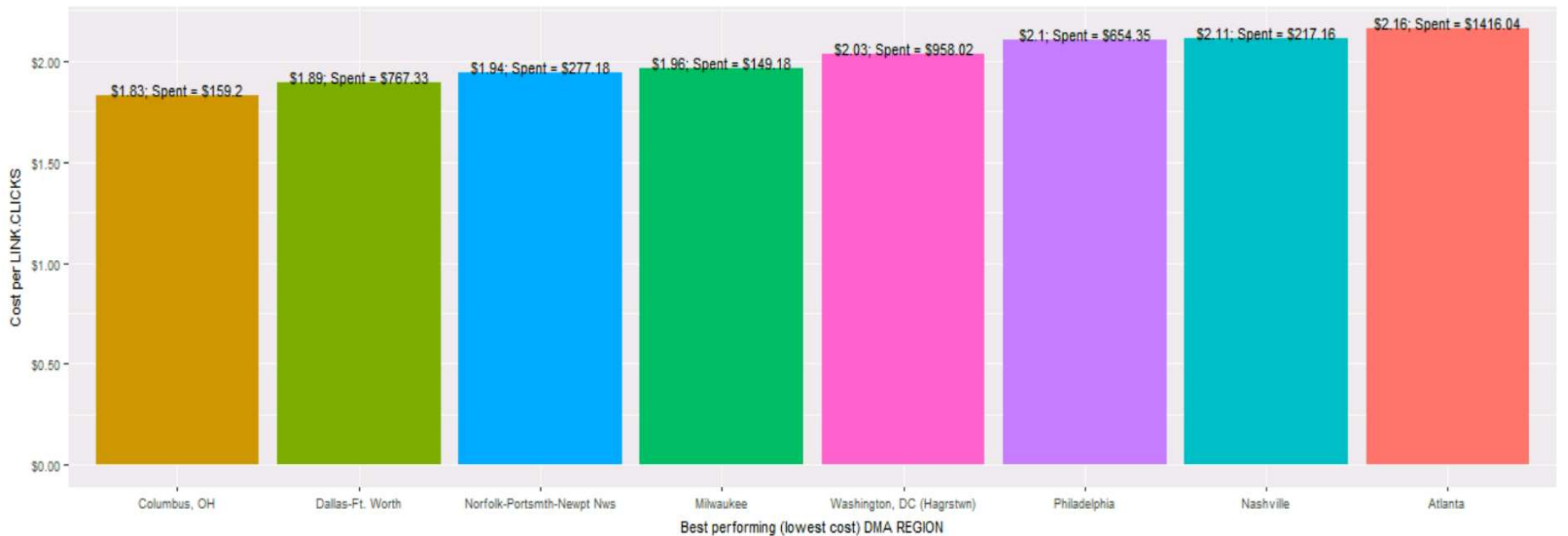
Data from DMA_Rick-Pack-All-Campaigns-Lifetime.csv

Median cost per 'LINK CLICKS' for (graphed best performers)	Median cost per 'LINK CLICKS' for (all)	Median amount spent among (graphed best performers)	Minimum $ spent to appear? (spentlim parameter)	INFO:
1.99	2.93	466	50	Median cost (all) only considers where there was at least one LINK.CLICKS

Marketing Failures

- GOAL:
  - Responders purchase online program ("Power Moves") or coaching
- Targeting smaller cities like Columbus, OH and Norfolk, VA
- Excluding Atlanta (may have been a good idea)
- Limiting target area to Raleigh-Durham (Fayettevlle) DMA
- 30-day money-back guarantee

Marketing Successes

- GOAL:

- Targeting a large group of DMAs

- Long ad texts with personal appeals to sensitive needs (social group belonging, feelings of inadequacy, need for hope about wealth potential)

- Carousel ads (multiple images)

- People liked but not prepared to pay.

Facebook Ads Manager

Ryan has spent $438.40 and Rick has spent $29,368.23.

Facebook Ads Manager

Facebook Ads Manager

Facebook Ads Manager

why upleveling your career will energize every area of your life.

When I speak at a local Boys & Girls club now, the kids can FEEL that I overcame adversity and so can they, and so can you.

Another example: my husband and I argue far less. My greater level of job satisfaction allowed me more mental space to understand him better, and craft the right way to present my needs to him.

Our marriage is so much stronger now. I feel safer with him, if that makes sense.

I am on a mission to help others and look forward to talking with you.

http://meetme.so/ryanpack ✅

I'm excited for you,
- Ms. Ryan Pack

Free Career Coaching Call + Free Success Checklist
Expired • Online only

47 PEOPLE GOT THIS OFFER   **Visit Website**

Facebook Ads Manager

Impackt Squared shared an offer.
Written by Rick Pack [?] · May 6, 2017 · 🌐

My career took off when I worked with a career coach. I earned 5 promotions in 5 years and became a well-compensated Director in Corporate America here in Raleigh.

But first: I was almost fired from my corporate pharmaceutical role. After earning a Master's degree, attending professional conferences, reaching out to women in leadership, and working beyond expectations in my corporate role, I burned out.

Then I discovered my way to play the corporate game with authenticity and confidence. My compensation went from $30k to more than $200k and I want to teach you how to make a similar leap.

I also help women figure out their gifts and how to identify and earn professional opportunities that excite them.
*
The initial "Six-Figure Strategy" coaching call is free and then you can decide if you want to become a client.

Click the "Get Offer" button or schedule at:
http://meetme.so/ryanpack ✅

I'll then email you my "Savvy Careerists" Success Principles Checklist document as a fun congratulatory gift.
*
Very helpful for me was studying motivational material like "Think and Grow Rich" by Napoleon Hill, inspirational songs by artists like Mary Mary and Hezekiah Walker, and presentations by Eric Thomas, Les Brown, Lisa Nichols, and Rev. Joel Osteen.

My husband and I immensely enjoyed a December, 2016 training with Bob Proctor in Toronto that gave us techniques we use to powerfully help others.

Facebook Ads Manager

Ad Name	⚠	Cost per Website Add ...	Cost per Website Registra...	Cost per Website Checko...	Cost per Website Lead	Cost per Website Purchase	Cost per Website Search	Cost per Website Conte...	Cost per Landing Pa...	Cost per Unique Landi...	Website Purchase RO...	Co
Pwr2_sub25lngvid40+_vidEnergyCarousel		—	—	—	—	—	—	$0.71	$1.66	$1.87	—	
Pwr2_Teachspec_EnergyCarousel		—	—	—	—	—	—	$0.60	$0.60	$0.60	—	
Pwr2_TeachspecInst_EnergyCarousel		—	$6.04	—	—	—	—	$0.46	$0.72	$0.81	—	
Pwr2_Retarg_sub75vid_EnergyCarousel ✎ ⊪ View Charts ✎ Edit ▯ Duplicate		—	—	—	—	—	$1.27	$0.36	$0.85	$0.85	—	
Pwr2_retargteach_vidEnergyCarousel		—	—	—	—	—	—	—	—	—	—	
▸ ⚠ Results from 28 ads ⓘ		— Per Action	$24.31 Per Action	— Per Action	$43.76 Per Action	— Per Action	$54.70 Per Action	$1.17 Per Action	$1.85 Per Action	$2.06 Per Action	— Average	

Facebook Ads Manager

Facebook Ads Manager

minutes in a cubicle late at night.

I know my program works and so I offer a 30-day money-back guarantee.
💰

Learn more on my course website:
https://six-figure-spirit.teachable.com/p/six-figure-spirit... ✅

** ☀ Feel free to tag friends, share, or leave a comment! ☀ **

Be afraid but choose to Act Anyway!

#SixFigureSpirit #SavvyCareerists

Power Moves

Learn More

Power Moves

Learn More

Facebook Ads Manager

Facebook Ads Manager

Facebook Ads Manager

Editing Ad Set: Pwr2_MercerWEntDCInst_EnergyCarousel

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

6. $150,000 - $249,999

7. $250,000 - $349,999

8. $350,000 - $499,999

9. Over $500,000

Interests > Additional Interests

$1,000,000 - $1,999,999

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and MUST ALSO match at least ONE of the following

Interests > Business and industry

Entrepreneurship

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Exclude People or Narrow Further

☐ Expand interests when it may increase conversions at a lower cost per

Audience Definition

26,000,000 people

Your audience selection is fairly broad.

Demographics > Financial > Income > 6. $150,000 - $249,999

Description: People in households that have an estimated household income of between $150K and $250K

Report this as inappropriate

Reach
430 - 1,700

⚠ **Your results are likely to differ from estimates**
We have limited data available to calculate this estimate, so estimates may be less accurate.

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?

Facebook Ads Manager

Facebook Ads Manager

Facebook Ads Manager

		Campaign Name	▾	⚠	its	Cost per Store Visit	Page Engagement	Page Likes	Page Mentions	Page Tab Views	Post Comments	Post Engagement	Post Reactions	Post Share
☐	◯	Ryan_LinkedIn_TextfromEquality		—	—	—	4,951	249	—	—	64	4,702	3,560	
☑	◯	RyanVid_Equality		—	—	—	1,000	38	—	—	25	962	370	7
☐	◯	Ry_Web_Lin_FPowCarPGrad5SBlSt_AllDev		—	—	—	337	30	—	—	16	307	74	
☐	◯	Post: "When two committed people fight for their..."		—	—	—	564	36	—	—	13	528	465	5
☐	◯	ProBook_xPg		—	—	—	793	48	—	—	12	745	131	2
	▸ ⚠ Results from 589 campaigns ⓘ Excludes deleted items			— its	— Per Store Visit	190,330 Total	3,766 Total	— Total	— Total	288 Total	186,564 Total	13,228 Total	1,10 Tot

Facebook Ads Manager

Facebook Ads Manager

The world needs ALL of us to aim high:
"Savvy Careerists - HOW to earn Six Figures in Corporate America"
https://www.facebook.com/groups/savvycareerists/

>>Have you had enough????

Women make $0.80 to every $1 a man makes in a similar role &
Black women's net wealth was coming in at:
$5 in a recent study (google it)

Instead of complaining any more &
my feet get tired marching in stilettos...

I made it my mission to teach primarily WOMEN in my free Facebook Group- "Savvy
Careerists - HOW to earn Six Figures in Corporate America" with integrity...

Featuring: Q&A, uplifting posts, business skills, the "Six Figure Slingshot" strategy that
took me to Six Figures in 2.5 years, helpful posts, videos and highlighting active Six Figure
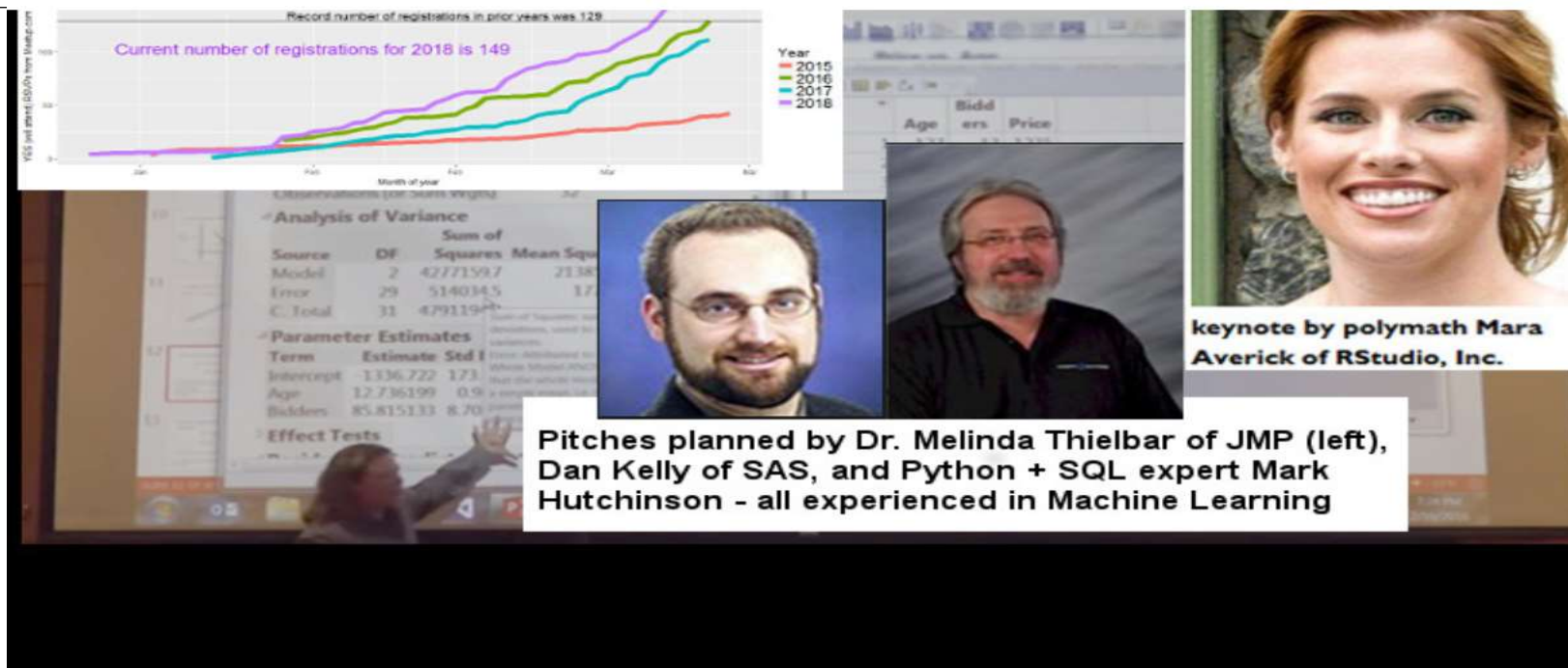Job roles.

No one accomplished anything great on their own...
I want to share all of the wisdom that was poured into me by A LOT of kind folks that didn't
look like me.

I want to help you...
the hard-working, looked-over, and tired...
BLOW PAST the six-figure barrier like I did.

Facebook Ads Manager

REMOVED SCREENSHOT

Top-left shows Analytics>Forward hit a record number of registrations earlier today, hurry before we run of space!

Record number of registrations in prior years was 129

Current number of registrations for 2018 is 149

Year
2015
2016
2017
2018

keynote by polymath Mara Averick of RStudio, Inc.

Pitches planned by Dr. Melinda Thielbar of JMP (left), Dan Kelly of SAS, and Python + SQL expert Mark Hutchinson - all experienced in Machine Learning

Nerd Christmas and Social Media

Published on March 8, 2018   ✎ Edit article | ∠ View stats

Rick Pack, MAppStat.
Data Scientist (population health-focused)
3 articles

◎ 3   👍 0   💬 0   ➤

As I plan a marketing-related pitch for Analytics>Forward on March 10, 2018 in Durham, NC, I feel a typical love-hate relationship with social media.

I admire how Dan Kelly concisely described Analytics>Forward on LinkedIn here. He and other RTA members have gotten the "unconference" format down to a science. The informality means you can come and go as you like. We know some of you have basketball to watch…

Analytics>Forward' Registrations as of 2018-03-08 18:40:11
$10 includes meals. Mara Averick keynoting March 10, 2018.
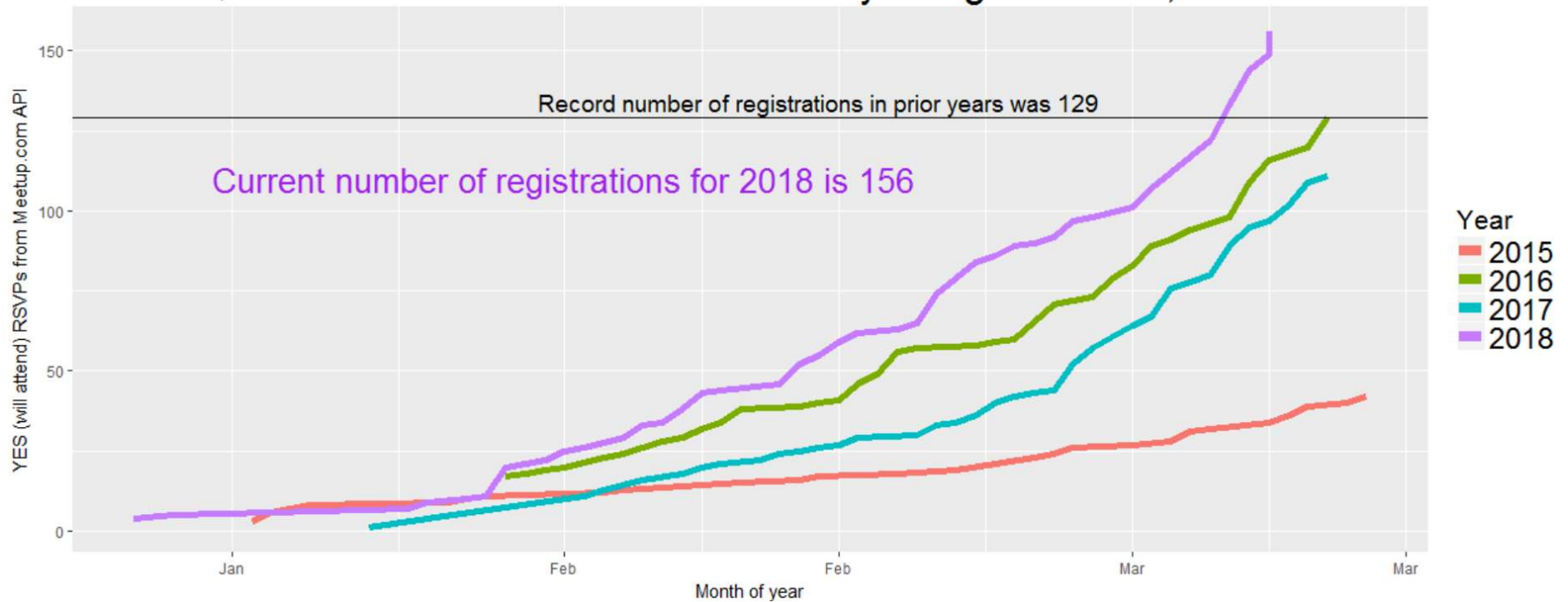
Xan Gregg – March 9th enhancement using JMP

Research Triangle Analysts -- RSVPs for Analytics > Forward unconference

Legend: 2018, 2017, 2016, 2015

Y-axis: Yes responses (0 to 160)
X-axis: Days before event (60 to 0)
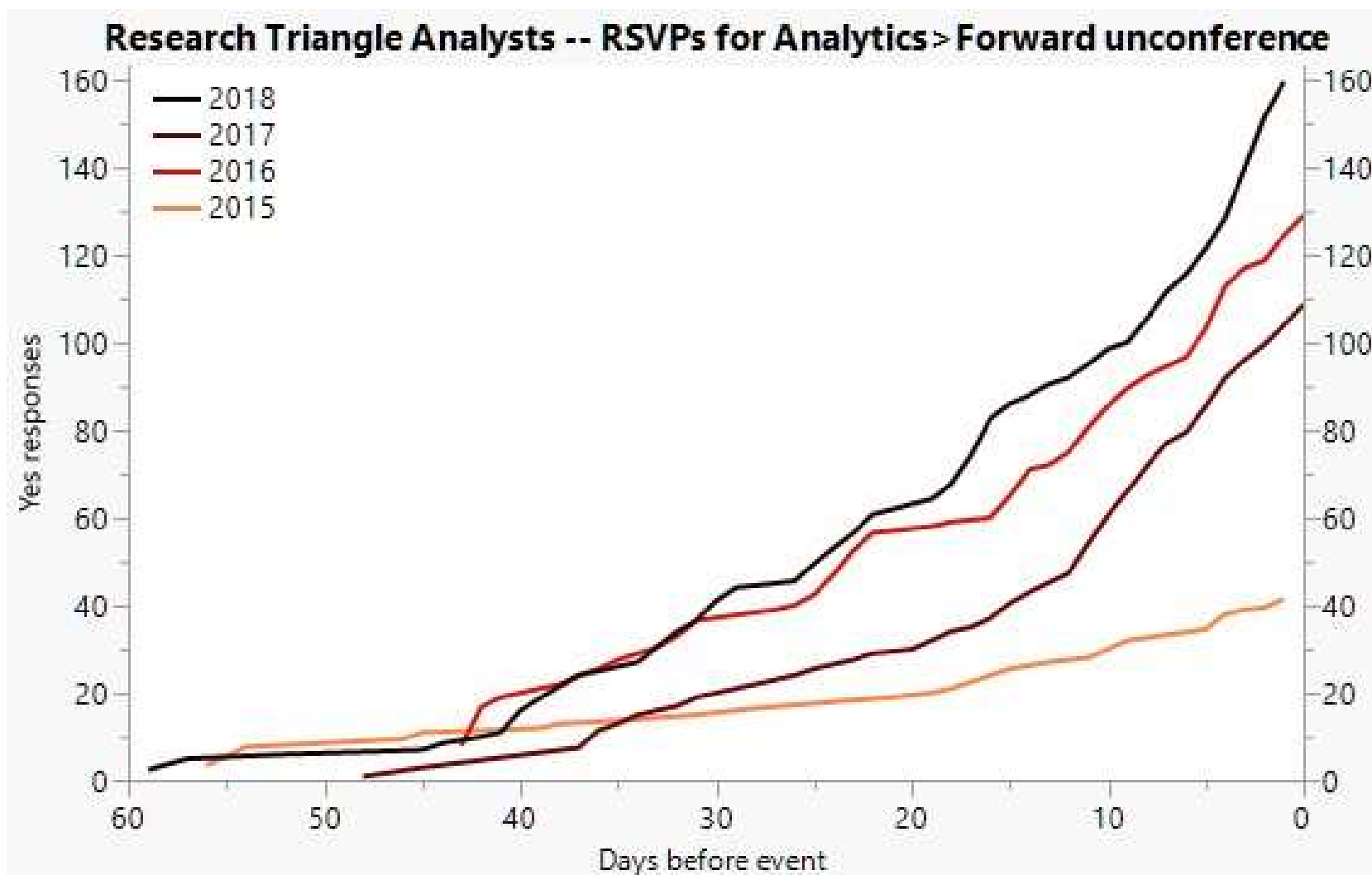
Analytics Forward –
Twitter, Facebook, LinkedIn link
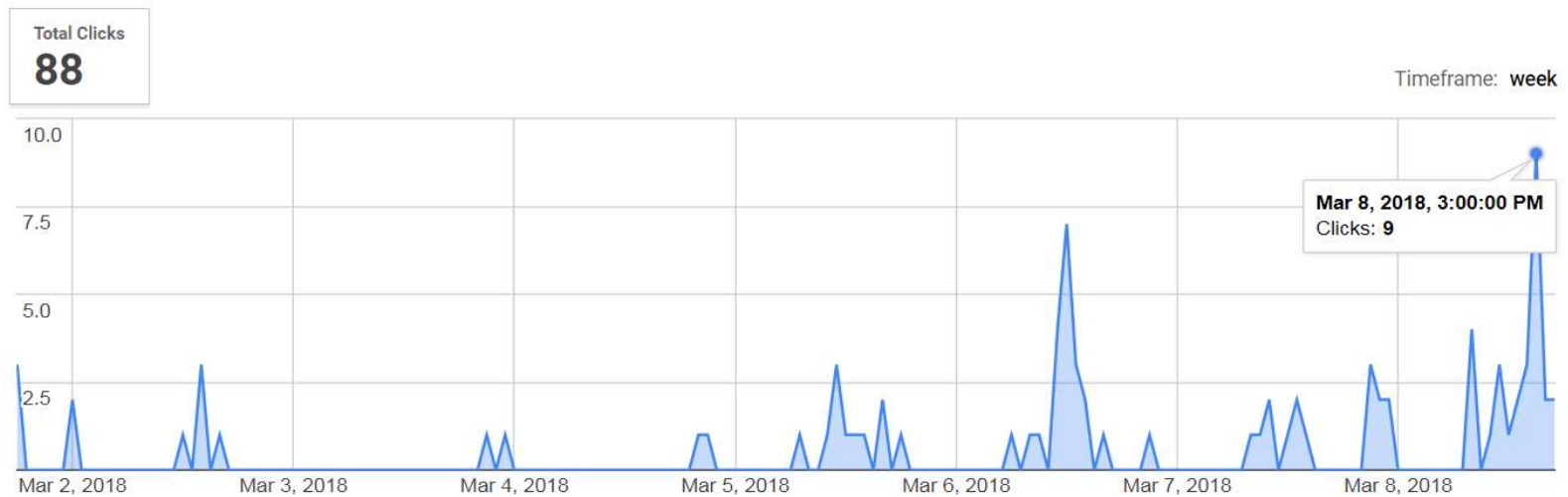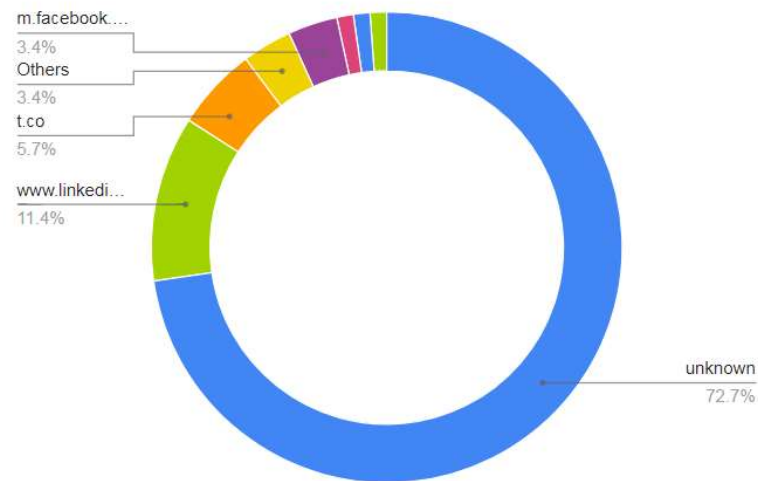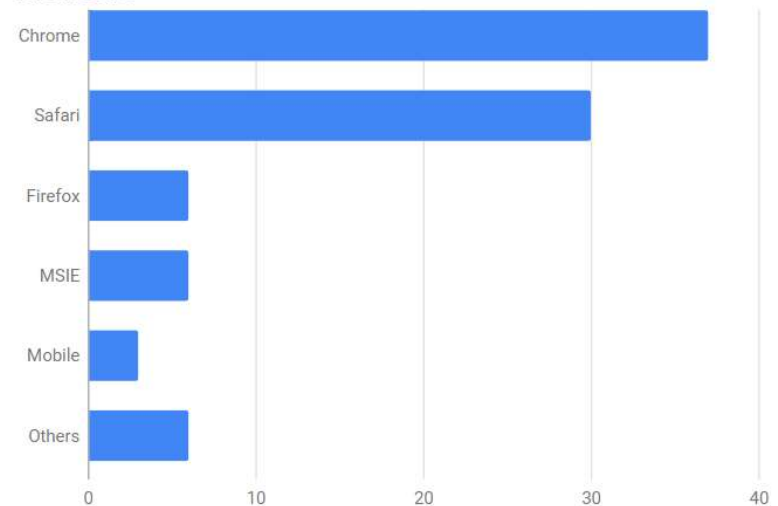
Today's TriPASS event –
Twitter, Facebook, LinkedIn link
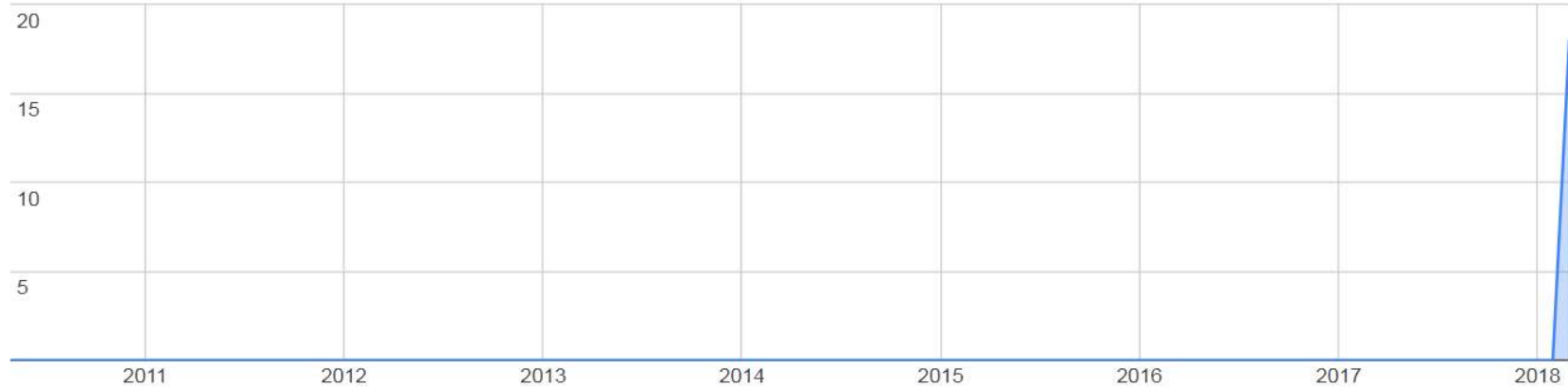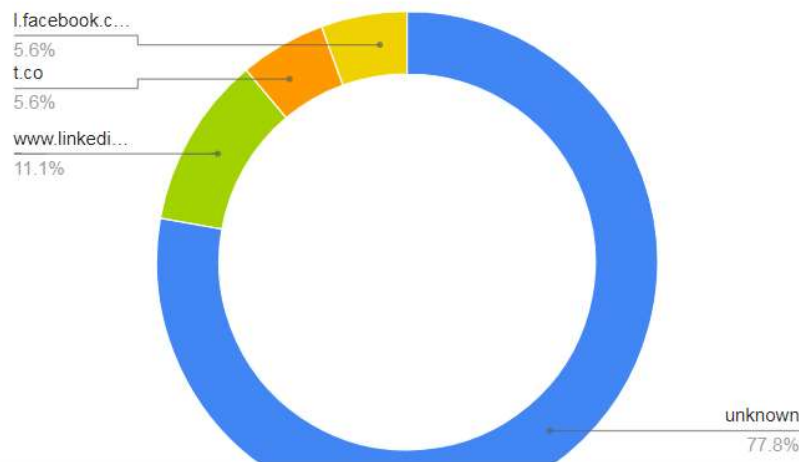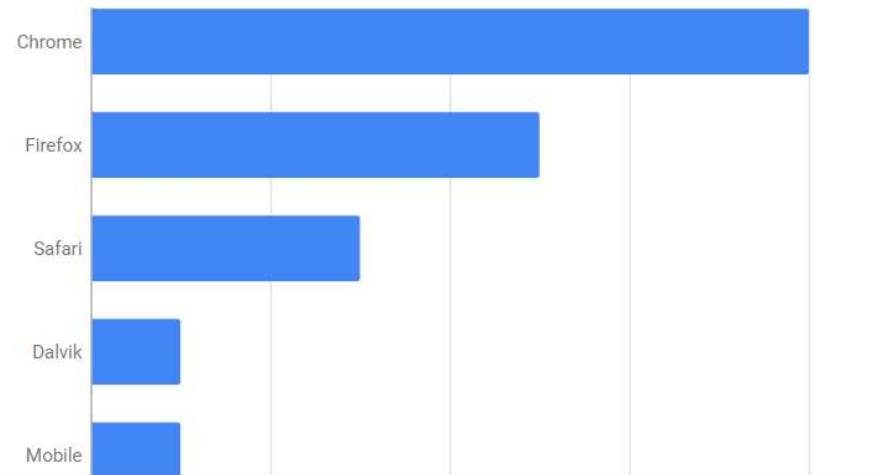
Dan Kelly
Director, Analytical Consulting in SAS' Advanced Analytics Lab
1w

•••

I usually prep my Analytics>Forward talk the night before, but that's only 10 nights or so away! Time to start stopping procrastinating on picking a topic :)

...see more

Analytics>Forward
meetup.com

25 Likes · 2 Comments

👍 Like   💬 Comment   ➤ Share

Rick Pack, MAppStat.
Data Scientist (population health-focused)
2w · Edited

Honored to be on the planning committee for the Analytics>Forward "unconference" (attendees choose the talks that take place) on March 10, 2018 at Blue Cross and Blue Shield in Durham, NC. This is a rare, informal opportunity to immerse yourself in a different approach to analytics every hour, from an advanced statistical approach to a great story punctuated with data visualization. Whether you are in interested in data analysis software like JMP or SAS, a language like Python, a statistical algorithm useful in machine learning like principal components analysis (PCA), or generally the professional duties of a data scientist, you will probably hear a provocative pitch. Multiple talks occur every hour.

You do not have to pitch a talk to attend but we invite you to do so!
Learn more and see previous years' selected talks at:
https://goo.gl/Y8tqPd

--Research Triangle Analysts, Analytics>Forward conference committee
#AnalyticsForward

● Messaging
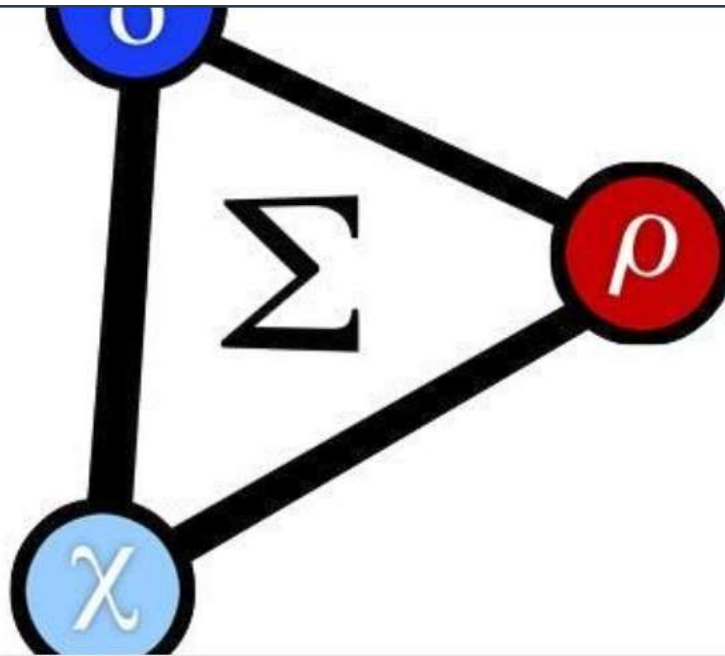
rtpanalysts | analytics forward
rtpanalysts.org

👍 Like   💬 Comment   ➡ Share

📈 **691 views** of your post in the feed

🟢 Messaging

Analytics Forward: a catered "unconference" by Research Triangle Analysts - Saturday, March 10

Published on February 27, 2018

Melinda Thielbar | ✓ Following
Senior Research Statistician Developer at JMP
2 articles

👍 12   💬 2   ➔ 4

• What we'll do

Analytics>Forward is happening again and **your $10 registration buys breakfast, lunch (provided by @IBM_Analytics), and coffee all day!** Based on the "bar camp"-style conferences, the program will be set the day of the conference based on all of the exciting pitches you'll hear first thing in the morning. Bring your 50-minute talk and a stack of business cards for a day of mathy fun with all of your favorite analysts.

March Mathness is Upon Us! So Many Wonderful Analytics Events Coming Up So Fast!

Melinda Thielbar   ✓ **Following**
Senior Research Statistician Developer at JMP

👍 3   💬 0   ➦ 1

2 articles

Analytics>Forward, OpenPass Data Jam (to kick off NC Open Pass), and two new analytics conferences are all coming up in the next 6 weeks. It is the most wonderful time of the year to be an analyst in the Triangle.

ANALYTICS▶FORWAR

IBM ●Rho Talking Leaves NTT Da

MAR 10

S...ly Valassis. Digital ✚🛡 NC jm
Statistical Discover

Analytics>Forward (network, learn, speak) - $10 includes meals

Sat, Mar 10, 8:00 AM - 5:00 PM

☑ Going ▼

👥 1 attending

Event details

I am a Harrington Pointe resident who is co-coordinating the Research Triangle Analysts' 4th annual "Analytics>Forward" event starting at 8 AM on March 10, 2018 at Blue Cross and Blue Shield in Durham (4613 University Drive, Building 450). The "unconference" costs $10 (breakfast, lunch, snacks provided) and provides multiple

Household debt is skyrocketing

Household debt in the United States increased at the fastest pace since 2007, according to Bloomberg, at a 5.2% annual rate. The increase comes amid a 3% gain in mortgage borrowing and a 3.8% rise in consumer spending. Researchers at the Federal Reserve and University of California warn, in a new study, America's rapidly expanding non-bank mortgage lenders are vulnerable to the same kinds of liquidity pressures that caused them to fail during the financial crisis, according to the Financial Times.

How Facebook "likes" could flag voters for manipulation

f Share / Tweet / Reddit / Flipboard / @ Email

Facebook "likes" can signal a lot about a person. Maybe even enough to fuel a voter-manipulation effort like the one a Trump-affiliated data-mining firm stands accused of — and which Facebook may have enabled.

Cambridge Analytica

Rick Pack – rickeyhp@gmail.com

- Show my Fbadstats R package (only has FBadGstats function) and invite you to explore $30k of ads performance data
- Encourage the perception of online marketing as gambling and addictive to data geeks
- Encourage healthy use of social media