Social Medias

1. Twitter
   1. Lead Magnet Posts
      1. Follow us, retweet, and reply “SHARE” to get the FREE offer
   2. Thought leadership quotes
   3. Retweeting current events and saying an opinion
2. YouTube
   1. Regular
      1. Long
      2. Medium
   2. Shorts
3. Instagram
   1. Cross-post Facebook ads as instagram VIDEOS
4. LinkedIn
   1. Lead Magnet Posts
   2. Current events based Thought Leader Article Posts (click to read full/download full conversation)
   3. Networking requests
5. Facebook
   1. Page
   2. Ads
      1. Gold coins
         1. Use on Socials
6. Tiktok
   1. Shorts

DEFINED LOOPS:

1. [BUILD] Gold Coin Testing
   1. [BUILD] Build Facebook color-block split-test standards -> measure production -> learn 2 improve Color-block creation cycle
   2. [MEASURE] Build color-block split-test -> measure CTR and CPC -> learn 2 use gold coins
   3. [LEARN] Build result application to other content -> Measure Gold Coin performance -> learn 2 improve gold coins across platforms
2. [MEASURE] Content Creation (= targeting gold coins, targeting popular video types)
   1. [BUILD] Build production standards -> measure production -> learn 2 improve content production cycle
   2. [MEASURE] Build content standards -> Measure content against standards -> learn 2 improve content standards
   3. [LEARN] Build audience engagement -> Measure audience response -> learn 2 improve audience engagement
3. [LEARN] Result Analysis
   1. [BUILD] Build brand analysis systems -> measure brand -> learn 2 improve brand
   2. [MEASURE] Build audience pain point analysis systems -> measure pain points -> learn 2 improve solutions
   3. [LEARN] Build direct marketing systems -> measure response -> learn 2 improve monetization