



## Amplify What Is Working Worksheet

Run ads to get more exposure (with high-performing posts).



Have content that is performing well? Make it perform even better. You can run paid ads to get your best content in front of your target audience.

Advertising your content digitally can be intimidating when you don't have the information handy. Follow this worksheet to prepare your ads before you share them.

### Step 1. Pick a platform.

This is easy, and you should focus on one platform at a time. First decide which platform you want to consider amplifying your content on.

### Step 2. Explore the analytics.

Without looking at the analytics, you should be able to see what content is resonating with your audience, but it is also important to look at the data. Every platform has analytics that you can go through. A quick Google search with the platform you chose in Step 1 will show you the most updated way to access the analytics on that platform. In the analytics, search to find your top post and jot down a quick reference to it.



**Step 3. Promote/boost.**

Different platforms have different names for promoting posts, but they function in a similar fashion. Now that you have your post from Step 2, it is time to answer the following questions to clearly describe your target audience, the audience that you want to get in front of.

How far away (in miles) do you want to target from where you are located? If you are looking for a better job, you may want to use a 15-mile radius. If you are looking for more clients, you may want to use a particular state or an entire country.

Is there a location that isn't near you that you want to target? If so, where specifically? This can be useful if you are going to be at an event or conference and want people to recognize you before you arrive.

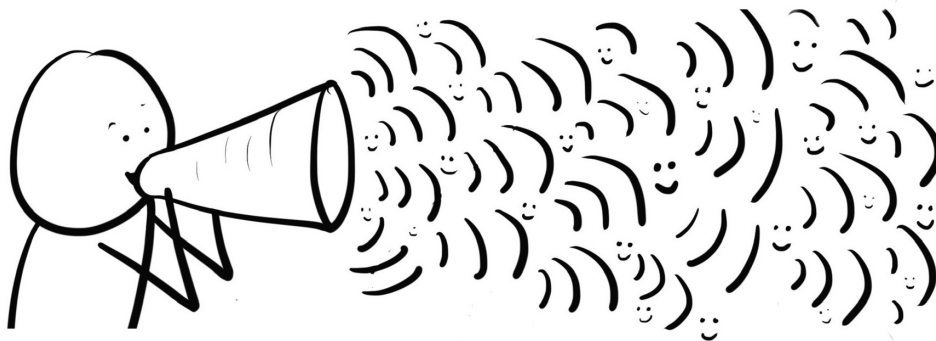
Do you want to target males, females, or both? This matters if you run a company that targets a specific gender, for example, if you sell a beard cream.

What specific age range do you want to get your post in front of?

Name interests and hobbies of people you want to see your post. Are you interested in targeting people similar to yourself? If so, you can list your interests. If you want to target certain customers, list their interests.

What are some keywords that come to mind when you think of your ideal audience? Do you want to target people who write for publications and share with them a recent feature about yourself? Or do you want to share with human resource managers a piece of content you created, so you can get in front of new employers?

Do you want to share your ad with people who already follow you? This can help you build more trust with them. Or do you want to try to reach new people? This can help you reach a new audience.



**Step 4. Choose your budget.**

Many people think that running ads is expensive, but you can get started for as little as \$10 on some platforms!

How much are you willing to spend on the post identified in Step 2 to share it with more people? The more money you spend, the more people will see your post.

How long do you want to run your ad? Over a couple of days, a week, a month?

Do you want to set a daily limit, or do you want to set a total limit for the campaign? On some platforms, you can set your campaign to run for as low as \$1 a day, so more people constantly see your highest-performing content.

How do you want to pay for the ad? (Debit card, credit card, PayPal, bank account, etc.)

Congrats! Now you are ready to take these answers and provide the platform with all the information needed to promote your best content! If you are curious how the post performs and what type of engagement you get, know that the platform will send you a summary of the data. On the basis of how well the ad does, you can promote it again, or you can go through the steps again, pick a platform, and find another high-performing post to amplify!