

**Dennis Yu** 00:00

Like you know, when you when you think think about something too much it ends up just you lose the seed of what made it awesome that the purity and authenticity of it right.

**Matthew Januszek** 00:10

So welcome to this week's escape your limits podcast and today I interviewed Dennis you. He's the CEO and founder of Blitz metric, one of the leading social media agencies, they work with many big brands, small brands, and everything in between. And the reason I wanted to get Dennis on the podcast today was to really help a lot of people that listen to the podcast and a lot of our customers to understand what to do in this crisis, how to market some of the ideas and I already asked Dennis to give us some step by step practical information that people can just apply now, pick up their phone, use this and to be able to engage with people. We also cover some strat content strategy, so how to understand what content that is relevant now and how to use some of the I guess sensitive If it sees that people will have about selling to them as they're going through this very difficult period, also stay tuned right to the end because then is, is made a very great offer to anybody that's involved in the escape podcast community. And if you get to the very end of the podcast, and you can you can hear about how to access that information. So it's a real fantastic information. I've learned a lot. I've been working Dennis with Dennis for a few years now. I'm sure you'll find it valuable. And, you know, please let us know what you think about the episode. Thanks for listening. I think I'm seeing double I've kind of got myself on this zoom screen in front of man and behind your iOS, I think I see myself.

**Dennis Yu** 01:41

Well, I wanted to be able to show people how awesome you are and that we practice what we preach. So I decided to put you on my phone here and show how you're interviewing legends from your phone, how you're working out, and how you're building your brand. As an example for everyone else in the health and fitness.

**Matthew Januszek** 01:58

Fantastic. Well I'm excited to go into that. And before we start I, I am, you know, this is this is not a plug for dentists that that the purpose of this is to really help a lot of a lot of people that we work with really, in terms of how to navigate through this difficult time where, you know, I guess all the gloves are often traditional rules don't apply. However, you know, one of the things I can say is that you know, you've we've we assist escape as a company have had to really pivot quite quite quickly and go after, you know, slightly different audience and a different message and you and your team have been fantastic in in helping us through that. And that was really the reason why I wanted to get get you on today because it certainly pushed us outside of our comfort zone and we've experimented with a lot of modern new things and, and those have been quite successful. So really, it was just to get you on and to be able to share some of this with other people that are probably in a similar situation to us.

**Dennis Yu** 03:01

Thank you, Matthew.

**Matthew Januszek** 03:02

I can also share a bit about that Kakun water later as you got hooked on. So So Dennis, just for those who haven't heard you on previous podcast, give us a little bit of a background on yourself and Blitz, please.

**Dennis Yu** 03:15

I'm an engineer, you can tell I'm Asian as good at math. I built the analytics function at yahoo. 20 years ago, if you remember using if you guys are old enough for Yahoo. And I believe that there's a data process driven way to be able to drive marketing. So I'm the weird person because among a lot of marketers, and entrepreneurs and salespeople, I'm an engineer. And we built a lot of systems that will do things like run ads on Facebook and Google and do analytics. Like we'd set up the analytics for Nike, and brown Forman, which makes jack daniels or quiznos or you know, the Golden State Warriors, a lot of brands, a lot of retailers and the things that have worked for us that we found we've put into a cookbook and a checklist that we believe anyone can follow, even if you're a gym owner, and you have One location. Or even if you're just an entrepreneur, you're a personal trainer, and you're just getting started. These are things that you're able to do, leveraging what works from the big boys. So, me, I'm just honored to be a trainer in the online sense and sharing what I know about digital marketing, the same way you might help somebody perform an exercise in the right way, I'm going to show you how to perform a digital marketing exercise.

And so we've built thousands of agencies and trained up 10s of thousands of people in digital marketing following these processes. And like a lot of what we have is here, which is what we've been working together with Matthew and his team on the idea that there's there should be a cookbook or a reference book on how you do digital marketing. Same way. You know, if you're a doctor, there's a book on how you do surgery, your mechanic or you fly a plane, there's checklists and processes. And that's what we want to bring digital marketing.

**Matthew Januszek 04:54**

And I guess like digital marketing itself is something that a lot of businesses are getting their heads around. However, I do. Guess you know, most people that are not totally, totally startups have probably got some sort of formula that's been working in terms of generating leads and creating brand awareness, but with this COVID situation, what what have you seen as a as a marketer? That's that shifted in terms of how business is have, you know, they've they've got their marketing plans in place, and they've been doing things in a certain way, what what was some of the big changes that you've seen, that have happened once that really started to hit, you know, Europe, United States, etc.

**Dennis Yu 05:33**

Down in the last couple months, we've seen that the amount of online traffic has increased 35%. And that's across the board because people are at home. So you would see Netflix, their typical search pattern around 7pm, it would go up like this. But now what's happened is that surge is there all day. And online, we see the same thing Facebook is up about 40%. Google's up about 30 something percent. At the same time, the amount of advertising has gone down. So that combination of supply and demand has caused ad prices to be half or cheaper than they have been since 2012. And this is an incredible reset for people who are not just in fitness but in retail, if they can leverage advertising to be able to take market share, my friend Tommy Mello runs a one garage, which is the number one garage door company in the United States. He did 30 something million last year. And he's using this opportunity to be able to take away market share from the other people in Home Services because the advertising so cheap, that he's actually able to drive more business right now, even on lockdown than before. And the key is that he's shifting a lot of his advertising a lot of his marketing to virtual like we're doing here. So things that you can do in person, how do you create a virtual format on that on training on teaching people on showing what your kitchen looks like? Like I'd asked you Matthew, how many kitchens you know how many inside the inside. of houses. Have you seen in the last couple months?

07:05

One?

**Dennis Yu 07:07**

Well, and how many zoom webinars Have you been on? Right? Everyone's shifting the zoom. I think I did 15 and in the last week and a half, and we've all had to learn, to adapt online to be able to engage with people, through messenger, through, you know, Skype, through stream yard, all these different apps, and we have to be able to commute. You know, build relationships with our community, and the ones who are able to do that are not only going to survive, but they're going to take away market share from those folks who go under and aren't adapting over into digital.

**Matthew Januszek 07:45**

So with it with the increase online, it's that then people like I guess it makes sense. They've got more time on their hands, but are they going reaching out to the, you know, their Facebook, so Instagram has their LinkedIn For example, then, you know, just spending more time scrolling and looking at content.

**Dennis Yu 08:05**

Well, they're spending a lot more time scrolling and engaging, and just finding other shows to watch on Netflix, but they're also buying. And there's a segment as you know, that is as well to do where they're sheltering, and they're buying fitness equipment, they're buying food groceries are up 25% in the United States, they're buying different kinds of luxuries. You know, I just bought this fancy camera that you're seeing me through, I just bought this because I realized, you know, this thing's gonna, this is a long term trend. So instead of doing a webcam, I knew I need to invest in having an actual studio and these other kinds of components not not everybody is like, what was the stat last month that 31% of people weren't able to pay any rent at all? Because they think they lost their job or what have you, but there's a good

segment of the population that is increasing their spending, and that's the population that we want to reach right now.

**Matthew Januszek** 08:58

And with the advertising Then you say that there's a there's a significant drop in in the cost of advertising. Why is that? Is that just the ratio? Based on there's more people using it and it's as a percentage, or is, is it just cheaper to do ads because it's not as many people advertising?

**Dennis Yu** 09:14

Well, it's both of those. It's on the supply side and the demand side. on the supply side, you have 35% more people that are online. So even if the demand was the same, you'd still see prices drop 30 40%. But on demand side, a lot of advertisers have cut back. So especially in travel, and hospitality, and most retail is cut back because if their store or their office is closed, then they don't want to advertise. One of our clients is an eye doctor Dr. Mark page here in Arizona, and he cut back most of his advertising because people can't go into the clinic to have different procedures done. But the amount of people that are ordering contact lenses that have consultations, talking about You know glaucoma or about vision or things that they can do online as increased, but it's, it's at a different level. So if you look at supply and demand, this is a perfect storm, because the cost of traffic used to be you say on Google was maybe an eight or \$10. CPM, which is how much you pay per thousand impressions, that's gone down to \$2, sometimes \$3. And the cost of the clicks on on Google might have been \$5. And now they're down to you know, \$1 \$52.

**Matthew Januszek** 10:30

And when you look at this thing, are you looking at this in general, across all platforms? Are you are you specifically focusing on a couple of platforms as it relates to the type of business that you're in or how we serve? Let's let's talk about health and fitness. That's the space that we're in, you know, what, are there some that are performing better or do you just say you're going to hit them, they will have the same sort of net backup

**Dennis Yu** 11:01

Yeah, so for health and fitness, just like for any industry, you have a Coke and Pepsi duopoly situation, unless you're in China, or Russia or Brazil, Google and Facebook together own about 85% of the traffic. That's just what it is because Facebook owns Instagram. Google owns YouTube, they all basically own one another. There's only two real players. And then after that, you have LinkedIn and a little bit of Snapchat, tik tok and some of the other players but they're all just rounding errors in the same way, when you look at search is basically Google, you can talk about 100 different search engines, but it's still Google, right? And Google even powers a lot of Microsoft and I think a lot of Yahoo as well. So for health and fitness, you're going to see that the cost of Facebook traffic in particular is the one that's declined the most. So if you've got interesting content that will show how you do exercises at home, or knowledge you have on how you stay fit, or what you're doing to be able to cook or pass the time or be productive or be with you Your kids, or what your backyard looks like, because you're grilling, like all of these kinds of moments that show you as a person is going to do really well on Facebook. It's it did well before Coronavirus. And it's doing even better now because the cost of traffic's gone down. And people actually have the time to watch what you have to say they're not busy, you know, flying around to different places and 12 conferences cancel on me. In the last couple months, I was supposed to be in Europe twice in Asia, once those were all canceled, right? Well, we had online versions, but not the same thing. So people have time to spend with you if you have something to say. YouTube is also down and Google search in general is also down in terms of cost, but not to the same degree that Facebook is, but depends on what kind of content you have the biggest issue for people in fitness, whether you're a gym owner or a personal trainer or an equipment manufacturer, is that you flat out don't have the content that's going to work in those platforms. For example, you guys know Instagram has gone way up in terms of traffic, and especially now But if you don't have 15 second vertical videos that are 916 format you're not even eligible for those placements so it doesn't even matter that the issue is not the macro piece the issue is that most people in the health and fitness industry are not even there they're not even making the content to be eligible that they're not even showing up for the game

**Matthew Januszek** 13:21

so so let's come on to content and be because you know certainly if you look at Instagram there's there's hundreds of trainers now and and maybe even non trainers but showing doing exercises there's no shortage of that so if you're in the if you're in the business where you've got a way you're I guess a professional trainer or you've you've actually got a fitness business which is closed what what you know what what sort of you know what, what do you put out in things one is too because there is a lot of noise I

see it you know, there's there's thousands of people doing kettlebell swings and bodyweight stuff. So how do you break through that that noise and what it what is some You know, thoughts you've got in terms of content from a business owners perspective.

**Dennis Yu 14:04**

So let me show you something I'm gonna share my screen here. And let me know if this is coming through. See how often you get to see this kind of thing. Okay, here we go. We want to be able to show Can you see this? Okay?

**Matthew Januszek 14:18**

Yeah, and I'm gonna, I'm gonna sort of explain if you can explain some of it for people that are just got audio on as best as you can.

**Dennis Yu 14:25**

Okay? So imagine a three stage funnel. And the same way you have multiple stages. When you want to get married, right, you want a first date, you have a first kiss all the way down to a conversion. And we want to do the same way. Same thing for our marketing. So if you're in health and fitness, think about what you're going to put in each of these three stages of awareness to consideration to conversion. Most people are just down here in the bottom where they are used to selling or maybe they didn't even sell because they had a retail location, or they relied upon a distribution network to be able to sell their products. But you want to have these three different stages, the biggest thing that people are missing is in the middle, which is this consideration phase, which is also education. So what kind of knowledge do you have? As a gym owner? What are you doing to cope? What are you doing about your employees? Can you highlight what's going on in your neighborhood or your industry? Can you talk about good news, maybe everyday, share one piece of good news, but share it in a 15 second vertical video on your phone, share it as if it were a Snapchat or Instagram story, share it as if you were doing FaceTime with someone else, because that kind of stuff doesn't look like an ad. And that's exactly why it works. So we'll talk about what some of those examples are, especially with what you've done, Matthew, you've been fantastic and following a lot of these guidelines. That's why a lot of the sales are working right now because you understand that these are core principles just like if you're a gym owner or your personal trainer, you know those core principles to fitness. It's the same thing in digital marketing, and then the top of the funnel. If you know whether you're in b2b or you have You're a personal trainer, most people don't know who you are. So if you can put out a series of why videos, which are this part here in blue at the top of the funnel, then people are more likely to be able to contact you. They want to know who you are, even if they're not able to buy or not able to meet with you right now, at least you're building that relationship, if you can afford just a few dollars a day to advertise it simply. Yeah, go ahead.

**Matthew Januszek 16:24**

So I was gonna say so just just go back. So what we've got is we've got a funnel, there's three different parts of the funnel. I don't know whether you able to just click back to that first. Yeah. So we've got awareness at the top, you know, top of the cone, we've got consideration in the middle and we've got conversion at the bottom. So what you're saying at the top, the widest part of the funnel that you're saying, people need to create these y videos so they know who you are. So yeah, just just expand a little bit on what you mean in terms of a y video. What would that be if I'm so I'm a gym owner. I've got five locations. Matthew, john is a CEO What would that mean for me?

**Dennis Yu 17:03**

Well, you as a gym owner, you want people to know that you're still around, that you can still sell online, that you still care that you're a part of the community of what you're doing for your employees that you applied for a PPP loan and you got some money that, you know, you found it funny at Costco that toilet paper was out that you read the news about such and such. Yeah, you're just sharing as a human being. And you're not talking necessarily about your gym and the five locations. But you're just being human as if it were a friend asking you Hey, what's going on Matthew, right. And you're telling them Honestly, this is where most people who are business owners Miss because they think that all the marketing has to be by the models by all the beautiful people by all the folks who are running the advertisements by the professional video people that are making, you know flyers and whatnot. But this is you as a person in your kitchen. Talking About the food that you're making, about, you know, you and Wendy, and you guys go down to the beach and you're doing some exercises. I remember Matthew said, Oh, I'm a 50 year old guy who wants to really see me swinging a kettlebell. But you see how well that works. Because people are connecting with you. And if you're a business owner, people are connecting with you. You still have trainers

and managers and other people and they can still make content and you can still share that content from a company page. But this is where you have to build your own personal Instagram, Facebook, LinkedIn. For your business owner, I find LinkedIn is absolutely fantastic. The b2b side because you are connecting with other people in the industry, you're creating partnerships, and you're interviewing other people just like what you're doing Matthew, and that drives other people in even if you just own a gym in Orange County, and you only want to attract, you know, moms that are you know, 35 plus in Orange County still works. And stand out. your other question is stand out. It's not enough to be able to do just these postings. You have to be able to boot Meaning you have to spend \$1 a day to get your message out there targeting your exact audience. So whoever your audience is, if it's the moms in Orange County, spend \$1 a day, boosting the posts that you have on Instagram On Facebook, which is your public figure page, your YouTube channel, you can boost on Twitter. And because the cost of traffic is so high or low and the reach is so high, it's easy to get people to watch. When people see who you are at the top of the funnel, you drive them next into that middle stage where people learn more you're actually teaching at that point.

**Matthew Januszek 19:33**

So so just to just to summarize, and as an example, I'm there with my wife and I'm doing a post about you know, how we how we're cooking at the moment or the fact that we've just been out you know, we've just been given the ground for cron or what have you. We're just posting things about what's going on in our business and then boosting those posts just for \$1 a day so then, sort of more people are going to get to see me And what I'm about is that

**Dennis Yu 20:01**

Yeah, most people don't even know that's possible. So if I, if I go to Instagram, for example, and I look at any one of my posts,

20:11

see this?

**Dennis Yu 20:14**

So I'm interviewing other people about their knowledge. I'm asking what's going on and you see that blue button grow audience on the bottom of every post. Yeah, I can boost posts there. I can do the same thing on Facebook and Twitter, by the way on Twitter don't hit their promote post, because they'll just waste your money on on Google, I can do this the same kind of thing, right? If I want to advertise on a certain keyword, or if I want my location to show up in the Google Local three pack, I can do all of those things. Whether my locations are open now or not, I can still drive top of funnel engagement, I can still say, message me, and let's all you know, let's have a consultation about your fitness goals. Or here's, here's my Corona virus guide on 10 things that you can do to be able to stay trim. Because a lot of us are just eating unnecessarily, right. There's a lot of knowledge that I can Share this a lot of stories that I can share that are independent of, you know, come to my gym right now or, you know, if the physical location is closed, there's a lot of other things we can do just to build a relationship. Now I can sell gift certificates. I can promote my favorite restaurants and do what's called a benevolence campaign. What else say, Hey, here's a \$50 gift card that I bought. From Sal who runs Sal's pizza. I've been going there for years. And I want to give this to so and so right or if anybody's in need, you know, let me know I've got extra toilet paper, other things where you can show that you're part of the community. And then you can boost that for \$1 a day. It's not an advertisement, but you are paying to get your message out because you want to build that kind of trust in the community. And that's what works super well. We see a lot of folks who are trainers and chiropractors and, you know, tax attorneys, that they're doing things that are not related to taxes or chiropractic or what have you, but they're driving business, because they're showing that they're good citizens in the community.

**Matthew Januszek 22:00**

And so really that that's just about sort of, I suppose it on a on a personal level, I suppose it's like going out meeting someone and saying, Oh, hi, I'm Matthew, I've got five gyms. Yeah, that story. So what you're doing is you're just Oh, you're sharing who you are what you're about with more people that they're getting a relationship with you essentially is that,

**Dennis Yu 22:22**

yeah, the biggest issue we see here because we've coached a lot of business owners through this is that they don't want to press the red button. They don't want to show their face. They're used to having corporate communications, a corporate marketing team, a professional videographer, you have someone

amazing like Kevin Lee, but you have your own phone and look at how well your own selfie style video said perform Matthew, right. And I think when people can get over that, if you own five locations or your gym owner, they need to see who you are. They need to know that there's someone who's behind this. They need to know that people can still call they need to know that or you know, if you if you're still opening in certain respects, they need to know that they they can still come in, they need to know that your your business is still alive and it's not shut down they need to know as a friend, what kinds of things you're struggling with, what kinds of opportunities you have, what things you're grateful for. And when you level with people in that way, you build that kind of bond, that creates tremendous loyalty. And people want to engage, they expect your direct messages to be able to fill up on Instagram, expect people to be messaging you and emailing you and facetimeing you and it's a great way to connect, it's the right thing to do. And it's also great for business.

**Matthew Januszek 23:36**

And this is in terms of putting out those kind of messages and even for me is you know, I'm not a natural and I struggle to get in front of camera and to do it and with your help you sort of encouraged me to keep keep working on it. But is there a Is there a frequency as an individual that you found works for you or people that you know that that are starting to do this?

**Dennis Yu 23:59**

There's there's no separation Quincy, but you want to do this a few times per day. And a 15 second video is so easy to do. Anytime you have anything that you want, you want to share. For example, I just just got these air pods and I think they're really cool. And I can make a 15 second video about a cool thing they learned about that, or that I'm grateful that we have enough food here for six months, right or just anything that you want to share or I'm grateful for you Matthew, because we've been able to hang out in Las Vegas and in Asia and all over the place. And just little moments like that. And look, I'm not a professional video person. I'm an engineer, right? I'm the last person who should be on video I should be behind a terminal writing code. Right? And if I can do that, any you guys can do that. Right? Anyone? I'm jealous of the people in health and fitness because like I see you Matthew you're 50 and you're ripped. I'm like, oh man, he looks great. I would never want to be on video after you know after seeing him. Right.

**Matthew Januszek 24:54**

And with with the, you say twice a day, which is a lot are you Wait, where are you putting it is that You What's the difference? I guess you got Facebook and you've got the sort of feed and then Instagram where you've got stories and then the feed, which was on Instagram, it seems as though Yeah, spend a bit more time writing stuff. And then you've got young in, which seems to go a lot. Yeah, what was the difference? How would you do that? different platforms.

**Dennis Yu 25:19**

So this is something that you guys will probably think, won't work or doesn't make any sense. But I've, I've done this thousands of times. And we've shown thousands of people how to do this look, this is my home screen. You can see this, and I've got all these different apps. And the key I want you to remember is these three words, reply with video. Okay, so reply with video. And if I come here to Facebook, and you can see on Facebook, I can do a story here at the top. I can do a post by you know, doing a post here, clicking photo, whatnot, but if I click Add to story, for example, and I just make a 15 second video and I say

26:00

Say,

**Dennis Yu 26:02**

I'm here with Matthew janousek on the escape fitness podcast, you know, we would typically hang out in person, but we're hanging out right here. And I'm showing you a 15 second video, right on my cell phone behind the scenes, this is what you guys need to do make 15 second videos on your phone. See you now I did that. I made a video just now. And I'm sharing it, I could tag you in it. Now I go to Instagram, same thing. Here's these posts on Instagram, we're looking at the stuff that you've made. And I can come here to my story and the top right. And you could do it for your company page, as well as for your own Instagram. And I literally do this. In this case, maybe I'll point the phone at my face. And I'll say, you know Matthew janousek is the CEO of escape fitness. And he told me that he didn't feel as good being on camera because he was 15. He wasn't as good looking at these other models until he realized that what people connected, what people cared about was him and the messages that he had you so you should do this. So I just made I

made a video just now. Right? You can do this anywhere in your kitchen, I do it in the jacuzzi, I do it you know, whatever. I'm not a fitness model. Matthew looks great compared to me. And then I literally just post that here, I click post on my story. And I've just done that. Now check this out. Now come to my email. And here's an email doesn't matter. I'll just go to my let's go to my inbox. And you can see, see, let's look at the most look at the latest message that came through. And here's one from Jeffrey Eisenberg. It says hi, Dennis Anthony's a good friend, please see if you can help. And this is Anthony Garcia. And then I'm going to reply, you can see here I'm replying and I'm clicking attachment. Now what I could do is reply back with a bunch of words. But instead I'm going to click here on the camera, and I'm going to reply with video. And now I'm clicking video. I'm doing a selfie. I'm saying, hey, Jeffrey, Anthony, I would love to connect, let me know hit me up my numbers and my signature below. And we can figure out what we can do to help you with social media. And so I've just made a video just now. And I say use video. And then I press send, and that there, I've just sent a video and you can see here, there it is. There's a video on the bottom. Right. And I'm replying with video, anywhere where I'd reply with text here. Let's go to my messages. Okay, on the iPhone. And let's go to the latest messages. And you can see Oh, this is my friend who interviewed me for the global virtual summit, right, and we're going back and forth text, text text. And then now I'm going to reply with video. Now I've got back to the camera and I'll say Hey, Eric, I thought that was so funny that on 420 At 420 we were making a video together. I wonder how many people are gonna pick up on that? That was so awesome. So now I've just made a video, because yesterday is 420. And we were recording live at 420. And then I press Send. And you see now I've replied with video. Okay, so when I've got lots of these videos, and they're here, let's go to my photos, app. Photos right here, my phone photos, you can see all the videos that I've been making lots and lots and lots of these videos outside, walking around, you know, talking about my favorite vegetables at the grocery store while I'm out hiking. I was at the Grand Canyon a couple weeks ago, I was surprised they shut that thing down. But we still walked around a little bit. And these are the moments that you can then cross post to LinkedIn and Twitter and YouTube and Facebook and Instagram and all that it's not this content is made just for YouTube or this contents just for Facebook or I'm going to post that I have to create different content for each channel. You create content independent of the distribution channel. And once you realize that everything falls into place you realize you don't have to create as much content because you can just you can format it differently. So for those of us that are graphics designers, Adobe is has a Creative Suite and that's the dominant tool that graphic designers and video producers use. They have tools that will automatically resize your videos from landscapes or landscape into portrait into square and all these other formats like automatically so you can make stuff like YouTube of course is is landscape but you can have the same video resized in the portrait and landscape and square and so forth the best video right now on Facebook is in square format

**Matthew Januszek** 30:43

right and so with with LinkedIn then wait which is more of a business platform are you saying? also still have that same drum here cooking with my wife?

**Dennis Yu** 30:53

Yeah, here you want to see salon because that was true up until a few months ago, but with everyone at At home, here's the main point. People want to feel like they're connected with you. People want to feel like there's an authentic connection. And can you see this?

31:11

Cuz I think I'm trying to share my screen.

**Matthew Januszek** 31:12

You got your LinkedIn page there.

**Dennis Yu** 31:15

Okay, there so so now I'm on LinkedIn. And let's go look at my most recent posts and the way to do that on either me or anyone else is you click on that profile and then you scroll down here to post an activity. Alright, they don't have the they have a newsfeed but it's not quite as advanced as, you know, the social networks. So if I even though LinkedIn, I guess is a social network, so I'll click on posts and you'll see that I'm sharing other people's content now this is of course business e content because that was on a podcast and then all these people are commenting and sharing thousand people liked it. Then you know, here Shake Shack and they gave back to \$10 million because they're big company and I said kudos to him. And all these people are engaging. And then I share some knowledge about Coronavirus from a friend of mine. Who is it He runs the data modeling company, then I'm sharing something silly. Like, here's a caricature that was made at the Las Vegas Convention. I said, Hey, you know, I, I share a personal story that I didn't

speaking English until I was six and people made fun of me. So I decided, you know what, I'm gonna learn English and speak better than you, right? Even though I was born in Dayton, Ohio, I am only like half Chinese. And all these people are engaging here, right? Thousands of people are viewing and engaging. And I'm sharing other people's content. Oh, this, this lady put me on the cover of her magazine. And this is me holding a frisbee and chicken wings. So if you know me, you know, those are two things I care about, right? And it's just kind of fun and and look what happens. Also, as I'm sharing content, maybe once per day, that's about a good average frequency. You're going to see people engaged with you. You're going to see people in industry, your customers, you're the trainers that work for you, the other staff, you have all these people, they're engaging and then what's going to happen is that they will start to start to message you as well. So you can see here my messages. People are sending me messages. So here, let me show you something too. I'm going to go back to my phone here. And I'm going to go to LinkedIn. In the app. There's there's something very special in the LinkedIn app that you can't do on desktop. And on the top right, I click on messages. And remember, what is it that we're going to do? Instead of replying with text, how are we going to reply? with video, we're going to reply the video. And that's what Janice, this this lady just did. This is the most recent chat you can see she just chatted me. And let's see what what does she do?

33:44

Hey, Dennis, yes, I totally get it. Being real human. 15 seconds at a time is really the way to connect on LinkedIn and person wherever trying to sell to everyone every minute. It's just not not cool. So I'm really enjoying your time. class, I'm getting more involved in LinkedIn than I ever have before. And even encouraging my clients and the people in my networking group to do the same. So that's cool. I feel like I'm learning.

**Dennis Yu** 34:11

So she's helping local businesses be able to grow. It makes simple videos like this, and then I'm gonna reply with a video. See in the reply, I could use text, but I hit the plus. And then I click on video. And I'll say, because I flipped the screen to me, and I'll say, Janice, I am so honored that you are sharing your story. Everyone needs to hear more about the ups and downs that you have been through. And that's how you're able to help local businesses because you're demonstrating from example. Kudos to you, I love seeing your growth. So I just made a 14 second video just now and I press send and now I just replied a video. Right? That's, that's literally what we have to do. If we're creating lots and lots of little 15 second videos, we can post that on YouTube, Facebook, Instagram, whatever, we can turn every one of those videos into a blog post. Literally, you just take that video, and you post it as your blog post, give it a title. That's it. You don't have to write this whole 500 word essay or things like that. And guess what? is Google more likely to pick up your blog post or pick up? What's on Facebook? In terms of you showing up in search engines? I don't know. Well, if you drive into the Ford dealership with a Mercedes, how are they going to feel about that? Right. So Google is about the web, they want to index websites. So any content you have, you want to make sure it shows up on websites, because Google will reluctantly show things from Twitter and Facebook and whatever but now like yeah, you wouldn't go to the BMW dealership with your Mercedes

**Matthew Januszek** 35:44

right? So when you when you say you do a video and then create a blog post, like if I know how much time it takes just to do you know, to try and do social media on top of everything else, but what what are you saying you take the video and then you would write about it or you would just upload the video. A page What can you explain that? There's this

**Dennis Yu** 36:03

there's this myth that social media takes a lot of time and we're all really busy. Everyone has enough time to do something for 15 seconds, you saw me do well like five or six videos just now. Yeah, everyone has time to breathe, right? This is not the thing to spend hours over and enslave, you know, you're like, what, it's not some crazy thing. You're literally just making a few 15 second videos. If you're a good manager, and you're a caring business owner, then you're connecting with your team. You're saying what you feel you are being grateful. There's all these different messages that don't take a lot of preparation that are just right here on your phone. And if you're like me, and you're lazy, how would you

**Matthew Januszek** 36:44

How would that create a blog? You said that Google would prefer the web post to the Facebook one. How would you do that?

**Dennis Yu 36:50**

Literally, you have so Okay, so if I go to my photos, as you can see, I've made all these videos, right? Yeah. Even silly things like I'll make a I'll take a picture with a dog. People like if you have pets or children, those things do really well right now. So definitely leverage those. And with any one of these videos, I'll send it to rev.com, or fancy hands or Fiverr, or online jobs.ph or Upwork, any of these places where they can take that video and turn it into an article, I can transcribe it, right, which is pull the words out of it. And now you have a blog post. I have one assistant who I've got lots I've got several hundred people that do this, because we're doing it for a lot of people. And she has gone through all my Facebook posts since 2009. That's more than 10 years and turn them into blog posts. And I think it she's it she she's doing 14 per hour. So she spent who knows, like 50 hours but imagine for I think I'm paying or like 15 bucks an hour. So it's basically \$1 a post and I don't have to do anything. That's the key. She's going through anything I've ever done. made any podcast I've ever been on any content I've ever produced that it's been on, you know, Instagram or Facebook videos and turn them all in the blog posts. And guess what? They're all ranking. They're all relevant on the subjects that we talked about. They're starting to rank and I'm getting calls from the business owners about those items. My friend, I think his name is Ken graver, he runs Graybar olives, right? They very, very gourmet olives. And I made a video about that, then we turn into an article that ranks on graver olives. That's really cool, right? That's, that's a no brainer thing for you to do. Think about all the content you've ever produced already. All you have to do is just copy it back over into blog posts. Now Google can see it up on YouTube,

**Matthew Januszek 38:41**

onto a sort of a WordPress page on your website, you would take out someone to transcribe it and yeah, on a regular basis,

**Dennis Yu 38:48**

right. And then any content you have on YouTube, turn it into a blog post, turn it into snippets that you put as Facebook posts, or you have long form content, like this podcast and you me and Kevin know we can chop that up into 50 different pieces to distribute across all the platforms.

**Matthew Januszek 39:04**

So with in terms of, again, simplifying it, what you're saying is that there's places like Upwork and rev.com, where you would just go and find some sort of virtual assistant that would for price take care of all that for you then for five bucks,

**Dennis Yu 39:20**

yeah, that's why a fiver is called Fiverr fi ve rr, you can get someone to do all kinds of cool stuff for five bucks. Now they have stuff for like 10 bucks and 15 bucks, but you can go there and you'll you'll lose hours and hours, hiring all these cheap people for \$5 and \$10. When I first started using Fiverr, like eight years ago, I didn't get any sleep the first night because I was so excited. I found people that would draw caricature of me that would call up a friend in the voice of Oregon, Morgan Freeman, or do a logo design or edit a video and just was crazy. I bought hundreds of tasks. I was a Fiverr addict. And they're like, I can't I would never i mean you know, I'm a patriotic person and I believe the United States in this kind of thing, but I thought wow For \$5, I can get these people in the Philippines or in and there's a lot of us based people there to actually for things like video production. There's a lot of people in the UK, and especially in that it states like in Salt Lake City, these wedding photographers that, are they, you know, there's no weddings going on right now. So they're offering their services for cheap, huh?

**Matthew Januszek 40:17**

Do you get the call? And so particularly with the written stuff, are you able to get people with really good English skills?

**Dennis Yu 40:25**

You might pay a little bit more so it ends up working out to be like 15 or 20 bucks an hour instead of five bucks an hour.

**Matthew Januszek 40:32**

Hmm. Interesting. So okay, so coming back to your diagram then you've got the top of the funnel which is this y content, which is really I'm here on with my wife and with my children cooking just general getting to

know me. Well, what comes next and what what and how does that fit into what you post and how you how that relates to the to the first thing

**Dennis Yu 40:57**

well, so why content is light Wait stuff is like 15 seconds. It's a quick introduction, or not even saying who you are, but they're just getting a glimpse into your life into your values into little moments and the things that are funny. And then you're going to sequence that into creating how content and how content might be 15 seconds to a minute. And now you're sharing how you do something, how you do an exercise, how you make a perfectly fluffy omelet, because you add a little cream to cheat, right? Or how you're able to pass the time and be productive, or how you set up this fancy microphone. Right? I spent all weekend setting up this video studio, there's a lot of cool little things that you know, with Kevin's help I was able to get done that a lot of people would just benefit if they you know if we know that we're going to be inside for a few months. We need to get good with setting up a video studio. How do you do that and what should you buy you know, so you're sharing knowledge and you don't have to try to sell inside your house in the same way that in in your why you're not trying to explain the house right because you're going from y to how To what and those are three separate layers. And the beauty is if you chop up your content into why, how and what pieces, then the algorithm meaning Google search, Facebook's algorithm Instagrams, news feed, the algorithm will figure out how to reassemble your content for other people to consume it in the right order for them based on what they're doing.

**Matthew Januszek 42:22**

Right. So it's not for me then so you create a so you've got the way we've got these how videos which I suppose in a fitness perspective, it's like it could it be like, you know how, how we're cleaning our facilities and making a big claim for when you are tied to them? Yeah, for example. Yeah. Okay, so how does when you say Google and Facebook, we'll figure out how to put it in order. How do you go from Hi, I'm Matthew, I'm here with my children. We just cook in an omelet too. By the way, you know, I've just got this new cleaning machine that's going to make sure all my gyms nice and clean for you when you come back.

**Dennis Yu 43:00**

So you can post, you can create any one of these videos and any sort of combination, whatever inspires you at the moment doesn't matter what the order is doesn't matter when you post it, post them all at once. Oh, but I can't post 10 at once people will get overwhelmed. No, they're not even seeing your content. Don't even worry about that. Just post all of it. And then you have content that's on different days. And Facebook and YouTube. And Google and Twitter, not as smart as Twitter and LinkedIn are not as smart, but they're still there. They will figure out what pieces of content need to be shown to each person no matter when it was. Sometimes someone will consume something today, like maybe on this podcast, and then they'll go Google me and they'll realize, oh, there's another podcast we did a year and a half ago. And that one goes way deep into the nature of the algorithm. And now I'm watching that and now I'm, you know, watching this other YouTube video now I'm on YouTube, because I'm, you know, you know, and it's like, oh, pretty soon, like two hours have gone by and you've watched all these other things. You have 20 tabs open, right? That's what Google and Facebook do their algorithm is designed to addict you to show you that next piece of content. So it doesn't matter when you post it, just get stuff going, Facebook and Google and these other guys will reassemble it. The AI is so smart. It's like playing chess against the machine, it will beat you. If you instead of trying to beat the machine, just give the machine what it wants feed lots of little snippets that are organized into these three buckets of why, how and what and the system will reassemble. And that's not magic. That's not theoretical. The way the reason it will work for you is if you boost those posts, that blue Post button, Facebook's algorithm, which is the same one that powers a news feed is going to try to show your message to the person who's most likely to engage next system is emotionally they some of the data science people should not have published some of the research because they were just you know, engineers at Facebook and they thought, oh, I'll just publish research that shows how people sequence through this funnel. In other words, for example, that some of my friends They, they run marketing at BuzzFeed. And they did some research and they, together with Facebook to determine when people are more likely to watch funny content or when they're goofing off, or when they're sitting on the train, or when they're on the toilet. Facebook knows things like that. So they know what moments people are most likely to consume, what kind of content? Does that seem reasonable that Facebook and Google and YouTube Instagram would be able to predict that kind of consumption? So why not let them do that for you?

**Matthew Januszek 45:33**

Yeah, I know, we had conversations before where we would you know, without getting too technical, but we were looking at trying to focus on particular people in particular areas, etc. And I remember you sort of

mentioned No, just let the algorithm grayed out. And I think you know, when when we got the the sort of results for the campaign out, it actually performed better than what we saw people were interested in and where they were going And then which, which I guess proves your point.

**Dennis Yu** 46:03

Yeah. And I made a living 12 years ago being the guy when it came to targeting right because it is as an engineer, I can talk about the thousands of kinds of targeting that are available on Google and Facebook all by keyword by where they are by retargeting by email list by where they checked in. Like for the Golden State Warriors, we created check in audiences of all the people that had been to the stadium, and whether their season ticket holders like we did all this kind of crazy targeting very impressive. Companies like Nike paid us over a million dollars to do stuff like that. And then we realized in the moved, so technically, it's called OCP. And so optimize CPM or Google and Facebook optimize to the result, the result of sales. The result is video views. The result is people come to your website, the results phone call, if you choose that business objective, I found that if we if we just let the system optimize, it would beat someone like me on the other side, me with all my targeting all the knowledge, all the experience, all this stuff. They have like all the tools all the databases we have. Simply just choosing United States or choosing just my geography if I just have gyms, just that alone, those ads would beat me no matter how hard I worked into creating the most amazing, targeted campaigns. And when I found that out, I was just deflated I'm like now anyone can beat me right?

**Matthew Januszek** 47:24

But so happy Yes, I guess there are a lot of people I know friends that you know in different industries that are paying agencies a lot of money to that bit out and so are you saying then that recently that this machine learning has become so sophisticated that no matter how smart you are, and I know,

47:43  
smell,

47:44  
the machine is gonna win?

**Dennis Yu** 47:46

Have you watched black mirror or Westworld or any of these negative utopias with a machine is so smart. You can't even tell if it's a human or not. That's, I know that sounds crazy, but that's really where we're headed. And the first thing is The machine is so smart. like Facebook has published research on this accidentally, where they can influence how you feel. They can influence how you vote. They can act like it's a Cambridge analytical kind of thing. The machine absolutely can do that. And their head of data science at Facebook said that they've they're only they've only released 1% of the power because they don't want to scare people. The system is so smart. So think about Apple like on Siri, right? You have that phone, or that thing's listening. Or you have Alexa with Amazon. Maybe it's in your house. It's in your kitchen. It's listening, right? Hey Siri, play this or Alexa, play the song or tell me what the weather is or whatever it is order some stuff on Amazon and it does it automatically. You know, the systems are intentionally acting dumb. Do you really think that Siri and Alexa are that dumb? Oh, see, look, Siri was listening. See? It says hey Siri, play this. You see that? It's listening. It's always on. So they're intentionally Making them seem kind of dumb and friendly, because they want to get and I'm not a conspiracy theorist, I'm an engineer, I've helped build these systems 20 years ago, I'm telling you this is the case. They they are very very intelligent right now. Um, so use it for and and these guys, Google and Facebook, how do they make money? advertising? I guess that's right. So you need to feed them the right ingredients and let they're very, very intelligent advertising system. So their investment in AI in, in machine learning and figuring out what people want to do. Do you think it's a coincidence? That they're investing all of it on the ad side? analytics, it's inside the advertising system. You want analytics on Facebook? It's in the ad system. You want the best analytics on Facebook or YouTube where is it? It's in the advertising system.

**Matthew Januszek** 49:51

And is that the same on on Google then with because I know when you're doing that, you obviously have to, you know, choose keywords, etc. So I did. I had type of system there.

**Dennis Yu** 50:02

Yeah, they do it. It's the same system. It's the same engineers, because the engineers that work for me at Yahoo are the ones who went over to Google. Do you think Google wanted to train up all these new people? No, they just stole the people that were on my team. And where do you think Facebook got their engineers? And Palo Alto? Because they're right next door to each other? Where do you think Facebook's engineers came from? What do you think there's their head chef? came they stole the chef from Google? there? They stole Google's head of sales, Sheryl Sandberg and made her the CEO of Facebook. Why do you think these companies are located next to each other so they can steal from one another? If I went, if I went to Google, I would have made \$50 million. I only made three. Right? All my friends like oh, Dennis, you should go over to Google. I'm no I'm loyal to Yahoo. I've been at Yahoo this whole time. I'm gonna stay with Yahoo. And then I see Google IPO and then the friends who are the people are my team. They cash out my damn them.

**Matthew Januszek 50:57**

The system very smart. It's using the same algorithm. It's built by the same people, and this is a recent thing that I use, because I know when we incentivize, it is quite new that the machine itself is is you know, you rely on.

**Dennis Yu 51:11**

I mean, the machine has always been very intelligent. And it has been even when I was there 20 years ago, it's gotten a lot of the results. And the output has gotten a lot smarter because people are producing more content. Right. So you could have like LinkedIn, LinkedIn algorithms are very smart, but they don't have enough data. So there's not enough for the for the system development work with right you, you need to have data that you can have a smart machine, but without the gasoline or the content, like the data being fed in it can't really do very much. That's why Google and Facebook together have a Coke and Pepsi kind of duopoly. Because a they have the smartest system and they have the most data. Facebook is not that they open source a lot of their code. Same thing with Google. Why? Because they know that even if someone else had the code to build a Facebook or a YouTube, it wouldn't matter. Because you don't have all the data.

**Matthew Januszek 52:03**

Right? So the more the basically the more the more it knows, the more it knows. And yeah. Okay. Make sense? So what's your what's your views on organic then? Because you know, is it really worth nowadays people doing their organic 15 seconds stuff, right? Yeah, really?

**Dennis Yu 52:20**

Yeah, it is. You start with organic, and you see what resonates. And because it's the same algorithm, whether it's YouTube, Facebook, Google, Instagram, that algorithm is seeing what is going to drive the most engagement who is most likely to see your content, and you need to be looking at organic as a testing bed to understand what's working. If something is working on organic, then it's time to throw fuel on the fire, which is to put money on it, which is \$1 a day. And then you put \$5 then you put \$10 a day, there was a we did. I think like 150 posts for Infusionsoft, they change the name to keep and we put all of them at \$1 a day and some of them we put 100 bucks and we've been had one we put \$1.3 million against, but not at once. That post started out at \$1 a day. And we kept putting more money and more money and more money. And we would have never known from the beginning that that was the post that was going to win of the hundred plus posts that we made, there was that one that just seemed to do better than all the others. And there's no way even, you know, me, or whoever none of us could predict that that was the winner. That's why we put lots of stuff out there. And it's usually the one that you didn't think about. It's usually the one that just sort of off the cuff, you had some sort of idea and in the moment, you just made a quick little video, that's usually the one that's going to win. The one that's not going to win is the one where we thought about it too much. You, you know consulted with all these other people you brought in a videographer, you know, no offense against Kevin Lee. It's just like, you know, when you when you think think about something too much it ends up just you lose the seed of what made it awesome that the purity and authenticity of it right.

**Matthew Januszek 53:52**

And we've done that we've done a lot. You know, I've worked together for a while and we've tried lots of different things and I know some of your guys are putting up really old ones that I was quite embarrassed about that I'd done when I was on vacation in the back of the house. And yeah, strangely enough, that stuff seems to outperform the real expensive stuff. I know. stuff and I but but for whatever reason, some of these random videos that my daughter does seem to

**Dennis Yu 54:20**

why do you think that is? that's a that's a good point for everyone listening. Why is that true?

**Matthew Januszek 54:25**

Well, we've we've spoke about it a lot. And I guess it, it seems, and maybe it's different on different platforms. And we can, I'd like to discuss that point. But I suppose on things like Instagram and Facebook, I suppose it seems to be a lot more authentic it Yeah, similar to what everybody else's post looks like. And it's like, I can trust that what's going on and it's real, as opposed to some we and we've done some beautiful videos. Now Kevin, does outstanding work that many people have seen but on certain platforms, it just, you know, even when even it just doesn't go anywhere. Right, you know, yeah, I think it's an ad.

**Dennis Yu 55:02**

Yeah. Right. If it looks like an ad, people are gonna scroll right past it because we're all too smart for ads. Yeah, LinkedIn, a little bit more professional, a little more business oriented a little more about your career. But I find that personal content, especially now with this whole Coronavirus thing, personal content, we're actually starting to work really well on LinkedIn. It used to be LinkedIn was just resumes and job searching now, because there's so many people online, it's it really is a social network.

**Matthew Januszek 55:31**

So what about YouTube them? Because I, you know, I know. And I'm only, you know, so playing around because I know there's a stories function in there, which I've not really used, but what in terms of that as a platform to people see that more is somewhere you're going to go and watch something longer and the quality is a bit different, as opposed to your Instagram and Facebook's.

**Dennis Yu 55:52**

Yeah, so YouTube is a destination site. That's why most of the content is going to be in landscape. But you also have People going live, you have people that are commenting and sharing like you would see it a social network. But the proportion of commenting and sharing versus passive consumption makes YouTube more like a TV network and less like a forum. Right? So you have like Instagram and Facebook. These are social networks. They're like a forum where everyone's engaging with each other. And then over here, you have a few people that are producing and most people are watching and some people are still engaging, but with the new things that have come out on YouTube, you actually can make it they're trying to move more into the middle because they've tried to create social networks. They've tried buying they're buying ones and creating their own it hasn't worked. Right 360 Google Plus these these orkut, right, they've all failed, but you can, you can still go live, you can still build fans, you can still do things like if you have no presence on YouTube, you can still do like six second bumper ads. Those are super cheap right now. You can do TrueView through play kinds of ads. 30 seconds plus that might cost you 10 cents, 15 cents, to get someone to watch For 30 seconds, and you only pay when they stayed for the whole 30 seconds. So you don't have to be that good on video. But the production quality and the ability to tell stories needs to be a lot higher on YouTube, people have a higher expectation because they're there to watch. So if you're just starting, I would start with Facebook and Instagram. And as you start to get people who can stay and watch for 15 seconds plus, because Facebook will give you the stats on how long people are watching. So if you can get people to watch for 15 seconds, then you could probably start to put content on YouTube.

**Matthew Januszek 57:30**

So YouTube's really more more produced, I guess more engaging, more polished content,

**Dennis Yu 57:38**

okay, but you can still do how content like how do you do stuff and if it's an obscure thing, if you make a video on something that everyone else has already made a video on, then you're competing against everyone else, you know, good luck with that. But if it's if it's a particular product, if it's about a location, if you're giving a review of your favorite restaurant because you're driving by pick up some stuff that will likely rank for that particular restaurant in that area. You want to make clear Content against topics that are not high volume, right? So things, especially if you have a local business, then talk about other local businesses, interview them, ask them what they're doing. Ask them, you know, what are they doing to take care of their staff, ask them you know, whatever it is be an interview or journalist just like you are.

**Matthew Januszek 58:18**

And as we were just getting into this with you guys, but with with, say, for example, we do a video on you know how to workout at home with kettlebells, which are the same rules apply, you do the video, and then you boost that let the algorithm figure out who to show here.

**Dennis Yu 58:35**

You can basically boost on on YouTube, but it's a little bit different. Because it's part of what is called display advertising or GDN. Google Display Network. It's banner ads. on Google, there's Google ads, there's search, and there's basically display ads. So YouTube is part of Google so it's part of display. And you can run ads, they're targeting the same kinds of things you have on Facebook. You could do retargeting, which is people been to your website or consuming your content or in your email list. You can target based on the keyword they're searching, you can target based on where they are, you can target if they like Lulu lemon, and they are an aerobics instructor. You can target against all those same things.

**Matthew Januszek 59:13**

But in the same way that you said the machine earlier works, would you would you narrow it down to a country? Let the machine figure out who's watching it.

**Dennis Yu 59:21**

Yeah, I've narrowed down to the broadest potential audience that you could target. So if your local business, I target everybody in your area, you know, 21 plus something like that and not try to get super specific like 28 to 34 and they like these particular brands and they use this kind of protein powder and that you could but generally, that's not going to work as well let the system optimize for you.

**Matthew Januszek 59:44**

Okay, and then what about live where does that play into and again off? I know, I know there's a Facebook Live we think Instagram Live, yeah. What what's, what's the score on live then why do people do it? Is there any benefits to doing that over, you know, pre recorded Yeah,

**Dennis Yu 60:00**

so I see two categories of live. One is live because you have a show. And you actually have a set number of topics, you have a guest, like Instagram Live is a great way to do it. Because you can bring on a guest Facebook, you can't do that anymore, which is a shame unless you use a third party tool at the stream yard. But natively, you can't go live with someone else anymore on Facebook, but the number one is having a guest like on YouTube or Instagram or streamed to Facebook through restream or, you know, stream yard is the best thing because you're going to produce that content anyway. So it's like a reason to produce the content. And then you're going to edit it, you're gonna have someone like Kevin or our team, cut it into pieces, and then you've created 50 pieces of content in one hour that goes across all your channels, and now you've satisfied your quota for potentially the month, right? So it's a great way to get lots of content at once. That's the probably the most powerful reason to go live because it also sends notifications to other people that Oh, Matthew Janousek is now live. Okay, so if you're gonna make the content Anyway, you might as well just make it live, but do put in the time to figure out what the topics are and organize it. The second kind of live is an impromptu live. And that's just, you know, you were you're jogging on the beach and you did some calisthenics, and you just had some thought about the universe, or whatever it might be. And you share that on the spot and you maybe go live for five to seven minutes. LinkedIn got live too, but you have to apply for it. And they've been a little clunky, and whatever. But you can go live on on any of these other platforms. And because it's live, you have to notify people that that's the case you could schedule a live like on Facebook or Instagram, on YouTube as well. But the best thing is that when people come in because they're sitting around, you know, choose a time when you think people are more most likely to watch like 7am or 4pm, like right before dinner, or when they're sitting around and you know, mid afternoon, mid morning and you want to go for at least seven minutes. Because if you go live for only a minute and a half, by the time people get that notification, and they click there a few minutes later, you're already done. And so there's no opportunity to build engagement, there's no opportunity to have a conversation. Like on Instagram, you can pull in other people into your life. So you're talking about something. And someone else is like, Oh, I know about that topic. And so they can join you you can interview them on the spot, what a great way to create content and let other people know you care about a topic and then get experts on the topic in real time. Hmm.

**Matthew Januszek 62:28**

So it's really the benefit is just is the notification side of things. So if you're, again, talking about thinking about fitness, people that want to close trainers there, so it's just very time relevant updates that you want to share and notifications to let

**Dennis Yu** 62:48

you know, yeah, come check it out. And if you don't have a big list, that's okay. You know, some people they start a YouTube channel they have 35 subscribers, so there's not many people showing up live it is a little bit of a bummer. When you know if you go And it's it's, you know, it's like one person watching. Like one of my friends, I won't name her I see her go live. And I'll just click on it because I want to, you know, see what it is and then I'll realize I'm the only watch only viewer and she can see that. So if I leave, she'll know that I left so then I feel like I stay around and watch right? You

**Matthew Januszek** 63:18

think something's wrong? Oh, damn, I didn't mean to do that. Yeah,

**Dennis Yu** 63:22

it's like, oh, I offended her.

**Matthew Januszek** 63:25

Yeah, okay, so, so so back to the funnel, then. So you've got the Y content, you've got the, at the top, you've got the walk on that. So the how how content in the middle and then at the bottom. That's the sales part is that

**Dennis Yu** 63:43

let's call the what and the what is many different ways of selling, selling can be some kind of call to action, like call me or click on the link below, or fill out the form or hit the message button and I'd love to chat with you. There's many different ways or you can just talk about your product. And then they know naturally, if they click on anything, it's going to bring them to the site, or to a chat bot, or whatever it is, I think the best thing is click to call on Google. And for your local business, you can decide whether you want to send people to a website, or if they just click the button, it rings your phone automatically. But you probably want to run those ads only during the hours that you're going to answer. You don't want to answer the phone at 3am. Or, or worse, you don't want them to click on that thing, and you don't answer and then you just wasted that call.

**Matthew Januszek** 64:27

And that's when you say click to call on Google or you take your people off, say, Facebook and then bring them on to

**Dennis Yu** 64:33

Yeah, you could do that on Facebook, you can run people to messenger, you can run click to call and pretty much any of the networks, right? And it's very simple. Google even has Google Voice and they'll provide you a special phone number for free where it just goes to that phone number. And then it calls whatever number you want, you know that your main number or your cell phone or whatever it might be.

**Matthew Januszek** 64:55

Right. Okay. And how do you like you've talked about the Pepsi and And Coca Cola situation. So how, what are some ways of successfully integrating those two? So you've got your traditional website, which I guess, stayed on on Google is, is there any effective ways to fuse those together? Which which work does I know? Like you say, you don't get Sadie's car into a BMW dealership, etc and Right, right. Yeah. Saying on LinkedIn when I post something, which is a link compared to doing a post that the engagement totally,

**Dennis Yu** 65:31

totally Yeah, yeah, we see people do dumb things like they'll post it you Excuse me? they'll post a YouTube link on Facebook. That that's the driving a BMW to the Mercedes deal you don't do that. If you're on Facebook, you need to upload video to Facebook if you're on YouTube, you need to upload that to YouTube. If you're on LinkedIn, you need to upload that not paste the video from some other format because then the the network's don't like it when you bring in someone else's thing that's like, you know, bringing a Big Mac into Burger King like you don't do that, right? And their algorithm will penalize you for that. And people ask me all the time all I'm posting all these videos on Facebook, like you said, Why isn't it

working? It's because you're posting LinkedIn videos silly, right? or whatever, YouTube videos, so post natively, and then the way all your channels work together. Think about it as three buckets. So you have your website. So that's SEO. That's Google ads. That's search results. You have social media, Facebook, YouTube, Instagram, Twitter, tik tok, Snapchat, all these guys. And then you have email. And email, of course, is your list of email addresses that includes text messaging, so SMS email, just in a simpler format, and all three of these work together. In fact, you're going to use email to bridge the website with social media, right? Because if people aren't social media, and you want people to learn more, right, social media is more like trailers and bumpers like 15 seconds, your score. Like little bits of news, people are not going to sit and watch an hour long video on Instagram. In fact, you can't even do that. And they say, basically a minute, well, you have the limit for ads. And so you're going to, you're going to get them to come to the site through email, or through clicking on links. And then likewise, if they're consuming content on the website, you have informational content. You're doing things like blog posts that embed your YouTube videos or cross you know, because we said you can transcribe and use the same content both ways. They can also engage with you on social and connect with the community. So you can bring people both ways from the web to social use email is that bridge or just bring them straight over either way. So you actually have a balancing act. And some people say, well, the website's way better because you own the properties. You control it and you have all the tracking. Right? And social media is not as good because you have to run ads and it's not yours. It's like rented property building a castle on you know, on sandcastles on the beach, they go away. You don't have control you're renting versus buying The social media people say, well, all the audiences over here and there's no one on the website, so you so it ends up being a great taste less filling thing you actually need both. It's not the one is better than the other. You need both all the social networks and the website because you rely upon search at the bottom of the funnel when people search for your name. When people are looking in local search results when people are driving by and you want that you want to show up in maps or you're dependent or people are searching on YouTube for how to do a kettlebell swing or a great instructor for people that are over 50. And you know, your that's what you specialize in, like whatever or this particular kind of equipment. So you still need this here at the bottom funnel, but you're going to engage people that the top and middle of the funnel, you're going to engage more on social and you're going to sell more on the website people expect on the website to be sold to and you use email to bridge those three. So you actually need all three. And the best way to think about how all three of these work together. Imagine Matthew that we have a tripod, you know, there's a camera that I'm speaking into, and it's on a tripod, it's got three legs, which leg is the most important? Well, you need all three of them. And but people say I don't have time to do the email, and YouTube and all this stuff. And I'll say, you don't need to you produce it once. And then you have Kevin Lee and Fiverr and us and whatever, chop it into lots of pieces you don't you can be everywhere at once one piece of content, you don't have to produce separate content. That's probably the biggest mistake I see in digital marketing. People think they have to produce separate video. That's just why would you do that? That's like saying you you know, let's say you're a musician. You play the guitar and you sing really well, right? Who knows? Maybe you can. And do you produce a, a song for for a stereo system versus you know, the car stereo versus a home stereo, versus a movie theater versus whatever, you know, you can play the same song The even in the you know, in the bathroom as people are paying, you can play that music, you play the music anywhere you can play it off your iPhone, you Why would you produce a? Why would you sing the song differently for each of them, you just make your hit song once, and it automatically works across all the platforms, right.

#### **Matthew Januszek 70:17**

So when the when the the sort of coming, I get back to the beginning and then in terms of content, which was a lot of the questions I've been getting, so what do we do with you know, with the corona situation and, and our message what what, what you seem to be saying is look at the moment, you've got 3d content. And the key thing is that you're, you're doing what you would normally do in terms of why, you know, this is what I'm about and what I'm going through at the moment. So you know, that's just why, yeah, we've got a you've got the house, which is how we're doing what we're doing. So you know, this is how we were looking out for our staff, you know, cleaning the facilities, etc.

#### **Dennis Yu 70:59**

And then producing anything, not just business, not just for your gym, anything that humanizes you, and it's not just you, it's not just your employees, it's anyone it's partners, its customers. It's, you know, the mayor of the town, like it's whoever you can get content with. But the key is, it has to be told by people not through stock art, it has to be video with these people talking, where you see their face explaining something.

#### **Matthew Januszek 71:25**

And for those people that have not followed everybody, I know there's some, some businesses around there would, would you also as well as the owners of the companies should be getting out and now indicating, is this something that people should encourage their their staff to do? That's really,

**Dennis Yu 71:42**

yeah, a lot of people will say it's, it's not it, not me. So if you're the owner, and you don't like you'd rather have a, you know, a model, do it. That's not the right answer. Because you have a particular angle, you have particular expertise. You have particular things that you can talk about, and then that matters. trainer certainly talking about how to do these certain exercises and how to sell and all that, but you wouldn't expect the trainer to be talking about how they're running their business and about what's going on in the local economy. And about you know, what they're doing it at home to, you know, for their nutrition or like, everyone has a particular point of view, how would get customers on the zoom and ask them how they're doing? Not just a testimonial, but actually trying to tell their story trying to get their expertise. Anybody who has expertise anybody who has a story I pull them on whether or not it has anything to do with health and fitness.

**Matthew Januszek 72:36**

So with all these this stuff in this machine learning why how where does that leave? agent is like blitzing, is that done you guys out of out of a job now or what? What part do you play in helping companies and in you know, depending on the position they're in.

**Dennis Yu 72:54**

So I put out a lot of free training because we know the businesses are hurting and not everyone can afford an agency. Nor do they need an agency they, they need one thing. They need this, they need their phone. So they can make a bunch of these 15 second videos like I just showed you to reply with video. But if they want coaching, then they can certainly get that in our program. It's a team Blitz nation calm. We have a one year program where people can go through courses, we put a plan together for them and give them lightweight help like group support. But most of the content that we have Matthew, as you guys know, just Google my name, or Google Blitz metrics, you'll see most of the content we have out there for free already. So if you just want to learn how to do it, you can get almost everything on the internet for free, right? Just go to YouTube, do a search, you'll see it's there.

**Matthew Januszek 73:39**

And then in terms of if, if it's a bigger organization, and they're you know, they need some help in all the different parts like what you've said is is great and we've we've certain way we started. We got our teams on these workshops, they learn about it and then we kind of got you into be more consultants. So are you, you take on other clients?

**Dennis Yu 74:02**

Yeah, if you're a team, then you're going to need a process like this to govern what the team does, right? For those of you who have to coordinate where you have someone who's in charge of the website, SEO, PPC, you have a videographer, you have different people with different locations and different products. So this, this is something that we would love to if you're running a larger organization, and larger, I mean, say a million dollars plus per year in turnover, then this is something I would love to share with you. And then you can apply it you can have your maybe you have a digital marketing manager or director of marketing, and they can apply these checklists. Everything we have is checklists. There's a checklist for how you edit a video. Here's a checklist for how you produce a post. Here's a checklist, as you know, right? There's a checklist for how we have a meeting. There's checklists for all these things. And we believe that when you run according to the checklist, you're automatically avoiding the most common boneheaded problems that we see people make Yeah, I mean, here it is like it doesn't cost me anything to give you this thing that we've invested several million dollars into producing. Why not? Right? Or you could just wing it and see what happens.

**Matthew Januszek 75:14**

Okay, well, we'll put some links to you and your workshops as well in the in the notes. And what do we like to do? Like you said, create blogs and social media? Yeah, I'm sure lots of people have seen that. And that for us is our why content as you as you talked about. So, so it's not the final question then just as a bit of, I guess I'll call it a bit light hearted at the end, but just to sort of change the gear from a lot of the practical stuff we've been talking about. So what's what's your views then on? You know, us at the moment, I guess,

with what's going on in the world with the stories about Corona and the political side of things and you know, lectins and that sort of stuff. What's your views on social media? In terms of, you know, what content, though, and how censored these these big organizations are, you know, are, you know, are we sort of losing a lot of, you know, the freedom that these social networks, I guess, you know, used to be able to give us and all we need from ourself, you know, there's certain things you can put. I know, I did a post just as an example talking about guns. And, you know, that was wasn't allowed to be boosted as an example. You know, our social media agent, organizations, you know, so big that they're now controlling with the dialogue and yeah, buddy like government's behind them, allowing it, what's your view on that host situation?

**Dennis Yu 76:46**

That is a tough one. That's a lot of nuance, and I've been on TV, like on CNN in front of three and a half million people live talking about stuff like this. I got to be careful and how exactly i phrase it, but I'll tell you this way, the The question is, do guns kill people? Or do people kill people? And does the media control people or that is the media reflecting back what the people want to hear? So it's it's it's not one or the other. They're both true. That's the correct answer. And so when we think about censorship, and people that are spreading things that could be deemed as conspiracy theory or fake news, are the social networks liable, in the same way that a newspaper would be liable for saying that a celebrity is dead, but they're really not? Or that you know, some crazy thing I can tell you. I've seen hundreds of these crazy things pop up in the last week, that the governments are now not just United States, but the UK, and especially Germany and Canada, are holding the social networks accountable as if they were a publisher, meaning a newspaper, even though it's content that's published by someone else. And then you have organizations like the World Health Organization, which arguably is biased Because of who's controlling it, that are saying, here's the latest guidelines. And here's the guidelines from the CDC and Trump and then the states are saying something different than what the federal government say. So then who really is the arbiter of what's legit or what's fake news? That is a very, very difficult problem. I've posted some things about Coronavirus that then got blocked where it said this, this article is fake news. Right. And I have friends that have posted things that are actual fact based. I have a friend who was Obama's advisor on medical issues and he's posting stuff around Wu Han and, and gain a function research on things that were published by the scientist that was funded by the US government and that's being marked as fake news. Well, it's published by the government funded by the government. It's not fake news. It's reputable sources. These are research journals. It's not fake news. Right? So it's hard because when we feel like the, the media and the social networks are controlling what we can see so it Looks like a First Amendment problem. So it's tough because Facebook doesn't and Google and these other guys, they don't want to be liable. They also want to protect people from saying that, you know, it's Elvis and aliens that are behind Coronavirus and really, you know, the Coronavirus is Elvis reincarnated or I don't know, like crazy things like some stuff is like, obviously crazy. But some stuff is actually legitimately news because whenever there's a whenever there's a situation like there's, you know, crisis, there's going to be people that want to take advantage of it and profit. Is that conspiracy? No, this has always been the case that people are going to try to do the best they can. Is it because they're all colluding? No. Because they, if you're a smart businessman, and you are the richest man in the world, and you know that, that viruses are going to be a big deal. Certainly in 2012 2013. You're going to start funding things like that. And if you happen to find a way to do that and monetize it, does that make you evil? Not necessarily. It makes you a smart businessman. And the same department business management and do smart businessman sorts of things. So what are you going to do about that? Right? Or that certain companies got that paycheck Protection Program loans, and a lot of small businesses didn't, that there's nothing inherently evil about that. Right? And certainly is bad because small businesses like us didn't get any money yet. We submit our application, we did everything the right way. And we're going to see what social networks is. Increasingly there's going to be polarization. So I'd ask you, Matthew, when was the last time you saw a social media post of someone who had the opposite political view is you and you're like, you know what, that person's right? I'm gonna change my mind now. Never. Right. And whenever there's a crisis, social media creates polarization. So whoever is leaning more, right is going to be even more right? whoever's leaning left is going to be even more left. And the reason why is something called the filter bubble. So the filter bubble is well researched. You can Google it. There's a great article, New York Times and The Wall Street Journal about how that works. And that is it, people are because of cognitive bias, they want to be around other people who believe the same thing. So then their news feed is populated with more and more people who believe that very thing. So then people get the idea that everyone else must believe that thing too. And really, the system's trying to feed you what you want. So if you if you're an eight year old and you like chocolate chip ice cream, then the system is going to keep delivering you chocolate chip ice cream, and the world from your point of view is just chocolate chip ice cream. You don't realize there's all these other flavors of ice cream, and there's things besides ice cream,

there's broccoli, and brussel sprouts, but you never see that because the system feeds you what you want. So is are you gonna blame the system for giving you what you want? That's ultimately the question.

**Matthew Januszek 81:41**

So what do you what do you know what do you what are you seeing going because that with what you spoke about earlier, the machine learning is getting more and more sophisticated. The, I guess the government's concerned about the power I suppose with people with opposing views because that can create you know, huge Part of ization and scouting, you know, if you sort of thought about you know what, where that can end? Or is it just you know, Will people? Will there be others more independent social platforms out? Where do you Where do you see this all going not necessarily just from a business perspective but just as a from you know, from an information

**Dennis Yu 82:19**

source rarely. Have you seen the movie idiocracy?

**Matthew Januszek 82:22**

I haven't No, I mean to catch up on my movies, I think

**Dennis Yu 82:25**

that's where we're going. It's where people have become so lazy and entitled, the idea of a feed is like an IV feed. So if you're too lazy to get up, and you just have this too, but it's straight into your arm, and you're just sitting on the couch and the mechanical robot arm feeds you the mechanical you have the remote in your hand You don't have to go you're like basically glued in morphed melded in to your, you know, lazy boy. That's where things are going. And when people trade convenience, for freedom, they don't they deserve neither, as you probably have heard. So, idiocracy is a movie that talks about that. And I think that's leading us towards a brave new world situation as opposed to a 1984. Big Brother situation. You know, we were afraid the last 30 years that it would be big brother, like a Soviet Russia, or China that had so much surveillance that they were monitoring with the people they're doing. And that's actually not the case, we have the exact opposite, which is, big brother is us Big brother is all of us on social media. And it's because of our own biases, because we get fed more and more of our belief that anyone who's in a fringe group won't believe they're fringe because it social media is an aggregator of all the people have a common belief. So they feel like they're part of the majority in whatever is their majority. And that's a very dangerous thing. And I think it's going to lead to the end of democracy, or at least of the current US hegemony, right, and you look at the rise and fall of the great powers. There's a book by that title. And it says every major civilization went through a particular cycle where, you know, they started with great hope They had prosperity, then they became complacent. And then people, you know, the government was bankrupted because of so much large so politicians who promise more and more things because that's what happens in a democracy until eventually, the government runs out of funds and you have anarchy again and you start the cycle and every great society whether it was the the Russians or the Ottomans, or the British Empire, the Greek empire that you right now we have the American Empire, because of what you see with technology now. This is the inevitable beginning of the end for the American Empire. And I'm I was born in Dayton, Ohio, I'm a US citizen, I'm patriotic like everybody else. But you cannot. You cannot beat history with every civilization that's ever happened. And so you see, social media is an accelerant. It is if you got a fire and you're squeezing more gasoline on it. That's what's going on with social media. The fire is still going to burn it's just going to burn faster and harder because of social media.

**Matthew Januszek 85:01**

Interesting. Well, we could, I think, a certainly a podcast on its own about that.

**Dennis Yu 85:06**

And I'm not an n times, you know, Doomsday Armageddon kind of person, I'm just saying that things are moving towards a new world power. And if you look at in the last, say 500 years, how many times there's been a shift to a new world power, I want to say it was 14 times, and 12 of those 14 times when there's been a shift to a new world power, there's been a war. So right now there's a shift in power from the US to China and China's about to be the new world based on GDP based on like any other factor, you want to look at China's about to be the power, and the only one they don't have is military power. And so the question is, are we going to have a war? And what role does social media gonna play in it? And what kinds of things are we going to see? Because, you know, the top leaders in US and China they know what's going on, but they're playing a game with the public doesn't know so you see a lot of public going on. So how

what are you going to see in social media that's going to cause people to believe one thing or another? Or will it be manipulated, you see how easy it is for the Russians to be able to manipulate us in the United States? Very easy. I know it's possible because that's what we do for a living is manipulate how people feel about a particular topic. And it's very easy. You can create a bunch of fake profiles, you can run ads on a particular video and it goes viral. Right? We've been behind dozens of viral videos. Every column marketing all are all advertising and marketing is manipulation at a certain point, isn't it? Yeah,

**Matthew Januszek** 86:34

I guess that's the scary thing about social media now the power of you know, once you Yes, then from a business perspective, if you get the recipe the ability to influence is is huge. Without people realizing as you said, they're actually being influenced and I suppose you know, if you if you have, you know, a lot of money and an agenda. It's very easy to, as you said, you know, with some of these dumb devices or make made see dumb devices has suddenly they're saying what what you think and I guess, you know, situation in the world today with COVID. I think that,

**Dennis Yu** 87:09

you know, it doesn't take a lot of money. It doesn't take sophistication, because the sophistication lives with the network's. So you remember last week, there are a bunch of people in united states that organized in front of a different state capitals, saying, you know, it is not constitutional to make a stay home and we have a right to be able to assemble and go to church and do the things we're going to do. Do you remember just all of a sudden, last Sunday, all these people got together? All these states remember, and the news covered it and it became a big deal, right? But if you trace that all the way back to who organized that and traced those groups back to where those groups were funded, they were all covered up except one of the groups I want to say it was in Atlanta, didn't cover their tracks properly. And you realize that was actually one group that organized all of those, but they made it seem like it was a big crowd movement. If you if you go to political rallies, And you see that, you know, there's Trump or Bernie or whoever, I'm not political. I don't believe in one side or the other. I form my own opinion. But you'll see a rally and all these people are cheering in the background behind the candidate. They're holding all the signs right? Do you think those people printed those signs? Do you think that those who those people were there just magically Are you know, they came that No, those those were all handpick people, and all the signs were given to them. And that's not conspiracy. That is how it's done. Do you know the most reality TV is scripted? It's not real. We've done a lot of social media work for like TBS, where they're doing things like you know, parking wars, or they have these. A lot of these things are set up for conflict. Right. So it could be like a kitchen confidential or, you know, Gordon Ramsay comes in and yells at the like, at the kitchen owner for being so bad or whatever it is, right? Those are all scripted. You know that right? That blew my mind. Like I thought I was smart because we had WWE as a client for a few years right Vince McMahon and the whole wrestling thing and I I laughed at other people because I thought these people, they're so dumb, they don't realize that the whole thing is scripted. So I thought I was so smart. And then I got involved in behind the scenes with a lot of major media on the big shows. And I'm like, Oh, I didn't realize that was scripted, too. And I talked to the marketing folks there and the people who produced and they said, of course, is scripted, because you're not just going to point a camera and automatically have conflict. We need to create the conflict and tell the people what lines to say. Is that manipulation? No, it's entertainment. When you see Tom Cruise in a movie, give say those lines. Those are scripted.

89:35

Hmm.

**Matthew Januszek** 89:37

Wow, well, powerful stuff. So I guess the lesson is just just use it stick, stick to business.

89:46

Get to real, don't be scripted.

**Matthew Januszek** 89:50

Yeah. That's an interesting, interesting place to end there. So well, Dennis. Thank thanks so much. You know, I've learned I've been learning from you for a long time and every time I speak to you I learn something new. And I certainly recommend the the workshops and courses that you do because you know, we've had people at different levels in our business and I've used them and just just the basic philosophy

that we've covered here today's is pretty useful. I think it kind of gets people along the road without a lot of money and you know, being ripped off

**Dennis Yu** 90:28

here, this is for free. Reach out to me, I will give you all of this training for free and you can implement it you can hire your own people to go through it, I want to give it to you. And if you want to hire us for coaching or for implementation, then we're happy to help you but when things are in crisis, now is not the time to sell overpriced hand sanitizer or to gouge people or take advantage. I think now is the time if you have expertise, share it for free.

**Matthew Januszek** 90:57

Fantastic. Well, Dennis, it's been a great day. great conversation today. Thanks for everything you've done. And I hope this has been useful to a lot of people and we'll share all your details your link so people can get in touch with you directly. And I would say if nothing else, it's certainly worth there connecting with Dennis and taking advantage of some of these free materials because as I've said, we've we've got a lot of value. And I'm sure people listening to this have picked up on escape via some of the stuff that these guys have been doing in the background. So thanks again and I look forward to sitting down with you for a good steak once this whole situation is over.

**Dennis Yu** 91:36

Thank you, Matthew. And thank everybody I'm glad to spend time with you.

**Matthew Januszek** 91:40

Thank you Dennis.