

ResultFlow™

The Big Picture




Content Marketing

- Content Creation
- Content Posting
- Content Promotion
- Consistently!



Warning – but Relax!

- What Follows Will Look Huge and Scary
- That's the Part ResultFlow Does for You!
- For Your Part, Look for this icon: 



Content Creation

- Curation
 - Find Stories that are Already Popular (👤)
 - It's Not About You, It's About Your Prospect
 - Cheap and Pletifull to Fill Your Marketing Funnel
- Origination (👤)
 - Longer “Features” to Voice Your Unique Brand
 - Promotions and Offers
 - More Costly, but *Far* Fewer are Needed

Content Posting

- Social Media
 - Content Drives Audience Growth, Engagement, and Clicks to Your Site
- Your Blog
 - Ongoing Fresh Content Drives Search
 - Blog Content Drives Site Engagement




Content Promotion

- Organic is Not Enough
- Promotion Must be Targeted
- Different Content for Different Audiences
- Retargeting is Massively Effective



Consistency Via Automation!

- All You Do is Pick Stories ()
- ResultFlow Creates Unique Content
- ResultFlow Posts to your Blog
- ResultFlow Posts to Social Media
- ResultFlow Promotes to the Right Audiences



Content Curation



Curation with ResultFlow

- Pick stories of interest to your market (👤)
- Select one of two content types (👤)
- ResultFlow does the rest



We Create Two Types of Content

Quotes – Stories that are shared only on Facebook with an introductory quote selected by one of our writers. Quotes link back to the original source.

Rich Summaries – Stories that have been summarized and formatted to post on your blog, then shared to Facebook.



Audience Growth is the Result


Quotes – While quotes link back to the original source, every person who clicks on a quote post is added to **your** Page Audience for retargeting.


Rich Summaries – Every person who clicks through to your website will be added to your Pixel Audience for retargeting.





Grow Your Facebook Page Audience


 Create and Post Rich Summary


 Create and post video abstract

 Create and promote link quote








 Promote post to bottom of funnel

 Promote post to middle of funnel

 Repeat post to bottom of funnel

 Repeat post to middle of funnel

Populate and Promote Your Blog

-  Create and Post Rich Summary
-  Create and post video abstract
-  Create and promote link quote
-  Promote post to bottom of funnel
-  Promote post to middle of funnel
-  Repeat post to bottom of funnel
-  Repeat post to middle of funnel



Content Origination



You Should Create *Some* Content (👤)

- Features – Longer posts that highlight how you are different
- Promotions – Straight up selling messages
- *ResultFlow Automatically Promotes Your Messages to the Right Audiences*



Promote Your Content Once

- 📁 Create and Post Rich Summary
- 📁 Create and post video abstract
- 📁 Create and promote link quote
- 📁 Promote post to bottom of funnel
- 📁 Promote post to middle of funnel
- 📁 Repeat post to bottom of funnel
- 📁 Repeat post to middle of funnel



Set Content to Repeat on Schedule

- 📁 Create and Post Rich Summary
- 📁 Create and post video abstract
- 📁 Create and promote link quote
- 📁 Promote post to bottom of funnel
- 📁 Promote post to middle of funnel
- 📁 Repeat post to bottom of funnel
- 📁 Repeat post to middle of funnel



Content Posting and Promotion



Your Escape from Button Pushing

- ResultFlow Posts to Your Blog
- ResultFlow Posts to Your Social Channels
- ResultFlow Runs Your Facebook Ads
 - The Right Content, to the Right Audience
 - Starting and Stopping Ads on Schedule



ResultFlow automatically creates all the audiences, campaigns, and ad sets

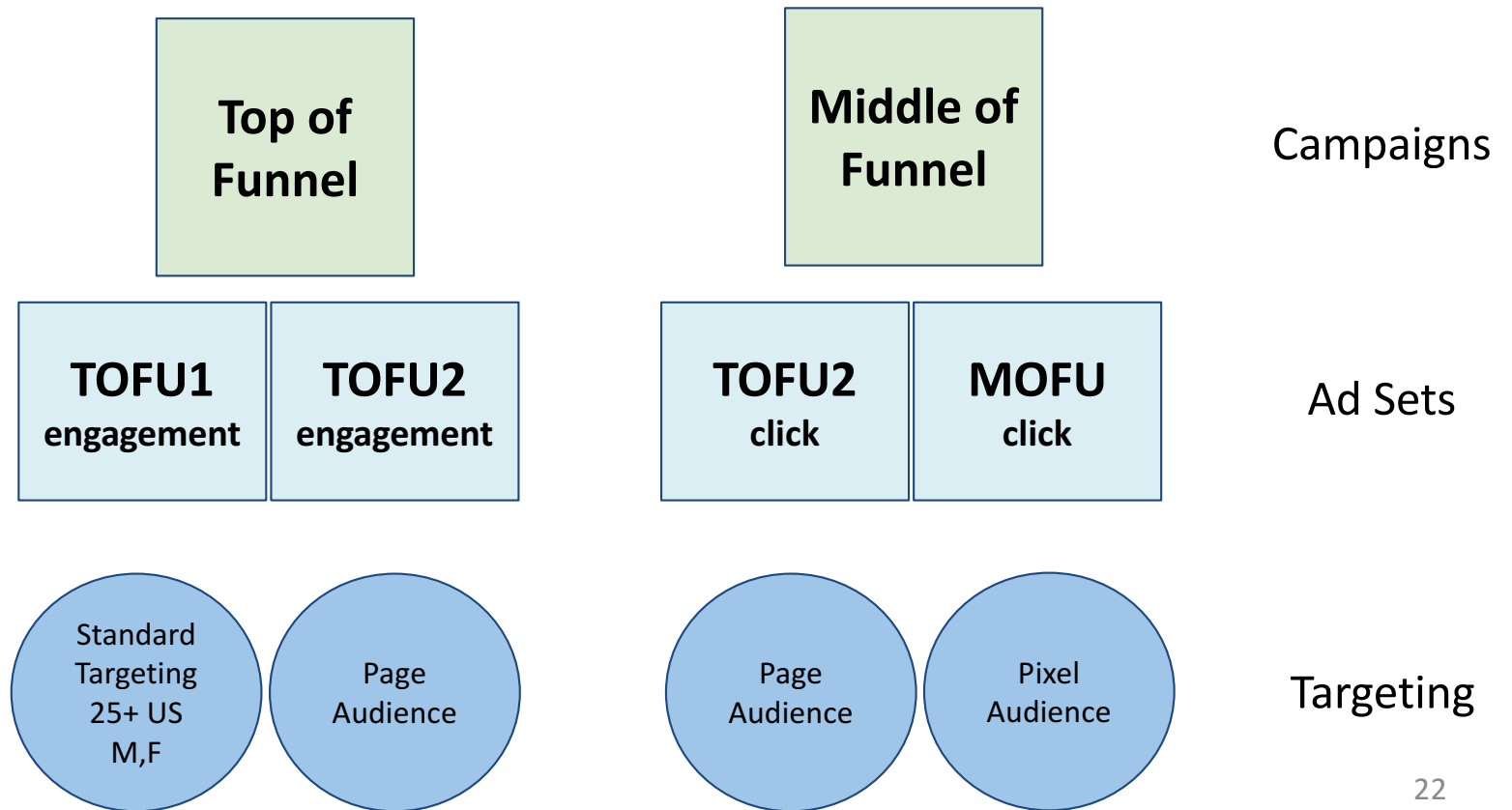


The Full Marketing + Sales Funnel

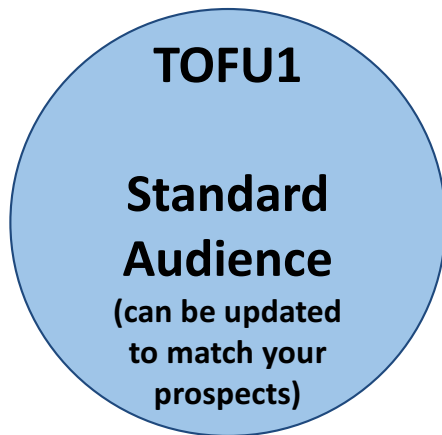


1. Your “Avatar” has never heard of you, but they *might* want to, and you owe it to them to make the introduction
2. Those people engaged with something that suggests they could someday be your customer, so let’s talk to them more
3. They visited your website! This is where marketing becomes sales
4. We don’t do this, but you should!
5. Conversion is on you too, but we automate the first 3 steps so you can focus where it matters most!

The Facebook Setup in Detail



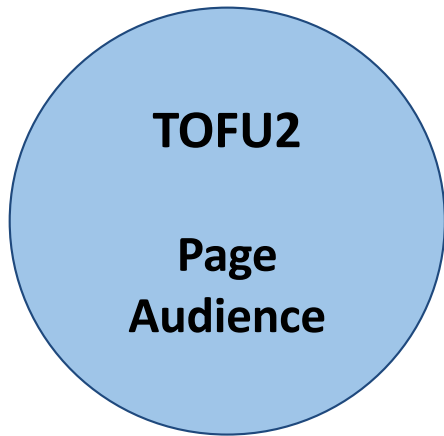
Top of Funnel – TOFU1



Some standard targeting is automatically created during setup. You should then enhance that targeting to include the demographics and interests of your prospective clients and customers



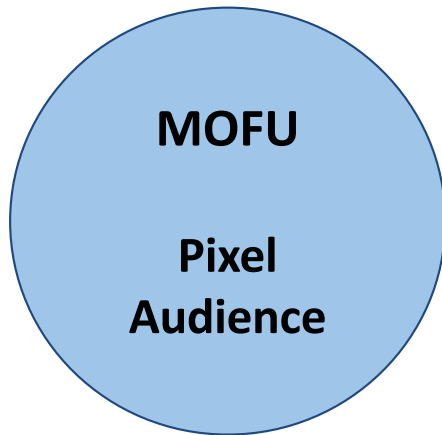
Top of Funnel Engaged – TOFU2



Automatically created during setup.
When someone clicks, likes, shares, or comments on any post or your page, they'll be added to your Facebook page audience.



Middle of Funnel – MOFU



Automatically created during setup.
Once you add the Facebook Pixel to your website and blog, whenever someone visits your site, they'll be automatically added to this audience, no matter the source of the traffic.



Content Targeting

Quotes –“Dog Whistle” content are promoted to engage NEW customers (TOFU1) and re-engage your Facebook Page Audience (TOFU2)

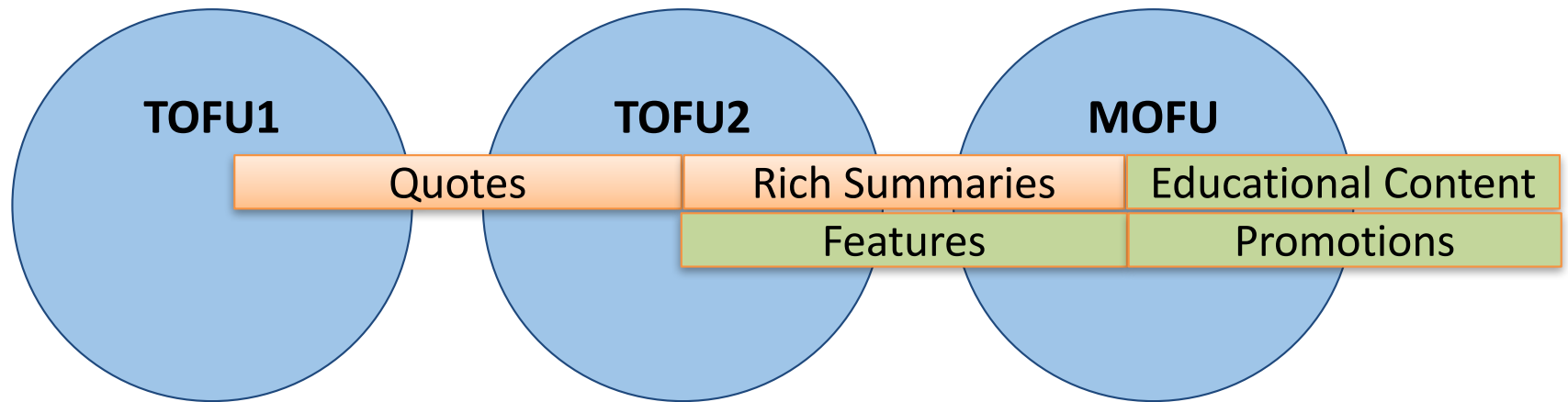
Rich Summaries – Drive Facebook Engaged users (TOFU2) to your blog and retarget site visitors (MOFU) to return

Features – Augment Rich Summaries with your own content

Promotions – Present selling messages to your most highly engaged (MOFU and BOFU)



Content Types and Promotion



ResultFlow Created

Client Created

Getting Started



One-Time Setup – 30 minutes

- Authorize Facebook and Twitter
- Enter Your Blog Credentials
- Setup Your Venues
- Find and Select Content Sources
- Pick 2-4 Items for Top of Funnel
- Pick 2-4 Items for Middle of Funnel
- See it Working in Just 24-36 Hours!



Weekly Operation – 20 minutes

- Pick Stories
 - Top of Funnel Runs 1/day so pick 10 to be safe
 - Middle of Funnel is every other day so pick 4-5
- Don't break stuff
 - Changing your passwords breaks ResultFlow
- Check Your Stats, but Don't Obsess



Getting Help



In-App Chat



How can we help you?

We are offline now

Leave us a message and we will get back to you

Powered by [Chat for Service Desk](#)

[Register](#) | [Log in](#)

[Leave a Message](#)

You have not chatted with us before

facebook setup

Showing 10 results from our knowledge base

[ResultFlow Simple Setup](#)

to **Facebook** and **setup** your campaigns & audiences by using the new Execute Automated **Setup** feature. 1. ResultFlow Overview 2. The Support Chat Bug 3. ResultFlow Initial **Setup** 4. Selecting Content Sources 5. Selecting Stories for Quotes and Rich Summaries 6. Automated **Setup** and Important **Facebook** Adjustments

[Set Up Tracking and Measurement](#)

Knowledge-base



Private Slack Channel

#resultflowinsiders

146 | 1 | Add a topic

Thursday, September 5th

Michelle 10:59 AM
Welcome to #resultflowinsiders @Arjen. I know we have a few users who implement some affiliate plans. I'll let them speak up.

Arjen 11:06 AM
Thanks @michelle really appreciate that 😊

Tuesday, September 10th

Brett Kraiger 9:31 PM
Hi all. Long time no see. For various reasons I have been away from the game for some time. Looking to get back going again. Can anyone tell me if M3 is still a "thing" and if there is updated training on how to use it now that we are not publishing abstracts to the blog. TIA.

2 replies Last reply 14 days ago

Thursday, September 12th

Leslie Rohde 10:45 AM
@channel - I have version 5.3.2 ready to release a bit later today. You'll experience the usual 2-3 minutes of downtime this afternoon. This is a small, but pretty important, bug fix that I'll post to release notes shortly.

Friday, September 13th

Peter Julian 5:59 PM
@leslierohde Howdy, added a few feeds in the 3rd party content folder but the folder hasn't populated with stories yet. Been about 3 hours. Not paused and all check green. Is there a time lag from adding to populating?

11 replies Last reply 11 days ago

Sunday, September 15th

Gregw-healthstatus 9:10 PM
I have gotten a couple of complaints from Turkers about good content being rejected, is there a way I can see what the other turkers rejected?

1 reply 2 days ago

Tuesday, September 17th

Message #resultflowinsiders

Click here to contact support. 32