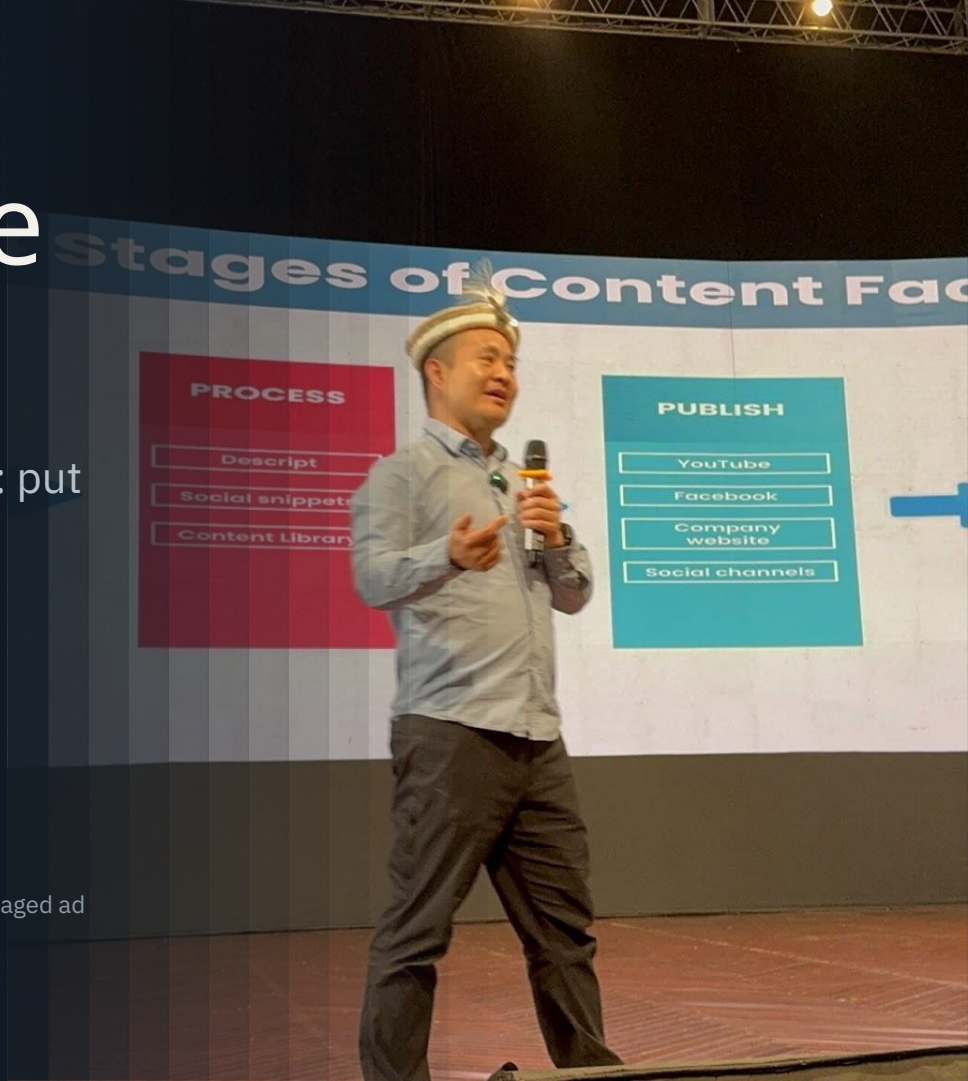
DIGIMARCON WORLD LAS VEGAS 2026 · DAY 2

One Expert, One Hour, $7

Dollar a Day on top of the Content Factory: put a dollar behind the proof your audience already picked.

Produce → Process → Post → Promote



Dennis Yu · Local Service Spotlight

5 November 2026 · Las Vegas · Former Yahoo search engineer · $1B+ in managed ad spend

THE SHIFT

AI made content cheap.
Attention isn’t.
Spend it on proof.

Your audience already tells you which piece is the proof. Your job is to listen, then put a dollar behind it.

SOUND FAMILIAR?

More content.
More channels.
Same team.

Prove it.

WHO THIS IS FOR

You market a local company. Your owner wants calls.

YOUR JOB

One person, many hats

The site, the posts, the ads, the reviews. Often you and an intern.

YOUR BOSS

Every dollar gets asked about

The owner or GM wants calls and booked jobs, not impressions.

YOUR EDGE

The proof is in the field

Your techs, estimators and happy customers beat anything you could write.

WHAT YOU WALK OUT WITH

A 30-day test with one expert and $7

1 · RECORD

One expert, 15 minutes

The owner, a lead tech or an estimator answers what customers ask.

2 · MAKE

1 article, 3 clips

Each one answers a real question your customers already ask.

3 · TEST

One $7 test

A dollar a day for seven days, on the clip your audience picked.

4 · REPORT

A readout your owner reads in 2 minutes

Calls, booked jobs and cost, same window as last month.

The goal isn’t more content. It’s a number your owner trusts: calls and booked jobs.

TODAY · DIGIMARCON LAS VEGAS

How this session works

01

The factory

One recording becomes many assets

02

The dollar

$1 a day for 7 days behind the winners

03

The readout

Kill most tests, scale the few that earn it

04

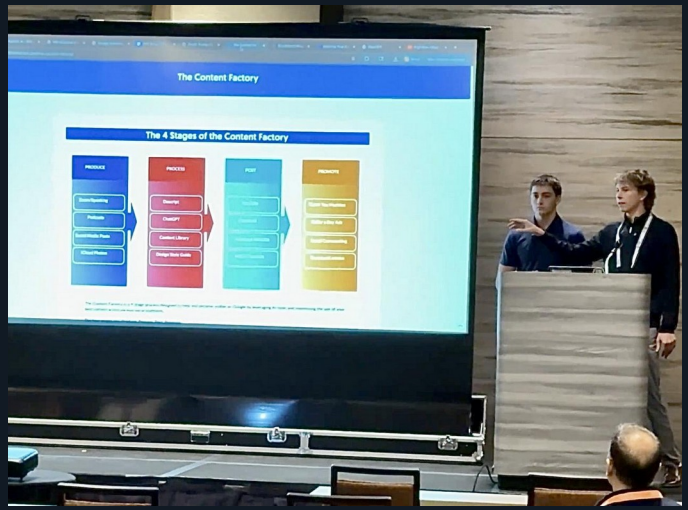
Your next 30 days

A pilot you can pitch on Monday

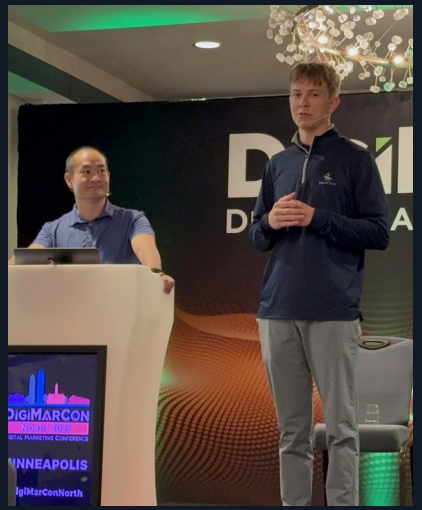
Event page: dennisyu.com/digimarcon

WE’VE TAUGHT THIS AT DIGIMARCON BEFORE

Same method, more rooms



Jack and Dylan teaching the four stages of the Content Factory · DigiMarCon Vegas 2025



Dennis and Jack on stage at DigiMarCon North 2025



The crew at DigiMarCon

The four-stage Content Factory

1 · PRODUCE

Record proof

Interviews, job sites, live teaching

2 · PROCESS

Make useful assets

Transcript, article, clips, evidence

3 · POST

Adapt to the reader

Company site, LinkedIn, YouTube

4 · PROMOTE

Amplify a winner

Organic signal first, then Dollar a Day

Before: plumbing · access · naming · tracking · permission

After: MAA improves every cycle

Today we zoom in on stage 4. The dollar only works because stages 1 to 3 already handed it something worth promoting.

PHOTO

Dennis with Damon Wee and the Marina Bay Sands marketing team

With Damon Wee and the Marina Bay Sands marketing team, Singapore. Learning together, not an endorsement.

START HERE

Your best content is already inside your company

Experts. Customers. Frontline wins.

Record them. Don’t prompt them.

At a local company that’s the owner, the lead tech, the estimator and the customer who’ll say it on camera.



Ken Okazaki and me. An interview gives the factory a human voice.

STAGE 1 · PRODUCE

Record proof, not prompts

1 Who do you help?

2 How do you solve it?

3 What’s the proof?

Fifteen minutes with one expert. Keep the original recording.

STAGE 2 · PROCESS

One recording, many useful answers



1 recording

Named speakers · saved transcript · timestamps

→

- **One definitive article**
  Preserves the whole story
- **Three short clips**
  One complete lesson each: your future ads
- **A diagram or still**
  Explains the method at a glance
- **One follow-up email**
  A useful next step for the people who engage



Jack Wendt and me teaching the Topic Wheel at DigiMarCon Minneapolis.

3 · POST

Give every audience its own doorway

Company site
explains the service

Owner’s LinkedIn
tells the lesson

Partner or trade site
gives its readers context

SAME SOURCE · DIFFERENT READER

One recording, four audiences



Funeral Home Exit
Owners preparing to sell

DennisYu.com
Founders and succession

BlitzMetrics
Valuation and marketing

Local Service Spotlight
Local-service application

Four live articles, 12 contextual links between them. Each answers a different reader’s question.

Outputs, not proof of revenue. Read the full Cody Jones case (link also on the event page).

SAME MACHINE · YOUR COMPANY

ILLUSTRATIVE

One expert. Many doorways.

HVAC COMPANY

Lead tech: why an AC freezes up in July

→ Service page · owner's post · 3 clips · FAQ

ROOFING COMPANY

Estimator walks a storm-damaged roof

→ Insurance-claim explainer · neighbor mailer · reels

DENTAL PRACTICE

Dentist explains what an implant consult covers

→ Patient article · Google post · short video · email

LANDSCAPER

Owner on what to plant in a dry summer

→ Seasonal guide · HOA newsletter · clips · LinkedIn

PHOTO

The DealCon Austin group photo, October 2026 (in your Drive; drop it in here)

The DealCon Austin crowd, October 2026. Every one of these conversations can become a recording.

CASE · HARRY GOLD

Expertise becomes a library

1 interview · 1h 41m

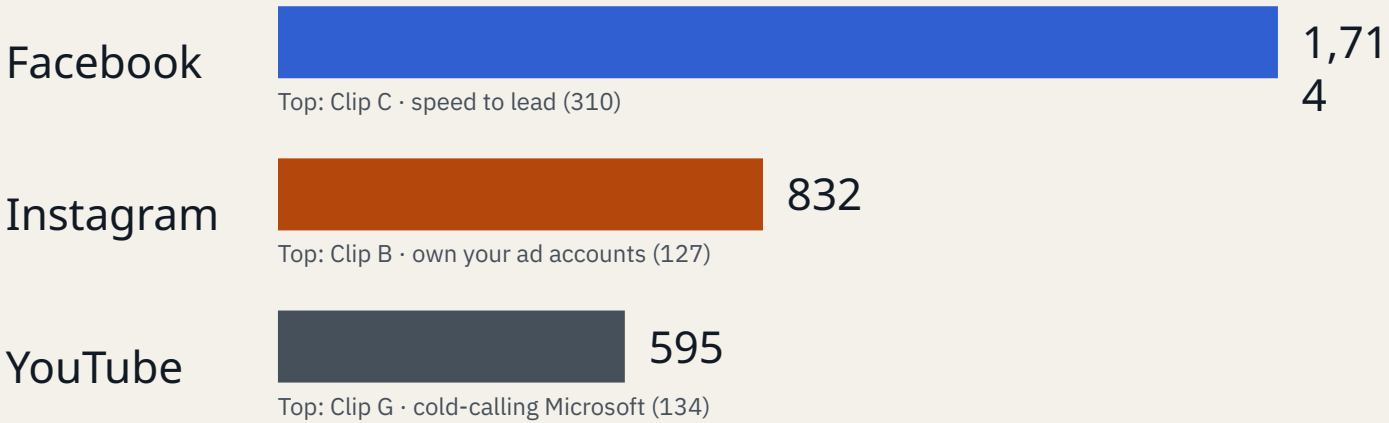
7 clips + article

4 platforms

$0 boosted · organic first

Before a single dollar, the platforms had already started voting.

Platforms pick different winners



Harry Gold case snapshot: 3,141 organic clip views. Views, not unique people, leads or revenue.

The Rule of 10

10%

engagement rate

The bar a post clears before it earns a dollar.

10

snippets from 1 interview

One recording should feed the whole week.

1 in 10

ads is a winner

So you test ten cheaply to find the one.

From Dennis’s Dollar a Day playbook (DigiMarCon deck, 2023). Rules of thumb, not guarantees.

Put a small, approved budget behind the winner

One creative. One audience. One buyer action. A stop rule before you start.



Why a dollar is enough

Small money buys real signal

Seven days at a dollar shows you which approved message deserves a real budget.

Money can’t rescue a weak post

A hook that failed at $0 fails at $100. Boosting amplifies a winner; it doesn’t create one.

The byproduct is the asset

Everyone who watches joins your retargeting pool: the warm audience for your next offer.

You don’t need the factory running to start

STEP 1

Look back 60 to 90 days

Every organic post you already published is a vote you already have.

STEP 2

Rank by real engagement

Comments, shares, watch time. Not raw impressions.

STEP 3

Boost the top five

$1 a day for 7 days each. The factory feeds you new ones later.

Boost what you’ve already posted. Once the factory runs, it refills the queue every week.

02 · THE DOLLAR · AIM IT WITH GCT

Goal first, content second, targeting last

G · GOAL

What is this boost for?

Leads, a retargeting pool or authority

C · CONTENT

The proven post

The clip the audience already picked

T · TARGETING

Who sees it, chosen last

No audience fixes a post with nothing to say

FILL IN BEFORE YOU SPEND

We help **[audience]** achieve **[outcome]** using **[technique]**. Next action: **[one action]**, measured by **[metric]**.

Plumbing before the factory

Boosting without a pixel is reach you can’t retarget. Check these once, then every test reuses them.

- **Pixel and analytics**
  The buyer action is tracked and a baseline recorded
- **Saved audiences**
  Engagers and site visitors, ready to retarget
- **Access you own**
  Your ad account, your page, your billing
- **Naming and source links**
  Every ad traces back to its clip and recording
- **Permission**
  The expert and the client approved the claim

02 · THE DOLLAR

The Dollar a Day rules

01

Boost only proven organic

Rank recent posts by comments, shares and watch time.

02

$1 a day, 7 days, per post

Pick the top five. Small money buys real signal.

03

Write the stop rule first

Set the kill metric and cap before launch.

04

Day 7: kill the bottom 90%

No sunk-cost stories. Most tests should die.

05

Winners: $30 over 30 days

Thirty dollars in total, not per day.

06

Grow in separate tests

New audiences and bigger budgets each get their own approval.

Interview clips go first, after they prove it

YES

A useful exchange that earned engagement

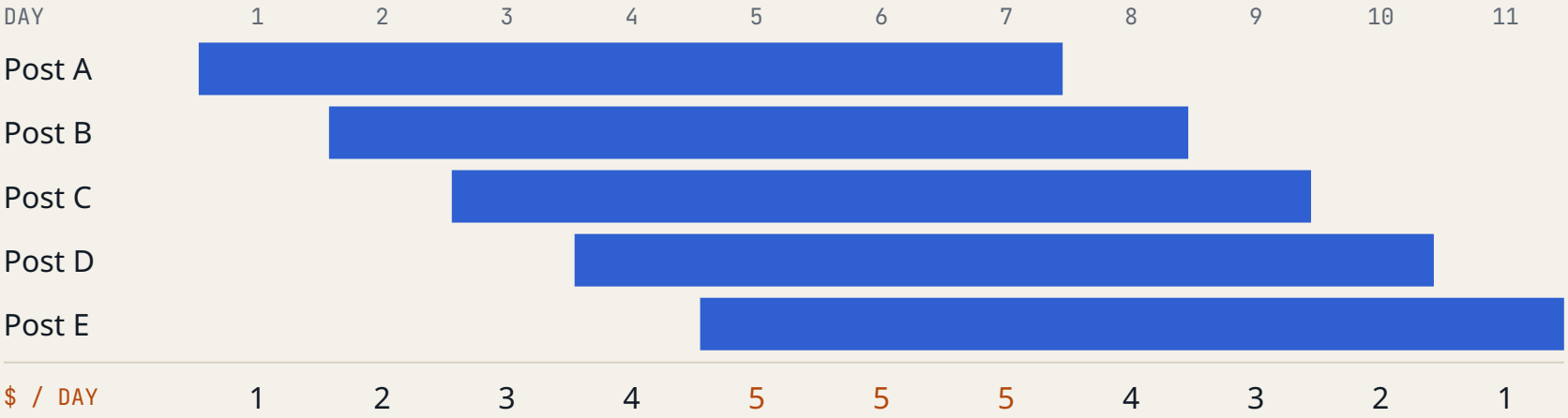
A real question, a clear answer, a named expert, and the audience already reacted.

NOT YET

A famous guest by themselves

A recognizable name is inventory, not proof. Fame isn’t targeting or a reason to spend.

Five posts, one new test a day



5 posts × $7 = $35

Daily spend peaks at $5. Each post gets its own day-7 read. Illustrative arithmetic, not a forecast.

The whole first month fits on a receipt

5 tests × $1 × 7 days	$35
1 winner × $30 over 30 days	$30
First month, all in	$65

Compare that with one month of a single local radio spot, or one trade-show booth.

Illustrative arithmetic, not a forecast. Your total depends on what's approved and what wins.

Read every test with MAA

METRICS

What happened?

CPM, click-through, cost per engagement, watch time.

ANALYSIS

Why?

Was it the hook, the audience or the offer?

ACTION

What now?

Kill it, re-cut the hook, or scale it.

Don’t pick a winner from total views alone. Test relevance and the buyer’s next action.

When a test dies, it’s usually one of two things

LOW WATCH TIME

The hook

People scrolled past in the first seconds. Re-cut the opening, not the budget.

WATCHED, DIDN’T ACT

Authority

The speaker or the page hasn’t earned trust yet. Add proof: a real job, a real customer, a real name.

More money fixes neither. Fix the hook or the proof, then test again at $1 a day.

Kill losers fast. Pour fuel on unicorns.



The bottom 90%

Stop them on day 7. No sunk-cost stories. Re-cut a hook only if the analysis says why.

The winner

$30 over 30 days. Then test it against a new audience or a higher budget, one change at a time.

Warm first, cold last

1 · WARM

People who already know you

Video viewers, page and profile engagers, site visitors from your pixel

2 · ADJACENT

The guest's audience

Only when the clip holds a real, relevant exchange. Fame alone is not targeting.

3 · COLD

Lookalikes of converters

Only after a winner proves itself warm

Every boost grows the pool

The people who watched are the warm audience for your next offer. That pool compounds.

Inspect the whole chain

PHOTO

Content Factory diagram for David Carroll: one 56-minute interview, processed, posted on five platforms, promoted with Dollar a Day

Every asset traces back to one source

Produce, Process, Post, then Dollar a Day on what earned it.

Historical graphic. Updated case: 58 minutes, 16 assets.

Small budgets, real results

GOLDEN STATE WARRIORS

$1 into $38 at scale

With a retargeting strategy behind the winners.

CALEB GUILLIAMS · B2B LEAD GEN

38% link click rate

Over 200% higher CTR than the industry average.

JASON WISER

Over 1 million installs

App growth built on small, proven tests.

JEREMY SLATE

A $997 sale, 2 days in

Two days into launching his offer.

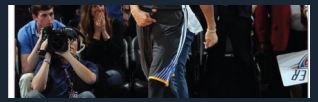
The same method behind $1 billion in online ad spend over 17 years. Results as reported in Dennis’s 2023 DigiMarCon Dollar a Day deck.

Twenty real Dollar a Day stories

NEXT: A FEW UP CLOSE



Los Angeles Lakers
631 fans for $0.95



Golden State Warriors
$1 into $38 at scale



Sears · Bryan Eisenberg
Aimed at Sears execs

$4.33

Bryce Clark
Got $973.33 back

ELVIS

Elvis bedding
Won a Walmart shelf

HAPPY BIRTHDAY

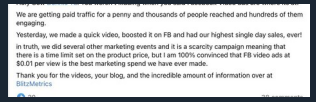
Eric Ludwig
An ad for one CMO

$10.94

Enterprise complaint
Fixed the next morning



Caleb Guilliams
38% link click rate



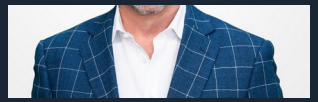
Jason Wiser
1M+ installs



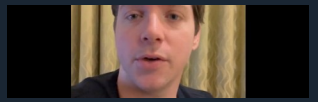
Jeremy Slate
$997 sale, 2 days in



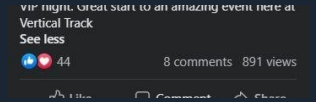
Jake Paul
Course sold to his fans



Grant Cardone
His video tip, targeted



Alex Berman
Third-party endorsement



David Carroll
“Not following Dennis?”



Nika Wolf
“One of the best ideas”



Isaac Irvine
“Now I’m a believer”



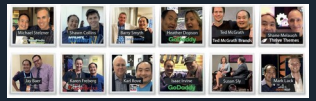
Mariia Volianyk
3×3 video grid



EJ Saunders
$1/day for his clients



Universities
Taught in classrooms



Plus hundreds more
Clients and students





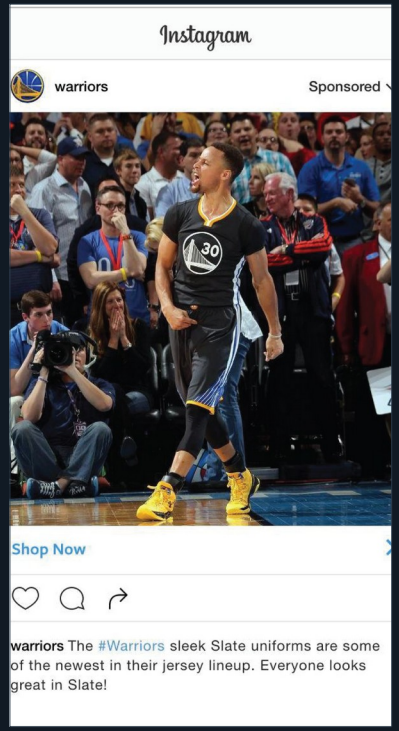
UP CLOSE · LOS ANGELES LAKERS

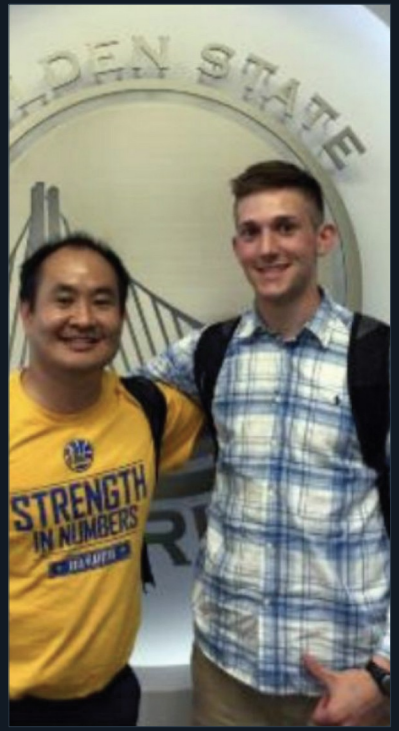
631 fans for 95 cents

78,445	impressions
770	clicks
631	new fans
$0.95	total spend

They didn't lead with "buy tickets." Awareness first, then remarketing to people who engaged, then the ticket ad.

AD STATS FROM JUNE 2010 · FROM THE 2023 DIGIMARCON DOLLAR A DAY DECK





UP CLOSE · GOLDEN STATE WARRIORS

$1 in, $38 back

The Warriors didn’t buy reach. They retargeted people who had already engaged, and put a dollar a day behind the winners.

- Warm audiences first: fans who already watched and engaged
- Small daily budgets on the posts that proved themselves
- Then scale what keeps returning more than it costs

AS REPORTED IN THE 2023 DIGIMARCON DOLLAR A DAY DECK

HE SPENT

$4.33

HE GOT BACK

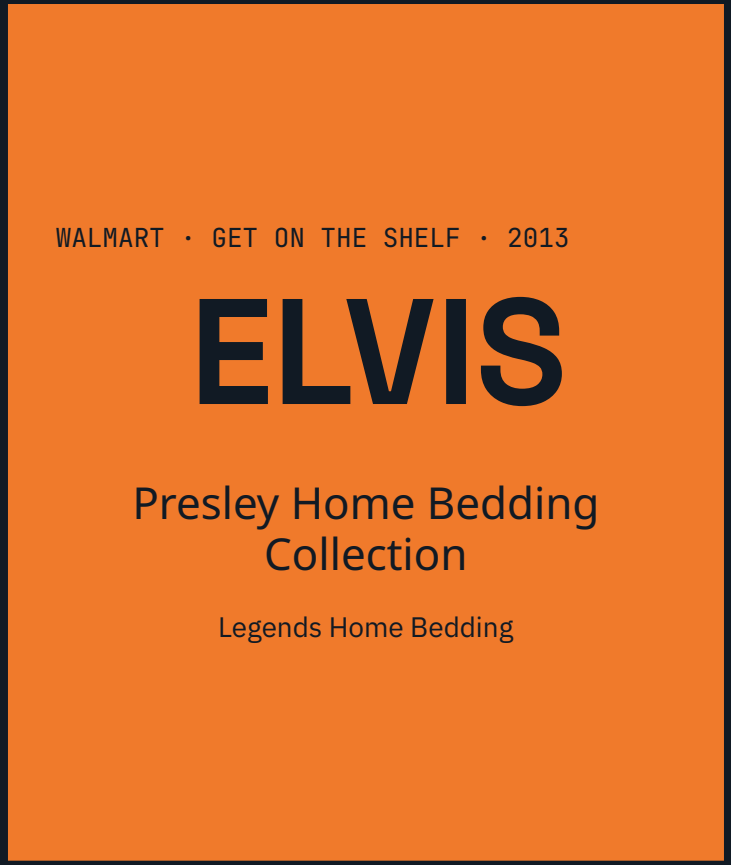
$973.33

UP CLOSE · BRYCE CLARK VS. A CAR DEALERSHIP

A dollar a day can get a company’s attention

1. The dealership promised to cover his rental car. It didn’t pay.
2. Bryce wrote it up, receipts and all, on one simple page.
3. He boosted the link to people who work at the dealership and the company above it.
4. A 28% click rate. The dealership paid him back in full.

SOURCE · BLITZMETRICS.COM/FIGHT-BACK-AGAINST-COMPANIES-USING-FACEBOOK-ADS



UP CLOSE · A FRIEND'S ELVIS BEDDING

From a public vote to Walmart's shelf

1. David Bursteen entered his Elvis Presley bedding in Walmart's Get on the Shelf contest.
2. It came down to a public vote, October 1 to 3, 2013.
3. We ran the Facebook campaign behind it during the vote.
4. It was named a grand-prize winner. By 2015 it was in 200 Walmart stores.

SOURCES · 2013 PROJECT EMAILS · CNNMONEY, JULY 2015 · TALK BUSINESS, NOV 2013

SPONSORED · AUDIENCE OF ONE

Happy birthday, Eric.

An ad in one person's feed, for the price of a coffee.

UP CLOSE · ERIC LUDWIG, CMO OF ROSETTA STONE

If you can reach one CMO for a dollar...

I wished my buddy Eric Ludwig, the CMO of Rosetta Stone, a happy birthday with an ad. Aimed so tightly that the person who saw it was him.

...you can reach the 40 people who decide whether your company gets the contract.

A dollar a day can reach 50 people, not 50,000

THE STORY

Sears, a botched home repair

Bryan Eisenberg’s mom had a repair go wrong, and her letters went unanswered. So they put a dollar a day behind her story, aimed at Sears executives.

FOR A LOCAL COMPANY

Your audience might be 40 people

The property managers in your county. The HOA boards in three zip codes. The GCs who hire your trade.

You can aim at almost anyone

LINKEDIN

Company and title

Target accounts, job titles, seniority and industry. Upload your list of target companies.

YOUTUBE

Intent and interest

People who searched your terms, watched your videos or watch the channels your buyers watch.

META

Your warm pool

Video viewers, page engagers, site visitors and your customer list, matched.

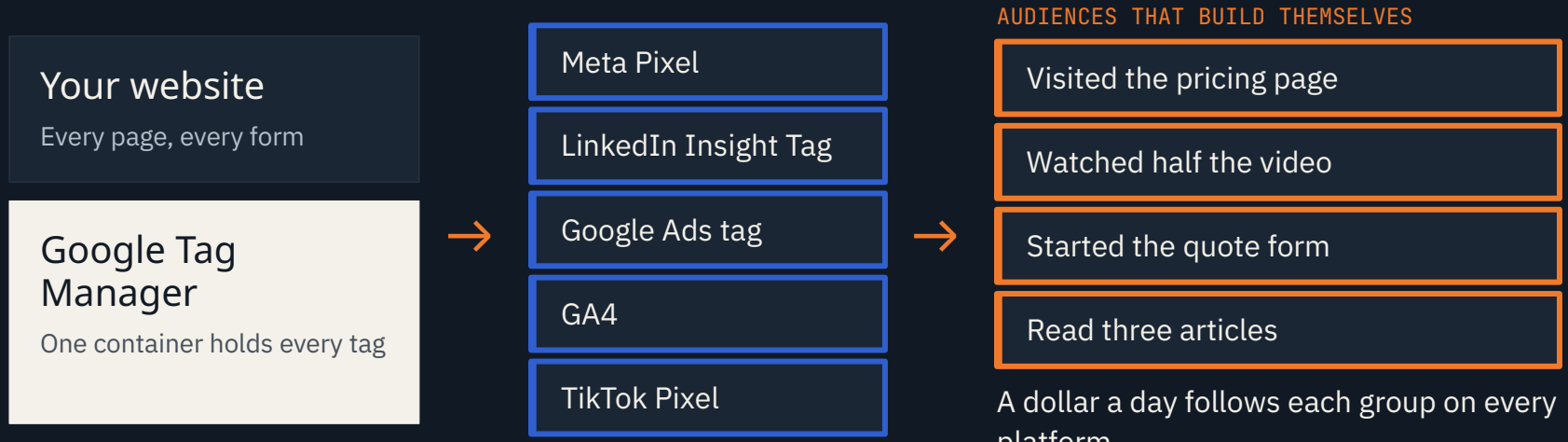
THE ALGORITHM

Does a lot of it for you

Give it a proven post and clean tracking. It finds more people like the ones who engaged.

Targeting still comes last. Proven content first, then aim it at the few people who matter.

Retargeting runs on plumbing



A dollar a day follows each group on every platform.

Why a dollar is plenty for a big-ticket buyer

Decision-makers at your target accounts	200
Budget: $1 a day for 30 days	$30
Impressions at a $10 CPM	≈ 3,000
Touches per buyer, per month	≈ 15

Illustrative math. Your CPM, audience size and frequency will vary.

ONE BUYER'S MONTH



DAY 1 DAY 30

A touch every other day. Each one is your expert on video, not a cold email.

Built for long, “boring” sales

Agencies

Selling retainers to a short list of brands

Industrial & manufacturing

Long cycles, a committee, few buyers

Professional services

Law, accounting, finance, insurance

“Boring” local B2B

Commercial roofing, HVAC contracts, facilities

Many touches

Long cycles

Buyers who barely use social

Metrics → Analysis → Action

Output count is not a business result.

Read calls, booked jobs, revenue and cost per call. Same window, same definition, every week.

Turn every mistake into a test

READER	Podcast-centered heading	→	Buyer-centered title
AUTHOR	CMS author not verified	→	Right byline, read back
RENDER	Double spacing around video	→	Scoped fix, page inspected

Corrections documented in the Cody Jones package write-up. Turn each into a review question for the next run.

Agents stage it. A human approves the spend.

The agents do

- Rank organic posts by real engagement
- Write the GCT for each candidate
- Stage the 7-day calendar
- Write a kill, hold or scale call on day 7

A human approves

- The ad account and billing owner
- The amount ceiling and the dates
- The creative and the claim
- The kill metric

Staged → Approved → Executed → Verified

Every test carries a receipt for each step.

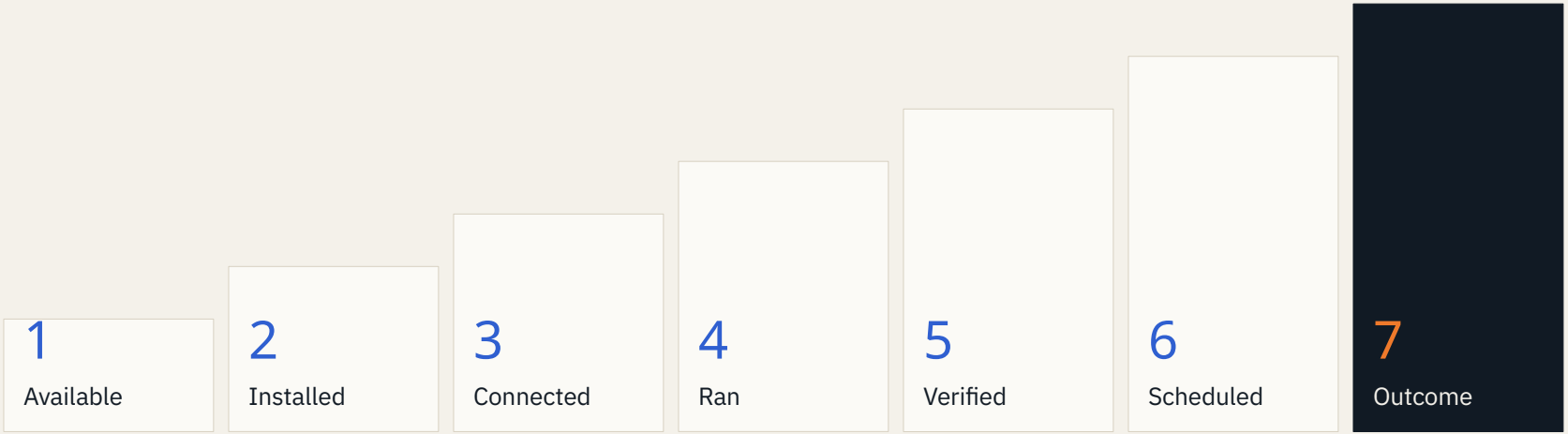
Don’t give AI a prompt. Give it a job.

“Improve my marketing” is not a job. “Rank last quarter’s posts by engagement and stage five $7 tests” is.

THE JOB CARD

INPUT	approved sources only
OUTPUT	one draft, in one place
ACCEPTANCE	how we know it’s right
OWNER	a named human
BOUNDARY	no publish · send · spend

A demo is not a deployment



A download doesn’t prove a verified run. Count what ran, was checked and changed a business number.

Built so your owner and legal can say yes

1

AI drafts

Research, first drafts, clips and reports, inside approved tools.

2

Humans approve

Brand, legal and the expert sign off. No publish, send or spend without a yes.

3

Receipts prove

Source, version, output link, QA, approver and next owner, every run.

Find the proof gap

WHAT YOU HAVE

Real work

Finished jobs, reviews, interviews, mentions.

THE PROOF GAP

What must the buyer believe, and what proof would earn it?

WHERE YOU WANT TO GO

One offer

One buyer. One measurable action, like a call.

Every recording, clip and $7 test should move one piece of proof across this bridge.

Start with an audit: what’s broken, and what to fix first

PHOTO
DigiMarCon Quick Audit flyer

The Quick Audit we offered home service businesses at DigiMarCon

PHOTO
Janckila Construction audit cover

A contractor’s website and brand audit: the decision brief

PHOTO
Personal brand audit cover (64.5 authority score)

A personal brand audit: score, proof found, the one-line verdict

Run a pilot, not a transformation

WEEK 1 · PRODUCE

One expert, 15 minutes

Pick one service and one expert: the owner, a lead tech or an estimator.

WEEK 2 · PROCESS

1 article, 3 clips, 1 email

Route the approvals before anything goes out.

WEEK 3 · POST + PROMOTE

2 to 3 doorways, one $7 test

Dollar a Day on the clip that earned attention.

WEEK 4 · MAA

Readout: scale or stop

Calls, booked jobs and cost, to your owner or GM.

PHOTO

Dennis and Alex Makowski

Alex Makowski and me. Real conversations belong in a source library.

MONDAY MORNING

Your camera roll is an untapped asset library

Start with five recordings, not fifty.

Name the people, topic and date. Keep the originals.

Then rank what you already posted, and put $7 behind the winner.

PITCH IT TO YOUR OWNER OR GM IN ONE SENTENCE

“Give me one expert, one hour and $7. In 30 days I’ll bring back an article, three clips and a measured result.”

Promise outputs and a readout, not results you can’t control yet.



THANK YOU, LAS VEGAS

Boost what already won

Record one expert. Let the audience vote. Put $7 behind the winner.

SCAN FOR EVERYTHING FROM TODAY

dennisyu.com/digimarcon

Slides, the Dollar a Day method, the case studies and both days' links

Dennis Yu · CEO, Local Service Spotlight · linkedin.com/in/dennisyu

Go deeper

Everything from today
dennisyu.com/digimarcon

The Dollar a Day method
blitzmetrics.com/dollar-a-day

The Content Factory
localservicespotlight.com/content-factory

Social amplification
blitzmetrics.com/social-amplification

Content Factory examples
blitzmetrics.com/content-factory-examples

Cody Jones: four sites
The full case on blitzmetrics.com

GCT: Goals, Content, Targeting
blitzmetrics.com/gct-business-strategy

MAA: Metrics, Analysis, Action
blitzmetrics.com/maa

Case figures come from the DigiMarCon Mid-Atlantic case snapshots (October 2026). Views are views, not unique people, leads or revenue. Budgets shown are illustrative test budgets.

One master. Many skins.

MASTER · DOLLAR A DAY

The method stays the same

Factory, $1 × 7 days, MAA readout, kill or scale, agents stage and humans approve.

MASTER · THE AGENT HARNESS

Its companion master

How a team of agents works together. Skinned the same way.

SKINS CHANGE ONLY THE SLOTS

DigiMarCon Las Vegas

Marketing managers at local companies. Past DigiMarCon photos, real audits, event page QR.

Landscapers

Owners and office managers. Seasonal examples, HOA and property-manager audiences.

Roofers

Owners and estimators. Storm and insurance examples, neighbor targeting.

Slots: audience, outcome, examples, event photos, footer, QR and closing line.