

Creating a Boosted Post in Facebook



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BOOSTING A FACEBOOK POST

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Boosting a post on Facebook is a great way to combat declining organic reach. It guarantees your content gets seen by the right people. This guide will teach you how to use the Facebook boost post button for better ROI.

Coaches spend a lot of time creating content to share on Facebook. But with the decline of organic reach, are you seeing enough return on your time?

This is where the Facebook's boosting posts feature comes into play.

If you own, or are an admin of, a business page, boosting a post on Facebook means paying to get your content seen by more people.

In this guide we'll show you how to use the boosting feature, and how to get the most value from every dollar spent.

Benefits of boosting a Facebook post

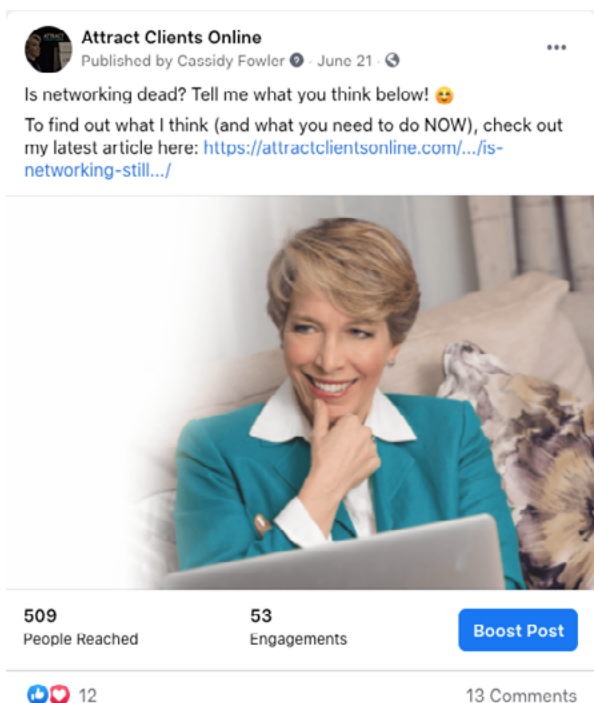
- Make up for declining organic reach.
- Reach a wider, targeted audience.
- Get access to analytics.

Facebook boosted post cost

Facebook boosted posts cost money, but at an affordable rate when compared to other social media sites. So how much will it set you back?

Instead of paying per ad placement, or paying per click, you'll be setting your own budget—so technically, you can pay any amount you want. The minimum budget is \$1 per day. So hypothetically, you could run a campaign for a week with just \$7. The more you pay, the more people you're going to reach.

Now let's dig into the steps you'll need to take to boost a post on Facebook:



1. Choose a post to boost

Go to your Facebook Page.

Find the post you want to boost. This may include a Jobs, Event or video post.

Select Boost Post. You can find it in the bottom-right corner of your post. Note: If you are unable to select Boost Post, boosting may be unavailable for this post.

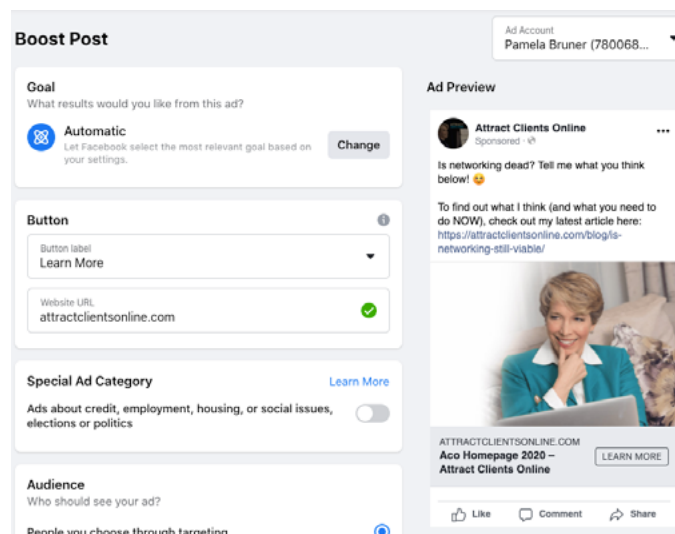
Alternatively, you could Log into your Facebook Business Manager account <https://business.facebook.com> and scroll down to “Pages” and select the Facebook page whose post you would like to boost.

Scroll to the post you would like to boost and click “Boost Post”

2. Target your audience

After clicking the Boost Post button you’ll be taken to a menu where you can begin to choose targeting options. By default, you could opt to include only people who currently like your Page—or all current followers and their friends. However, most businesses find it better to target a specific demographic

If you want to create a custom audience (or more than one) for your boosted post, click the Create New Audience option.



Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Audience Name

Gender: All, Men, Women

Age: 18 to 65+

Locations: United States, Zircornia + 25 mi

Detailed Targeting: Browse

Suggested For You

Potential Reach: 1,500 people

Your audience is too specific for your ads to be shown. Try making it broader.

Cancel Save Audience

2. Target your audience cont.

Start by naming your audience and selecting the location, age, gender and interests of people you want to reach with your ad.

You want to make sure your ads appear in front of your ideal clients. These can be people who haven't heard of your business before or people who already know you and follow your page.

In the detail targeting section, Facebook will make some suggestions of potential interests your target audience has.

Begin adding interests that your target market might have. This can be people, books, magazines, lifestyle choices, etc. What Facebook allows you to target will seem pretty random, but as you begin to make selections, Facebook will begin to make useful suggestions - so they do try to make things somewhat easy for you. For your first boosted post, we recommend only targeting people - like Allison Maslan, Gary Vee, Marie Forleo, Simon Sinek, Tim Ferriss, or anyone your ideal clients would follow.

NOTE: As your add potential interests, you'll see an audience size number increase. This is helpful because you want to choose an audience size between 1 and 4 million max.

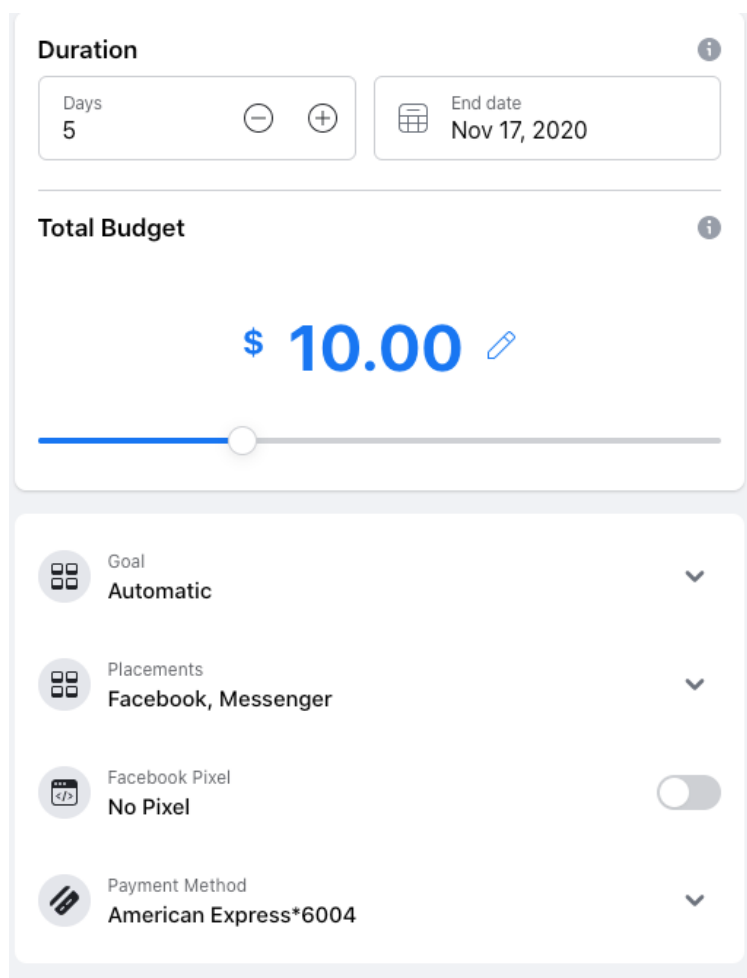
The only exception is if you're targeting people who like your page or visited your website, you can expect this number to be smaller. Facebook likely won't display that number through.

Next, we'll select your language & budget.

3. Select your Total budget and Duration

Once you've defined your target audience, you'll need to select a budget for your campaign. Since your audience is set, you'll have a realistic gauge for how far your post can reach under each budget tier. Again, the minimum is \$1 per day; this budget will be your total budget for the campaign, spread across however many days you want to run it.

We recommend running your ad for at least 5 days when you first create it. This is because Facebook's algorithm needs 3 days to optimize. Also, and post boosted for less than 4 days may not spend it's entire budget. Our testing shows that boosting for 5 days or more avoids this issue.



The screenshot shows the Facebook ad creation interface. The 'Duration' section has a 'Days' input set to 5 with minus and plus buttons, and an 'End date' set to Nov 17, 2020. The 'Total Budget' section shows a large blue '\$ 10.00' with a pencil icon and a slider below it. Below these are four expandable sections: 'Goal' set to 'Automatic', 'Placements' set to 'Facebook, Messenger', 'Facebook Pixel' set to 'No Pixel' (with a toggle switch), and 'Payment Method' set to 'American Express*6004'.

4. Select payment

Facebook accepts all the payment types you might expect. All you need to do is fill out your details (if they aren't already saved in Facebook).

Now, you're ready to boost! Facebook does review all boosted posts, so it may take a while before you see yours published. You can check the status of your boosted posts at any time by looking at the Delivery column of your Ads Manager.

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help C](#)