

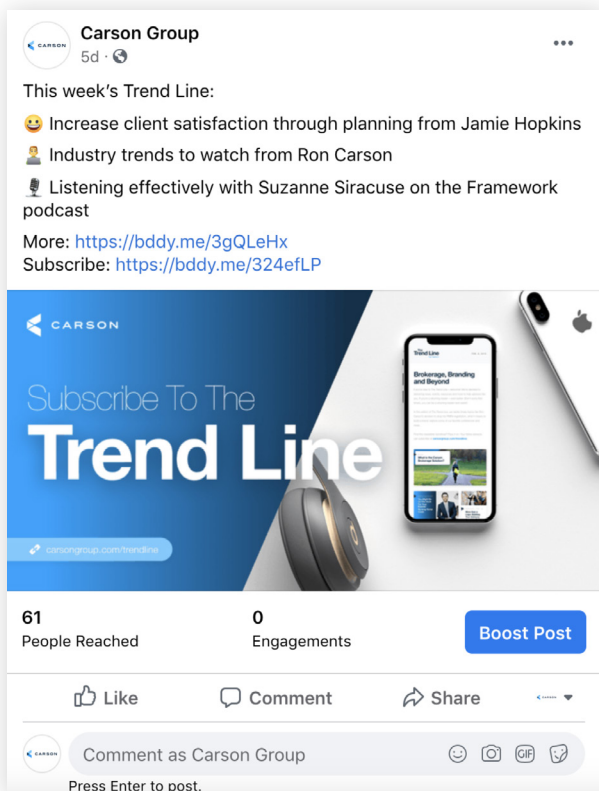
How to Boost a Facebook Post

Boosting a Facebook post will get your message in front of a bigger audience. If you haven't dove into Facebook ads yet, boosting a post is a way to dip your toe in the water. It will treat the post as an ad, but you won't be required to go through Ads Manager, which gives you less customization – but also a much quicker and simpler solution.

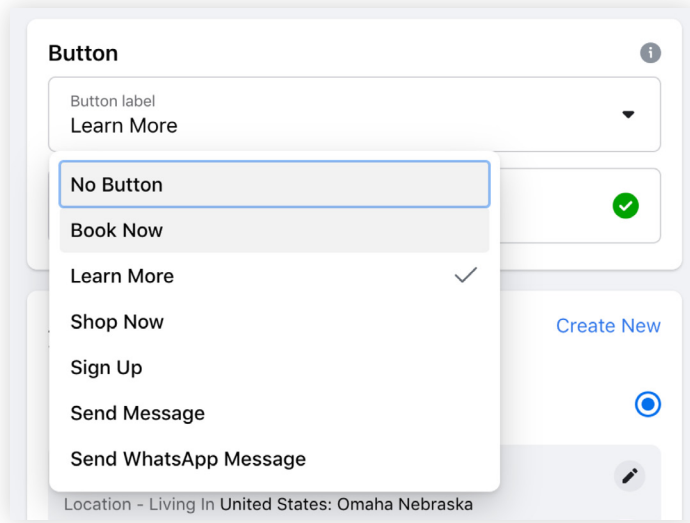
There are lots of reasons to boost a post on Facebook. Maybe you are sharing your newsletter and want to gain subscribers, you may have posted a helpful guide and are hoping to gain a few more leads, maybe you just posted for a new position at your firm, or maybe you just announced some big news and want to get it in front of more people.

One word of caution: If you have a post that has not performed well, that likely makes it a bad candidate to boost. If you have already proven engagement on that post, you'll likely have a better conversion rate after it's boosted.

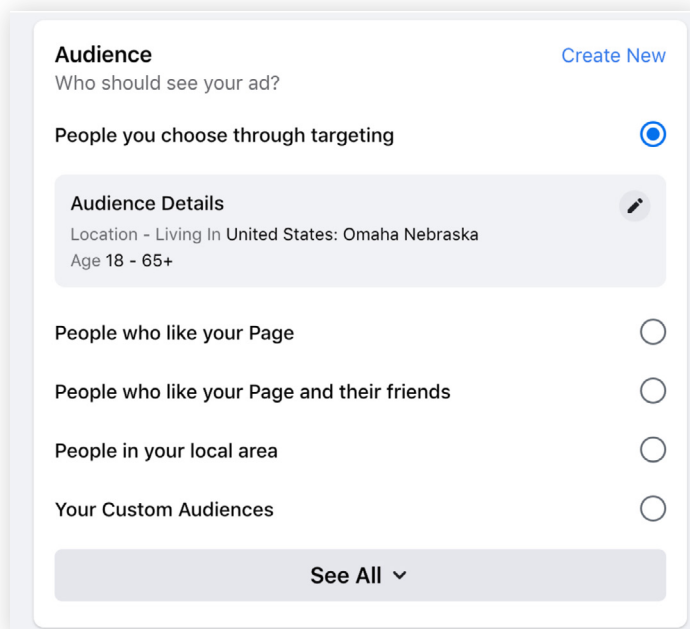
Step 1: Select Your Post



- 1 Navigate to your firm's Facebook page and find the post you'd like to boost. Click the blue "Boost Post" button.
- 2 On the next page you'll be given all your customization options. Start with the "Goal." You'll likely want to keep it as "Get more engagement."
- 3 For the Button section, you must select one of Facebook's preselected buttons. For our post, we are going to choose "Sign Up" since we are trying to gain newsletter subscribers. We then are going to select the URL to send the audience to. Our advice is to have a separate landing page for this so you can better track how many clicks and conversions you get on your website. In this case, we have a special Trend Line landing page set up for Facebook ads.



- 4 For the "Audience" section, you can really hone in on who you want to view your post. While not as targeted as a Facebook Ad, there are still a lot of options to better target your post. If you just want to target clients, then elect "people who like your page," or if you're looking for referrals, select "people who like your page and their friends." You can also target one specific area (like if you're opening a new office in a different city or you just want to do a local campaign).



- 5 In the placement section, you can decide if your ad will appear on Instagram, too, or just on Facebook.
- 6 In the Duration section, you'll set your budget and how long the ad will run. Change the duration based on what type of post it is. For example, our newsletter is weekly, so we will switch out this post next week. For a job posting, you may want the ad to run for three or four weeks. For a blog post, the shelf life might be even longer. Next you'll adjust your budget. Keep your eye on the right column where it says "Estimated Daily Results." That can help you decide on duration and budget.

The screenshot displays two panels from a Facebook ad interface. The left panel, titled "Duration", includes a "Days" input field set to "5" with minus and plus buttons, and an "End date" field set to "Jul 21, 2020". Below this is the "Total Budget" section, showing "\$ 10.00" with an edit icon and a horizontal slider. The right panel, titled "Estimated Daily Results", shows two metrics: "People Reached" with a range of "301 - 869" and "Post Engagement" with a range of "58 - 168". Each metric has an information icon to its right.

- 7 In the last section you can select your payment information and add a Facebook Pixel if you have it set up. ([Learn more about Facebook Pixel's here](#)).
- 8 That's it! Review everything one last time to make sure everything appears as it should. When you're happy with all of your settings, you just scroll to the bottom and click "Boost Post Now."
- 9 Now be sure to return to your post regularly and check the results. It's important to give the post four or five days to pick up steam before you make any changes.



CARSON
COACHING

Carson Group
13321 California Street
#100
Omaha, Nebraska 68154

carsongroup.com
800.514.9116
coaching@carsongroup.com