

BEST PRACTICES FOR FACEBOOK BOOSTED POSTS

Related Video #1: <https://youtu.be/T2ov18j3FdY>

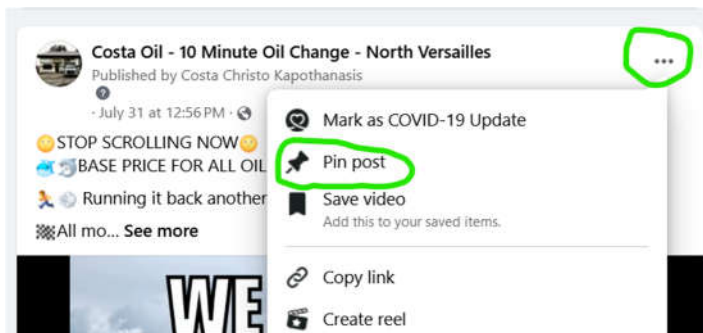
Related Video #2: <https://youtu.be/AQ6o3LwINog> - drop pins starts at 4:15

1. Post best practices:

- a. Use a video in your post instead of a static image for higher engagement.
- b. Be creative with the video. But keep it short and simple.
- c. Post text should include all pertinent details.
- d. Post first sentence should grab attention and stop people from scrolling past.
- e. See for examples - <https://www.facebook.com/CostaOilsPB>

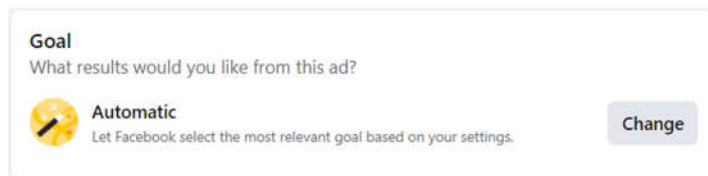
2. Add the post to your page first. Then, follow steps below to boost the post.

- a. After the post is live, pin it to the top of your page.

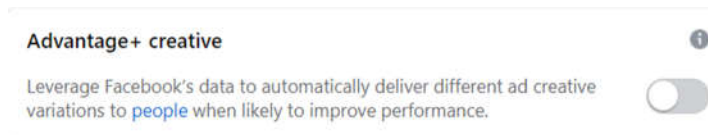


3. Boosting the post. Follow these recommendations for optimized performance / ROI:

- a. **Goal** – leave set to Automatic



- b. **Advantage Plus Creative** – turn OFF



c. **Button** – Send Message (check your messages at least daily and respond)

Button ⓘ

Button label
Send message ▼

d. **Messaging** – OK to leave Messenger selected (be sure to check page messages)

Apps
Where do you want people to message you?

Messenger

Instagram Connect

e. **Audience** –

- Do **not** choose Advantage Audience
- Option 1 - select **People in your local area**, set the radius to 5 miles or less around your store address

Audience ⓘ
Who should see your ad?

Advantage audience
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

Audience details
Location: United States: 100 Maple St, Hollister (+5 mi) California
Age: 18 - 65+
Estimated audience size: 39.7K - 46.7K

Map showing location (Hollister) and radius (5 mi).

- Option 2 - if *People in your local area* is **not** an option, or if you want to target specific areas not adjacent to your store, choose **People you choose through targeting**. Click the pencil to edit audience details. Click the X to remove any generic location (especially “United States”). Enter your store address and then set the radius to 5 miles or less.

Audience
Who should see your ad?

Advantage audience
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

People you choose through targeting

Audience details
Location: United States: Hollister (+10 mi) California
Age: 18 - 65+

Advantage detailed targeting will now be applied

People who like your Page

People who like your Page and people similar to them

People in your local area

Edit audience

Age 18 ————— 65+

Selecting an audience under 21 in certain locations may limit your targeting options or pause your ads. [Learn more](#)

Locations
Type to add more locations

United States

~~Hollister, 10 mi~~

- To target specific areas, click Drop Pin and then click on the map where you want to target. Remember to specify the radius for each area.

Edit audience

United States

(36.8535, -121.4024) + 5 mi X (37.0094, -121.5575) + 5 mi X

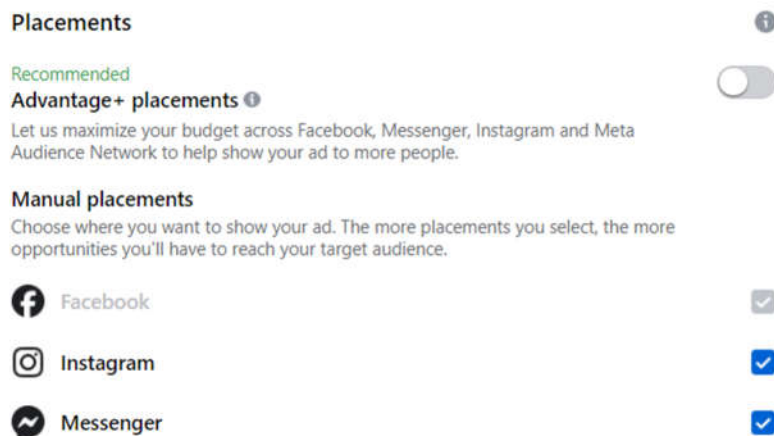
Drop pin

Watsonville

Hollister

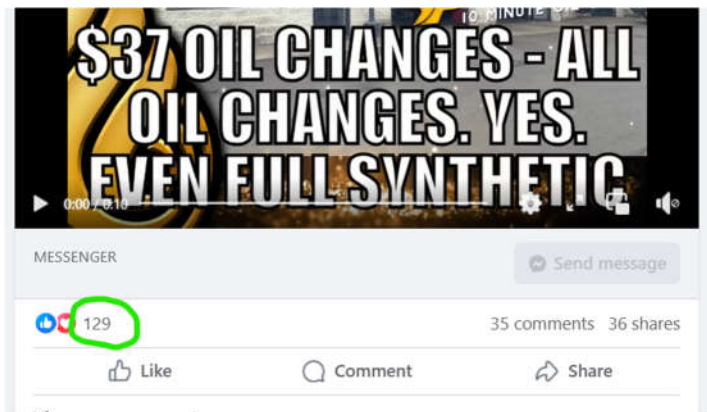
5 mi

- f. **Duration** – run for the entire month
- Remember, it takes 3 days for the boost to “warm up”
 - Running for shorter duration, a week or two, and then reboosting the same ad will not get the ROI you are looking for
- g. **Budget** – recommend at least \$400-600 / month for best reach and ROI
- If the budget slider doesn’t go as high as you want, click on the dollar amount above the slider and enter your specific budget.
 - The budget is for the entire duration, not per day.
 - FB will bill you incrementally every day or two, not the total budget at once. If you don’t use all of your budget, you won’t be charged for the remaining amount.
- h. **Advantage Placements** – turn **OFF**



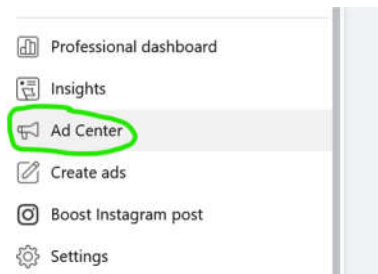
4. After boosting, monitor the post daily:
- a. Respond to all questions in comments. Don’t be afraid to personalize your response to each comment. Just keep it professional.
- If it’s a price question, send the person a DM so that other people don’t jump on your response with negativity. Leave the person a comment that you sent a DM so they know to look for it and don’t think you just didn’t answer.
 - Try not to give an exact price quote – reiterate the deal and what it includes, and let them know that price may vary slightly due to vehicle specifics.
- b. “Like” all positive comments and comments where someone tags someone else. Respond with an enthusiastic comment (e.g., hope to see you soon!).

- c. Hide negative comments.
- d. Invite people who like / love the post to follow your page by clicking on the number next to the reactions and then click Invite for each person.
 - You need to be in page manager/admin mode to invite people. If you see “Follow” instead of “Invite” you are viewing the page as your personal profile.



- e. Block people who respond with laughing or angry reactions. You don't need them.

5. Monitor your post performance in the Ad Center (left menu).



- a. Click View Results to see more information

