

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. General 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

North Versailles (monthly deal) - <https://www.facebook.com/CostaOilsPB>

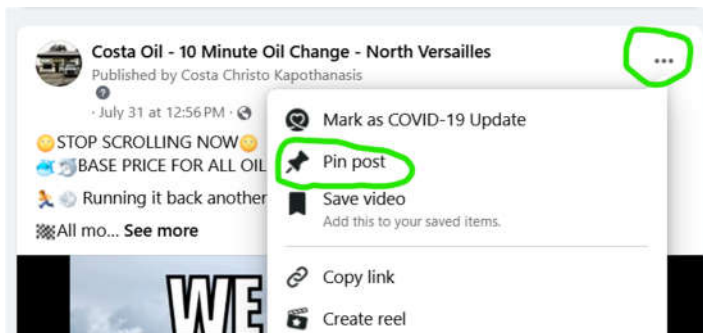
Parkville (monthly deal) - <https://fb.watch/wwiTndX2tp/>

Lino Lakes (grand opening) - <https://fb.watch/wpvZixuGSI/>

Fountain (grand opening) - <https://fb.watch/wpvWNhOfCg/>

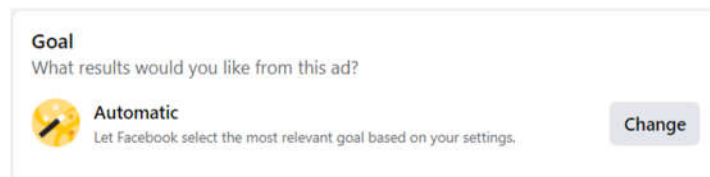
2. Add the post to your page first. Review it to make sure it's what you want, no typos, etc. then, follow step 3 below to boost the post.

- 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. **Ad text** – skip this (you already have great ad text!)

Ad text
Run an ad with the existing text or also add multiple text variations to allow Meta to show different versions of your ad when we predict that it can improve performance. Our AI tools make it simple and easy for you to generate and use multiple text variations. By using the variations you agree to the [Terms of Use](#).

Existing text

As a real estate agent, going the extra mile for your clients can make a lasting impression.

Educate them on fire safety and connect them with a trusted home inspector to identify fire hazards like outdated wiring, missing smoke detectors, or HVAC malfunctions.

Learn more about common fire hazards and how home inspections can help: <https://housemaster.com/article/how-house-fires-affect-homeowners-and-how-agents-can-help>

#HouseMaster #HomeInspection #FireSafety #PeaceOfMind

Text generation 🧠 AI ⓘ

ⓘ **Can't generate text variations**
We don't have any text variations for this ad.

c. **Advantage Plus Creative** – turn **OFF**

Advantage+ creative ⓘ

Leverage Facebook's data to automatically deliver different ad creative variations to [people](#) when likely to improve performance.

d. **Button** – choose Send Message (check your FB direct messages at least daily and respond)

Button ⓘ

Button label
Send message ▼

e. **Messaging** – Leave Messenger selected, Instagram will be selected also if you have Instagram account linked to your Facebook page

Apps

Where do you want people to message you?



Messenger



Instagram

Connect

f. Audience –

- Do **not** use the default option (Advantage Audience)
- Option 1 - select **People in your local area**, set the radius to 5-7 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

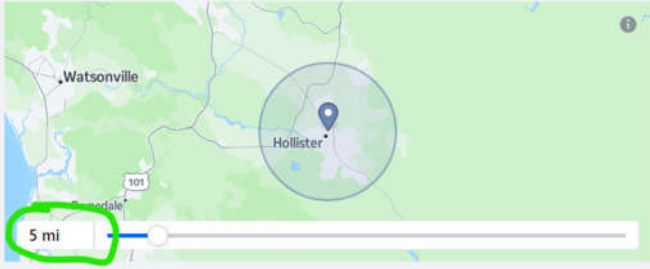
People who like your Page

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



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

Locations
Type to add more locations

United States

~~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 × (37.0094, -121.5575) + 5 mi ×

+ -

Drop pin

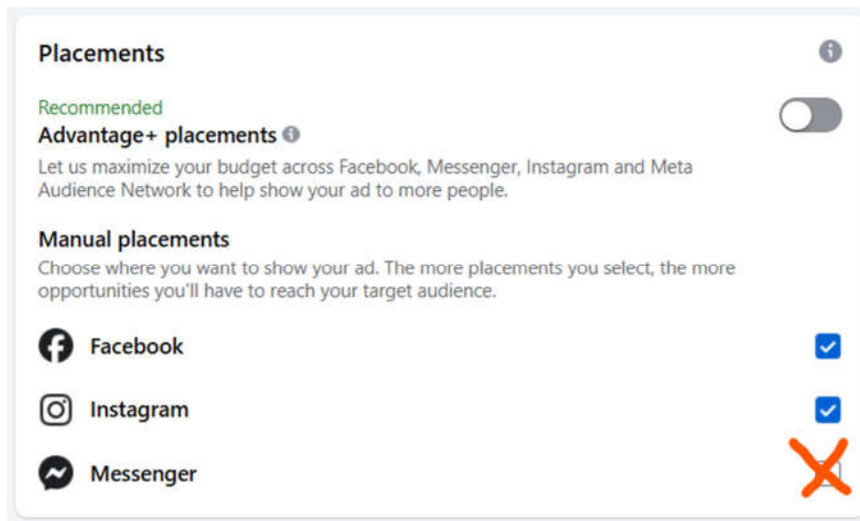
Silroy

Watsonville

Hollister

5 mi

- g. **Duration** – recommended campaign duration is no less than 2 weeks
- 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
 - Grand Opening boost should be started 2 weeks before GO weekend
 - Monthly deal boost should be started 2-3 days before start of the month
- h. **Budget** – \$200-1000 for entire campaign, depending on type of boost / goals
- 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 of the campaign, 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.
- i. **Advantage Placements** – turn **OFF** and **uncheck Messenger**

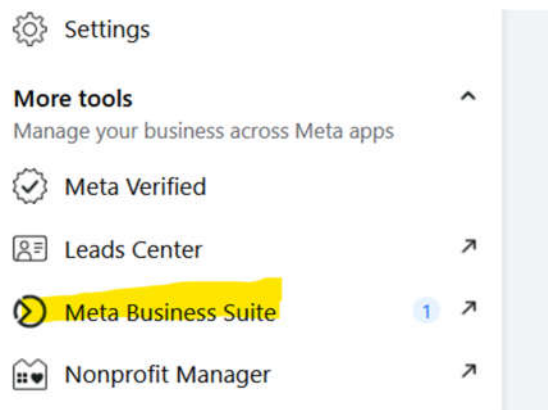


4. After boosting, monitor the post daily (several times per day if it’s for Grand Opening):
- a. Respond to all questions in comments. Don’t be afraid to personalize your response to each comment. Just keep it professional.
- If it’s a price question, send the person a DM so that other people don’t 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.
- “Like” all positive comments and comments where someone tags someone else. Respond with an enthusiastic comment (e.g., hope to see you soon!).
 - Hide negative comments.
 - 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.

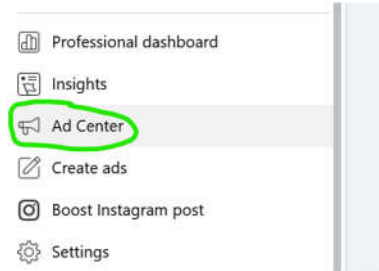


- You can also go to Meta Business Suite (left side menu), then scroll down on the Meta Business Suite landing page to **Grow Your Audience / Send Invites**.

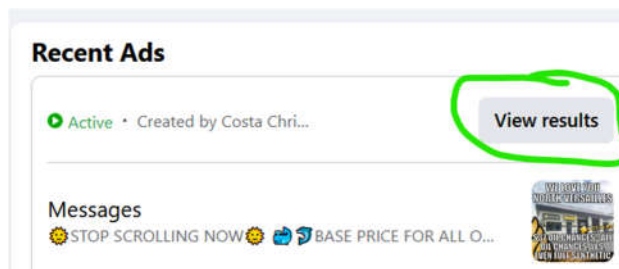


e. Block people who respond with laughing or angry reactions. You don't need them.

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



a. Click View Results to see more results.



b. If the campaign is still running, make sure your ad is Active. If it says Not Delivering, there is a problem and your boosted post is not being shown. Contact Deb or Brandon for assistance.

