

BOOSTING AN AUDIENCE

Presented By:
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www.paulgregorymedia.com



Get To Know Katrina



Katrina Syrris

Social Media Manager
Paul Gregory Media

5 years of professional
social media management

Let's Get To Know You!

Let us know where you're tuning in from in the comments!



What is a Facebook Boost?

The screenshot displays the Facebook Boost post interface. On the left, the 'Boost post' settings are visible, including:

- Goal:** 'Get more website visitors' (with a 'Change' button).
- Advantage+ creative:** A toggle switch is turned on.
- Button:** The button label is 'Learn more' and the website URL is 'paulgregorymedia.com'.
- Special Ad Category:** A dropdown menu is present.

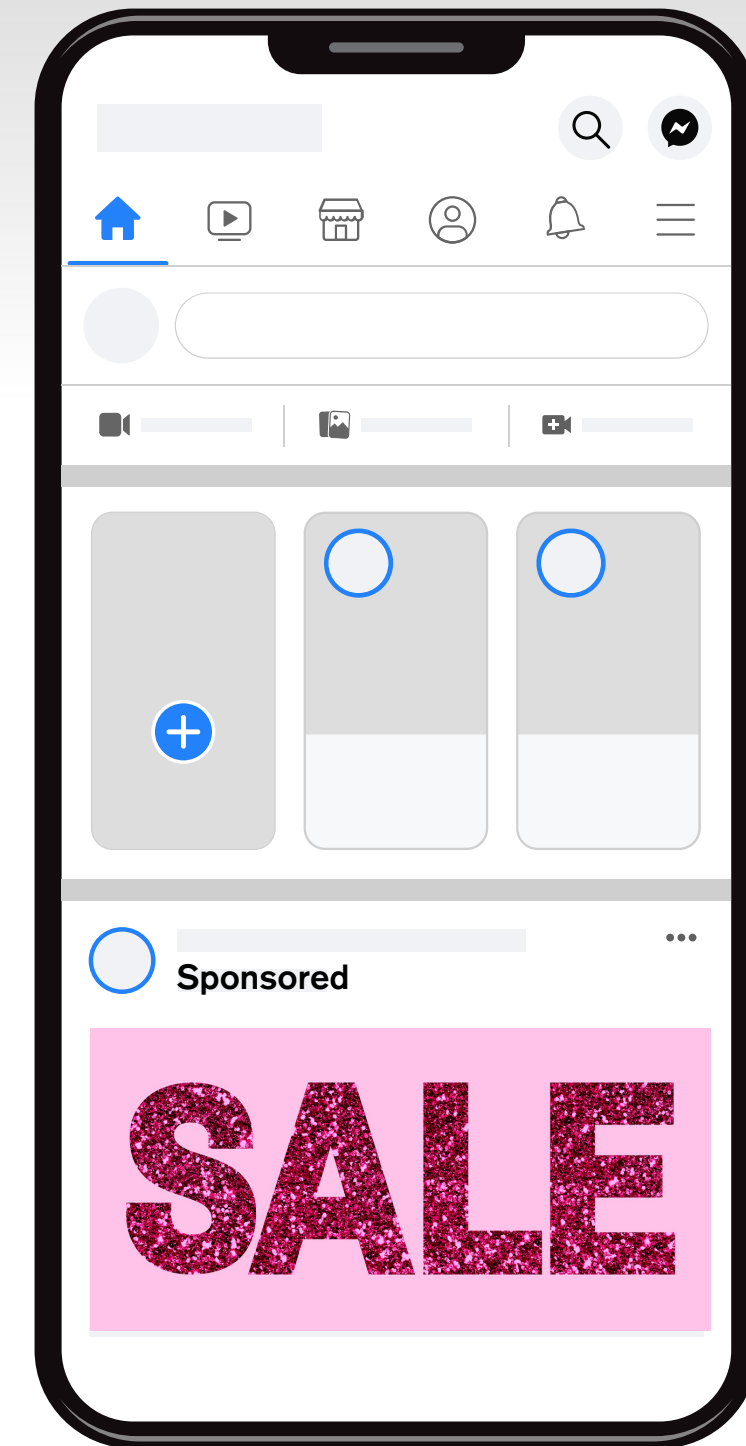
On the right, the 'Ad preview' shows a sponsored post from Paul Gregory Media. The ad text reads: 'Join us this Wednesday for our April Webinar! Looking to increase your engagement on Facebook? Have you heard of Facebook "boosts", but don't know where to start? We've got you covered with all you need to know about Facebook boosting strategies in this FREE social media webinar, Boosting An Audience: Increase Your Engagement By 50%, hosted by Katrina Syrris, PGM's Social Media Manager. Learn More & Register: <https://paulgregorymedia.com/webinars/> #SocialMediaMarketing #MarketingWebinar #Webinar #Boosting #Facebook'. The ad image features social media icons and a woman, with the headline 'Boosting An Audience Marketing Webinar' and the sub-headline 'Increase Your Engagement By 50%'. The Paul Gregory Media logo is at the bottom.

Boosted posts are ads you create from a post that has already been created on your Facebook page. Like Facebook ads, you can manage boosts and track performance via the Facebook Ads Manager.

Facebook Boosts Versus Ads

- **Boosts**

- The **simplest way** to advertise on Facebook
- They are not created in Meta Ads Manager, and don't have all the same customization features
- You can place boosted posts on both **Facebook and Instagram**
- A boost will show up in your **audience's newsfeed** (rather than as a banner ad, etc.)
- You will still be able to monitor the performance and pay for the boost via Facebook Ads Manager
- **Ideal for promoting brand awareness & gaining impressions**
 - Increase page likes, comments, and shares
 - With a CTA, you can increase visits to your website



Facebook Boosts Pros and Cons

Pros:

- Convenient to create
- Easy to Edit and Adjust Budget and Run Time
- Your ad shows up in their newsfeed (harder to ignore)

Cons:

- While highly customizable, they do not offer as much customization as ads
- While convenient, you are relying on Facebook's Advantage option for best results

Facebook Boosts Versus Ads

- **Facebook Ads**

- Created in the Ads Manager; more advanced customization
- Choose different ad placements (side ads, messenger ads, Instagram stories)
- Use specific objectives like leads, app promotion, and sales
- Create carousel ads, add a custom call-to-action button
- Use advanced audience targeting
- **Ideal for app installs, website conversions, video views, shop orders & more**



Facebook Boosts Versus Ads

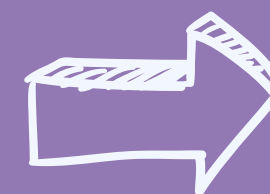
Pros:

- Manual control over who sees the ad and how down to the smallest detail
- More options in regards to ad placements
- More options in regards to call to action

Cons:

- Requires more time in order to design ads for specific placements
- Is more time-consuming to create
- You must know your audience on a granular level to make the most of the highly specific audience specifications

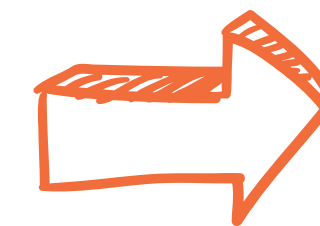
Note: Boosts are already highly customizable... Let's see more!



Why is boosting important?



1. **Prioritize** your time; let Facebook boosts work for you
2. **Drive** traffic to your website
3. **Retarget** boosts based on performance
4. **Increase Value** and get the best "bang for your buck."
5. **Create awareness** & attract new followers



Let's Break it Down...

How to Reap the Benefits

1. **Prioritize** your time
 - a. Set parameters, and watch them go!
2. **Drive** traffic to your website
 - a. Determine the success of ads and track ROI
3. **Retarget** ads based on performance
 - a. Without having to recreate an ad, simply update the audience in a new boost
4. **Increase Value** and get the best "bang for your buck."
 - a. Budgets start as low as \$1 per day, giving you max control of your ad spend from humble to large budgets
5. **Create awareness** & attract new followers
 - a. Expand the reach of your posts beyond your current following & reach new customers

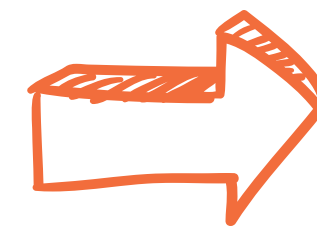


Determine Your Target Audience

Know who you want to reach first to determine the content and specs for your Facebook boost.



- 69% of Americans use Facebook
- 98.3% use the app on mobile
- Facebook has over 2 billion monthly active users
- **Stay competitive:** more than half of all businesses plan to increase their social media ad budget
- **Be seen:** Fewer people used ad blockers in 2020 than in the 4 years prior



Reach the right people...

Source: <https://www.hubspot.com/marketing-statistics>

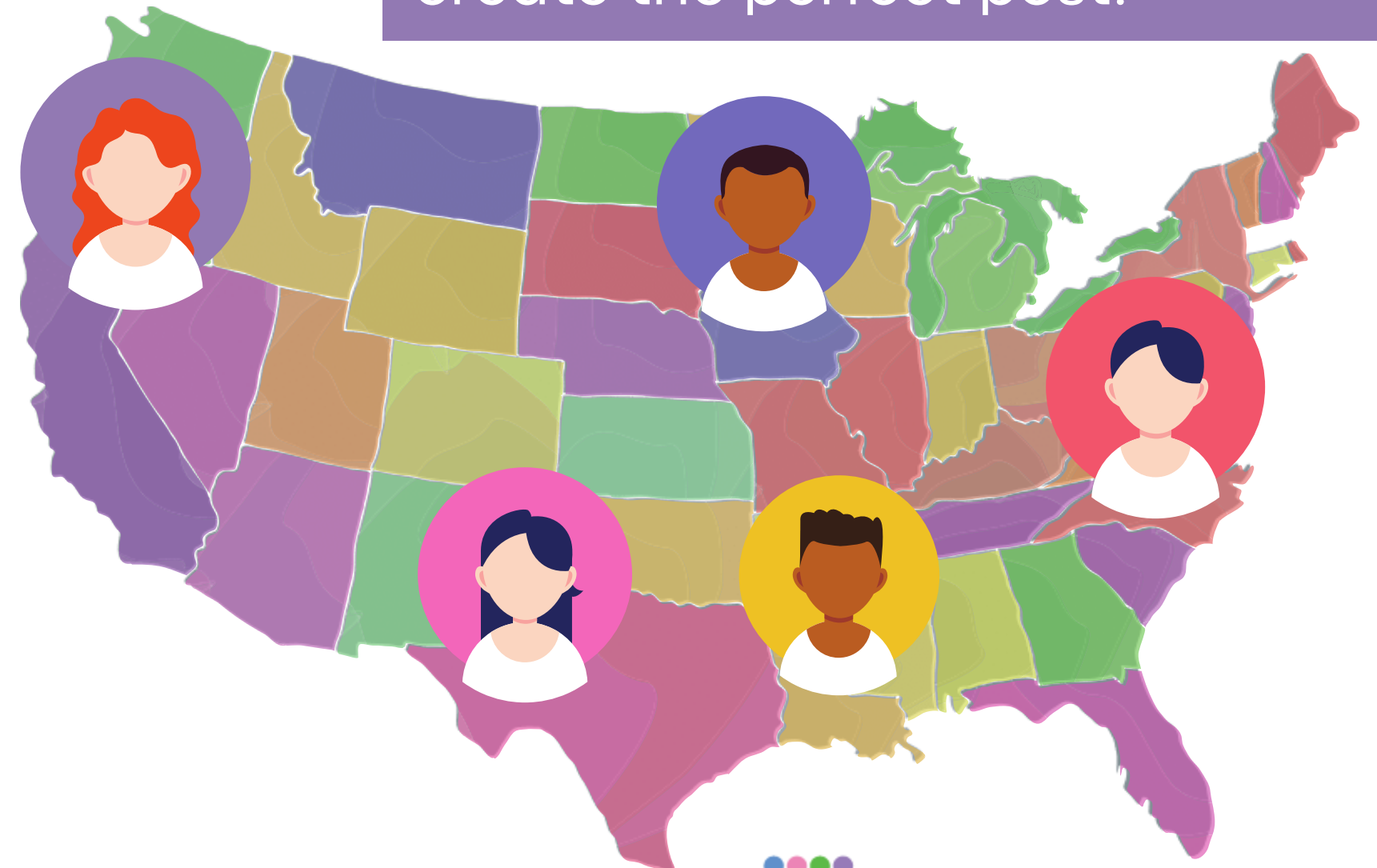
How to Determine Your Target Audience

- **Where** do they live?
- **What** do they value?
- **How** do they communicate (phone/email/social media, etc.)?
- **What** are their pain points?
 - How will your product/service make their life easier?
- **What** causes do they support?
- **What** stores are they likely to frequent?



Strive to make your boosted posts relatable and personal

View our previous webinars for how to create the perfect post!



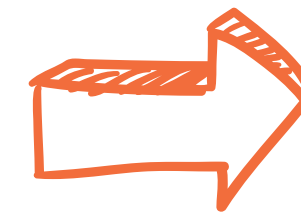
Paul Gregory Media

a Certified B Corporation

Select Your Demographics & Interests

Based on your target audience, **you have options...**

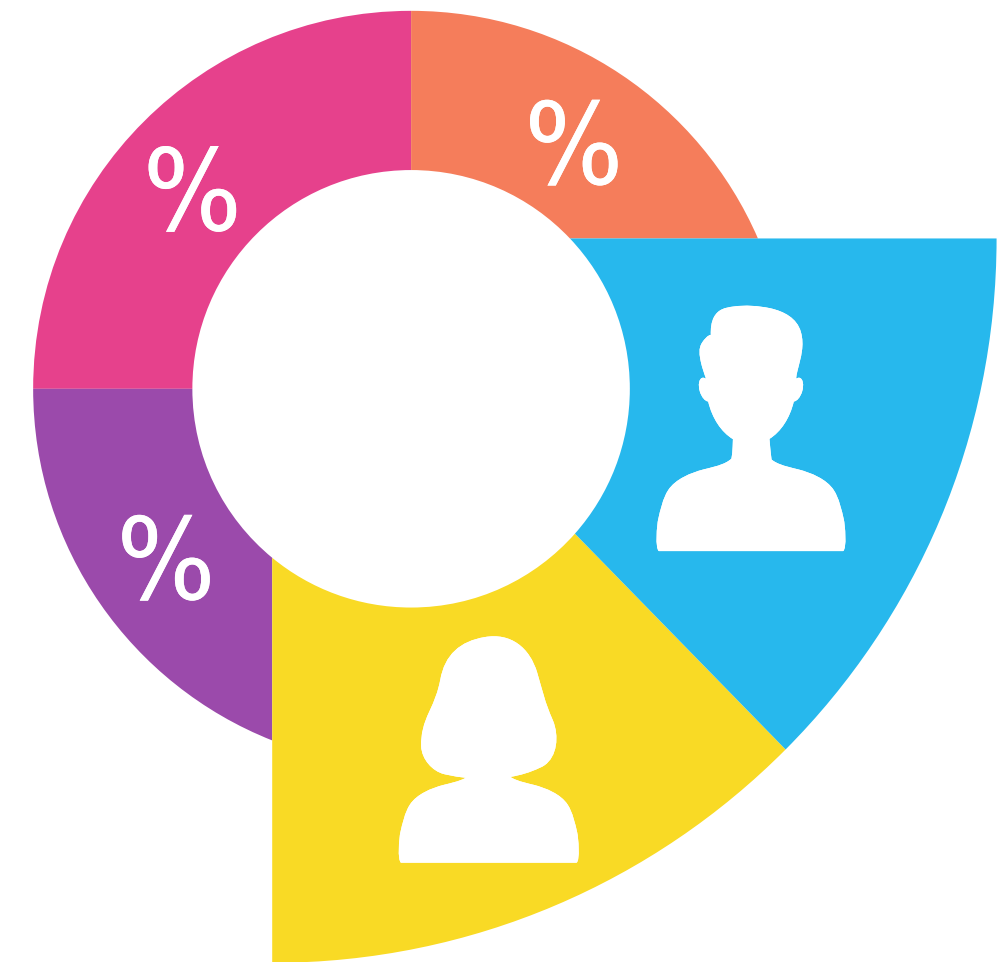
- Geography & Radius
- Age Range (18-65+)
- Gender
- Education level
- Occupation type
- Yearly Income/ Income Level based on community
- Life Events
- Interests (various)
- Behaviors (various)



Let's Break it Down...

Target Demographics

- **Geography & Radius**
 - Target city, or cities, with radius (can be as specific as 1 mile, and up to 50 miles)
- **Age Range (18-65+)**
 - Below 18 requires a special ad category and limits boosting audience options
- **Gender**
 - Male or Female
- **Education level**
 - Schools, fields of study, undergrad years



Target Demographics

- Occupation type

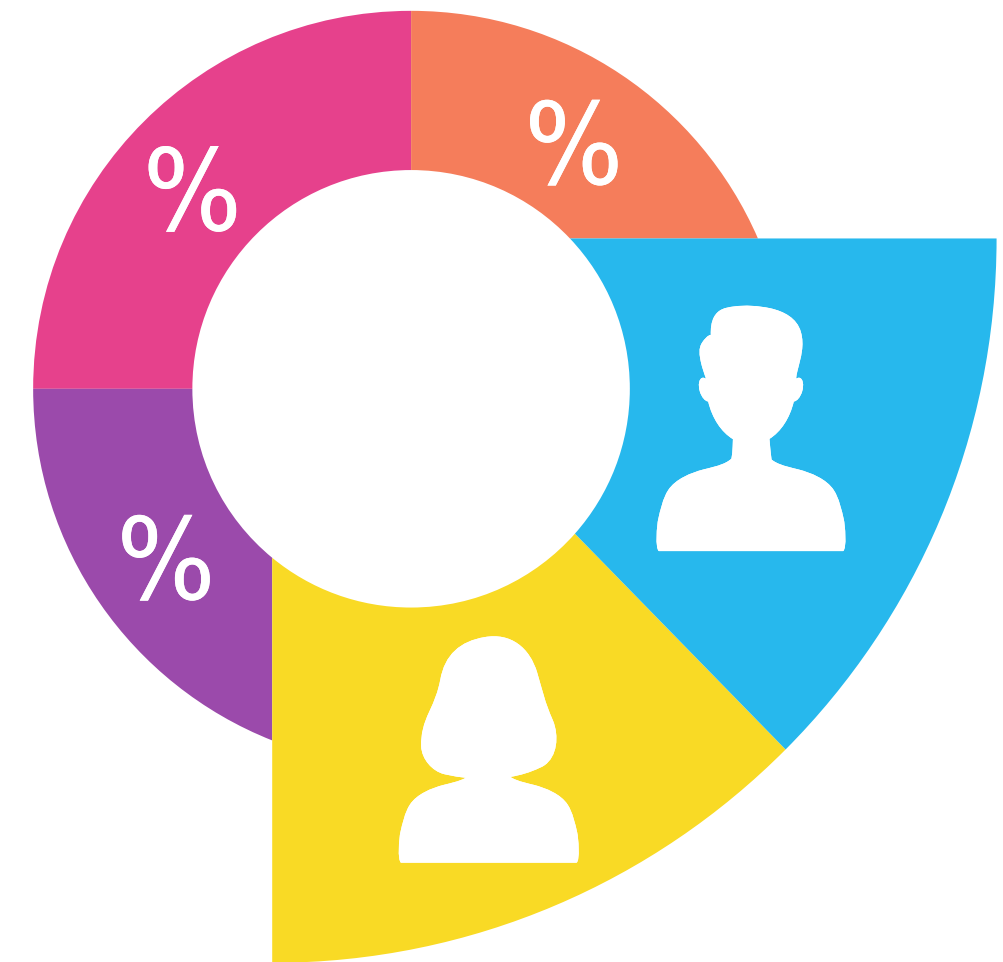
- Industries
- Employers
- Job Titles

- Yearly Income/ Income Level based on community

- Top 10% of US Zip Codes
- Top 10%-25% of ZIP codes (US)
- Top 25%-50% of ZIP codes (US)
- Top 5% of ZIP codes (US)

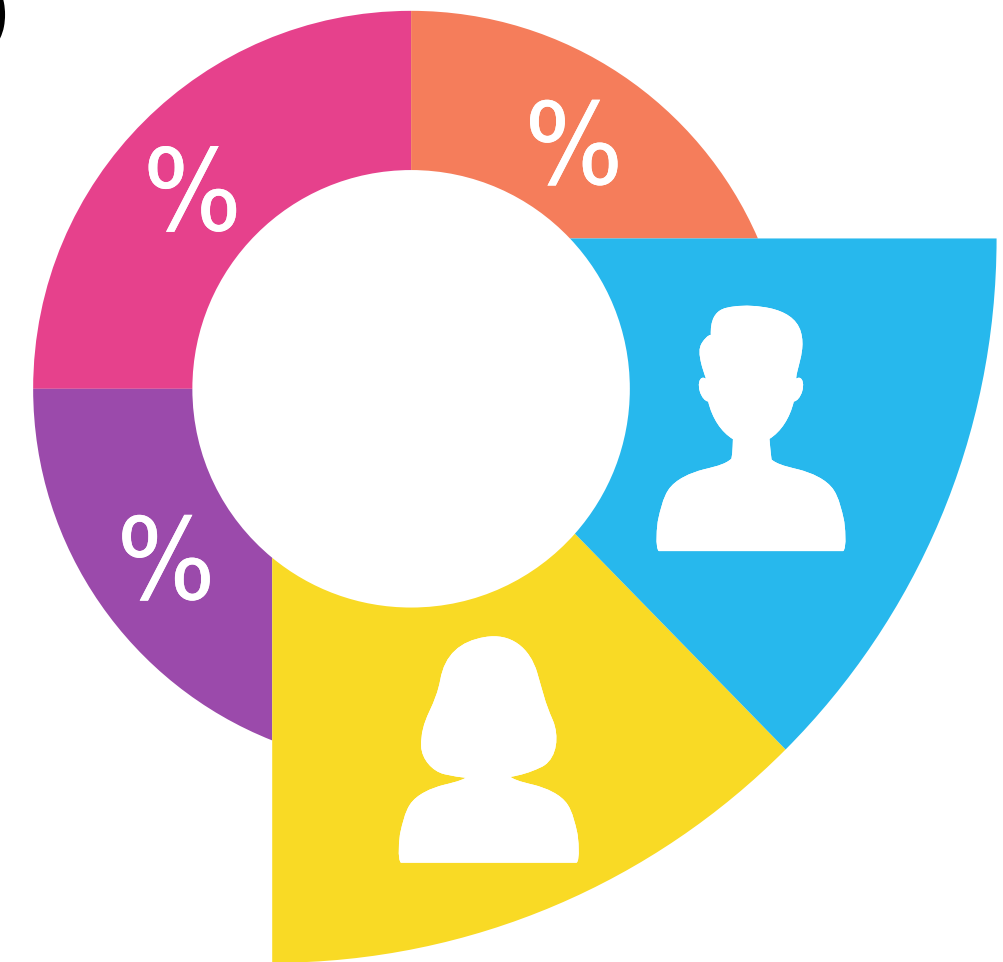
- Life Events

- Upcoming birthday
- New relationship
- Newly engaged
- Newlywed
- Recently moved



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 - Top 5% of ZIP codes (US)
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Interests & Behaviours

Interests

- Business and industry
- Entertainment (leisure)
- Family and relationships
- Fitness and wellness
- Food and drink
- Hobbies and activities
- Shopping and fashion
- Sports and outdoors
- Technology

Behaviors

- Anniversary
- Purchase Behaviors
- Digital Activities
 - Browser used, operating system used, age of device
- Expats
 - Former residents of other countries
- Mobile Device User
 - What kind of mobile device





The screenshot shows the Facebook page for Paul Gregory Media. The browser address bar indicates the URL is facebook.com/PaulGregoryMedia. The page header includes a search bar and navigation icons. On the left, the 'Manage Page' sidebar lists tools like Professional dashboard, Insights, Ad Center, Create ads, Settings, and Meta Business Suite. The main content area features a cover photo of four people at a booth with a banner that reads 'Paul Gregory Media: A Preferred Branding, Marketing and Creative Agency for Non-Profits'. Below the cover photo is the profile picture and name 'Paul Gregory Media' with 426 likes and 477 followers. Navigation tabs for Posts, About, Mentions, Reviews, Services, Followers, and More are visible. A notification at the bottom left states 'How healthy is your Page?' with a 'Page health: excellent' status. The bottom right shows a 'What's on your mind?' post creation area with options for Live video, Photo/video, and Reel.

Boosting in Action

Special Ad Categories

- **Credit**

- Credit card offers, auto loans, personal or business loan services, mortgage loans and long-term financing

- **Employment**

- Part time or full time job opportunities, internships, or professional certification programs, job boards, and job fairs

- **Housing**

- Sale or rental of homes/apartments, homeowners insurance, mortgage insurance, mortgage loans, housing repairs, and home equity or appraisal services

- **Social issues, elections or politics**

- Ads made by, or on behalf of, or about a candidate for public office, a political figure, a political party, or advocates for the outcome of an election, heavily debated social topics, social issues, debate or advocacy for topics like health or civil rights.

Audience targeting is limited based on which special ad category your boost falls under...

Special Ad Categories: Audiences



- Credit/ Employment/ Housing

- Limited or unavailable: age, gender, ZIP code or postal code, exclusion targeting, lookalike audiences and saved audiences. Some interests will also be unavailable when you create your audience. Audiences based on city or pin drop locations will include an expanded radius.

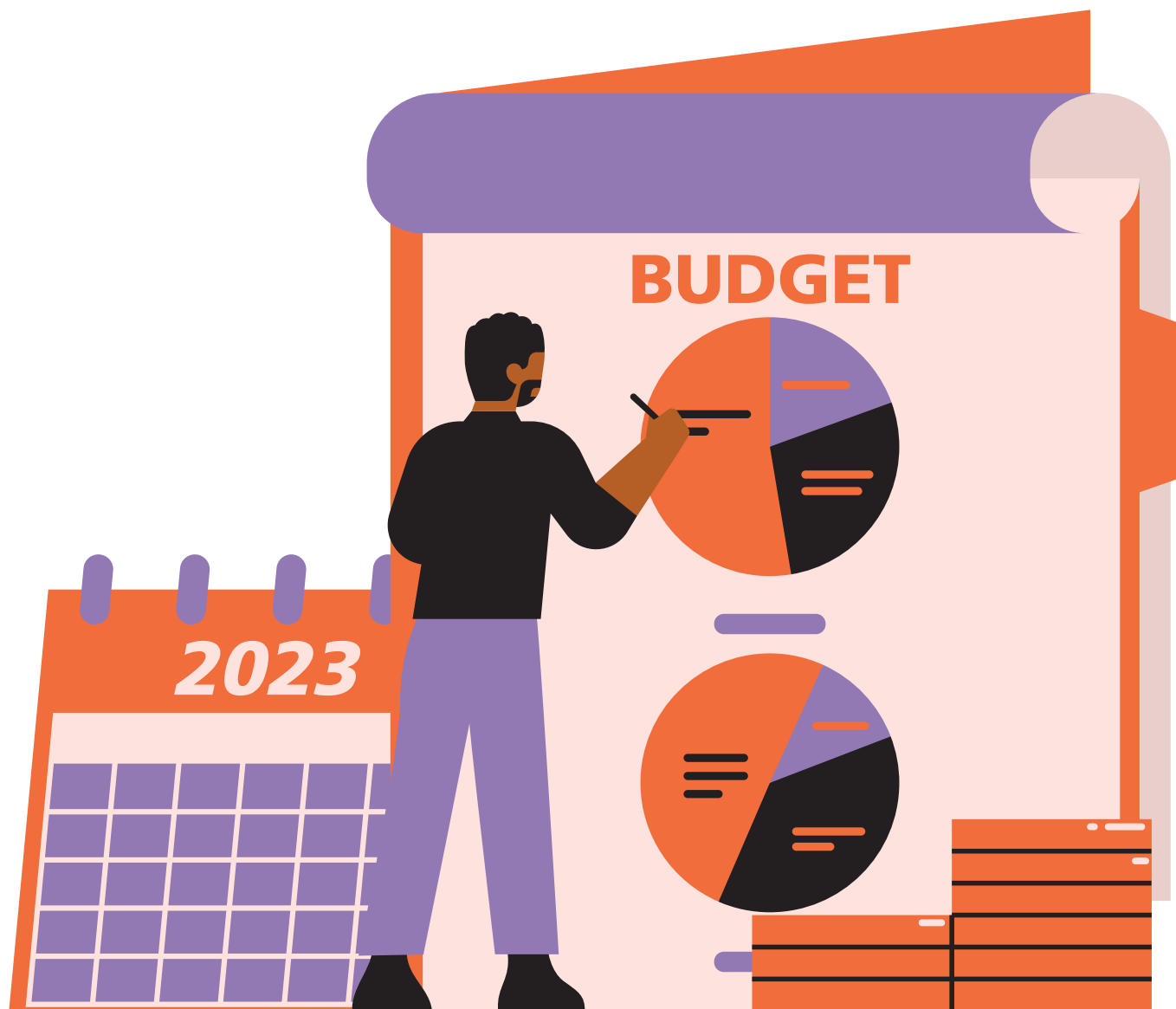


- Social issues, elections or politics

- Advertisers may be required to get authorization from the country they wish to run ads in
 - Must confirm their identity, provide information about their organization, and have ads entered into the public Ad Library for seven years

How to Stretch Your Dollar

Maximize your results even with a humble budget.



- Use the "advantage" setting to lower the risk of under-delivery, even at just a budget of \$1 per day (lower budgets should have a goal of impressions, typically)
- If your goal is to gain link clicks, your budget should be adjusted:
 - As a general rule: Your budget should be 5 times the amount of your cost per result (link clicks, phone calls, etc. depending).
 - So if your cost per click goal is \$5, your daily budget should be \$25
- Note: You still have the option to use the Advantage Setting and a small budget even if your goal is results-oriented (less than \$25/day)

Boosts Versus Other Ads



Facebook Boost (\$1/day to \$1K/day)



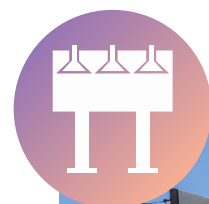
Local Magazine: \$250+
National Magazine: Up to \$500K



Newspaper: \$250-\$400+



Direct Mail: Qualified mailing lists cost \$50 to \$20K



Billboards: \$250/mo. - \$15K/mo.



Ensure the Success of Your Boost

Spend money on posts that will generate ROI...






Boost:

- Posts that have shown success organically
- Posts that have visual and written appeal
 - See our Copywriting Webinar
- Posts with a clear CTA & link to your website

Refrain from Boosting:

- Posts to third party content
- Posts with too much text in the graphic
- Posts without imagery
- Under-performing organic posts

Boost-Worthy Example


 The Nature Conservancy  4d ·  ...

An estimated 50-80% of all life on Earth is found under the ocean's surface. In fact, over 100 species can live on a sea turtle's shell. That's a lot of life!





This Earth Month, we're celebrating the beauty and wonder of our blue planet. We've teamed up with Disney and Avatar in celebration of the film "Avatar: The Way of Water" to [#KeepOurOceansAmazing](#).




From now through July 31, 2023, visitors to [Avatar.com/KeepOurOceansAmazing](https://www.avatar.com/KeepOurOceansAmazing) can create their very own Avatar-inspired ocean creature. For every creature created in the Virtual Pandoran Ocean, Disney US will give \$5 USD to The Nature Conservancy US, up to \$1 million USD. To learn how you can help support 10 of our oceans' amazing animals and their habitats, connected to the beauty of Pandora, go to <https://www.avatar.com/KeepOurOceansAmazing>

[Image Description: Hawksbill Sea Turtle]



© Christophe Mason-Parker/TNC Photo Contest 2018

  181  1 comment  29 shares

 Like  Comment  Share

- **Is it boost-worthy? Yes:**

- Has an engaging **hook**
- Information delivered **succinctly**
- Branded **hashtag** utilized
- **Call to Action** is clear, and a link to the **website** is included
- Post has been shared 29 times & received 181 engagements, showing **organic success** by comparison to other posts

- **Suggestions for Improvement:**

- Include some **informative text** in the visual
- Tag **Disney's** Facebook page
- **Separate** the call to action from the last paragraph's main text to emphasize it.

Not a Boost-Worthy Example



- **Is it boost-worthy? No:**

- **Call to action** is a rhetorical question-- not a link to website (which could have been added here to encourage prospective volunteers to learn more)
- While this post has been shared 77 times & received 200 engagements, compared to the average results of other posts, **this is not as successful by comparison** (over 400 is typical for this page)
- While the message of the imagery is wholesome, **it isn't emotionally evocative**
- **No #'s** are used, and **no third parties** are tagged to extend reach

