



EDUCATION SERIES

STEVE FROM BLUEWIRE MEDIA

ADVERTISING AND BOOSTING POSTS

TODAY



FACEBOOK ADS

One of the easiest ways of advertising on Facebook is to boost a post.

Pizza King
Just now · 🌐

This weekend, Pizza King has a special event. Come join us for our takeout extravaganza! Each order you pick up comes with a free gift, and our parking lot will be full of fun family games by Party Rental Express and a petting zoo from Zoos To Go! Bring the kids! #pizzakingnj

TAKEOUT EXTRAVAGANZA!!!

THIS WEEKEND!!

48
People reached

75
Engagements

Boost post





BOOSTING POSTS


The process of boosting a post is pretty straightforward. Facebook allows you to set what the goal of the ad is, a button for a call to action, and the audience that this ad will be targeted at.


Boost post

Goal
What results would you like from this ad?


 **Automatic**
Let Facebook select the most relevant goal based on your settings. Change

Button 


Button label
No button 



Special Ad Category 

Ads about credit, employment, housing, or social issues, elections or politics

Audience 

Who should see your ad?

Smart audience 
Facebook will customize your audiences to reach more people who may be interested in your business.

Audience details  

Location - living in United States
Age 18 - 65+
People who match Interests: Pride, RuPaul, NPR, Danielle Steel, Gena Showalter, Us Weekly, Nat Geo Wild or RuPaul's Drag Race
Detailed targeting expansion On

People you choose through targeting

People who like your Page

People who like your Page and their friends



BOOSTING POSTS

Select what your goal is from this ad. Generally, your goal is one of three things:

Get more followers.

Get visits to your website.

Promote an event.

The screenshot shows the 'Boost post' goal selection interface. At the top, it says 'Boost post' and 'Goal'. Below that, it asks 'What results would you like from this ad?'. There are six goal options, each with an icon and a radio button:

- Automatic** (selected): Let Facebook select the most relevant goal based on your settings.
- Get more website visitors**: Show your ad to people who are likely to click on a URL in it.
- Get more messages**: Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**: Show your ad to people who are likely to react, comment and share.
- Get more leads**: Use a form to collect contact information from potential customers.
- Get more calls**: Show your ad to people who are likely to call your business.

At the bottom right, there are 'Cancel' and 'Save' buttons. Below the goal selection, there are three targeting options, each with a radio button:

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends



BOOSTING POSTS

A button is a link that will help the viewer decide what to do – possibly go to a website page or to send a message. Click the type of button and where you want to send them.

Boost post

Goal
What results would you like from this ad?
Get more engagement
Show your ad to people who are likely to react, comment and share. Change

Button ?
Button label
No button

- No button ✓
- Book now
- Learn more
- Shop now
- Sign up
- Send message
- Send WhatsApp message
- Call now

Facebook will customize your audiences to reach more people who may be interested in your business.

Audience details ⓘ

Location - living in United States
Age 18 - 65+
People who match Interests: Pride, RuPaul, NPR, Danielle Steel, Gena Showalter, Us Weekly, Nat Geo Wild or RuPaul's Drag Race
Detailed targeting expansion On

People you choose through targeting

People who like your Page

People who like your Page and their friends





BOOSTING POSTS


Certain categories of ads have specific requirements in certain countries, such as authorization and "Paid for by" disclaimers for issue, electoral and political ads or limited audiences selection tools for ads about credit, employment or housing opportunities to help protect people on Facebook from unlawful discrimination.


Boost post

Goal
What results would you like from this ad?


 **Automatic**
Let Facebook select the most relevant goal based on your settings. Change

Button 


Button label
No button 



Special Ad Category 

Ads about credit, employment, housing, or social issues, elections or politics

Audience 

Who should see your ad?

Smart audience 
Facebook will customize your audiences to reach more people who may be interested in your business.

Audience details  

Location - living in United States
Age 18 - 65+
People who match Interests: Pride, RuPaul, NPR, Danielle Steel, Gena Showalter, Us Weekly, Nat Geo Wild or RuPaul's Drag Race
Detailed targeting expansion On

People you choose through targeting

People who like your Page

People who like your Page and their friends



BOOSTING POSTS

The audience determines who you are trying to reach. People who like your Page and their friends is often a good default option. You can hone in on who you want to reach by choosing People you choose through targeting.

Button ?

Button label
Learn more

Website URL
www.pizzakingnj.com

Special Ad Category ?

Ads about credit, employment, housing, or social issues, elections or politics

Audience ?

Who should see your ad?

Smart audience
Facebook will customize your audiences to reach more people who may be interested in your business.

People you choose through targeting

Audience details

Location - living in United States
Age 18 - 65+

People who like your Page

People who like your Page and their friends

Create new

Duration ?



BOOSTING POSTS

You can select the gender, age, and radius around a location to target. You can also further refine by browsing the detailed targeting section where you can target things such as families, career, education level, people who are interested in certain topics, etc.

Create audience

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

Audience Name
Audience 1

Gender **All** Men Women

Age 18 65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Locations **United States + 25 mi**

Detailed Targeting [Browse](#)

For advanced targeting features, go to [Ads Manager](#).

Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 234.7M - 276.1M

Potential Reach is now Estimated Audience Size

Estimated Audience Size is an estimate of the range of **people** who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate may vary over time based on available data. You may see improved performance with a broader audience definition. [Learn more](#)

Detailed targeting

Detailed Targeting

Demographics Interests Behaviors More Categories

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

- Education
- Financial
- Life events
- Parents**
- Relationship
- Work




BOOSTING POSTS


Select how long you want the ad to run and how much you wish to spend.

Select where you want the ad to appear (Facebook, Instagram)

Add a Facebook pixel to your website to help tracking.


Add payment.




Audience 1 


Audience details 

Location - living in United States: 934 S Black Horse Pike, Blackwood (+10 mi) New Jersey
Age 18 - 50
People who match Interests: Pizza, Parents: Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)


Create new


Duration 


Days 7   End date Jan 21, 2022 


Total Budget 


Estimated 204 - 589 people reached per day

\$ 14.00 



Placements Facebook, Instagram 

Facebook pixel No pixel 

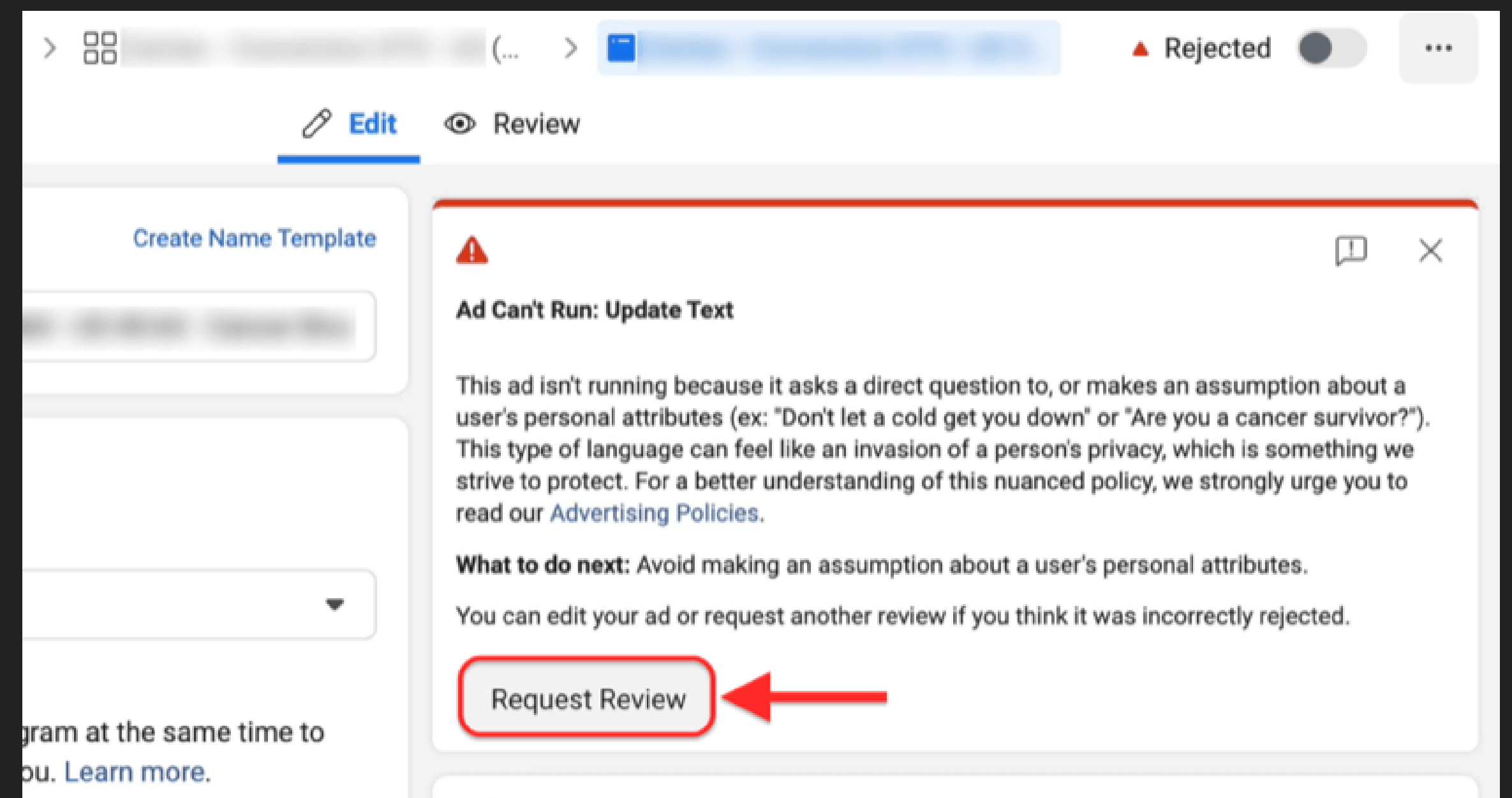
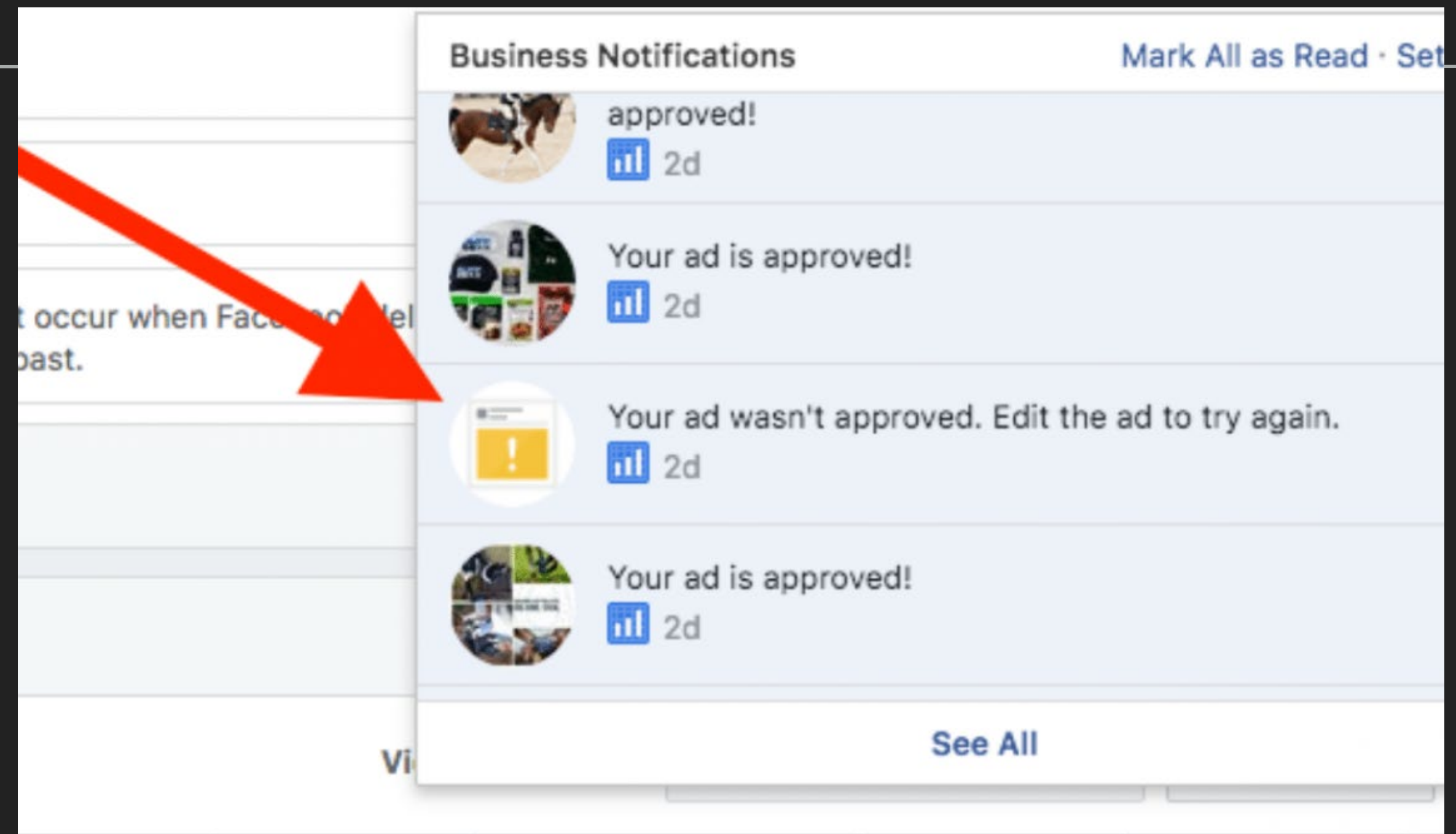
Payment Method 

By clicking Boost post now, you agree to Facebook's [Terms & conditions](#)



REJECTED ADS

If an ad is rejected by Facebook, you will be notified, given a reason for the rejection, and steps to correct the problem. Edit the ad and you'll be good to go!





ADS MANAGER

Ads Manager (or Ads Center) allows you to see an overview of all your active and prior ads. You can also begin the process of creating a new ad from this page.

Choose ad type



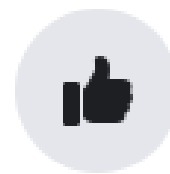
Get started with
Automated Ads ⓘ

Get personalized ads that adjust over time to help you get better results.



Create new ad

Make an ad using text, photos or videos to promote your business



Boost a post



Boost an Instagram post

Manage Page



Pizza King



Business Suite



Inbox



Planner



Publishing tools



News Feed



Business Apps



Home



News Feed



Messenger tools



Podcasts



Notifications



Insights



Ad Center



Page Quality



Edit Page info

• 4 new



Settings

• 4 new