Boosting Facebook Posts
A really great way to broadcast your message to a highly targeted audience.

The total number of Facebook users in the U.S. is expected to top 235 million this year. There's no question that those people – roughly 66% of the population – are spending a lot of time on Facebook, making it an excellent vehicle for your marketing messages.

Believe it or not, and despite the detailed instructions below, boosting a Facebook post is easy. Once you've set up your account, subsequent boosts are a snap.

Here's a quick checklist of what you will need to do:

√ Create a Facebook post
√ Select "Boost Post"
√ Create New Audience
√ Define your Audience
√ Select Your Timeframe
√ Set Your Budget
√ Choose Placement - Facebook will be pre-selected for you
√ Select Tracking Pixel - If desired
√ Create Payment Method
√ Review Summary/Boost Post

Detailed Instructions

Step 1. Create a Facebook post. Then click Boost Post.

When you create and launch a regular Facebook post, you will see a blue rectangle on the lower right-hand corner of that post that says, "Boost Post." Only you, as the page administrator, will see that option. Click on that link.

Step 2. The Boost Post Page

You'll arrive at a menu with a number of options. Actually, there are two side-by-side columns on this "Boost Post" page. We will review items in the left-hand column first.

Under "Goal" you can leave that set on "Automatic."

Under "Button," you don't really need to do anything here.

Under "Special Advertising Category," no need to do anything here.

Step 3. Access the Audience Menu

Next is "Audience." Here's where you can really target your audience and your geographic area.

Under "Audience" click the circle to select "People you choose through targeting."

At the bottom right hand corner of the Audience menu, there will be a grey rectangle that says "Create New." Click on that.

That will bring up a pop-up menu titled "Create Audience."

Step 4. Define Your Audience and Your Reach

Here are the steps to follow in the Create Audience menu:

1. Name your audience: Keep in mind that, over time, you can create several different audiences: Woman's Health, Men's Health, Pediatrics, Vaccinations, etc. Facebook will save these different audiences for you.

2. Select Gender: All, Men, or Women.

3. Select Age Range: Click and hold the left circle on the setting bar and slide the circle to adjust the minimum age. Click and hold the right circle and slide the circle to adjust the maximum age. Helpful if targeting parents for well-child care or all adults for regular checkups, as examples.

4. Determine Your Location Footprint: The "Locations" menu is where you can isolate where your Facebook post appears so that you are reaching only those patients in your greater community. Within this menu, you'll have three ways to build your target footprint.

- By city and state. Type in "Bangor, Maine," for example. A menu of Bangor named locations will pop up. Just click on the one you want. Add more locations as you wish.

- By ZIP Code. You can type in a Zip Code. Again, click on the location you want from the pop-up menu. Add more locations.

- By Map. <u>This is very helpful and quick.</u> You can also use the map in the Locations menu. Zoom in or out and move the map around with the hand cursor to home in on the location you want to target. Click on the "Drop Pin" box in the upper right-hand corner and then click on the map to drop the pin on the center of your desired geographical footprint. A "distance circle" will appear on the map showing how far from your center your post will appear.

Next: Click and hold the circle on the sliding bar below the map to adjust the radius – anywhere from 1 mile to 50 miles from your central location. This is the quick way to establish how far to broadcast your message.

Step 5. Input Your Target Audience Characteristics: Below the map menu you will see a menu for "Detailed Targeting." Click on the word "Browse," and you will be presented with a new pop-up menu to help you further define your audience by Demographics, Interests, Behaviors, etc. Spend some time exploring these options and click on the characteristics that match the kinds of people you want to reach.

Step 6. Select Your Timeframe: Now it's time to select the timeframe in which you want to share your post. You can use the +/- tool to adjust the number of days in which your post will appear.

Step 7. Select Your Budget: Under "Total Budget," select and hold the circle on the sliding bar to adjust the amount you wish to spend. Spending $25 on your first post is a good place to start. You'll be able to know quickly if you need to spend more or less to achieve the number of impressions you want.

Step 8. Choose Placement (or not): Below the Duration/Budget menu there will be "Placement" menu. Facebook will be pre-selected for you. You can add Messenger and Instagram – although a landscape-shaped Facebook shape may get cropped on Instagram – Instagram is generally a portrait-shaped rectangle.

Step 9. A Tracking Pixel? There's also an opportunity to include a Facebook pixel in your ad for tracking. You may need to do some quick research on how this works before you deploy that feature.

Step 10. Payment Method: Click on the link to register your credit card information in the usual fashion.

At this point you are ready to launch your boosted post, but first take a look at the right hand column on the web page.

You will see a snapshot of what you've created with details on:

   - Ad Preview: How your post will appear.
   - Estimated Daily Results: How many Facebook users may see your post.
   - Payment Summary: Double check that you dialed in the correct cost.
   - Have questions? Click here if you need a call from Facebook Marketing.

When you are satisfied that you've created the plan you want, click on the blue rectangle that says "Boost Your Post," at the very bottom of the web page.

Now sit back and wait for the results. Facebook will keep you posted with update messages along the way. You can also keep tabs on your progress and see how previous posts have performed by clicking on "Insights" at your Facebook Home Page.

The more posts you boost, the greater the impressions and impact.

Have fun with this and remember to be asking patients, especially new patients, how they heard about your health center.