

PAYING FOR REACH: Boosted, Promoted & Sponsored Social Posts



A FREE BUSINESS RESOURCE FROM SOCIAL MARKETER

Boosted, Promoted & Sponsored Social Posts

If you publish great social posts and perform best practices engagement on your business's social accounts, you *will* build brand awareness and grow your following—but it'll be slow. Luckily, there's a way to increase visibility and reach more people faster and that's to boost, promote and sponsor your social posts.

Targeting, objectives and metrics:

With [Boosted \(Facebook\)](#), [Promoted \(Instagram & Twitter\)](#) and [Sponsored \(LinkedIn\) Posts](#), you can set targeting with near-laser focus, helping to ensure that your content is shown to the *right people*—your target audience, defined by age, gender, location, interests and more.

You can also boost, promote and sponsor posts based on specific objectives depending on your current business goals and what it is you're posting, like: increase engagement, drive website traffic and encourage people to get in touch (among lots else).

Finally, paying for reach unlocks access to more detailed performance data than you get on regular, organic social posts so you can better judge what kind of content, budget, timeline, targeting and objective(s) work best to help you grow your brand on social media.

Cool, right? But first...

There are different ways to boost, promote and sponsor content. On Facebook, for example, you can simply click that blue “Boost Post” button beneath a post on your Page. (This is the easiest way to go, and recommended for beginners.) But you can also create an “ad” for Facebook and/or Instagram from an existing post inside [Ads Manager](#). (Similarly, LinkedIn offers [Campaign Manager](#), and you promote tweets from Twitter's Tweet Analytics.)

Creating promotions in those places gives access to more targeting and objective options (among other things). And while “figuring out Ads Manager” for example should be on your list of things to do (you'll be able to create better ads for better results), the learning curve can be steep.

**So start simple and give that Facebook Boost Post button a try now!
Here's how >>>**

You'll need:

- Admin access to your Facebook Business Page
- A great Facebook post you've already published
- A credit card and a small "boosted post" budget

1. Go to your business's Facebook Page on a desktop or mobile device

2. Decide which post you want to boost

How do you decide? Consider boosting one of the following:

- A post that contains information you *really* want to get out there (ie: a launch, event or promotion, or a critical message you need to share)
- A post that you want to get out to a new or specific audience (and would benefit from increased targeting power)
- A post that has already performed well organically (ie: got lots of engagement) and is "evergreen" in nature (ie: is still relevant even though some time has passed)

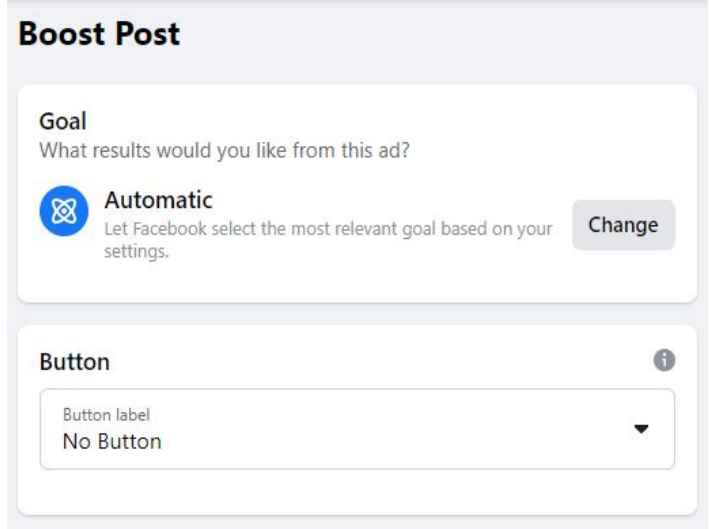
Note: Don't see the Boost Post button beneath the post? Some post types can't be boosted, in which case you'll see a button that says "Boost Unavailable". [Here's more information on the kinds of posts that can't be boosted.](#)

3. Click "Boost Post"

This window will pop up. (It will look a little different depending on your device.)

The image (or video) and copy (post's text) are automatic (they'll be the same as the original, organic post you're boosting), but here you'll start to nail down the details.

It's simple. Just follow the prompts, customizing each section.



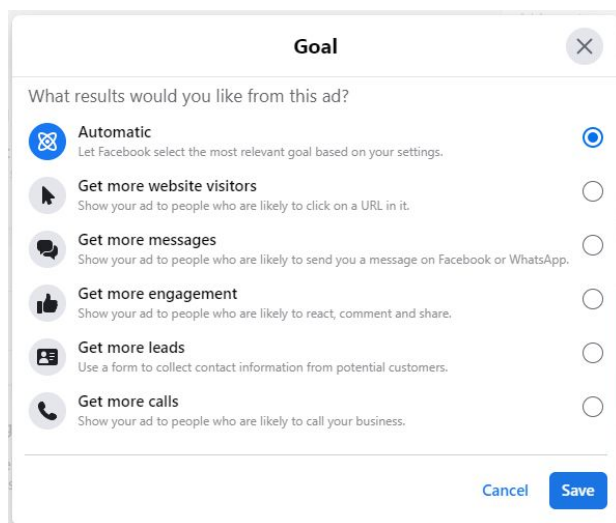
The screenshot shows the 'Boost Post' configuration window. It has a title 'Boost Post' at the top. Below it, there's a 'Goal' section with the text 'What results would you like from this ad?'. It features an 'Automatic' option with a blue icon and the text 'Let Facebook select the most relevant goal based on your settings.' and a 'Change' button. Below that is a 'Button' section with an information icon. It contains a dropdown menu labeled 'Button label' with 'No Button' selected.

[Ad Preview]

Before you do too much work customizing specifics, look at the Ad Preview. This shows you how your final boosted post will look. You can't change it from here, but do double-check for errors. Notice a spelling mistake or badly cropped image? Stop what you're doing, close the window, and go back to edit the original post before you return to boost it.

[Goal]

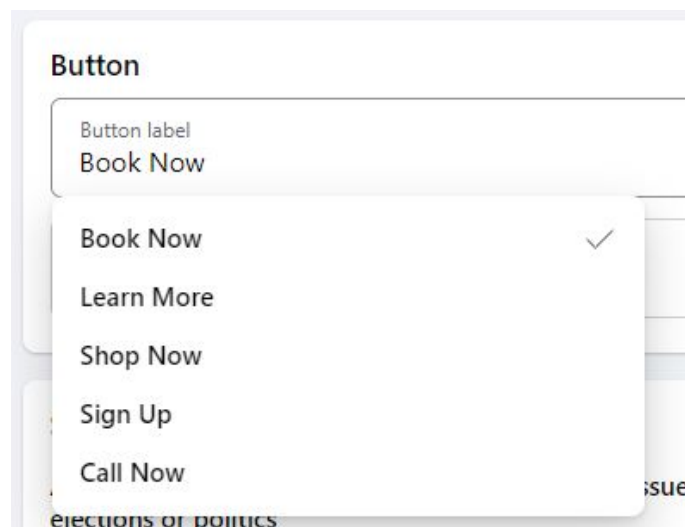
Here, "Automatic" will be auto-selected. But if you're just starting out you probably won't have these settings defined. So click "Change" and select your goal (objective) for this post:



The screenshot shows the 'Goal' selection window in Facebook's ad creation interface. The title is 'Goal' with a close button (X). Below the title is the question 'What results would you like from this ad?'. There are seven 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 or WhatsApp.
- 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 are 'Cancel' and 'Save' buttons.



The screenshot shows the 'Button' selection window. The title is 'Button'. Below the title is a text input field labeled 'Button label' with the text 'Book Now'. Below this is a list of button options, each with a checkmark:

- Book Now** (checked)
- Learn More**
- Shop Now**
- Sign Up**
- Call Now**

At the bottom right, there is a partially visible 'Issue' button.

[Button]

This is important! Your post's copy should already have a persuasive call-to-action in it (all your marketing copy should), but adding a custom call-to-action button to your boosted post makes it even easier for people to take the right next step. Choose the phrase that matches your CTA (options vary depending on the goal you chose) and add a URL.

[Special Ad Category]

You can likely leave this section as-is (ie: turned off), but if your post is about credit, employment, housing or social issues, elections or politics, you'll want to click that "Learn More" button to understand the special requirements of boosted posts in these categories.

[Audience]

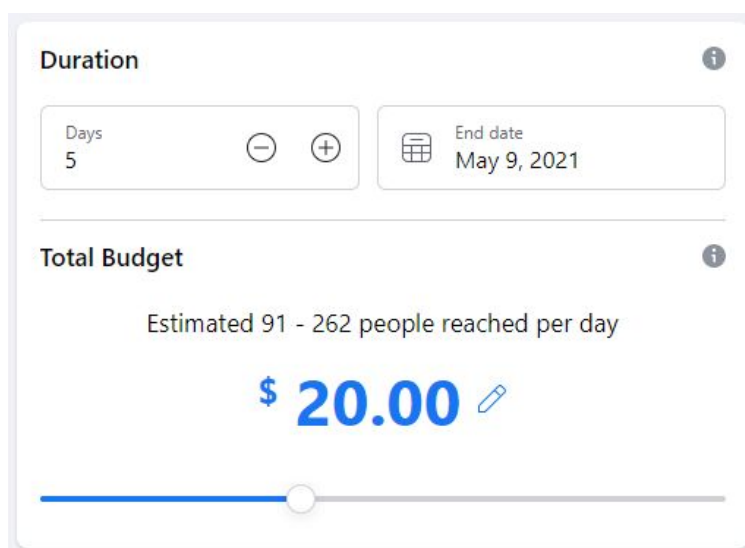
This is the fun part, where you choose exactly who you want to see your boosted post. You can select [“Recommended”](#) and let Facebook set targeting based on who it thinks will help fulfill your chosen goal, or you can set your own targeting (which is the best place to start so that you can experiment, over time, with what specifics work best based on your audience. Choose from: age, gender, location and interests.

(You can also target “People who like your Page” and “People who like your Page and their friends”. Save those for further down the road when you have a better understanding of how your boosted posts resonate with your audience.)

Facebook uses a little meter graphic to show you whether your targeting is too narrow or too broad to get the expected results. Caution: Don’t risk thinking that the bigger the audience, the better the results will be. This is not the case. *Properly* targeting the audience to match your objectives and the post’s content is key.

[Duration & Budget]

- Duration: You can boost a post for as long as two weeks, though the general consensus is that a post does best when boosted for 1-week. Try that first.
- Budget: Here’s where you set your budget—the amount of money you’re prepared to pay to Facebook for your boosted post (minimum \$1/day). Be careful to set the total days and total budget so you don’t spend more than you mean to.



The screenshot shows the Facebook 'Duration' and 'Total Budget' settings. The 'Duration' section includes a 'Days' input set to 5 with minus and plus buttons, and an 'End date' calendar icon showing May 9, 2021. The 'Total Budget' section shows an estimated reach of 91 - 262 people per day and a budget of \$20.00 in large blue text with an edit icon. A horizontal slider is at the bottom.

Section	Field	Value
Duration	Days	5
	End date	May 9, 2021
Total Budget	Estimated reach	91 - 262 people reached per day
	Budget	\$20.00

So how much should you spend?

Of course, like many things in life, the more money the better results. Certainly if you had a huge, hundred thousand dollar social media marketing budget and could spend tons on boosting, you'd get more—more reach, reactions, engagements, or clicks.

But you don't have to have that much in your "boosting budget" to make this work for your business. To begin, start small. Even \$25.00/post can increase results exponentially.

Over time, if you measure those results (your return-on-investment) you'll find your sweet-spot—the minimum spend to get the desired results.

[Placement]

Next you choose if you want your boosted post to appear in Facebook, Messenger, or Instagram (or all three). Facebook offers a "Recommended" option here too. Try both things over time (recommended vs. manually-selected placements) to see what works best.

A note on Instagram:

Links in regular, organic Instagram post captions aren't clickable (which makes it hard to drive targeted traffic from Instagram to your website). But Instagram Promoted Posts do include clickable links. So consider cross-promoting your Boosted Post to Instagram. The promoted post won't show up in your gallery, but will appear instead in the target audience's Feed.

This section also includes Facebook Pixel and Payment Method:

- **Facebook Pixel:** If you have a Facebook Pixel installed on your website, you can review this section to make sure everything's set up correctly. No pixel? No problem. You can still boost your post and track results.
- **Payment Method:** Here you'll confirm your payment details. If this is your very first boosted post, you'll need to add your credit card information. ([Click here for info on how billing works.](#))

Finally, look at those "Estimated Daily Results". Here Facebook shows you how many people you might expect to Reach each day and a summary of your boosted post's duration and budget.

4. Ready? Click that “Boost Post Now” button!

If you’ve done it all right, you’ll get a notification that your boosted post is “in review” and, later, a notification that it has been approved. Then you’ll can watch metrics to see your results in real time!

(From your Page beneath the post you’ve boosted, you’ll see a small table showing results highlights. You can also view results in your Page’s Ad Centre, [instructions here.](#))

Double-Down! Do Instagram too...

Now that you’ve successfully boosted a post from Facebook, you can take what you’ve learned and do the same from Instagram! (Remember that you can also create boosted post-like ads for both Facebook & Instagram inside Facebook Ads Manager.) So give it a try. Simply go to your business’s Instagram account on your mobile device, find a post you’d like to promote and click the blue “Promote” button.



Impressions and Reach:

These metrics are important. Sometimes your boosted or promoted post won’t get the number of engagements or clicks you’d hoped for, but it *will* get thousands of Impressions and people Reached, and those aren’t for nothing! From Facebook:

- [Impressions](#): “The number of times your ads were on screen..”
- [Reach](#): “The number of people who saw your ads at least once.

So if your boosted post’s targeting was on-point, and Reach represents the number of those people who saw it, then you succeeded at delivering your content to the right people. Great brand building!

Quick Links >>>

- **Facebook Boosted Posts:** [How to boost a Facebook post](#)
 - *“Boosted posts are ads you create from posts on your Page...may help you get more people to react, share and comment on it. You may also reach new people who are interested but don't currently follow you.”*
- **Instagram Promoted Posts:** [How to promote an Instagram post](#)
 - *“The easiest way to run ads is by promoting posts you've shared...Just select the post you want to promote, and then track how many people are seeing and interacting with your promoted post by tapping.”*
- **Twitter Promoted Tweets:** [How to promote a Tweet](#)
 - *“Promoted Tweets are ordinary Tweets purchased by advertisers who want to reach a wider group of users or spark engagement from their existing followers.”*
- **LinkedIn Sponsored Posts:** [How to sponsor an update \(post\) on LinkedIn](#)
 - *“Target people in a professional mindset with content marketing on LinkedIn. Run native ads across desktop and mobile to build an audience that's ready to do business with you.”*

Final Thoughts:

Important: Boosting, promoting or sponsoring a post won't *guarantee* results—it has to be a good post. If it's badly written, poorly designed, not timely, or not properly targeted, paying to increase reach won't necessarily help.

And, even then, there will always be variables outside of your control—what your competitors are doing, what's happening in your industry or in the world, etc. So hedge your bets and boost, promote and sponsor posts that follow all of the recommended best practices.

And test, test, test! You won't know in the beginning what kind of post with what kind of media on which network with what targeting and what size budget works best. So testing different variables is a great idea, comparing results to boost smarter next time.

Want to add boosted posts to your marketing toolkit but don't have time to create the posts in the first place? [Social Marketer membership](#) will provide you with pitch-perfect, boost-ready captions and graphics templates you can get online in minutes.

Learn more:

[SocialMarketer.com](https://socialmarketer.com)