

A professional photographer's desk setup. In the foreground, a black DSLR camera sits on a red surface to the left. A silver laptop is open in the center. To the right of the laptop is a red mug. Further right, a large black telephoto lens and a smaller lens are standing upright. A desk lamp with a chrome dome is on the left, casting light. The background is a dark wall with several framed photographs hanging on it.

HOW TO BOOST A POST ON FACEBOOK

PPA Member Tutorial



Professional
Photographers
of America

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INTRODUCTION

Times change and Facebook algorithms are such that photographers cannot run business promotions on the platform and have them be seen by their desired target audience anymore.

Wave bye-bye to organic reach and instead embrace the power of Facebook Ads.

The good news is that you can truly make an impact with a very small investment.

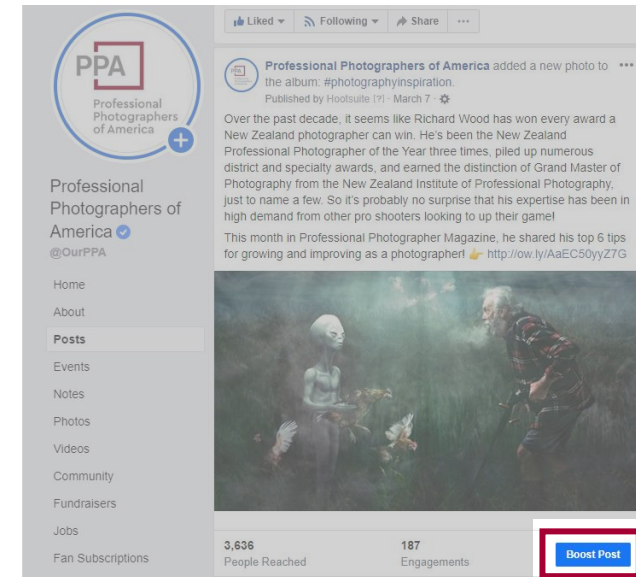
And if you do not want to learn the ins and outs of the Facebook Ads Manager, you can easily create “ads” via boosted posts. This is super easy, and to help you out, we created this simple PDF guide to walk you through the steps.



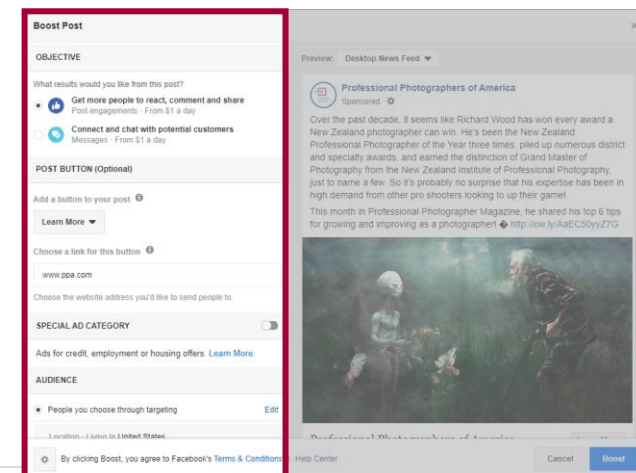
Updated June 2020

BOOSTING YOUR POST

Go to your Business Page, find the post you want to boost, and click the “Boost Post” button to get the process started.



This will open a pop-up window where you will find several customization options for your post, which we will describe in detail in the following pages.



CUSTOMIZATION OPTIONS

CUSTOMIZE YOUR OBJECTIVE


Select your boosted post's goal (*sometimes one of the objectives can be hidden under "all options" and you can click there to expand the selection*).


Depending on the type of content you want to promote, Facebook may suggest different objectives. Below, for example, you can see "Get more people to watch your video" when I want to boost a video post.

If your post has no links or more than one link (or tag), Facebook will not give you the option to "Send people to your website," but you can still add a button with a link (see below).

OBJECTIVE

What results would you like from this post?


☒  **Send people to your website**
Link clicks · From \$1 a day


☐  **Get more people to react, comment and share**
Post engagements · From \$1 a day

☐ **All Options** ▾

OBJECTIVE

What results would you like from this post?

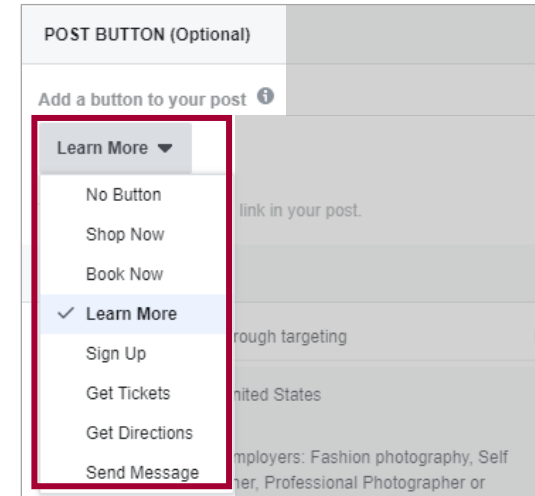
☒  **Get more people to watch your video**
Video views · From \$1 a day

☐  **Connect and chat with potential customers**
Messages · From \$1 a day

ADD A POST BUTTON (Optional)

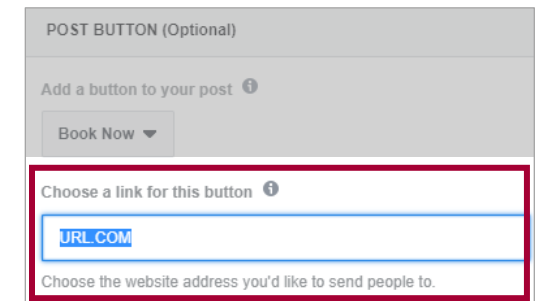
You can choose to have a CTA (call to action) button with a link included in your boosted post. A CTA button will draw attention and encourage people to take action.

The default button is “Learn More,” but you can select any of the other options available. Simply click the arrow next to “Learn More” to expand the drop-down menu and pick the option you want.



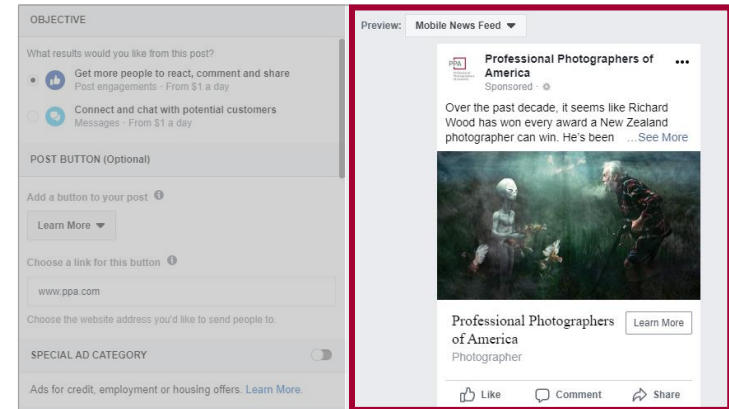
If there is only one link in your post, the system will automatically link the button to that link.

If you have more than one link or none, you have the option to type in the URL you want to direct traffic to. Keep in mind that Facebook considers tags as links, so if you tagged someone on your post, you would have to enter your URL here.

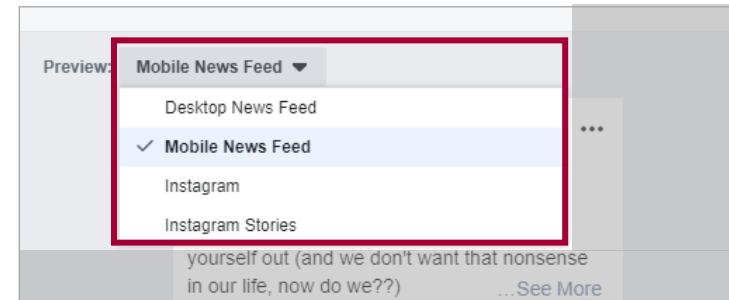


PREVIEW YOUR POST

As you select your customization options, you can check the Preview area on the right-hand side of the pop-up window to see what your post will look like when published.



Use the drop-down menu to see how the ad will look in different devices or platforms.



SPECIAL AD CATEGORY

You can toggle and activate this button if your ad is for a credit, employment or housing offer. If the button is gray, it is not activated.

While this option is available, this will not apply to most photographers unless your post is specifically for one of these special categories.

SPECIAL AD CATEGORY

☐

Ads for credit, employment or housing offers. [Learn More.](#)

TARGET AUDIENCE FOR YOUR POST

Pick the audience you want your post to be delivered to. You have several options:

- People you choose through targeting (*)
- People who like your page
- People who likes your Page and their friends
- People in your local area
- Your Custom Audiences (**)

() People you choose through targeting allows you to create different audience segments with parameters you define. Once you create a new audience, you can save it for future use.*

*(**) This selection allows you to upload first party data lists*

AUDIENCE

☒ People you choose through targeting

Edit

Location - Living In United States

Age 18 - 65+

☐ People who like your Page

☐ People who like your Page and their friends

☐ People in your local area

☐ Your Custom Audiences

See All (19) | Create New Audience

Creating a New Audience

For any successful marketing campaign, you need to target the right customer. Facebook attracts over 1 billion users a day, so you must select the appropriate target audience so that your ad is viewed by people who might have an interest in your service or product to optimize your advertising dollars.

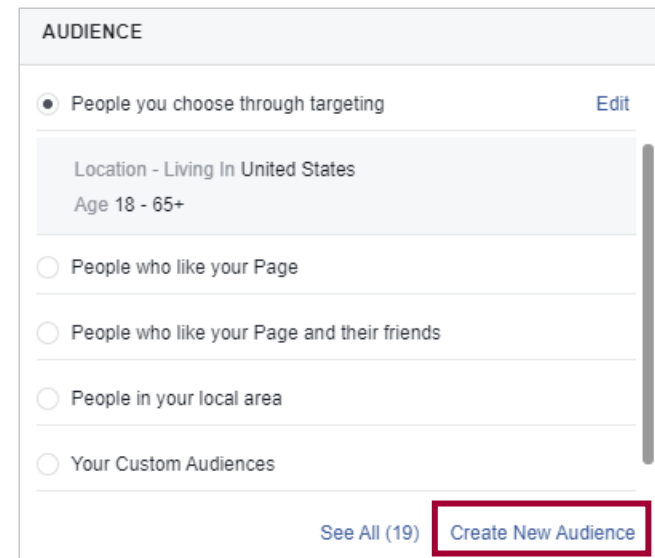
When you select “People you choose through targeting” and create a new audience, you target the best prospective group of people to engage with your content.

To do this, click on the “Create New Audience” link at the bottom right of the **Audience** section.

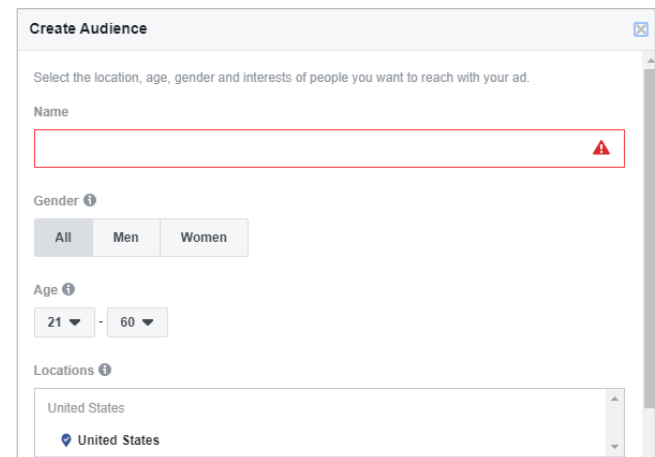
A new pop up window will open and there you can customize your audience. If you hover over the information icon next to each title, it will show you an explanation of what each targeting option does.

You’ll be able to:

- Enter a **Name** for your new audience segment
- Select **Gender**
- Select **Age** range
- Select **Locations** where you want your ad to show



The screenshot shows the 'AUDIENCE' section of a Facebook interface. At the top, there's a header 'AUDIENCE'. Below it, the first option 'People you choose through targeting' is selected with a radio button, and an 'Edit' link is to its right. Under this option, a preview box shows 'Location - Living In United States' and 'Age 18 - 65+'. Below this are four other options, each with an unselected radio button: 'People who like your Page', 'People who like your Page and their friends', 'People in your local area', and 'Your Custom Audiences'. At the bottom right, there are two links: 'See All (19)' and 'Create New Audience', which is highlighted with a red rectangular box.

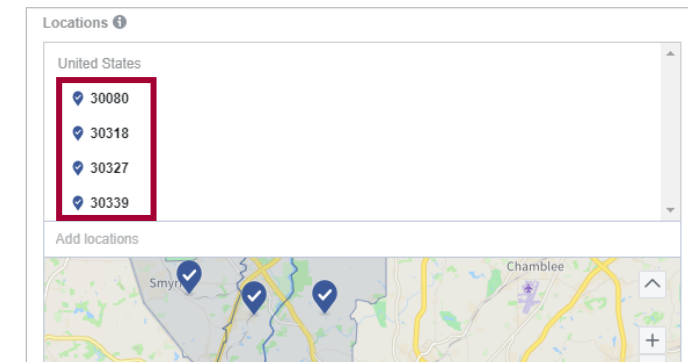
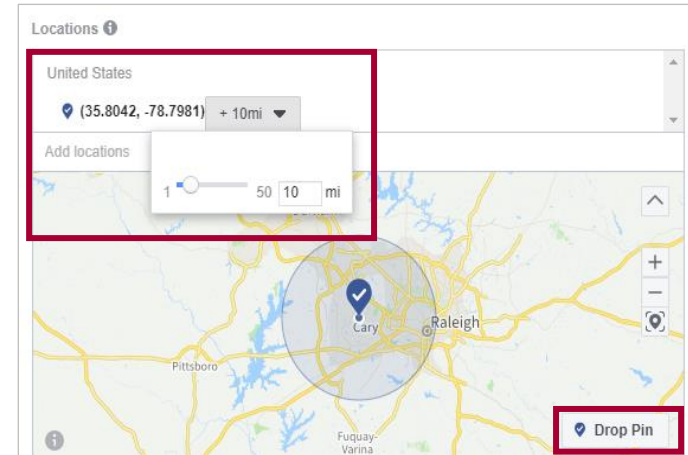


The screenshot shows the 'Create Audience' pop-up window. At the top, it says 'Create Audience' with a close icon. Below that, a subtitle reads 'Select the location, age, gender and interests of people you want to reach with your ad.' The 'Name' field is a text input box with a red border and a warning icon. The 'Gender' section has a title with an info icon and three buttons: 'All', 'Men', and 'Women'. The 'Age' section has a title with an info icon and two dropdown menus showing '21' and '60'. The 'Locations' section has a title with an info icon and a list box showing 'United States' with a location pin icon.

You can narrow down your area as much as you want. Most times Facebook will default to the country you are in. In this case, United States.

If you click on the location pre-selected, you can type in the area you want to target. It will also expand to show you the map, and you can zoom into the area you are interested in and drop a pin there. Then you can click to choose the distance radius you want to influence.

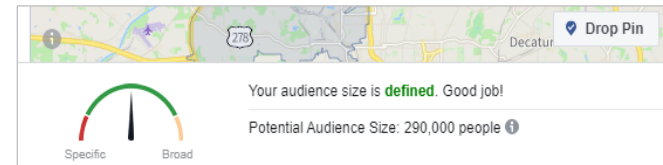
If the area selected is too large, you can always click the X to the right of the area name to delete it and type in the zip codes you are interested in and add them to your list instead.



A very useful tool to keep in mind when defining audiences is the **audience size defined gauge** at the bottom of the audience builder. Here you can see if the audience you defined is good, and the potential size of such audience.

You can also see if the audience is too specific (not enough people will be reached) or too broad (too many people will be reached), and adjust as necessary.

These are Facebook's recommendations, but you decide if the audience size is good for you or not and run the ad regardless.

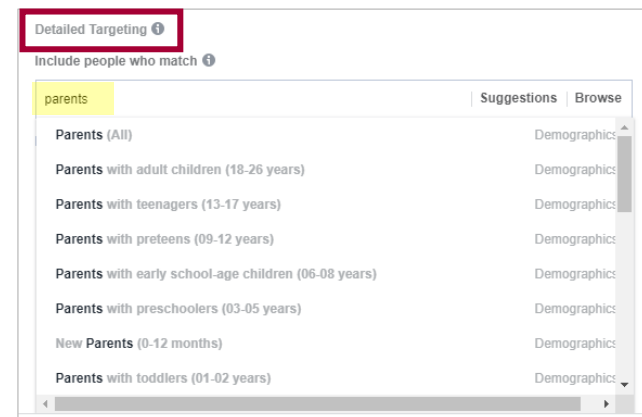


Detailed Targeting lets you expand or decrease your audience by **including** or **excluding** specific demographics, interests, and behaviors.

To **include**, you can do one of two things:

1. Type in the area that says “Add demographics, interests, or behaviors,” and you will see suggested target audiences related to what you typed appear at the bottom of that. For example, if I type: “parents,” I see...

You can select as many of those suggestions as you want to add to your custom audience.



2. You can also click **“Browse”** on the right-hand side and you will see 3 expandable menus for Demographics, Interests and Behaviors, that you can use to define your audience.

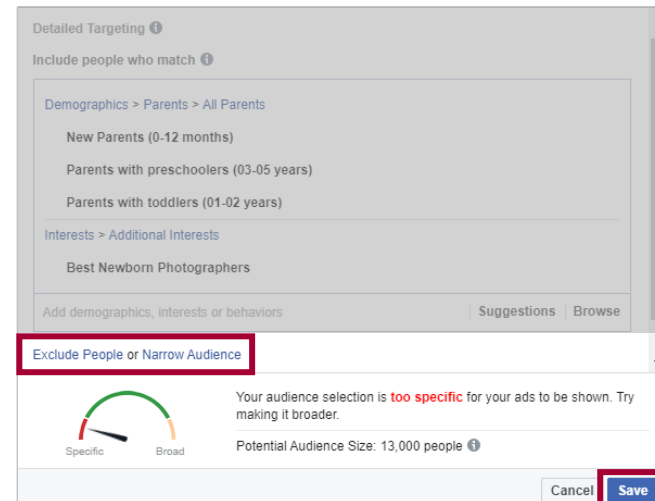
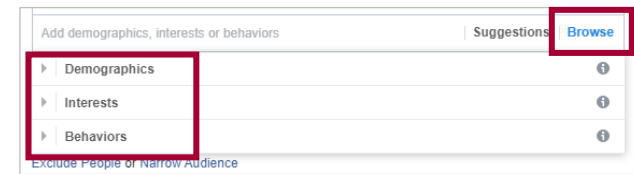
Demographics will help you narrow down the age, gender, relationship status, education, etc. of your ideal audience.

Interests points to people who post about the subject matter or like similar pages.

Behaviors will target people that appear to buy or consume similar offerings.

To **Exclude People or Narrow Audience**, you start by clicking on the hyperlinked text for each option at the bottom of the target audience suggestions, and then select the specifics the same way you did with “Include” (above).

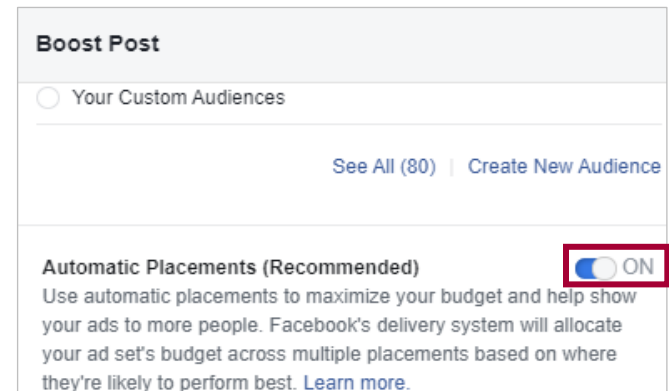
Once you are done with your detailed audience selections, click save.



The last portion of Audience is **“Automatic Placement (Recommended).”** This is *“on”* by default, and this means that your boosted post will be shown to audiences not only on Facebook, but also on Messenger and Instagram. You can toggle the button off and select where you want your ads to show within the larger Facebook “world.”

If left in Automatic, Facebook will decide placements for you. Ads might get shown on Instagram or sent via Messenger. Especially this last one can be seen as spam, so be mindful of that when making your selection.

If you toggle this button to the “off” position, you can click and select where you want your ad to show.



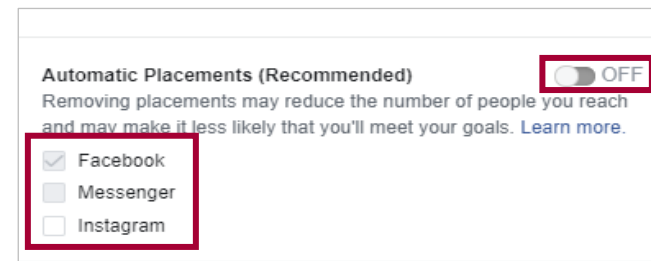
Boost Post

☐ Your Custom Audiences

[See All \(80\)](#) | [Create New Audience](#)

Automatic Placements (Recommended) ☒ ON

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)



Automatic Placements (Recommended) ☐ OFF

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

☒ Facebook

☐ Messenger

☐ Instagram

DURATION AND BUDGET


Select how long you want your boosted post to run for, and how much money you want to allocate to the ad.

Duration: Facebook recommends running ads for no less than 4 days and ideally for 10-14 days. This is because there is a “learning phase” that lasts 5-7 days, and ads that continue to deliver after that will be better optimized.

You can select the number of days you want your ad to run for, or the date when you want the ad to end.

Budget: Select how much money you want to spend on this ad. You have options available in the drop-down menu, or you can “choose your own.” The minimum budget is \$1 per day, so you truly can do this with a very small investment.

After inputting all this information, you will see “Estimated People Reached” which shows you an estimate of how many people you may reach per day out of your total audience. You will also see an estimate of how much money you will spend per day.

DURATION AND BUDGET	
Duration ⓘ	
Days 10	End date  Nov 15, 2019
Total budget ⓘ	
\$50.00 USD ▼	
\$10.00 USD	Reach 93 - 269 people per day
\$20.00 USD	Reach 187 - 539 people per day
\$30.00 USD	Reach 280 - 808 people per day
✓ \$50.00 USD	Reach 466 - 1,347 people per day
\$100.00 USD	Reach 933 - 2,695 people per day
Choose Your Own	

TRACKING CONVERSIONS

Make sure that your Facebook Pixel button is toggled blue.

If you want to be able to track conversions, install a Facebook Tracking Pixel to your website. Check Facebook's detailed information about this on Facebook's page "[Create and Install a Facebook Pixel](#)." HINT: It is super easy!

TRACKING CONVERSIONS	
<input checked="" type="checkbox"/>	Facebook Pixel ⓘ
<input type="checkbox"/>	Retargeting Pixel

PAYMENT

Here you will want to make sure you are on the Business Ad Account you want to use for the ads.

You also want to uncheck the box "This ad is about social issues, elections or politics" (*unless that is the case*).

And last, but not least, you will see your Payment Method with Facebook (*usually), and the last four digits of your credit card.

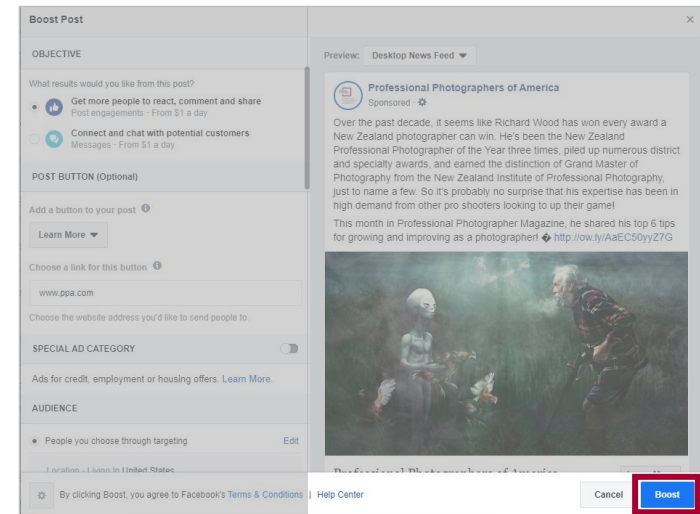
PAYMENT	
Account	
PPA - Ad Account - 123456789012345 (123456789012345 USD)	
<input type="checkbox"/>	This ad is about social issues, elections or politics. Learn More
Payment Method	
American Express *1234 Change	

YOUR POST IS READY TO BOOST

Now that your post is optimized, you're ready to boost!

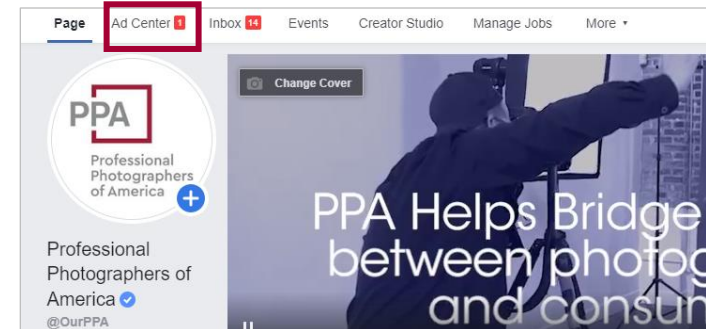
Simply click the “Boost” button on the bottom right, below the Preview area.

If you don't see your post published right away, don't be worried. Facebook reviews boosted posts before they start circulating on the platform. But you will be able to see the status of your post in the Ad Center, as explained in the following page.



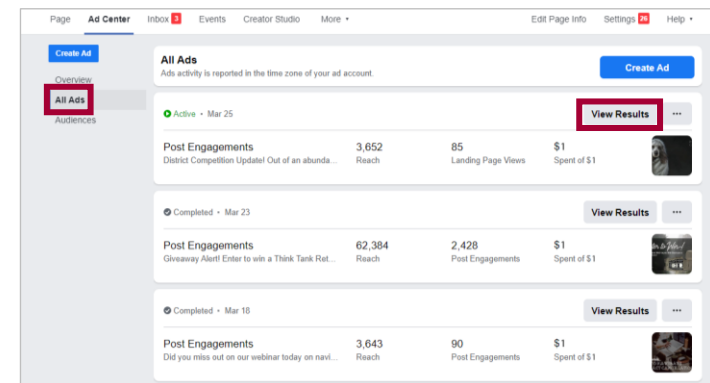
STATUS & RESULTS

To review the status of your posts, click on “Ad Center” at the top of your business page.



Once in the Ad Center click on “All Ads” on the left-hand side. This will display all your boosted posts (ads), with information on whether they are active, and some basic results to the right of that.

You can also click on “View Results” to see more information.



Now, go start boosting some posts to help your business grow!

For more useful resources like this, go to the [See The Difference page](#) on PPA.com