

DAY 26 – BOOST YOUR POSTS... WISELY

Post Planner's Scott Ayres spent \$65 on a boosted post that resulted in \$3200 of sales.

Want to know how?

Here you go!

STEP ONE

When you boost a post you need to be careful how you do it or you may end up wasting your money.

Clicking the "Boost Post" button on a post will show you something similar to this:

AUDIENCE

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

Location United States [Edit](#)

BUDGET AND DURATION

Total budget

\$20.00 ▼

Est. People Reached

1,100 - 1,500 people

0 of 1,500 ⓘ

Duration ⓘ

Boost this post for 1 day ▼

PAYMENT

30 DAY FACEBOOK CHALLENGE

NEVER choose the "People who like your Page and their friends" selection -- unless your Page/product is a global product.

Why? Because people you may not be able to deliver to end up seeing the post and engaging with it.

Choosing "People who like your Page" is great for reigniting engagement with people who may not have interacted with you in some time.

The best option is "People you choose through targeting."

Facebook targeting allows you to choose a specific audience -- which means a mix of existing followers and new prospects.

Create Audience ✕

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

Name

Location

Age -

Gender

Interests

30 DAY FACEBOOK CHALLENGE**STEP TWO**

Don't boost a post as soon as it goes live on Facebook. Doing this is a waste of money.

You want the post to get some natural, organic engagement first.

Why pay to show the post to people who could have seen it for free?

Wait at least 2-3 hours before boosting a post. Give yourself the chance to reach more people for the same investment.