

BOOSTING A POST ON FACEBOOK



Prepared by:

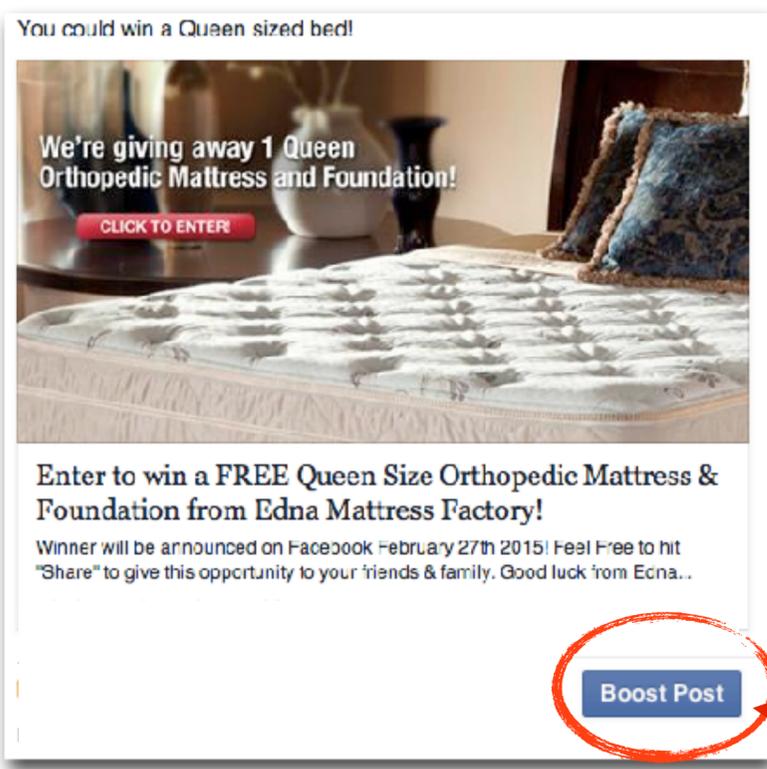


12/28/16

Boosting your company's posts on Facebook is a an easy and affordable way to reach new potential clients/customers, re-enforce buying decisions made by existing customers and to entice transactions to happen fast. According to Pew Research Center (as of 11/11/16 "68% of all U.S. adults use Facebook Roughly eight-in-ten online Americans (79%) now use Facebook, a 7-percentage-point increase from a survey conducted in 2015". Most have listed very precise details about themselves, their habits, associates and what they "like". Facebook Boosts/Ad Campaigns allow you to target over 60% of your potential market while those people are engaged on Facebook. Most importantly, Facebook allows you to isolate those who are more pre-disposed to become customers, saving you money on advertising by not having to pay to communicate with folks who would have never been customers. In the past, the goal was to BROADCAST to the masses, hoping a few would respond to our message. In digital marketing, it's closer to NARROWCASTING; surgically targeting customers you'd like and then romancing them into your business.

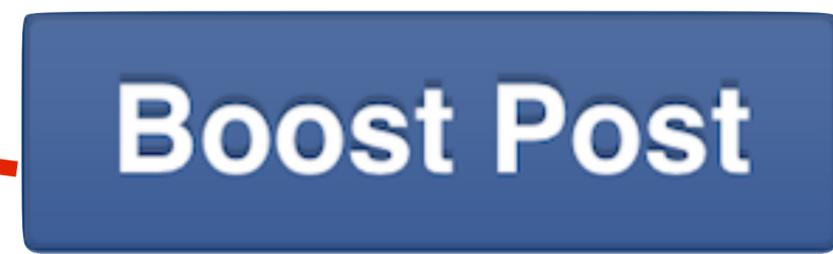
Before you go about advertising on Facebook, keep in mind the basic tenants of advertising. Good advertising is what you say, multiplied by how many times you say it, and to whom you say it to. A strong message typically needs to be served to the same person up to seven time before they will be called to action, IF they are in need of your product good or service at the time the message is communicated. If your goal is to simply raise the level of awareness for your brand, keep in mind the same rules still apply; you need coherent reach, continuity, and frequency (repetition of the ad). Also, remember that in advertising repetition builds recall and recall drives decisions. If you set about advertising on Facebook, please do it consistently and to the same precise audience.

The following document contains a step by step walk through on how you can boost your posts. Keep in mind Facebook changes the methods to boost posts/ advertise often, so if any of the screen shots in this document do not correspond with what you're seeing on your Facebook page while you are attempting to boost, please request a new document from your Newfangled Commerce representative, or call us and we'll be happy to walk you through it. 888-899-3622.



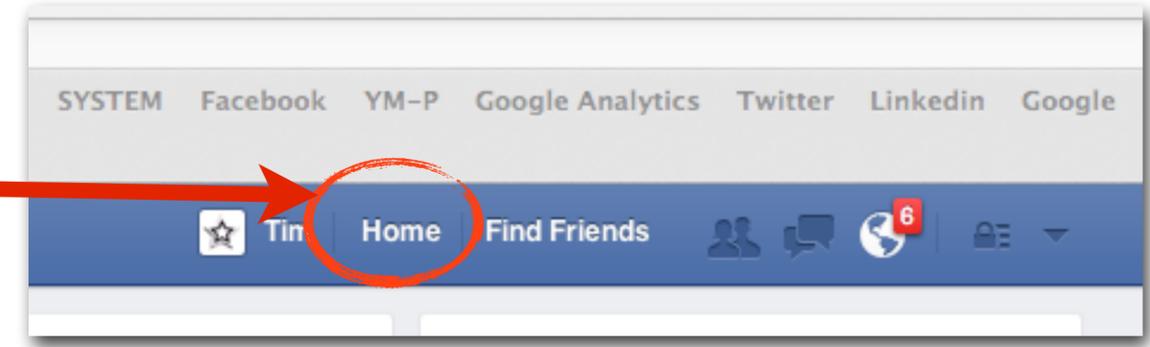
Let's begin with the best content to boost. If you are reading this document, you have most likely undertaken your "Promotions Igniter Meeting" with your Newfangled Commerce representative. In that meeting, you've conceived 12 campaigns/offers which will be delivered to your email database, those who like your company's page on Facebook, and your followers on Twitter. Each of those 12 campaigns will be delivered twice for a total of 24 campaigns across one year's time. Those Newfangled Commerce campaigns, also feature Facebook specific art that is not only compelling and professionally designed, but compliant with Facebook's 20% or less text policy. It is those campaigns we recommend you boost. In addition to being well conceived and compelling, the Newfangled Commerce campaigns are also connected to the landing pages associated with those campaigns, allowing people who engage your post on Facebook, to redeem the printable coupon, RSVP for your event, or request more information from your team.

If you choose to boost other content, please make sure the content is captivating and consider calling people to act within a specific term of time. Example "Come in for half off donuts through Thursday", with an enticing picture of a donut.

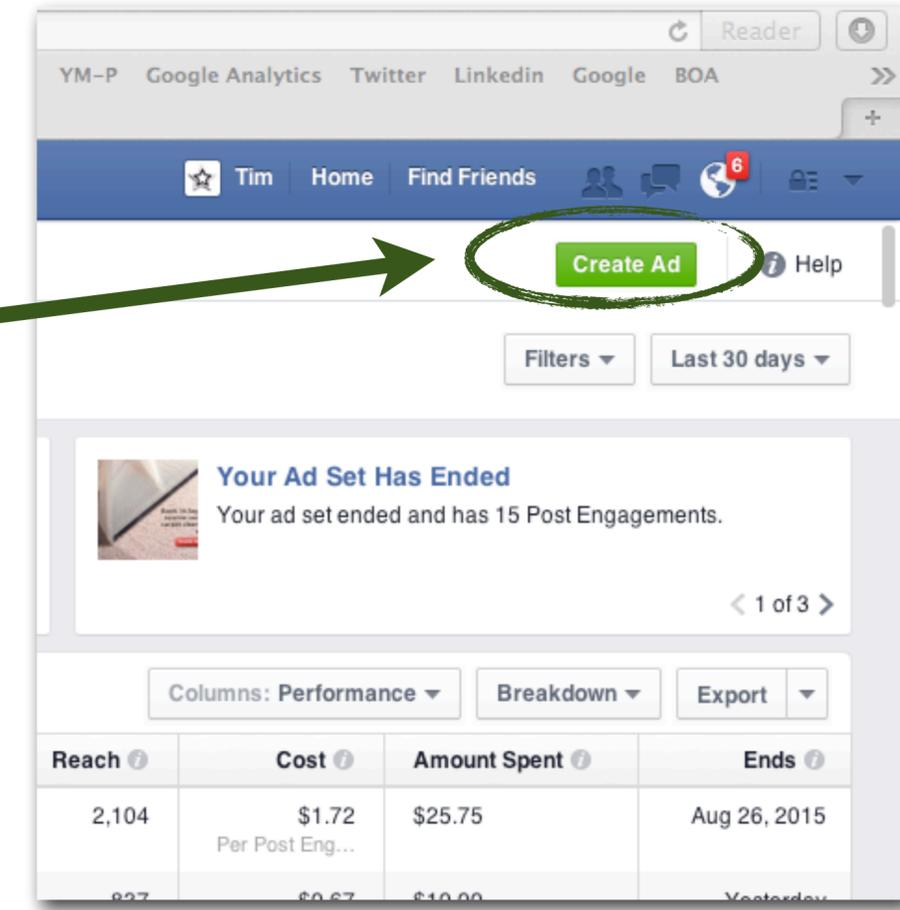
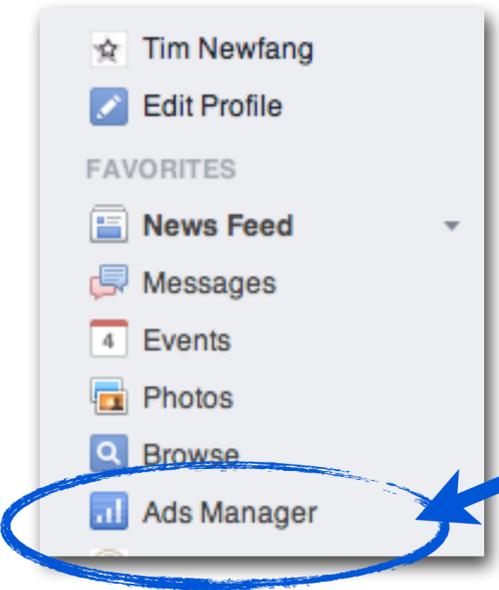


Though Facebook allows you to boost posts, directly from your Business Page, those types of boost limit your ability to target other ancillary demographics and interests that maybe critical to establishing an audience to consistently communicate with on Facebook. Rather than boosting from your page, follow these steps.

#1. Click "Home" to navigate to your personal Facebook "Friend" page.



#2. Click "Ads Manager" in the left hand column of your personal Facebook "Friend" page.



#3. Click the green "Create Ad" button in the upper right hand corner of the new page that opens.



#4. Choose your objective. Facebook offers an array of tools that range from increasing traffic and sales to your website, promoting your page. For this example, we'll focus on "Boosting your posts."

What's your marketing objective?

Awareness	Consideration	Conversion
Boost your posts	Send people to a destination on or off Facebook	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
Increase your reach	Collect leads for your business	Get people to visit your stores

#5. Be sure that you've selected the appropriate page to produce the boost from, and the proper post to boost, then click "Continue".

Page Post Engagement

Get more people to see and engage with your Page posts.

Test NFC Page

Chim Chimney Fireplace & Spa

Continue

#6. Define your audience. Get started by choosing the geographic area that you'd like to target. In example A. Facebook has included every male and female from 18-65+ who resides in a 50 mile radius around Seattle. According to Facebook, there are 3 Million people actively using Facebook every day that you could potentially reach in a 50 mile radius around Seattle. Though the prospect of reaching 3 million potential new customers maybe exciting, the idea of wasting money speaking to people who are unlikely to become customers is certainly unappealing.

#7. In example B. you see we've chosen specifically a 25 mile radius around Seattle, and a 10 mile radius around Tacoma.

#8. If our target customer is primarily female, there is no sense in spending money to talk to males.

#9. If our hypothetical target customer in this example ranges in age from 25-55, there is no sense in spending money to talk to women outside of that age range.

#10. As your ad is most likely only in English, it makes sense to target "English Speakers."

These actions will reduce the total number of people you can reach, in this case down to 790,000, but these are folks who are more likely to be customers.

A.

B.

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences **?**

Create New Custom Audience...

Locations **?** United States, unknown
Seattle, WA + 50 mi ▾

Include ▾ | country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age **?** 18 ▾ - 65+ ▾

Gender **?**

Languages **?**

Audience Definition

 Your audience is defined.

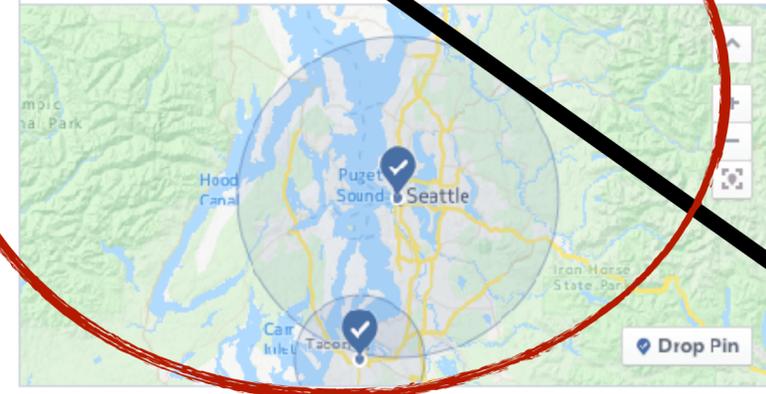
Audience Details:

- Location:
 - United States: Seattle (+50 mi) Washington
- Age:
 - 18 - 65+

Potential Reach: 3,000,000 people

Locations **?** United States, unknown
Seattle, WA + 25 mi ▾
Tacoma + 10 mi ▾

Include ▾ | country, state/province, city, ZIP, DMA or address



Drop Pin

Everyone in this location ▾

Age **?** 25 ▾ - 55 ▾

Gender **?**

Languages **?**

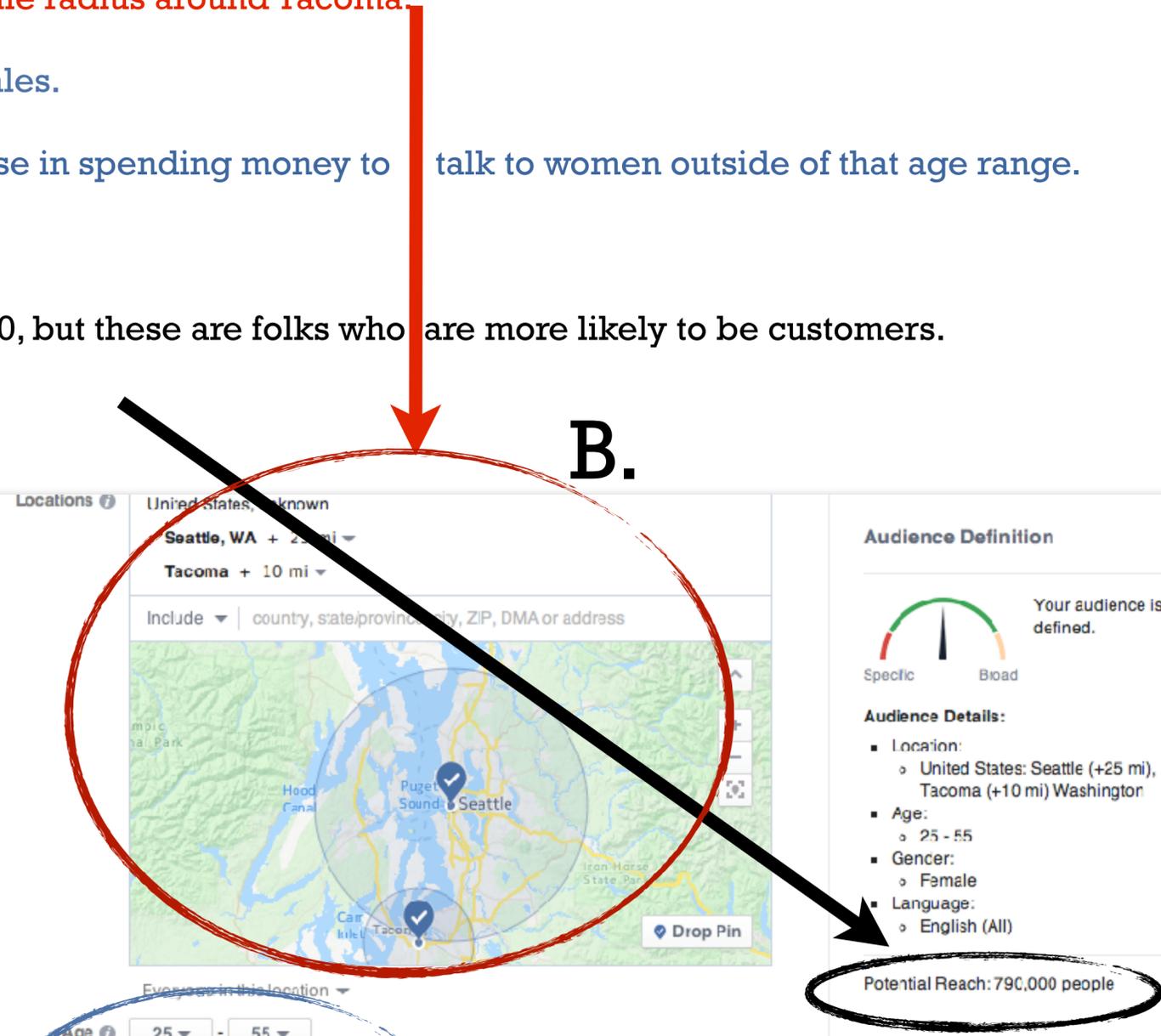
Audience Definition

 Your audience is defined.

Audience Details:

- Location:
 - United States: Seattle (+25 mi), Tacoma (+10 mi) Washington
- Age:
 - 25 - 55
- Gender:
 - Female
- Language:
 - English (All)

Potential Reach: 790,000 people



#11. Select specific demographics. This is an incredible feature from facebook that allows you to dial in on everything from job titles, ethnicity, political affiliations, education and more. If any of those demographics are important to you when targeting, indicate them, but keep in mind, your audience is becoming more and more narrow with every layer of demographic information you indicate.

The screenshot displays the Facebook Ads targeting interface. On the left, the 'Age' filter is set to 25-55, 'Gender' to Women, and 'Languages' to English (All). A 'More Demographics' dropdown menu is open, listing categories such as Relationship, Education, Work, Financial, Home, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. The 'Interests' and 'Behaviors' sections are partially visible. On the right, the 'Audience Definition' section shows a gauge indicating the audience is defined, with 'Specific' on the left and 'Broad' on the right. Below this, 'Audience Details' lists: Location (United States: Seattle (+25 mi), Tacoma (+10 mi) Washington), Age (25 - 55), Gender (Female), and Language (English (All)). The 'Potential Reach' is 790,000 people. At the bottom left, there is a 'Save this audience' checkbox.

#12. For this example, let's say we have a coffee shop. Our primary target is English speaking married women who own their own home. This specificity will greatly reduce the Potential Reach.

#13. Refine your reach: If we'd like to target only people who already have an affinity for Seattle's coffee scene, we can indicate that in the "interests" section. Facebook should automatically populate the company whose "Likers" you are attempting to target when you begin typing. If it doesn't find the brand you are targeting, it means that brand is too small to target. These refined interests have reduced your potential reach to 19,000 people in this example, but chances are, these are people who are firmer targets and more likely to respond to your ad, and purchase from you.

The screenshot displays the Facebook Audience Targeting interface. On the left, demographic filters are applied: Gender (Women), Languages (English (All)), Relationship Status (Married), Home Ownership (Homeowners), and Politics (US). The Interests section is expanded, showing a list of coffee-related brands: Caffé Vita Coffee Roasting Company, Coffee Beanery, Peet's Coffee & Tea, Starbucks, and Stumptown Coffee Roasters. On the right, the Audience Definition section shows a gauge indicating the audience is defined, with a needle pointing towards the 'Specific' end. Below this, the Audience Details section lists the following criteria: Location (United States: Seattle (+25 mi), Tacoma (+10 mi) Washington), Interests (Starbucks, Caffé Vita Coffee Roasting Company, Stumptown Coffee Roasters, Peet's Coffee & Tea or Coffee Beanery), Relationship Status (Married), Home Ownership (Homeowners), Age (25 - 55), Gender (Female), and Language (English (All)). A red arrow points from the text above to the 'Potential Reach: 19,000 people' text at the bottom of the Audience Details section, which is circled in red.

#14. How much to spend. Now that we've defined our audience and reduced it to a very specific number, (in this case 19,000) determining how much you should spend, is an exercise that should reflect what you hope to accomplish. Since this is such a specific group, if you can afford it, try to talk to all 19,000. In the "Estimated Daily Reach" forecast supplied by facebook, it would cost \$120 (in the B. example below) to reach all 19,000 for one day. That works out to \$1.00 to reach 158 of your targeted customers. Be sure to indicate you want to use a "Lifetime Budget", set the start and stop dates, and indicate you are after "Post Engagement".

A.

How much do you want to spend? Help: Budgeting & Pricing

Budget Daily Budget

Schedule Run my ad set continuously starting today Set a start and end date

Optimize For

Pricing Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

- Get the most engagements for your post at the best price - You'll be charged for impressions
- Set the amount a post engagement is worth to you

Ad Scheduling Run ads all the time [More Options](#)

Delivery Type Standard - Show your ads throughout the day - Recommended [More Options](#)

Estimated Daily Reach

750 - 2,000 people

0 of 19,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

B.

How much do you want to spend? Help: Budgeting & Pricing

Budget Lifetime Budget

Schedule Lifetime Budget

Your ad will run until Saturday, September 5, 2015. You'll spend up to \$120.00 total.

Optimize For

Post Engagement We'll serve your ads to people who are more likely to engage with your post.

Daily unique reach We'll serve your ad to people up to once per day.

Impressions We'll serve your ads to people as many times as possible (CPM).

Clicks We'll serve your ads to people who might click on your ad (CPC).

Hide Advanced Options

Ad Set Name Seattle, WA, Tacoma - 25-55

Estimated Daily Reach

7,100 - 19,000 people

0 of 19,000

Ad set duration: 1 day

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

#15. Placing your order. Facebook will give you one last preview of what your campaign will look like when your ad is served to those 19,000 targeted people's news feeds, mobile news feeds and desktop right column ads. If everything looks as it should, place your order and you are off and running! If you've never boosted a post, or placed an ad on Facebook, Facebook will request your credit card information. Once you've entered it, you won't need to enter it again. Also, this custom audience that you've created should auto-populate the next time you go to boost a post, so subsequent boosts will be easier and faster.

The screenshot displays the Facebook Ads interface. On the left, the 'Boosted Page Post' section shows 'Your ad will boost this Page post. You can preview your ad on the right.' Below this are 'Hide Advanced Options', 'URL Tags' (1024), and 'Conversion Tracking Pixel' (Choose a pixel). The main area is 'Ad Preview' (1 of 1), showing three ad placements: 'Desktop News Feed', 'Mobile News Feed', and 'Desktop Right Column'. Each placement shows a preview of the ad, which features a coffee cup and the text 'Get 1 free coffee!' with a 'CLICK HERE' button. At the bottom right, the 'Review Order' and 'Place Order' buttons are circled in red.

#16. *New as of 8/16/16

If your brand has a presence on Instagram, you may link your Facebook Account with your Instagram account. Facebook will automatically use your links, images and truncated version the the text and automatically serve your ad to an audience (reflective of the demographics/geography you indicate on Facebook) to Instagram. As Instagram tends to skew younger, please your demographics will need to include younger people.

BOOSTING A POST ON FACEBOOK



Happy Boosting! If at anytime we can be of help, or answer further questions you have regarding boosting your brand's posts on Facebook, please reach out to your Newfangled Commerce representative and we'll be happy walk you through it over the phone.

Please also keep us in mind as you work to grow your brand. In addition to Email Marketing & Social Media Management, we would be pleased to partner with your company in providing the following:

- ☆ Websites: Everything from a dazzling straightforward 5 pager, to a flawlessly functional e-commerce site.
- ☆ Logo Design: Stunning logos that help your brand stand out from you competitors and stand on a stage with established national brands.
- ☆ Radio/TV & Print Placement: Strategic proven methods of negotiating with media for optimal placement and finding the best possible rate to save you money.
- ☆ Radio Creative: With over 3,000 campaigns under our belt (many award winners) our team can produce compelling copy and perfect production.
- ☆ Jingles: Our team of award winning jingle singers have produced jingles for some of the biggest brands in America. Our jingles stand out and are remembered.
- ☆ App Development: Give us a challenge! Your imagination is the limit of what Mobile Apps can do.
- ☆ Sales Training. Great marketing can't change a bad business. Good sellers can. We can help bridge the gap with your team when it comes to closing the deal.

www.NewfangledCommerce.com

888-899-3622

