

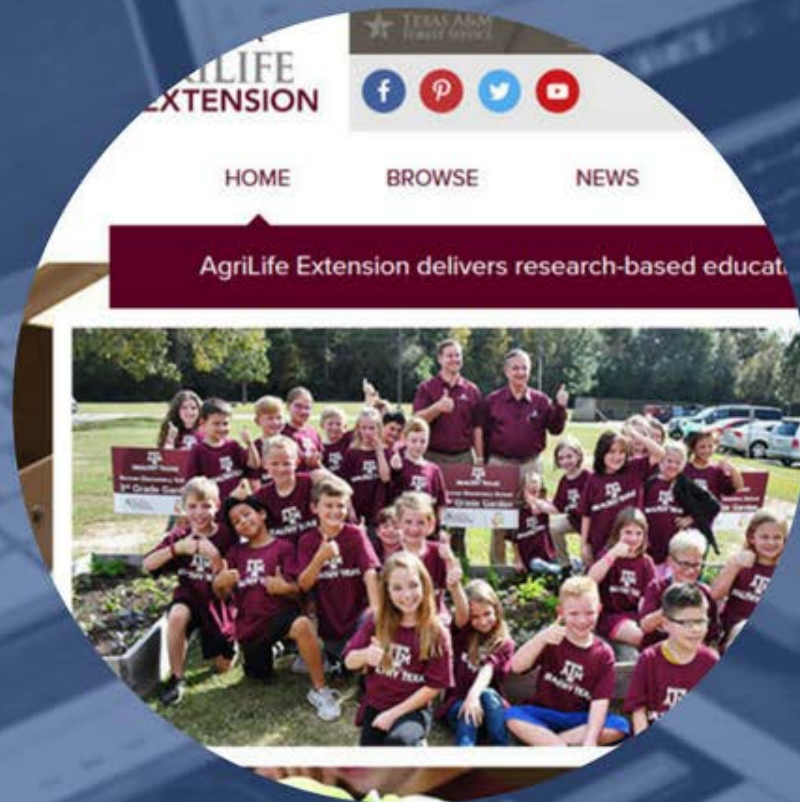
FACEBOOK ADS:

# HOW TO BOOST YOUR POSTS FOR MAXIMUM REACH

WITHOUT BLOWING YOUR BUDGET

# CONNECT

AgriLifeExtension.tamu.edu



# DIGITAL MARKETING COURSES

ExtComm.teachable.com



# WHY ADVERTISE ON FACEBOOK?

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50 minutes a day  
(  $7.6 * 40$  hour workweeks per year )

Less from brands,  
more from family + friends

Only 6-10% average reach



# HELP!!!

**I HAVE NO MONEY  
FOR ADS!**

Work really hard  
to create viral  
content

Find influencers

Facebook Live



OR YOU CAN

PAY  
2 PLAY





Success Story:

# G. ROLLIE WHITE CHAIRS

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Endowment fundraiser

\$593.37 total ad spend

11 days

Sold 130+ chairs

Raised over \$42,000

95,816 people reached

7,398 link clicks





Success Story:

# INCREASED ATTENDANCE

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Flame & Fortune,  
Prescribed Burn School

\$580.00 total ad spend

100+ people attended

75% found out through  
Facebook

Ages 15 - 80 years old

43,459 people reached  
with 3,838 link clicks



# STEP 1

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## *How to Quickly* **ADVERTISE ON FACEBOOK**

### **How to Quickly Advertise on Facebook**

It can be a low cost, hyper-targeted way of reaching the exact people that you want to come to your Extension programs and events.

[ExtComm.teachable.com](https://ExtComm.teachable.com)

**SEE WORKSHEET**



### Create Facebook Ads

Ads Manager is a unified ads creation tool for everyone who wants to

[Facebook.com/blueprint](https://Facebook.com/blueprint)

**CERTIFICATES**

# STEP 2

Boost a high-performing post,  
event or resource

GO TO: INSIGHTS > POSTS

05/14/2018 7:50 pm		The Top 4 lessons learned at Camp Brisket: <a href="http://ow.ly/Pgie30jT">http://ow.ly/Pgie30jT</a>			6.3K		421 67		<a href="#">Boost Post</a>
05/14/2018 8:15 am		This guide will help make planting a vegetable garden easier: <a href="#">htt</a>			30.8K		3.5K 838		<a href="#">Boost Post</a>
05/13/2018 6:50 pm		Texas A&M AgriLife's novel winter-hardy hibiscus hybrids hitting			17K		1.2K 783		<a href="#">Boost Post</a>

## Boost Post



### OBJECTIVE

What results would you like from this post?



**Engagement: reactions, comments and shares**  
What's this?

Change

### POST BUTTON (Optional)

Add a button to your post ⓘ

Learn More ▾

Choose a link for this button ⓘ

<https://agrilifeextension.tamu.edu/browse/featured-solutions/healthy-dinner-ideas-for-families-kids/>

Choose the website address you'd like to send people to.

### AUDIENCE

☒ People you choose through targeting

Edit

Location - Living In: United States: Texas  
Age: 18 - 65+

☐ People who like your Page



By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

### DESKTOP NEWS FEED

### MOBILE NEWS FEED



**Texas A&M AgriLife  
Extension Service**



Sponsored · ⓘ

Looking for a healthy meal to cook this week?  
Check out these Healthy Dinner Ideas for  
Families and Kids: <http://ow.ly/FIW430iPKTq>



**Texas A&M AgriLife  
Extension Service**  
Education

Learn More

Close

Boost

## Boost Post



### AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In: United States: Texas

Age: 18 - 65+

☐ People who like your Page

☐ People who like your Page and their friends

☐ AgriLife Extension Audience

[Create New Audience](#)

### BUDGET AND DURATION

Total budget ⓘ

\$130.00 USD

Estimated People Reached ⓘ

850 - 4,100 people per day

of 12,000,000

Refine your audience or add budget to reach more of the people that matter to you.

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Close

Boost



# STEP 3

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Step up your game...

Install Facebook Pixel on  
your website.

Use Facebook Pixel to build a  
Lookalike audience

# STEP 4

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Try a different ad type or network

VIDEO 1. COLLECTION SLIDESHOW LEAD GENERATION ADS  
IMAGE POST ENGAGEMENT OFFERS  
2. CAROUSEL CANVAS EVENT RESPONSES PAGE LIKES  
THE REST



Facebook



Instagram



Messenger



Audience  
Network



Workplace

# ASK YOURSELF...

Do we need more subscribers,  
attendees, clients?

Should we be spending so  
much time trying to organically  
reach so few people?

Or, should we strategically pay  
to play?

# facebook TRY FACEBOOK ADVERTISING!

Please let me know how it works out.

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**THANK  
YOU!**

Trey Rice  
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