

# Facebook Ads:

## How to Boost Your Posts for Maximum Reach Without Blowing Your Budget

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### Why Advertise on Facebook?

- 50 Minutes Each Day: That's the average amount of time users spend each day on Facebook properties. That's equal to 1/16 of an average user's waking time, or 7.6, 40-hour workweeks per year!
- Facebook is limiting the number of posts from brands (Facebook pages) that make it through to a user's news feed. They are instead "prioritizing" posts from friends and family.
- On average, 6-10% of our own subscribers ever see one of our organic posts. For commercial brands, the total reach is even lower.

### Help! I have no money for ads! What can I do?

- Work hard to create viral content that people want to share. Then post your content, cross your fingers and wait and see if Facebook's computers like you today.
- Identify and build relationships with influencers that can organically share your posts with their audiences.
- Create more videos and use Facebook Live.

### Steps to getting started with Facebook advertising

1. Take my 15-minute course called: How to Quickly Advertise on Facebook
  - <https://extcomm.teachable.com>
2. Complete Facebook Blueprint advertising courses
  - <https://www.facebook.com/blueprint>
3. Boost a post, event or new resource
  - Get your feet wet, start with a small budget
  - Boost a high-performing organic post for lower ad spend
  - Go to Insights > Posts and click a Boost Post button
4. Step up your game...
  - Install Facebook Pixel on your website and collect data for at least one month.
  - Use the Facebook Pixel to build a Lookalike audience. Tell Facebook to use the Lookalike audience to find new targeted customers.
5. Try advertising with a different ad type or Facebook network
  - Ad types: video, image, carousel, collection, post engagement, canvas, slideshow, offers, event responses, lead generation ads, page likes
  - Facebook networks: Facebook, Instagram, Messenger, Audience Network, Workplace
6. Share your results with others and Treye: tgrice@ag.tamu.edu

**From:** [Morgan Russell](#)  
**To:** [Trey G. Rice](#)  
**Subject:** Flame and Fortune Prescribed Burn School  
**Date:** Tuesday, August 01, 2017 4:18:27 PM

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Hello Trey,

Our Flame and Fortune Prescribed Burn School July 13-14 was a huge success!

We had over 100 participants for the two day event. Participants ranged from: TPW, NRCS, CIPBMs, PBAs, CEAs, USDA-USFS, landowners, ranch managers, County Commissioners, County Judges, and VFDs. Students and CEA's registrations and hotels were paid for by the grant money secured for this burn school.

Here are some quick points that I feel really stand out:

- I advertised through traditional Livestock Weekly paper and Facebook. At least 75% of attending participants found out through Facebook.
- Average age of participants was 40 years. My youngest was a 15 year old, and oldest was 80 years.
- My FB promotion cost only \$580.00 and 43,459 people saw it with 3,838 post engagements. I have no idea how many people saw the 10<sup>th</sup> page ad in Livestock Weekly, but given the overwhelming majority of participants finding out through FB, I assume not many. My ½ page black and white ad in livestock weekly was \$600.00
- My FB promotion generated 711 reactions, 36 comments, and 130 shares. I targeted "People who like my page and their friends ages 18-65+)

#### Flame and Fortune: Growing Season Prescribed Burn School

**Relevance:** Prescribed burning is a risky strategy to control invasive and noxious brush in West Central Texas. To increase understanding, knowledge, and experience with prescribed burning, a prescribed burn school was offered to interested landowners and managers.

**Response:** One-hundred participants (consisting of TPW, NRCS, CIPBMs, PBAs, CEAs, USDA-USFS, landowners, ranch managers, County Commissioners, County Judges, and VFDs) attended the 2-day burn school event. July 13<sup>th</sup> was devoted to classroom lectures and July 14<sup>th</sup> was spent in-field executing a safe and successful prescribed burn on 320-acres of rangeland south of San Angelo. This was a first for burn schools in Texas to have every state agency represented during the burn school. Student's and County Extension Agent's registration and hotel room for the 2-day event were complimentary.

#### **Results:**

- Of the 100 participants, 67 surveys were completed and 1.5 million acres were represented, and 10 Continuing Fire Training credits were given
- Overall, 82% of participants felt the workshop was informative
- 54% of respondents felt following the workshop, more comfortable burning and finding the resources available for implement a prescribed burn
- 70% of respondents have an improved understanding of fire effects following the workshop
- 85% of participants feel they have an improved understanding of fire behavior following the workshop
- 88% of respondents believe they have a better understanding of fire techniques and strategies used to manage rangelands to meet certain goals and objectives
- 64% of participants are planning to implement a prescribed burn because of the information provided at the burn school
- Burn School participants anticipate an economic benefit of \$20.00/acre and with 1.5 million acres represented, total anticipated economic benefit is approximately \$30 million

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