



Social Media: Posting vs. Boosting vs. Targeted

What are the different types of Facebook & Instagram?

How many people do they reach?

5-10% of EXISTING page likes

Whilst these are quick and simple, they only reach a tiny amount of people who already like your page. Whilst this may be good to generate reviews, stay in front of customers, it **isn't** going to help drive **leads** or **new business** into your company.

Unless you have a **huge** brand following, go 'viral' or have a crazy offer - these are relevant, but not good for **ROI**.



Organic (Normal or 'free') posts

These are great for raising awareness of, and promoting your brand to **existing clients**. Normal page posts also give you a platform to portray your **brand persona**, or the more personal side of your company.

Once you have created a Facebook and/or Instagram page for your business, these posts are simple, quick and easy to do.

This is what is generally known as Social Media Management - someone producing regular scheduled content on your page.

When should these be used?

Boosted posts can be a quick way to drive engagement on **one specific post/message** but **not** your business, website or products overall. If you are looking for that specific post to get some awareness, and you don't really care about being very specific on who the audience is, then a boost would help achieve that.

However, These can be a very **big waste of money**. You have **limited targeting options**, and almost no control over changing the look and feel of the actual post - you are just boosting a normal post.



Boosted posts

Boosted posts are the easiest way to **advertise** on Facebook. Once you have published a normal post as described above, you can essentially 'boost' it for a fee.

Set a budget, date and choose from limited targeting options then that post will appear in front of people that do not follow your page and match the few options you have chosen from. This is not the best way to promote on Facebook...

Boosted & targeted posts show as 'sponsored'

How is this different?

Running campaigns through Business Manager, whilst it is time consuming and more complicated than boosting a post - it **generates actual results**.

You set an **objective** - website traffic, sales, page likes, retargeting and then build a **heavily detailed granular audience**. Once built - you have **complete control** over where the **ad appears** and what it **looks like**. This 'post' or advert creative does not appear on your page at all, it only appears in front of the **right people** you have targeted, in the positions you have **chosen**.



Targeted social marketing campaigns

This is the **real** way to promote properly on Facebook. Running heavily targeted campaigns utilising Facebook's full targeting and design platforms - a mix of Creative Hub, Ads Manager & Business Manager to run optimised, **effective campaigns** that **learn over time** to generate more **response** based on your business objectives. This is 'full' Social Media Marketing.



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Ideally, running a mix of all types based on your overall strategy is best. We recommend **using a consultant or specialist for targeted campaigns**, while you **portray your brand persona** to your existing clients via 'normal' posts.