

To Boost or Not To Boost?

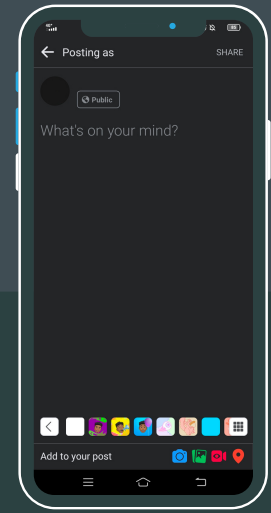
That is the question!



Facebook Post Boosting:
best practises + tips

by Neda & Business Station

What posts to boost



Photos or videos of your business

Give your audience a chance to tour your business location or get a 'behind the scenes' view

Show your audience what you have to offer - be the perfect solution to their pain points

Showcasing Products & Services

Sales & Promotion

Increase the awareness of any specials you're running. Let people know!

Any content that gets people to engage with your business: educational, inspirational or informative

Other Content

Boosting Tips

Have a clear goal in mind for each post

- *announcing a new event?*
- *showcasing a new product?*

*Boost for engagement
& awareness, not to sell*



*Make sure your post is
valuable & compelling.*

*Every business is
different - experiment
and compare!*

*Aim to boost for
7-10 days*

*Don't break the bank. \$2-
5/day is plenty, especially
until you find which boosted
posts work best*