

What Does It Mean to Boost a Facebook Post?

Boosting refers to putting money behind a social post to reach potential patients who do not follow your page already. These Facebook users are chosen by targeting certain specific demographics like age and location.

How to Boost a Facebook Post

There are several ways to boost a post on your Facebook page. We have listed one of the easiest ways to do this in the steps below. You must be logged into your Facebook account and be an owner or admin of your practice Facebook page. If you have any questions concerning the following steps, contact us at info@whiteboard-mktg.com, and we'd be happy to help you with this process.

Step 1: Log Into Facebook

Log into Facebook and navigate to the page you'll be boosting on.

Step 2: Choose A Post To Boost

Determine which post you would like to boost from your practice timeline.

Step 3: Click *Boost Post*

Once the post has been chosen, click the *Boost Post* button.

- Our team recommends boosting posts that are: calls-to-action, branded posts, and promotional posts.
- Note: Certain posts cannot be boosted. These include cover photos and posts that suggest certain attributes (for example: "Are YOU suffering from discolored teeth?").

Step 4: Choose A *Call-To-Action* Button

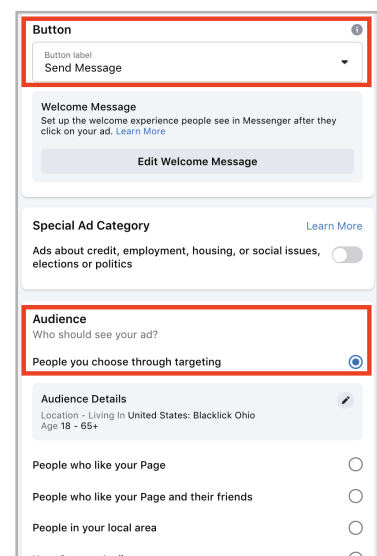
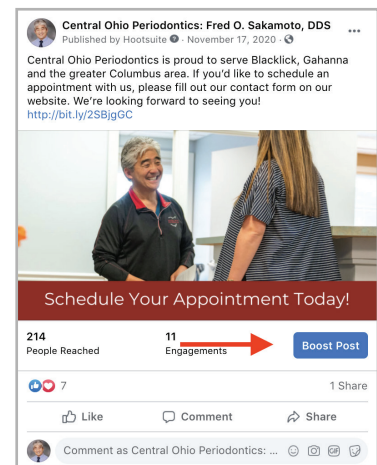
There are several calls-to-action to choose from. Our team recommends choosing one of the following prompts based on the goal for boosting the post.

- Call Now
- Learn More
- Book Now

Step 5: Choose An Audience

To most effectively spend your boost budget, determine who should see the post.

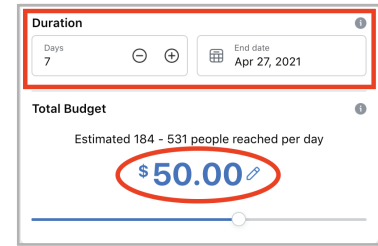
- Choose the prompts that best fit your practice's target audience and the location they are in.



Step 6: Set A Budget

Choose how much to spend on the boost and how long it should run.

- Note: You must spend a minimum of \$1.00 per day.



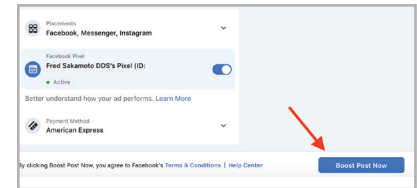
Step 7: Choose The Payment Method

Choose a payment method.

- If your practice has never boosted a post before, follow the prompts to input the payment method information.

Final Step - Step 8: Boost The Post

After all these steps have been completed, review the options that have been chosen. Once ready, click *Boost Post Now* in the bottom right corner.

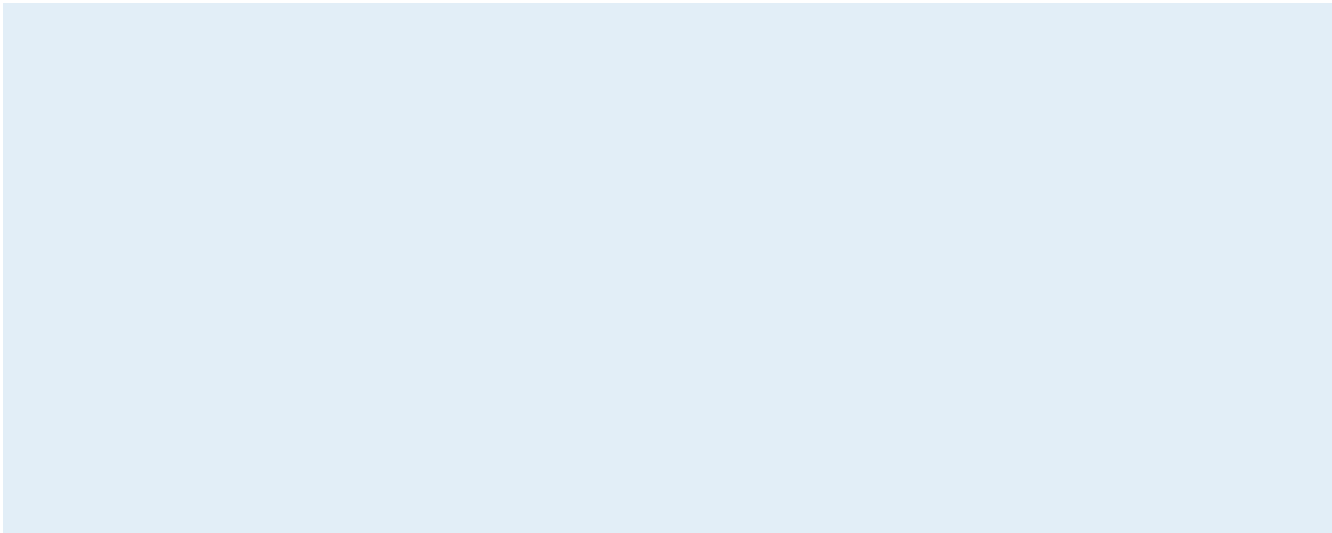


Have A Question Or Need Help Boosting A Post?

Keep in mind, the steps above are simplified. Boosting a post on Facebook can be challenging and it's important to reach the best target audience for your practice.

Give us a call at 614-665-6151 or email us at info@whiteboard-mktg.com and we will walk you through the process and help troubleshoot.

Notes:



**Whiteboard
Marketing**

Marketing Made Simple



Ready to talk? So are we.

info@whiteboard-mktg.com

614-665-6151

whiteboard-mktg.com/ssc



We are proud to be a Seattle Study Club endorsed partner.

PROPRIETARY to Whiteboard Marketing.

SEATTLE STUDY CLUB®
Cultivating Excellence in Comprehensive Dentistry