

Page Post Promotions

Make sure your fans see your Page posts

Promoting your post is a simple way to reach more fans and their friends.

Reach more of your fan base

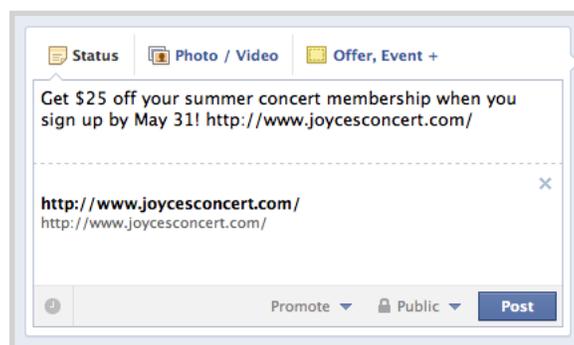
Fans are extremely important to your business. On average, fans spend 2x more with businesses than non-fans.¹ When you post on your Page, you may only reach a limited number of your fans each week. Facebook uses an algorithm to rank content based upon the likely interest to a user, in order to deliver the most relevant content.

Page post promotions will increase the number of fans you reach over a three day period. Fans will see your Page post as a sponsored story in their news feed on desktop or mobile. When your fans like, share, comment, or claim and offer from your promoted post, their friends will see the post too.

Promoting your post increases the likelihood that people will read your message, become aware of your business, or respond to an offer.

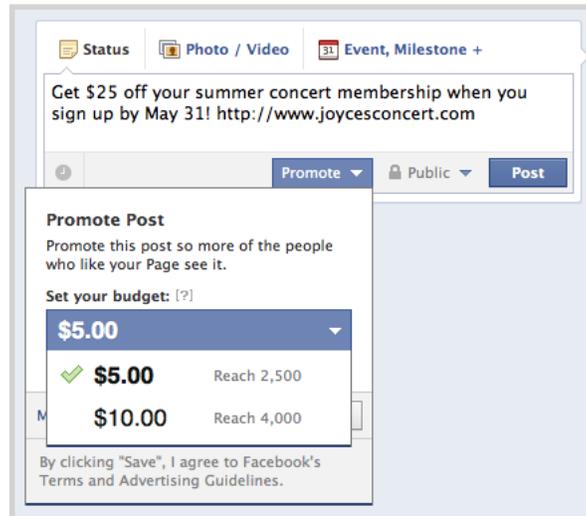
Get Started

1. **Enter a post into your Page's composer box or select an existing post on your Page.** Any post you've created within the past 3 days can be promoted. This includes status updates, photos, offers, videos, and questions. Promote as many posts as you'd like.



1. Average figures, based on internal studies.

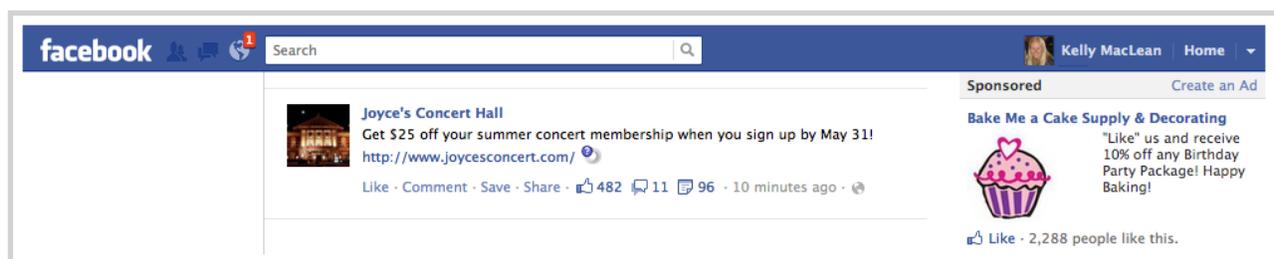
- Select the Promote drop-down button and set your budget.** Choose how many people you would like to pay to reach. Note that reach numbers are simply an estimate. Facebook does not guarantee that your Page post will be seen by the exact number of people displayed.



- Pin your promotion to the top of your Page.** Use the “pinned post” feature on your Page to keep your Page post visible and accessible.



- Your post is promoted to people in their news feed on desktop and mobile.** Each promoted post is eligible to be displayed in the news feeds of the people who like your Page and the friends of people who have engaged with your post for up to 3 days.



5. **View the results of your promoted post** in the drop-down from the “Promote” button at the bottom of the promoted post. Additional insights can be viewed in the Insights Tab of your Admin Panel. Once a promotion is created, it will begin running immediately. However, all promotions are subject to our official ad review process.

Promoted for \$10.00

Your post has been promoted. It will show to more of the people who like your Page and when they interact with your post, to their friends.

Budget spent

\$8.00 of \$10.00

Length of promotion

Thursday at 11:01pm

Payment method

Visa ending in **** 0668

Stop Promoting
Close

6. **Learn what types of future posts you should promote with Page Insights.** Pay attention to engagement metrics (people talking about this, new likes, comments, shares, etc) to learn which posts customers respond to best.

