

## BOOSTING A SOCIAL POST

A boosted social post is an ad that is created from an existing post on your Facebook or Instagram page. Boosting your page's social posts can help your business reach new people who are likely interested in your page that aren't currently following you. Follow the steps below to effectively boost a social post.

### HOW TO BOOST A SOCIAL POST

1. From your business's Facebook or Instagram page, identify a social post that you would like to boost and click the **"Boost post"** button.
2. You will be taken to a new page where you will set your objective, select your target audience and determine your budget for the boosted post (*Image 1*).
3. Under the **"Goal"** section, you will select which results you would like to see from the ad. You can also leave this set to Automatic and Meta will determine the best ad goal, however, we recommend choosing your own for best results. Here are the different types of goals to choose from:
  - Get more website visitors – show your ad to people most likely click to view your website
  - Get more messages – show your ad to people most likely to send you a message
  - Get more engagement – show your ad to people most likely to react, comment or share your post
  - Get more leads – use a form to collect contact information from potential customers
  - Get more calls – show your ad to people most likely to call your business
4. We recommend deselecting the Advantage+ creative toggle.
5. Under the **"Button"** section, you have the option to add or remove a button from your ad. By adding one, a button will appear under your ad where users can easily click on it to take a desired action. There are a number of button options to choose from; we recommend using the Send message, Call now or Learn more (if you have a website) buttons.
6. Leave the Special Ad Category toggle unselected unless your ad is about employment.
7. Under the **"Audience"** section, you will be able to define the people you want to see your ad and make the best use of your ad spend. See [Selecting Your Target Audience](#) on the next page to learn more.
8. Under the **"Duration"** section, you will select how many days you want your ad to run. We recommend running a boosted post for at least 5 days, but anywhere from 7 to 14 days is more ideal.
9. Under the **"Budget"** section, you will select how much money you would like to spend on your ad. You will also see approximately how many accounts (people) your ad will reach daily based on your previous audience selections and the budget you choose.
10. Under the **"Placements"** section, leave the Advantage+ placements selected.
11. After making your selections and selecting your payment method, click the **"Publish"** button.



## SELECTING YOUR TARGET AUDIENCE

More than likely, not all of your boosted posts or ads are meant for the same, exact audience. For example, you wouldn't want your customer who only owns horses to get served an ad for Framework 365 Mineral®; it wouldn't be a good use of your time, resources or marketing dollars. By targeting the right audience for your content, you will be able to get the most bang for your buck and grow your business.

Target audience fields include:

- Gender
- Age
- Location – 50-mile radius of your dealership is recommended
  - *It is crucial to have your ad location pinpointed around your dealership so that your ad is not being shown to people across the country who are not likely to visit your dealership. This would be a poor use of your ad spend.*
- Interests – species, breeds, activities, publications and more (see below for our recommended interests for various species categories)

### RECOMMENDED INTERESTS FOR VARIOUS SPECIES CATEGORIES

#### Show

Houston Livestock Show and Rodeo, Red Angus Association of America, National Western Stock Show, Livestock, Hereford (cattle), Maine-Anjou cattle, Purina Mills, Livestock show, Red Angus, National FFA Organization, Simmental cattle, North American International Livestock Exposition, American Angus Association, Charolais cattle, Angus cattle, Southwestern Exposition and Livestock Show, Pig, Pig show, Goat, Sheep, The Showtimes Jr. Livestock Magazine

#### Equine

Horses, horse care, draft horse, American Quarter Horse, Quarter Horse News, horse breeding, equine nutrition, Clydesdale horse, horse trailer, horse breed, horse trainer, horse training, Horse & Rider, horse racing, horseback riding, horseback riding instructor, equine dentistry, equine massage, horse management, equine studies, Equus magazine, Dressage, Show Jumping, Eventing, Equestrian, Western riding, Barrel racing, Team roping, Hunt seat, Pole bending

#### Beef Cattle

The Progressive Farmer, Iowa Farmer Today, Beef cattle, Livestock, Hereford (cattle), Red Angus, Red Angus Association of America, Maine-Anjou cattle, Farmers Weekly, Ranch, Working Ranch Magazine, Intensive animal farming, Simmental cattle, Farm, Charolais cattle, Angus cattle, Cattle, Cattle feeding or American Cattlemen, Employers: Livestock, Job title: Farmer, Cattle Rancher, Rancher, General Farmer

#### Backyard Animals

Poultry, Poultry farming, Pastured poultry, Backyard Poultry Magazine, Chicken (livestock), Urban chicken, Free range, Community chickens (website), Chickens as pets (pets), Rooster, Poultry farming, Hobby farm (agriculture), Hobby Farms (magazine), Homesteading, Goat, Sheep, Sheep farming (agriculture), Sheep farming (Job titles), Llama, Alpaca Rabbits, Domestic rabbit

If you have any questions, concerns or are in need of recommendations or guidance, please reach out by sending inquiries to [kngmarketing@kentww.com](mailto:kngmarketing@kentww.com).

Boost post

Ad account  
Kent Nutrition Group (42...



Elevate your ad performance with 1:1 help  
Talk with your dedicated Meta Marketing Pro for personalized guidance and best practices.

Request a call

Goal

What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on the button label and other settings you choose.

Change

Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.



Button

Button label  
Book now

Website URL  
kentshowfeeds.com



Adding a button may crop your image

You can reposition your image before boosting it. Changes will appear on both the ad and the original post on your Page.

Crop your image

Additional contact method

Help customers contact you after they open your website from your ad on Facebook or Instagram.



Help customers reach you

Now customers can easily start a conversation with you after they open your website from your ad.

Contact method  
None

Special Ad Category

Is this ad about employment?

What we consider an employment ad



Based on your page category, we recommend selecting Employment as the Special Ad Category to help prevent an ad rejection.

Audience

Who should see your ad?

Advantage+ audience

Let our ad technology automatically find your audience and adjust over time to reach more people who are likely to respond to your ad. [Learn more](#)

Audience details

Location: United States  
Minimum age: 18  
Advantage+ audience: On

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

See all

Create new

Ad preview



Kent Show Feeds

Sponsored ·



More cover. More body condition.

A high fat, high energy dry fat supplement, NEW ShowBoss FATfetti provides your show animal the smooth, uniform cover and body condition they need to stand out in the ring.

Learn more <https://bit.ly/showboss-fatfetti>



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