

**Boost Post** 

Facebook Ads

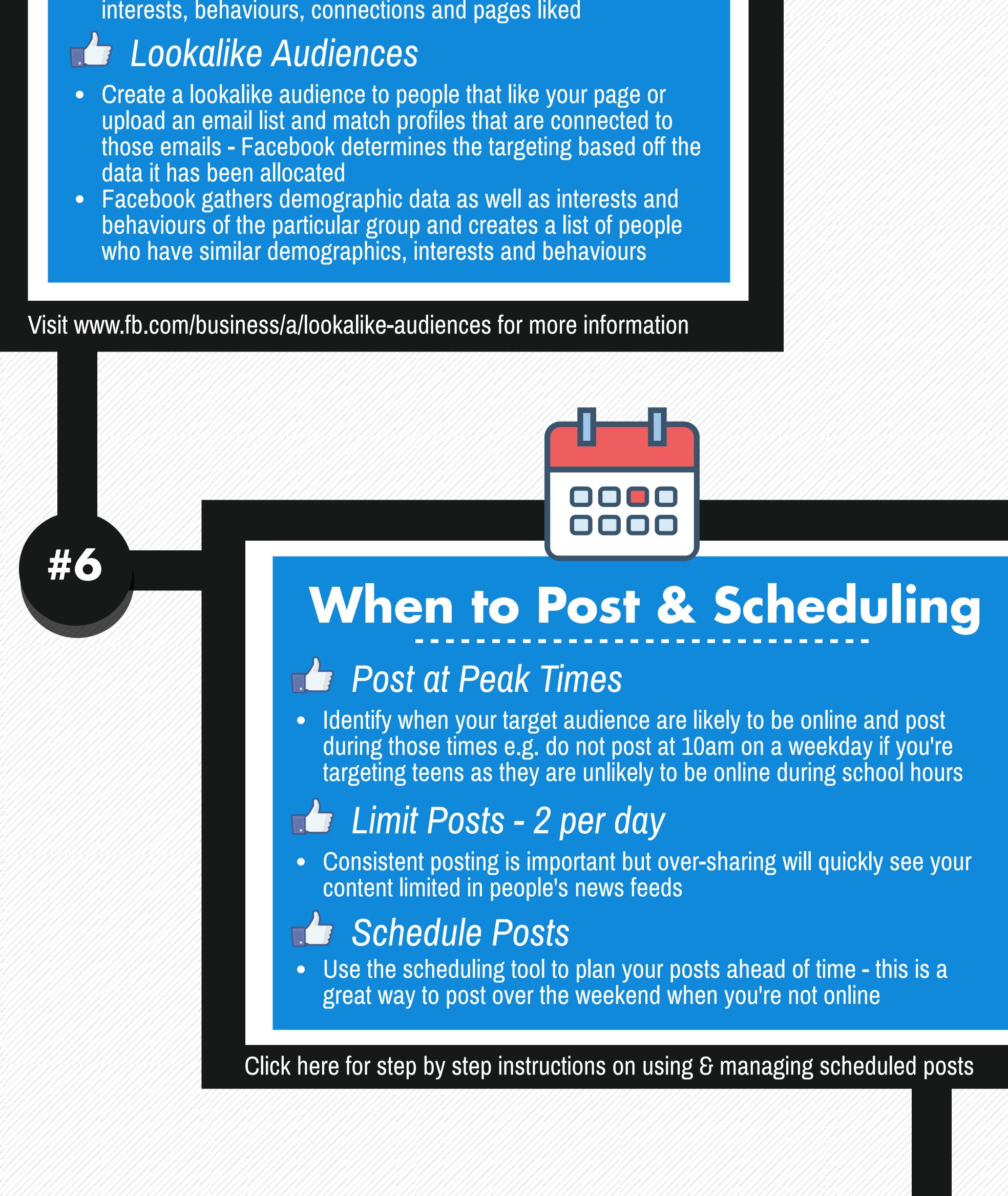
on existing posts or when creating a post

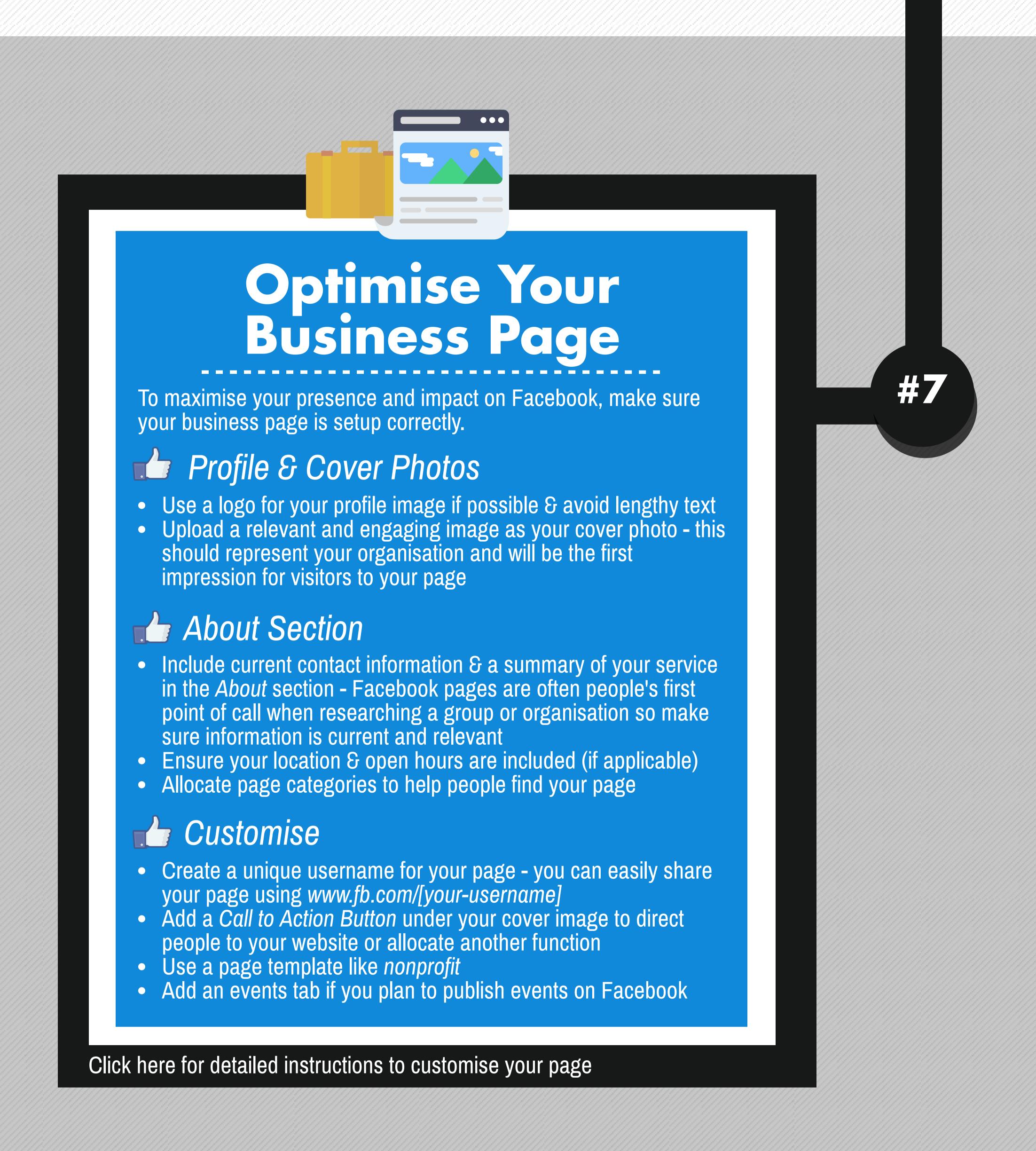
Build an advertising campaign starting from your specific

objective, specify ad placements, include call to action

button & other features, & create a detailed custom audience

to target (refer to tip #5 for more info on custom audiences)





**FACEBOOK** LINKS & **RESOURCES** 

**Boosting Posts** Facebook Ads

Ads Manager

**Audience Optimisation** 

Lookalike Audiences

Scheduled Posts Page Optimisation www.facebook.com/facebookmedia/get-started/interest-targeting

www.facebook.com/business/help/240208966080581

www.facebook.com/business/ads www.facebook.com/ads/manager www.facebook.com/business/a/lookalike-audiences

> www.facebook.com/help/389849807718635 www.facebook.com/help/1602483780062090

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