

Ways to Score More Facebook Engagement

LOOKING FOR WAYS TO INCREASE
LIKES, COMMENTS AND SHARES!



Hebrews 13:8 "Jesus Christ the same yesterday, and today, and forever."

It is no surprise to anyone that social media is always changing with new updates, algorithms, and how to reach people through Facebook Ads. It can be hard and sometimes even overwhelming to keep up with all the changes and updates and how to adapt to them in digital marketing.

Facebook has become one of the most used social media outlets for many businesses to reach people and engage with current customers and followers as well as potential customers. One way to reach people is through a Facebook Ad manager campaign or by using an organic post and boosting it. Let's take a look at these and see how they can help your digital marketing.

What is a boosted post?

Boosted posts are advertisements created from your own posts on your Facebook page. The main goal of a boosted post is to drive engagement with current customers and create a positive brand image. Boosted posts are not created in Facebook Ad manager and don't have some of the added customizations that come with Facebook Ads.

Some things to remember when boosting a post:

- Boost posts that have been performing well and that people have interacted with. One way to see what posts have been successful is to look at the Engagement rate. This feature will help you see what posts have been commented on, shared, liked, and engaged people.

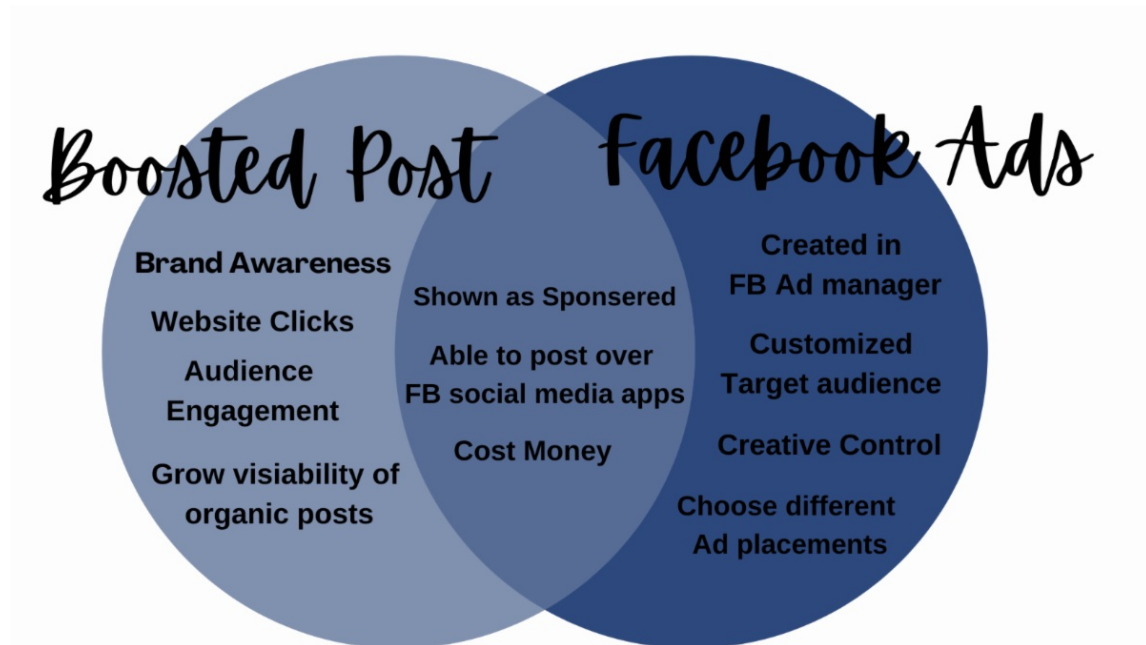
- Boost a post with a business purpose. Boost posts that will get people to your website and get the word out about your company.
- Boost to a custom audience that is likely to interact!

What is a Facebook Ad manager campaign?

The main goal of Ads are to Reach new customers and inform them about your product/service. Facebook Ads offers more customization solutions than just boosting an organic post. It gives you more options to customize the Ad as well as the target audience you want to reach and promote your opportunity all over the internet including social media outlets, news websites, the most popular games & more!

What can you do with Facebook Ads?

- Choose different Ad placements: Facebook Feed side ads, Messenger ads, Instagram stories, Instagram articles, and the Audience Network.
- Specific Ad objectives let you choose objectives like store traffic, conversions, and lead generation which will align with your business objectives.
- Creative Control
- Advanced Targeting (audience)



Both of these are good options for digital marketing in social media and play a part in helping your company reach potential clients as well as helping to maintain the relationship you have with current clients. Doing these simple things can help get the word out about your company and what you have to offer!

If you are looking to incorporate any of these into your current marketing strategy OR you have a current social media marketing strategy in which you're not seeing the results you're looking for reach out to

Spectrum Net Designs today!

In Case You Missed It!



How to Create Engaging Content That Gets Your Audience Engaged

Engaging content, it's probably one of the most challenging task to cross off of your marketing objectives for the week or month for that matter. Content can take months to build and create. It's tedious and successful content doesn't come overnight. So you can image that interactive content can't come easy as well.

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Exploring Instagram: Paid Ads

When it comes to social media marketing, Instagram is a fun, creative platform with endless opportunities. With different features, there is something for every type of business, regardless of industry or products/services they sell. Advertising on Instagram with Paid Ads is a great way to help expand and grow your audience as well as increase traffic to both your Instagram page and website.

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