

Cambie + Co.

BOOSTING A POST ON FACEBOOK: A CHECKLIST FOR SUCCESS

WRITE DOWN YOUR GOAL FOR YOUR BOOSTED POST:

THE CREATIVE

- Choose an eye-catching image that is high quality and suitable for the post.
- Text-check the image to make sure there isn't too much text
- Write a short, snappy, creative and enticing piece of copy to accompany the image and catch the attention of your audience. Consider asking your audience a question, or using a CTA.

THE AUDIENCE

- Location
- Age
- Gender
- Demographics
- Interests
- Behaviour

BUDGET AND SCHEDULE

Your budget for this post:

How many days the boost will run for:

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The daily budget (total budget divided by number of days):

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