

Promoted posts

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. However, promoted posts 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, and when they like, share, comment, or claim an offer from your promoted post, their friends will see the post too.

Promoting your post increases the likelihood that people will:

1. Read your message
2. Become aware of your business, or
3. Respond to a discount or sales promotion.

The screenshot displays the Facebook profile for Jasper's Market. The profile picture is a green square with a white stylized 'J'. The cover photo shows a cheese display with various types of cheese and a sign listing them in multiple languages: 'FROMAGE', 'Queijo', 'Cacio', 'Peynir', 'CBIP', 'Kase Kez', 'Queso'. Below the profile information, there are tabs for 'About', 'Photos', 'Likes', 'Map', and 'Events'. The 'Likes' tab shows 31 likes. The main content area features a 'Highlights' section with a 'Post' and a 'Photo / Video' tab. The 'Post' tab is active, showing a question: 'Jasper's Market asked a question. 3 hours ago. What will you get your mom for Mother's Day this year?'. Below the question is a list of items: 'Jasper's Panini Press', 'Jasper's Ceramic Knives', 'Jasper's Food Processor', and 'Jasper's Pizza Cutter'. To the right of the question is a 'Recommendations' section with a 'Write a recommendation...' field. Below the recommendations is another post from Jasper's Market: 'Good morning fellow shoppers! May flowers will be blooming soon - buy one for your mom at Jasper's today!'. The post includes a photo of a bouquet of colorful flowers.

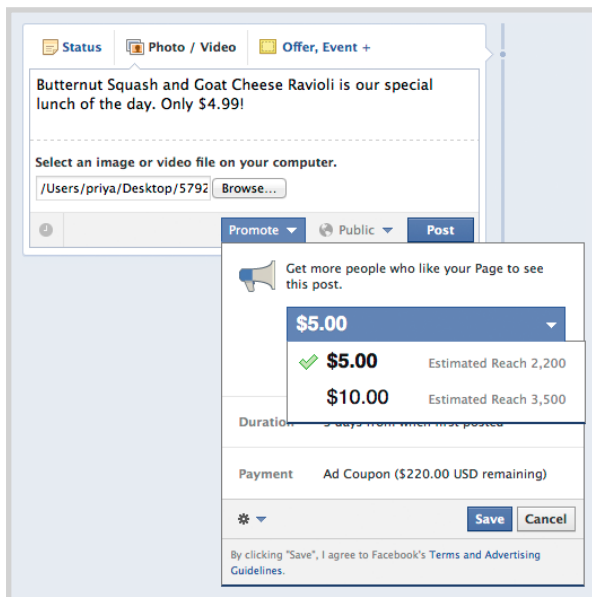
1. Average figures, based on internal studies.

How promoting a post works

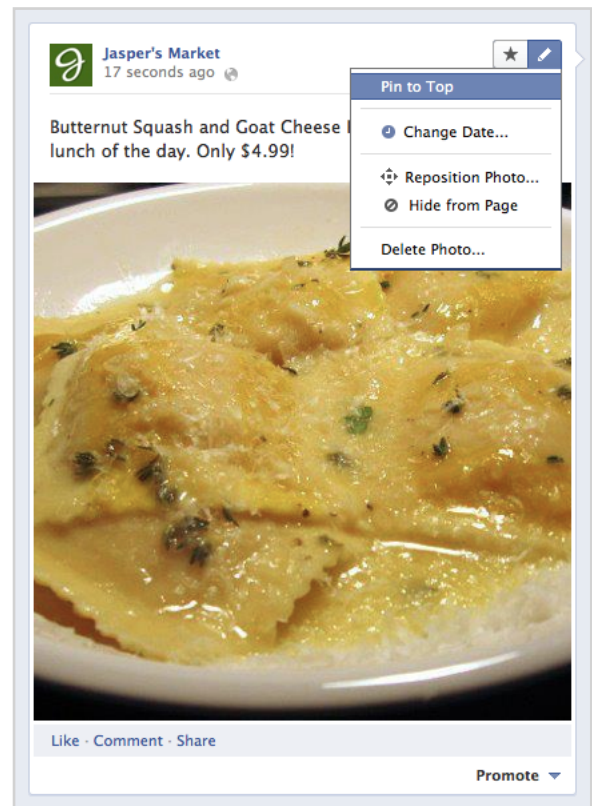
1. **Create a new post or select an existing post on your Page.** Any post you've created within the past 3 days can be promoted, including status updates, photos, offers, videos, and questions.



2. **Select your budget from the Promote drop-down menu.** You can choose your budget based on how many people you would like to reach.



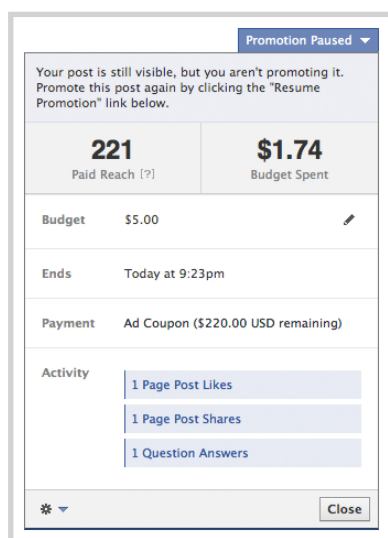
3. **Pin your promotion to the top of your Page.** Pin your offer to the top of your Page to make it more visible and accessible.



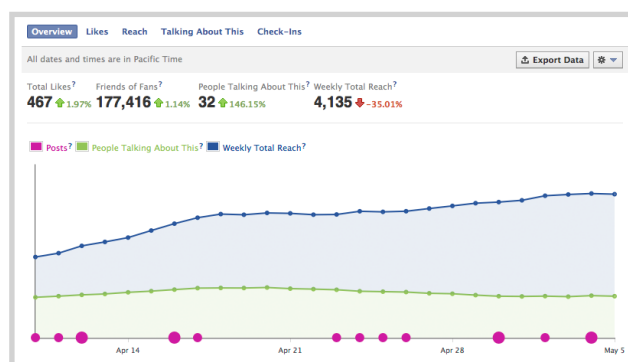
4. **People see your post in their news feed on desktop and mobile.** All promoted posts will show in the news feeds of the people who like your Page. If the people who like your Page interact with the post, it can show in the news feeds of their friends. These posts will be labeled as “Sponsored” in the news feed. Promoted posts will not be shown in the right-hand column of Facebook, where ads and sponsored stories are displayed.



5. **View the results of your promoted post** in the drop-down from the “Promote” button at the bottom of the promoted post.



6. **Learn what's working with Page Insights.** Pay attention to engagement metrics to learn which posts customers respond to best.



How promoted posts will help you reach more customers



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 fans each week. Facebook uses an algorithm to rank content based on the likely interest to a user, in order to deliver the most relevant content.

Solution:

Promoting your post 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. Promoting your post increases the likelihood that people will read your message and engage with your business.