

insynch

Boosted Posts vs Ads Manager

Helping Businesses Flourish since 2005

Social Media Strategy

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About InSynch

- Formed in Feb 2005 – **Based in Shrewsbury, Swansea and Aberystwyth &** but cover all Wales and Midlands.
- **Main areas of Business are:**
 - Digital Marketing Agency
 - Digital Strategy Consultants
 - Web Services – Design, Manage, strategy, improve
 - Training – Over 30 courses in house, open or one to one

Schedule

- What is Facebook and Instagram advertising?
- When to Boost a post
- The benefits of Ads Manager

Introduction to **Facebook** and **Instagram** advertising

Advertising across Facebook and Instagram allows you to target potential, past and current customers using your own data and Facebook data too.

You can create audiences of your newsletter subscribers, create lookalike audiences that are similar to your customers, or create audiences based on the interests, locations, demographics and behaviours of your target audience.

What is **Ads Manager**?

Ads Manager is part of Facebook Business Manager. It is the tool you'll use to create targeting advertising and manage your ad sets. Everything you need to do and need to know about your Facebook and Instagram advertising can be found inside of Ads Manager.

What is a **Boosted Post?**

A Boosted Post is a quick and simple way to pay for your post to reach a wider audience. Inside of the boosted posts function, there is maybe 20% of the options that are available to you within Ads Manager.

What is **Ads Centre**?

Ads Centre is a lite/diet version of Ads Manager. You can use Ads Centre to get top line information about your Ads and Boosted Posts, such as Engagement, Reach and Clicks.

Boosted Posts

When to **Boost** a post

- On average a Facebook post only reaches 10% of your page followers, boosting posts to your page followers is a great way to reach more people.
- Boosted posts present you with 3 or more automated optimisations such as website visits, engagement or messages. Use Boosted posts if these optimisations are inline with your advertising goal.
- Boosted posts are quick and easy to do from your mobile phone

When to **Boost** a post

- Try Boosted posts when you want your ad to appear both on your page and user timelines
- Make sure to create your own tracking links when using Boosted posts. This function is available in Ads Manager, but not within the Boosted post set up.
- If you don't mind where your ad is placed, use Boosted posts. If you do – use Ads Manager!
- Amplify a post that is already getting engagement by boosting it optimised for engagement for 2 to 3 days.
- Ultimately, use boosted posts when it works for your strategy.

Ads Manager

Benefits of Ads Manager

One huge benefit of Ads Manager is the ability to choose what your advert is optimised for.

When you boost a post, you are given a small automated list of possible optimisations based on the format of your post.

When you create an advert using Ads Manager, you have a list of 11 optimisations to chose from.

[Create New Campaign](#)

Choose a campaign objective
[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

[Cancel](#) [Continue](#)

Ads Manager

11 optimisations to choose from each time you make an ad

Goal

What results would you like from this ad?

- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more website purchases**
Show your ad to people who are more likely to buy from you
- Get more messages**
Show your ad to people who are likely to send you a message on Facebook or WhatsApp.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.

[Cancel](#) [Save](#)

Boosted Posts

Automated list of optimisation, sometimes as little as 3 choices

Benefits of Ads Manager

Ads Manager also gives you the choice of where you'd like your adverts to be placed.

You can choose whether or not you'd like to display your advert on Instagram Stories or Facebook groups.

You can even remove your advert from desktop entirely, a placement which can be costly due to a higher number of mobile users.

In comparison, Boosted Posts will only let you decide if your ad/post appears on Instagram, Facebook or Messenger.

Ads Manager

So many placement options, they won't even fit on a slide!

Just to name a few:
Facebook Group Feeds
Instream Video
Search
In-article (displays ads on Facebook browsers)
Apps and sites (displays ads in Facebook games and more)

Devices
All devices

Platforms

Facebook Instagram
 Audience Network Messenger

Asset customisation
15/12 placements that support asset customisation

Placements

Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input checked="" type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Messenger inbox	<input checked="" type="checkbox"/>
Stories	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, full-screen vertical ads	
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
Facebook Instream videos	<input checked="" type="checkbox"/>
Instagram IGTV	<input type="checkbox"/>
Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
Facebook search results	<input checked="" type="checkbox"/>
Messages	<input type="checkbox"/>
Send offers or updates to people who are already connected to your business	
Messenger sponsored messages	<input type="checkbox"/>
In-article	<input checked="" type="checkbox"/>
Engage with people who are reading content from publishers	
Facebook Instant Articles	<input checked="" type="checkbox"/>
Apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	
Audience Network native, banner and interstitial	<input checked="" type="checkbox"/>
Audience Network rewarded videos	<input checked="" type="checkbox"/>
Audience Network in-stream videos	<input type="checkbox"/>



Placements

Facebook, Messenger, Instagram



Where should people see your ad?



Facebook



Instagram



Messenger



Boosted Posts

2 choices available. If you've posted a landscape image to your Facebook timeline and boosted the post, it could end up poorly displayed on an Instagram Story and drive less conversions.

Benefits of Ads Manager

Many businesses will measure their social media advert success on clicks and websites visits, but a visit to your website does not guarantee a successful conversion.

Another benefit of Facebook Ads Manager is the ability to easily create tracking links using URL parameters.

Adding URL parameters will allow you track your Facebook and Instagram adverts all the way through to a purchase or enquiry using Google Analytics.

Build a URL parameter ×

Website URL

Fill in the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter, such as ID={{ad.id}}. [Learn more](#)

Campaign source
To identify the source of traffic, e.g. Facebook, Instagram, a search engine or another source.

Campaign medium
To identify the advertising medium. For example, "banner", "email", "Facebook_Feed" or "Instagram_Story".

Campaign name
To identify a specific promotion or strategic campaign. For example, "summer_sale".

Campaign content
To differentiate ads or links that point to the same URL. For example, "white_logo", "black_logo".

Benefits of Ads Manager

When it comes to analytics, Facebook Ads manager gives you an incredible amount more insight than Ads Centre or basic Boosted Post analytics. You can even change the layout of the analytics, by adding extra columns for information that is more suitable for your goal.

Cost per result	Amount spent	Ends	Frequency	Unique link clicks	Website purchases	Landing page views	Link clicks	Cost per landing page view
£0.31 ^[2] Per landing page v...	£0.62	1 May 2021	1.04	2	–	2 ^[2]	2	£0.31 ^[2]
£1.83 ^[2] Per landing page v...	£29.21	18 May 2021	2.64	30	–	16 ^[2]	32	£1.83 ^[2]
– Per link click	£0.00	Ongoing	–	–	–	–	–	–
£0.71 Per link click	£28.36	Ongoing	14.51	27	–	11 ^[2]	40	£2.58 ^[2]

Benefits of Ads Manager

There are also different advert formats available to users in Ads Manager.

When you boost a post, you are usually boosting a standard Instagram Main Feed post or maybe a Facebook Event or link to your website.

Using Ads Manager, you can display multiple products or services in a Carousel advert, or promote your entire catalogue of products using the Catalogue Sales feature.

Benefits of Ads Manager

Did you know that you can run adverts on a schedule using Ads Manager?

If you know when your customers are most likely to make a purchase, booking or engage with an ad, you can decide what day and what time of day they see your ad.

After all, we might be half asleep with one eye open scrolling through Facebook at 6am on Tuesday morning – but how likely are we to get our credit card out and actually purchase something?

Benefits of Ads Manager

If you're optimising your ads for Reach and awareness, or working with a smaller audience set, you can achieve much better results running Dynamic ads.

Dynamic ads allow you to add multiple different versions of copy and images to your adverts, which change each time a user sees your advert.

Don't turn-off potential customers by showing them the exact same advert 3 times in a week. Use Dynamic ads to keep your adverts fresh and enticing.

Benefits of Ads Manager

Daily and Lifetime Budgets

When you Boost a post, you control the amount of days the advert will run for and the amount of money you want to spend.

In Ads Manager, this is referred to as a Lifetime Budget. You agree to pay £100 over 30 days. This means you could pay more from one day to the next.

If you'd like more control over your ad spend, you can set a daily budget. This means Facebook will never spend more than your daily budget.

Campaign Budget Optimisation

You can optimise your daily spend on a lifetime budget by adding a figure to 'Campaign Budget Optimisation'.

Benefits of Ads Manager

Understanding Business Manager

Everything you need across Facebook and Instagram for your business can now be done using Facebook Business Manager.

Facebook Business Manager connects your Facebook Page, Instagram Accounts, WhatsApp Business Account, Ads Account, Commerce Manager, Pixel, Creator Studio and more. Many tools available to your business on Facebook previously can now only be found in Business Manager.

As Ads Manager is a major part of the Business Manager system, using it can be hugely beneficial...

Benefits of **Ads Manager**

Understanding Business Manager

Use Business Manager & Ads Manager to create Custom Audiences, Lookalike Audiences and Saved Audiences.

Benefits of Ads Manager

Saved Audience

A Saved Audience allows you to create an audience based on location, age, gender, language and detailed targeting such as demographics, interests and Facebook behaviour.

Benefits of Ads Manager

Custom Audiences

A Custom Audience allows you to create an audience of engaged Instagram users, users who visited your Facebook page, your email marketing database, your website visitors.

Benefits of Ads Manager

Lookalike Audiences

A Lookalike Audience allows you input customer data from your email marketing list or Facebook Pixel. Facebook will then automatically create you an audience of users who are with 1% to 10% simalirty to the data you inputted.

For example, you could take the email addresses of your past 100 customers – and Facebook can you give you an audience of 500k users who's Facebook behaviour shows they are within 1% similarity to your customer.

Benefits of **Ads Manager**

Facebook Pixel

If you want to create Custom Audiences and Lookalike Audiences based on your website visitors, you must first install the Facebook Pixel.

Benefits of Ads Manager

Remarketing Ads with Custom Audiences

If you want to create Custom Audiences and Lookalike Audiences based on your website visitors, you must first install the Facebook Pixel.

Remarketing ads allow to send adverts on Facebook & Instagram to users who have visited your website, but not purchased a product or booked your service.

A great way to combat 'Abandoned carts'.

Benefits of Ads Manager

Review, Amend, Optimise

This level of detail around placements, platforms and audiences allows you dive into the Facebook Ads Manager analytics and amend your advert based on what is working.

Ultimately, the goal of a Facebook ad is to get conversions and the lowest possible cost-per-click or cost-per landing page view.

If your budget is £2 a day - a 30p per click ad will only bring 3 visitors to your website per day. A 2p per click ad will bring you 100 visitors a day.

Benefits of Ads Manager

Lower your cost-per-click, get better results

Trust the analytics. If the analytics are telling you that 55+ Women are reaching your website from the right-hand advertising space on Facebook desktop – remove all other placements, audience demographics and devices from your ad.

If you notice that there are very few clicks from 18 to 24 year old Men, and each one is costing £1.18 per click on Instagram. You are wasting your budget and driving up your average cost-per-click.

Benefits of Ads Manager

Boosting posts... in Ads Manager?!

Still want to use a specific Facebook or Instagram post in your advertising?

Don't worry, you can 'Boost' posts on Facebook and Instagram in Ads Manager by selecting 'Use post' instead of 'Create Ad' during the set up process.

Contact Details

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