

Facebook's Promoted Posts Tool Explained



by
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This month Facebook introduced a new promotional tool called *Promoted Posts*. This tool allows Facebook Fan Page owners with at least 400 fans (but no more than 100,000 fans) the option to expose their posted content to more of their fans.

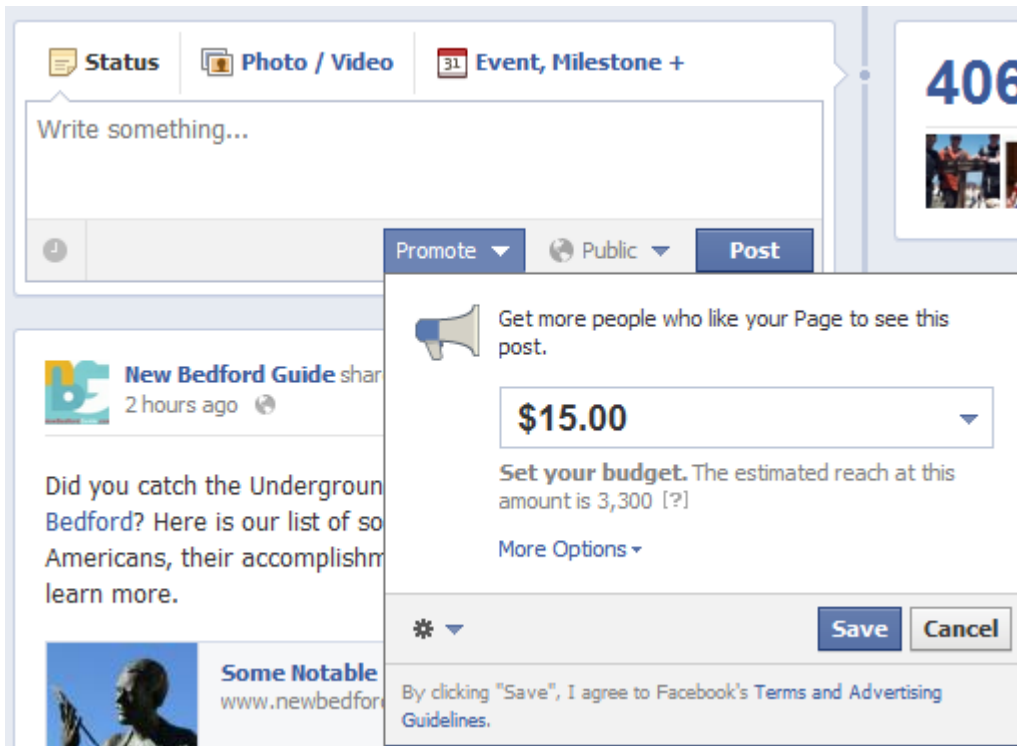
Why Facebook Promoted Posts?

Typically, when page administrators post content (text, a link, photo, deal or video) to their Facebook timeline, the content only reaches a fraction of their page's fans. On NewBedfordGuide.com's Facebook page, our posted content typically reaches 20-30% of our fans. With over 5,000 fans, we typically reach 1,000 – 1,500 of our 5,000 fans. This limited reach can be attributed to several reasons. First, not all of your fans are on Facebook every day and may not play catch up by scrolling through hours or days of past posts on their feed. Second, some believe that Facebook limits your content reach for various reasons. Regardless of the reason your content is not reaching fans, this new Facebook Promoted Post tool allows you to pay a price to “bump” your content to the top of your fans' walls.

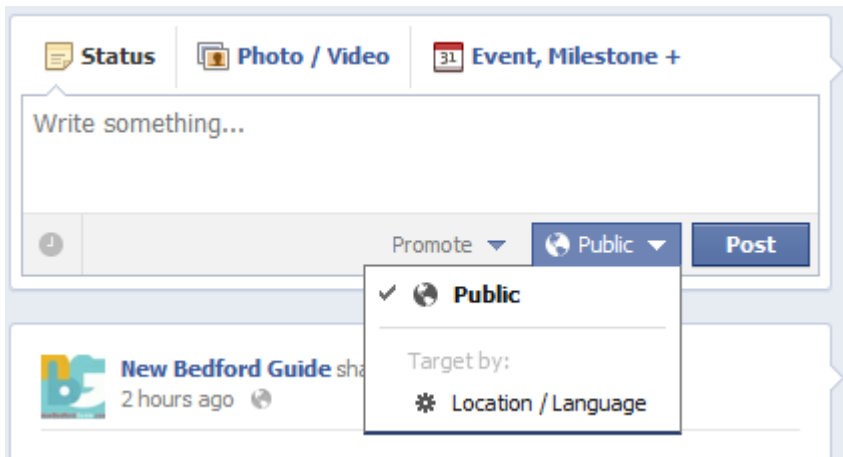
How Facebook Promoted Posts Works

You must have a Facebook ad account to use promoted posts. This will allow you to promote your content within seconds.

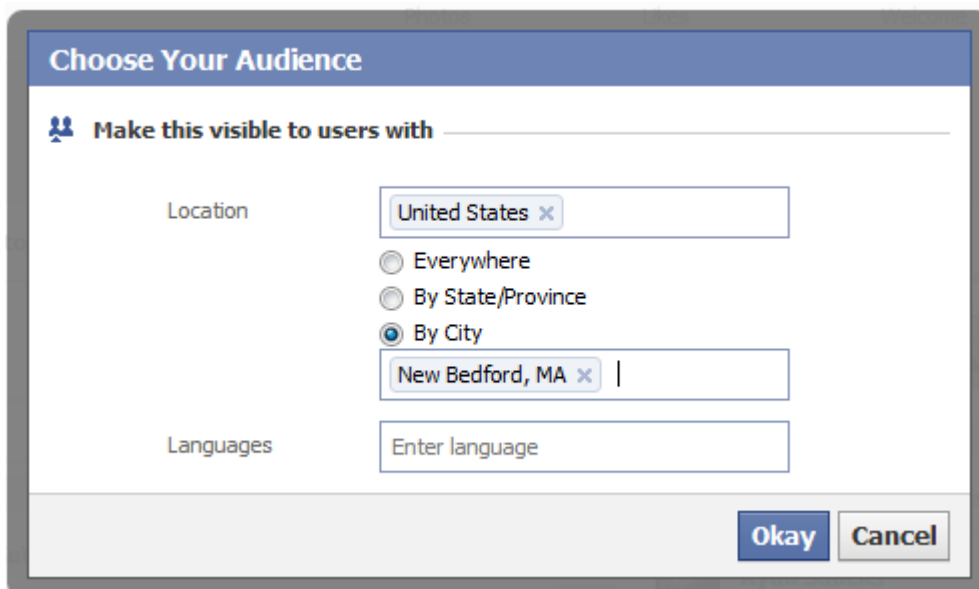
When you post content to your page you are immediately given the option to promote it. Once clicked, the **Promote** drop down window will provide you options to set a budget and estimated reach. This option is available when you first post, or within 3 days of posting.



Facebook will set your budget/reach in the middle price range. Click the price drop down to lower or increase your budget. Once you click **Save**, your promoted post will go into effect, so make sure you hit **Cancel** if you don't want to purchase the Promoted Post marketing. Facebook also provides the option to target fans in a specific location or language. Click on the **Public** button then **Location/language**.



Narrow down the location and language and click **Okay**.



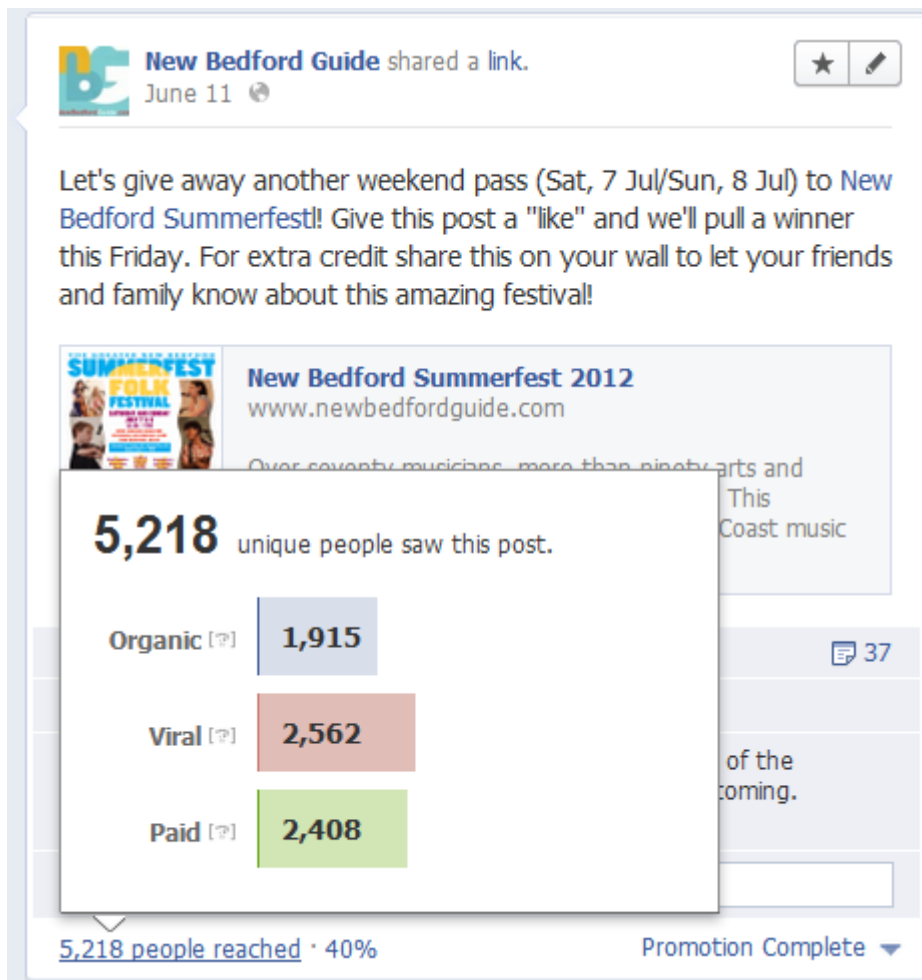
That's it. Your **Promoted Post** will run immediately and your reach will be delivered over a three day period.

Reach Defined

Facebook defines **Reach** as, "the number of people who see your Page post in News Feed or Ticker, or on your Page's Wall." **Organic** means you gained these views naturally. **Viral** means someone saw your Page post from a friend and **Paid** reach means they saw the post through an Ad or Sponsored Story.

Promoted Posts Statistics Explained

You can track your Promoted Post results by visiting the posts that you've promoted. There are two areas that provide valuable statistics. First, simply mouse over the reach numbers to see your organic, viral and paid reach numbers.



The screenshot shows a Facebook post from 'New Bedford Guide' dated June 11. The post text reads: 'Let's give away another weekend pass (Sat, 7 Jul/Sun, 8 Jul) to New Bedford Summerfest! Give this post a "like" and we'll pull a winner this Friday. For extra credit share this on your wall to let your friends and family know about this amazing festival!'. Below the text is a link to 'New Bedford Summerfest 2012' with the URL 'www.newbedfordguide.com'. A statistics tooltip is overlaid on the post, showing '5,218 unique people saw this post.' and a breakdown: Organic [?] 1,915, Viral [?] 2,562, and Paid [?] 2,408. At the bottom of the post, it says '5,218 people reached · 40%' and 'Promotion Complete'.

Category	Count
Organic [?]	1,915
Viral [?]	2,562
Paid [?]	2,408

You can also click on the Promotion Complete tab (or if still active the active promote tab) to gain intelligence on your paid reach. This will detail views, likes, clicks, comments and other details on your promoted post.

5,218 people reached · 40% Promotion Complete ▾

2,408 Paid Reach [👤]	\$30.00 Budget Spent
Budget	\$30.00
Ended	June 14 at 10:43am
Payment	Paypal account (bobobag@yahoo.com)
Activity	<ul style="list-style-type: none"> 163 Page Photo Views 57 Page Post Likes 41 Link Clicks 2 Page Likes 2 Page Post Shares 1 Comments on Page Posts

Close

These statistics should be studied and tracked to help you decide if Facebook's Promoted Posts tool is best for you. Here are some final suggestions when using Promoted Posts.

1. Facebook recommends that you "pin" your promoted posts. This will get you more organic views because your post will be at the top when people visit your page. "Un-pin" the post once the Promoted Post marketing expires.



2. Promoted Post works best with posts that have the potential to become viral. Promote good content with a message that gets someone to click the like or share button. Ask a question or provide content that gets your readers to act.

3. I recommend only having one Promoted Post sponsored story going at a time. Having more than one promotion going can become spammy.

Have questions or comments? Post a reply!