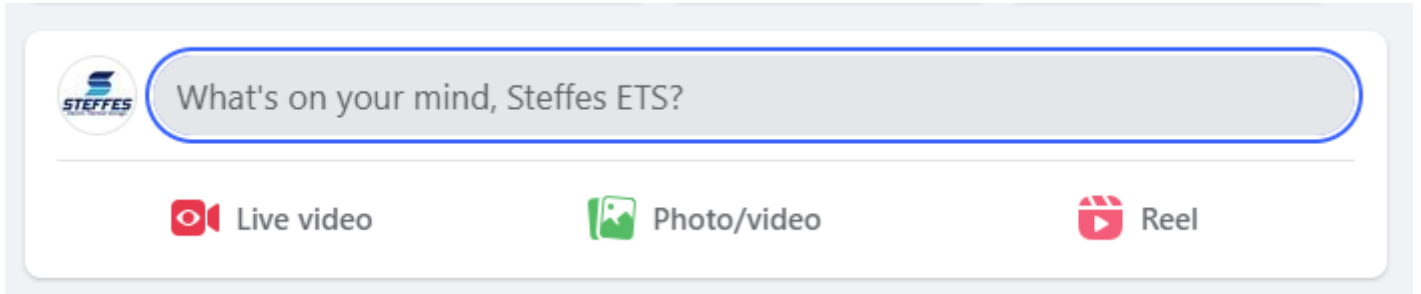


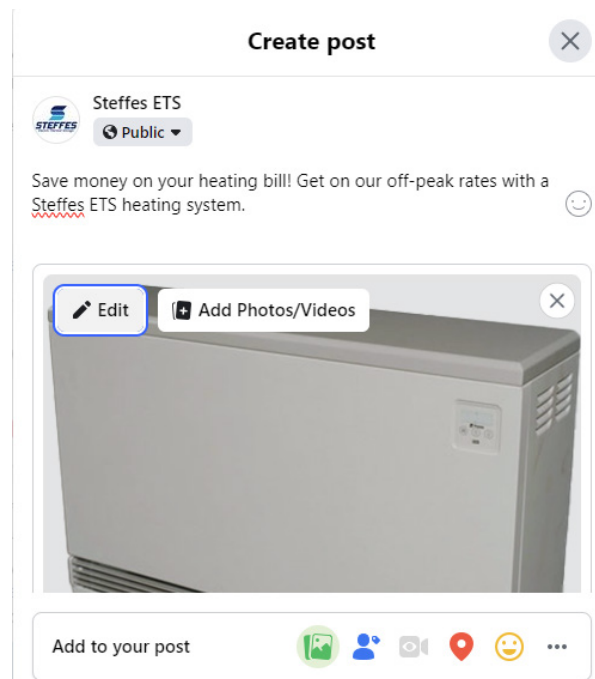
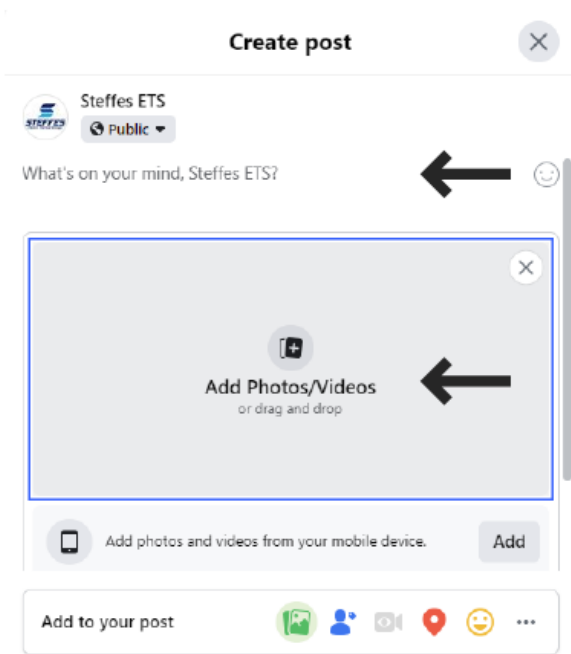
Step-by-Step Guide on How to Boost a New Post

(Note: You must first set up an ad account with Facebook in order to pay for the boosted posts. See the “Getting Started with Facebook Advertising” guide on our website).

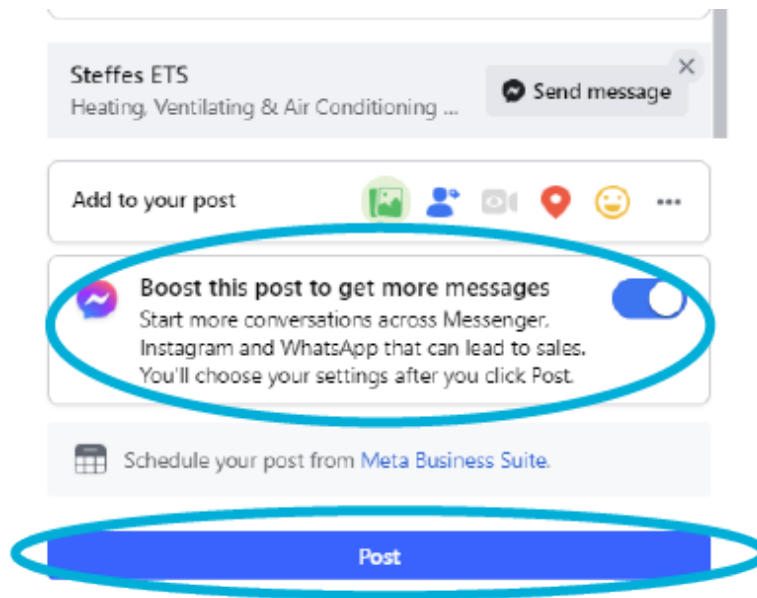
1. Open your business Facebook page, click on “What’s on your mind, [Facebook Name]?”



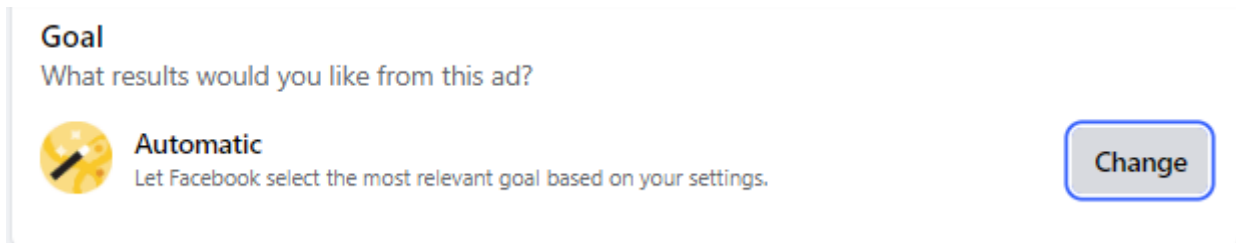
2. Copy and paste your chosen text from the “Graphics & Text Options” on our website into the text box. Then click the “Photo/Video” button below it. Upload or drag and drop one of the accompanying photos we have provided in the “Graphics & Text Options” on our website. (First save the image to your desktop).



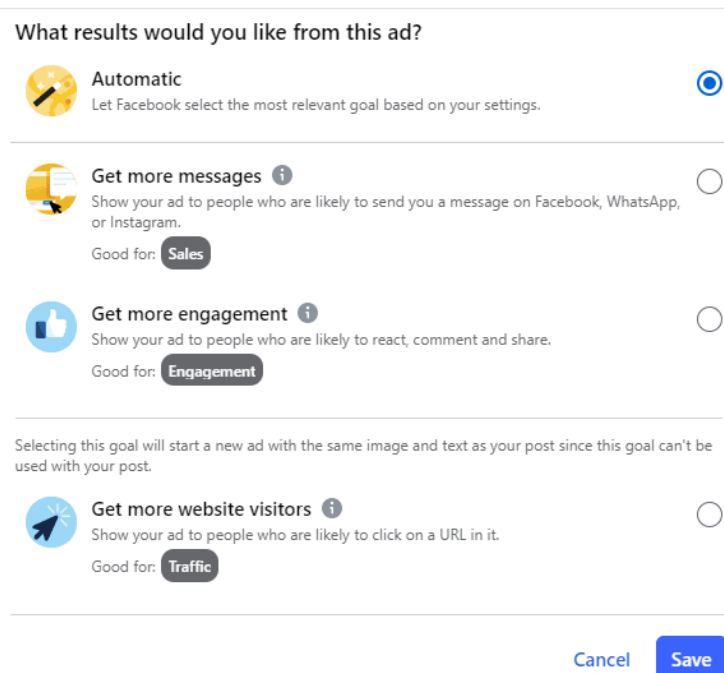
3. Once you have your text and photo the way you want it to appear, toggle on “Boost this post to get more messages” or to when it’s showing blue. Once that is on, click “Post”. Once it has posted it will automatically pull up the screen to finish the boosting.



4. Once the boost page opens, the first thing you see is the “Goal” section. We recommend keeping the settings at “Automatic,” like it’s shown.



However, if you think you want to change this, click on “Change” and a screen with more options will be displayed. Choose the option you prefer and click “Save”. If you decide to keep it at automatic, you can click “cancel”.



5. Next you will see a few more sections. First the “Ad Text” section. You will see the caption that you inserted a few steps back. Facebook also suggest variations of Artificial Intelligence (AI) text that can be used as captions as well. It is up to you on if you want to use the AI text. If it conveys the correct message you are trying to send, then go for it. If you feel like it doesn't, you can uncheck the boxes.

Ad text
Run an ad with the existing text or also add multiple text variations to allow Meta to show different versions of your ad when we predict that it can improve performance. Our AI tools make it simple and easy for you to generate and use multiple text variations. By using the variations you agree to the [Terms of Use](#).

Existing text

Save money on your heating bill! Get on our off-peak rates with a Steffes ETS heating system.

Text generation AI **check or uncheck, depending on if you want to use these caption as well.**

Variation 1 Refresh
Wanna save some cash on your heating bill? 🤖
Get with the program and check out our off-peak rates for a Steffes ETS heating system. It's time to ditch those high bills!

Variation 2 Refresh
Feeling the pinch of high heating bills?
We've got you covered! Introducing Steffes ETS - your ticket to affordable off-peak rates and a comfortable home. Say goodbye to astronomical bills, hello to savings!

Variation 3 Refresh
🔥 Save Money on Your Heating Bill!
Get Steffes ETS heating system and enjoy off-peak rates.

The next section will provide more information that you can change if you would like. We recommend you keep “Advantage + creative” toggled on. For “Special Ad Category” you can leave that toggled off, because you are not trying to hire anyone, you are just advertising the products and services you offer. For the “Messaging” section, you can change what text/message automatically pops up for someone when they message your account. In the “Apps” section you can connect your Facebook Messenger if you haven't already, along with connecting either your Instagram or WhatsApp accounts.

Advantage+ creative
Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.

Special Ad Category
Is this ad about employment?
What we consider an employment ad
Based on your page category, we recommend selecting Employment as the Special Ad Category to help prevent an ad rejection.

Messaging
Message template
How do you want to welcome people who tap on your ad? Select a template.

Greeting
Hi Steffes! Please let us know how we can help you.

Question
I'm interested. Can you tell me more?
Automated responses: Off

Apps
Where do you want people to message you?

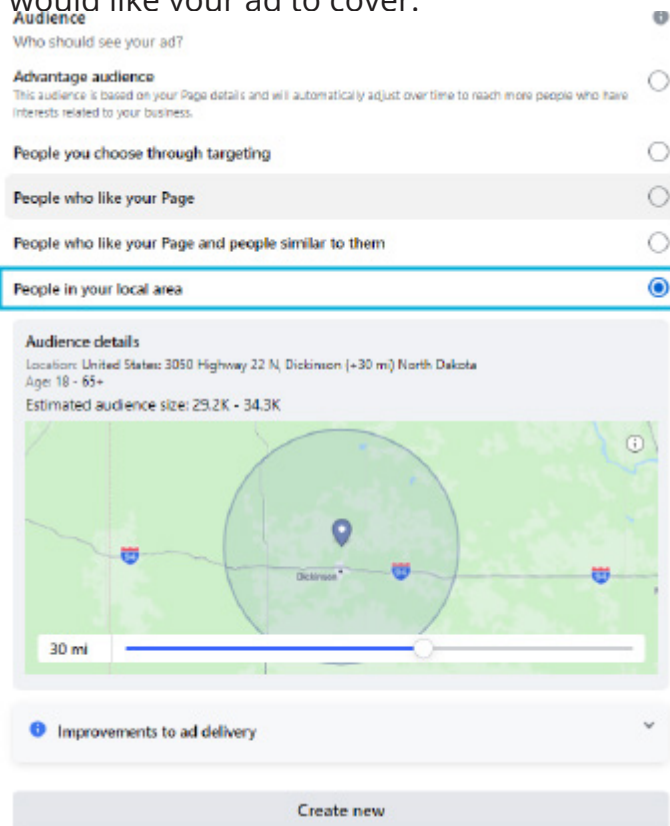
Messenger is selected since it's the button in your original post.

Messenger

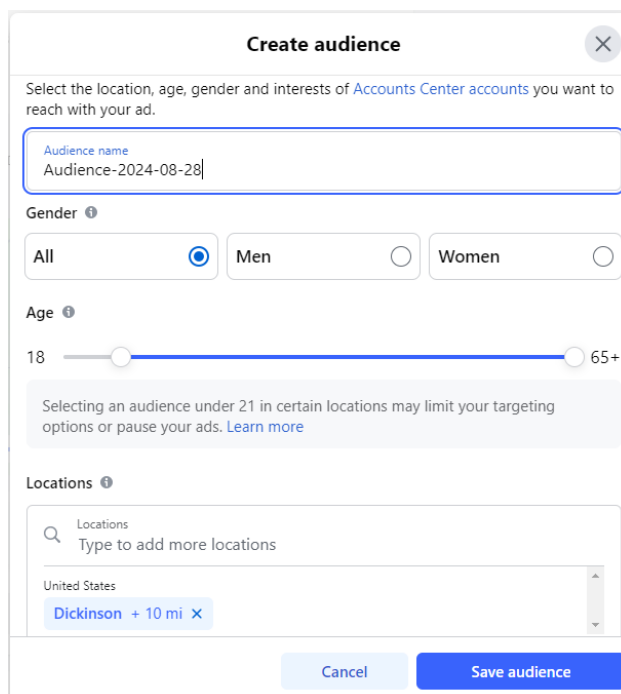
Instagram **Connect**

WhatsApp **Connect**

6. You can choose who is going to see your post/ad a couple different ways. The easiest way that we would recommend is to simply choose “People in your local area” and select the mile radius from your business you would like your ad to cover.



Another option that is a little more advanced is to target a specific profile of people who would be most interested in your offer and most likely to be interested in learning about heating options for their home. To do so, click the “edit” button directly under audience. A pop up screen will appear. Select the gender, age range, and location of people you want to see the ad. Then type in keywords of things those people would typically be interested in. Such as “electric heating”.



7. Select how long you would like to run the ad and how much you want to spend during that time. The more you spend, the more people your ad will be shown to and the more times it will appear to them. (See the “Estimated daily results” on the right side to give you an idea of how many people will see your ad).

The screenshot displays the Facebook ad creation interface. On the left, the 'Duration' section shows 'Run this ad continuously' selected and 'Choose when this ad will end' set to 7 days, ending on Sep 4, 2024. The 'Daily budget' is set to \$1.00, with a warning that the ad may get zero replies. On the right, the 'Estimated daily results' section shows 105 - 305 Accounts Center accounts reached and a total budget of \$7.00 USD for 7 days. Below this, the 'Placements' section has 'Recommended Advantage+ placements' turned on.

8. Review your post and make sure it looks the way you want. Then click “Publish” to submit your boosted post.

The screenshot shows an 'Ad preview' for Steffes ETS. The ad content includes the text 'Save money on your heating bill! Get on our off-peak rates with a Steffes ETS heating system.' and an image of a white heating unit. Below the ad is a 'Messenger' button with 'Send message' and social interaction icons for 'Like', 'Comment', and 'Share'. A 'See all previews' button is also visible. At the bottom, the 'Estimated daily results' section is partially visible, and a blue 'Publish' button is circled in red.