

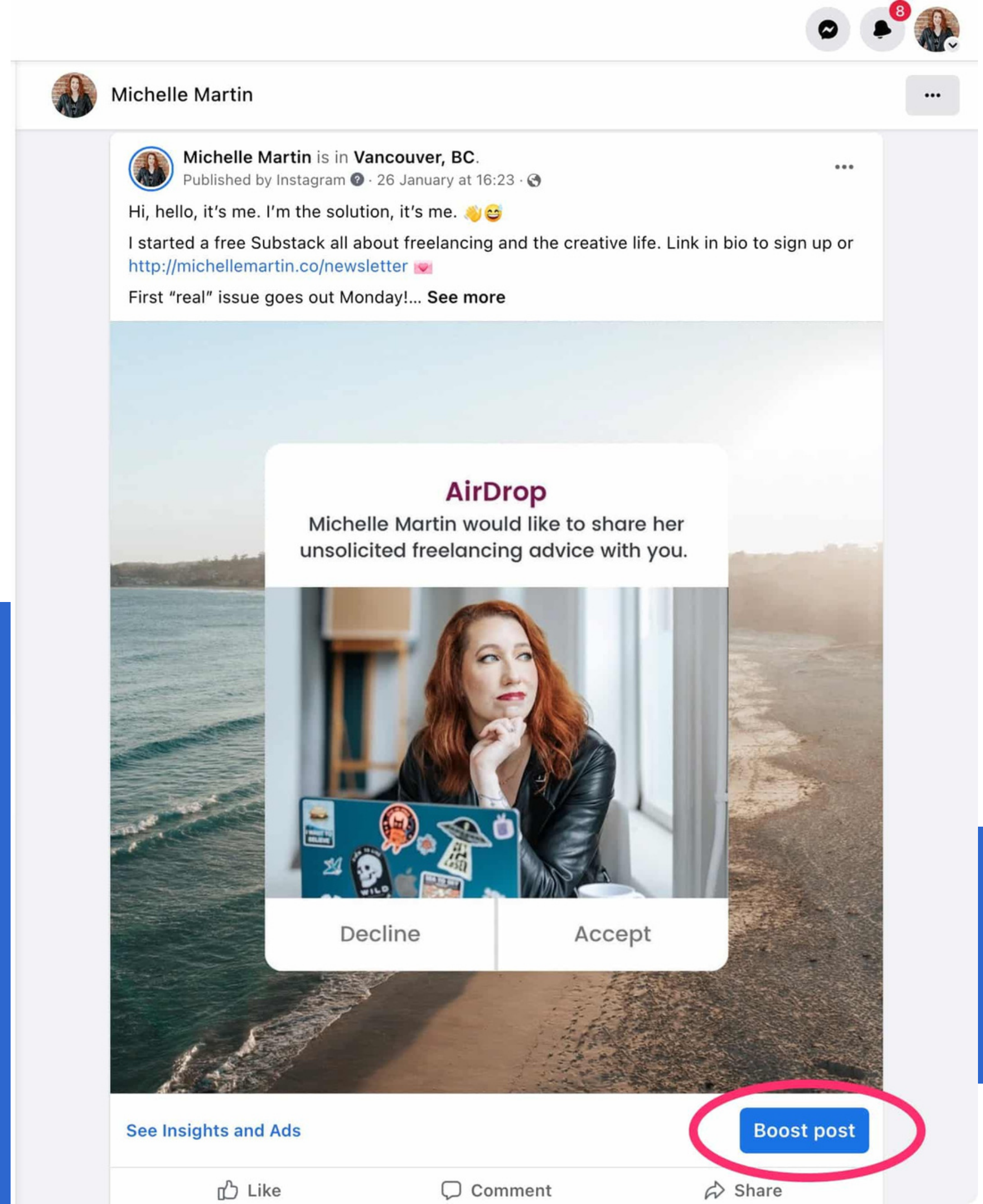
# BOOSTING PACKAGE

A STRAIGHTFORWARD WAY TO ENHANCE VISIBILITY



# ABOUT BOOSTED POSTS

A boosted post on social media refers to a regular post that is promoted or "boosted" by paying the platform to increase its visibility and reach a larger audience. Social media platforms like Facebook, Instagram, LinkedIn, and others offer businesses and users the option to boost their posts as a form of advertising.

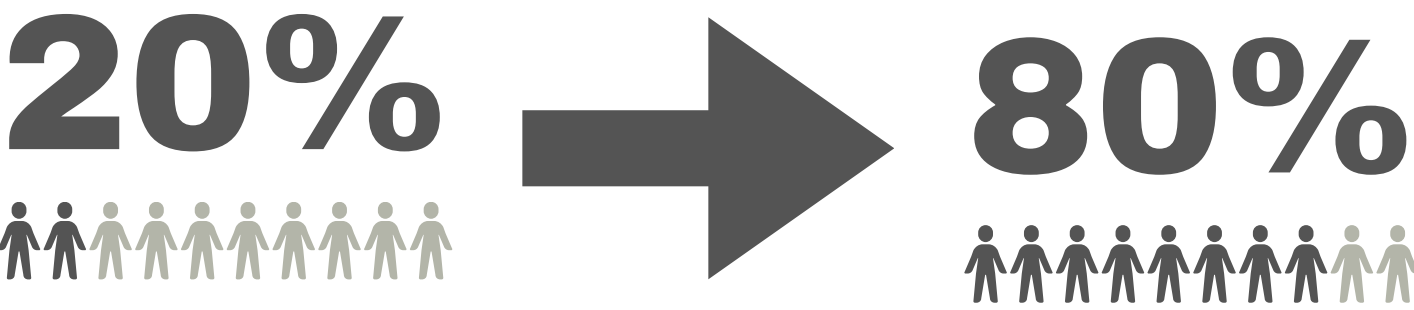






# HOW IT WORKS

When you boost a post, you typically set a budget and target audience criteria, such as demographics, interests, and location. The platform then displays the post to a larger audience than it would organically reach. This increased visibility can help promote a product, service, event, or any other content to a broader and more targeted audience.



facebook

Search

Home

You

Groups

Messaging

Marketplace

Watch

Saved

Events

Pages

Settings & Privacy

About Facebook

Meta

Ads about credit, employment, housing, or social issues, elections or politics

Audience ?  
Who should see your ad?  
  
People you choose through targeting  
  
Audience details  
Location – Living in: Canada, United States  
Age: 18-45  
People who match: Interests: Freelancer  
  
Your Custom Audiences  
test - [redacted]  
Bloggers  
  
Create New

Duration ?  
Days 7 — + End date 20 Feb 2023  
  
Total Budget ?  
  
Estimated 734-2.1K Accounts Centre accounts reached per day  
  
\$35.00 ✎  
\$2.00 \$1,000.00

AirDrop  
Michelle Martin would like to share her unsolicited freelancing advice with you.  
  
Decline Accept  
  
michellemartin.co  
Freelance Writing Portfolio Samples — Michelle Martin I Sign Up  
  
Like Comment Share

See All Previews

Estimated daily results  
Accounts Centre accounts reached ⓘ 734-2.1K  
Link Clicks ⓘ 66-190  
  
Payment summary  
Your ad will run for 7 days.  
  
Total budget \$35.00 CAD  
Total amount \$35.00 CAD  
  
We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. Learn more

By clicking Boost Post Now, you agree to Meta's Terms & Conditions Need help? Boost Post Now

### Edit audience

Select the location, age, gender and interests of **Accounts Centre accounts** you want to reach with your ad.

**Gender**

AllMenWomen

**Age**

18

45

Selecting an audience under 18 will limit your targeting options to location, age and gender. [Learn more](#)

**Locations**

Locations


Type to add more locations

Canada

Canada + 25 km

United States

United States + 25 km



**Audience definition**

Your audience is defined.

Specific Broad

**Estimated audience size: 8.8M-10.3M**

CancelSave audience



# BENEFITS OF BOOSTED POSTS

01

**Increased  
Visibility**

02

**Targeted  
Audience Reach**

03

**Engagement and  
Interaction**

04

**Measurable  
Results**

05

**Promoting Time  
Sensitive Content**

06

**Mobile-Friendly  
Advertising**

# THE POTENTIAL VALUE OF A \$10 BOOST

  
**Doctorsinternet**  
Helping Local Patients Find You

## Performance

\$8.00 spent over 5 days.

Link Clicks



94

Reach



3,288

Cost Per Link  
Click



\$0.09

## Activity

Post Engagement

95

Link Clicks

94

## Audience

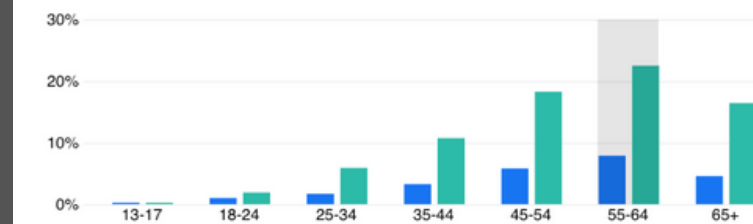
This ad reached 3,288 people in your audience.

People

Placements

Locations

7.9% Women 22.5% Men



## Audience Details

Location - Living In

United States

Age

18 - 65+

People Who Match

Interests: Entertainment Weekly, News magazine, Magazines, News broadcasting, Entertainment Tonight, Entertainment, The New Yorker or Breaking news and Employers: Entertainment Weekly

# PRICING PLAN



**\$149**

*For Boost Management*

**+**

**\$100**

*Per Month directly to Meta*

*Will do custom packages as well*

**Doctorsinternet**  
Helping Local Patients Find You



# THANK YOU

Q U E S T I O N S ?