



# Facebook Digital Ads: Boosting Posts vs. Ad Manager

Liz Brown  
Ride The Rockies

# Boosting vs. Ad Manager

**Ride The Rockies**  
Published by Liz Brown [?] · February 24 at 8:34am · 🌐

Only 3 days left to register for the 2017 Ride The Rockies. Sign up as an individual or grab a couple of buddies and create a team. It's always nice to have a friend help get you up that next steep climb. Registration closes this Sunday, Feb 26th. Sign up on [ridetherockies.com](http://ridetherockies.com)



3,745 people reached

**Boost Post**

Like Comment Share

Post on timeline

Top Latest People Photos Videos Shop Pages Places Group

News Feed  
Messenger

SHORTCUTS

- The Bachelor with ...
- Ride The Rockies 2
- Pedal The Plains 4
- Social Media Brain... 20+
- CHS Class of 2006

EXPLORE

- Events 7
- Groups
- Ads Manager**
- Pages
- News Feeds
- On This Day 11


See More...

CREATE

Ad · Page · Group · Event · Fundraiser

Jeff Legwold  
3 hrs · Twitter · 🌐

From this A.M.: Von Miller may have had his best year in '16, but #Broncos also think there's more to come --



Also on Broncos' offseason to-do list: Get even more from Von Miller

Von Miller believes that if he made more sacks and forced more fumbles that the...  
[ESPN.COM/BLOG/DENVER-BR...](http://ESPN.COM/BLOG/DENVER-BR...)

Like Comment Share

Left hand bar on home screen

# Pros and Cons

## **Boosting**

- +Simple
- +Geo and demographic targeting
- +Use any image (ad manager will only allow images with 25% of text or less)
- +No approval process

## **Ad Manager**

- +Geo and demographic targeting
- +Objective targeting (brand awareness, engagement, video views, etc.)
- +Pixel tracking & analytics
- +Engages with Instagram
- +Choice of one image, multiple, video or canvas

# Which Receives the Best Results?

 **Ride The Rockies**  
Published by Liz Brown [?] · 1 min · 🌐

The 2017 Ride The Rockies route has been announced: Alamosa to Salida, 7 days, 447 miles and 2,000 new friends! The course will showcase Wolf Creek Pass, Narrow Gauge Railroad, Million Dollar Highway, Blue Mesa Reservoir and Monarch Pass. Registration is now open on [ridetherockies.com](http://ridetherockies.com) until February 26th!



 Boosted for \$50.00

👍 Like    💬 Comment    ➦ Share

Boosted Post

 **Ride The Rockies**  
Sponsored · 🌐 

The annual Ride The Rockies Prologue Experience is traveling south of the border to Taos, New Mexico! The weekend includes a two night stay at the El Monte Sagrado Living Resort and Spa, a 49-mile bike ride through the rich southwest landscapes, lunch at the renowned Rancho De Chimayo and a private dinner at The Bavarian Restaurant on Taos Ski Mountain. Space is limited to the first 50 people who register. Bypass the RTR lottery and sign up on [ridetherockies.com](http://ridetherockies.com) until February 26th!

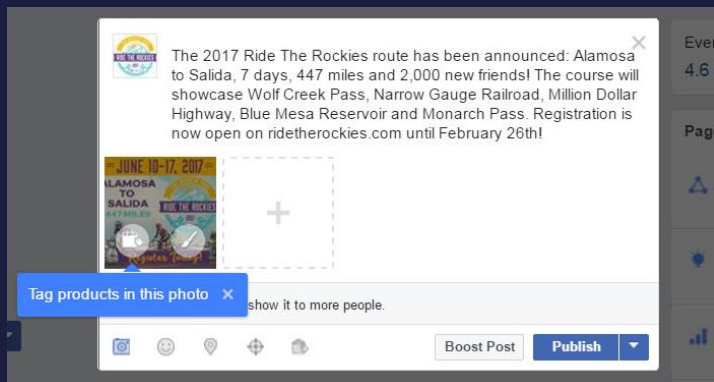


👍 Like    💬 Comment    ➦ Share

Ad Manager

# Boosting a Post

## Step 1: Content & boost

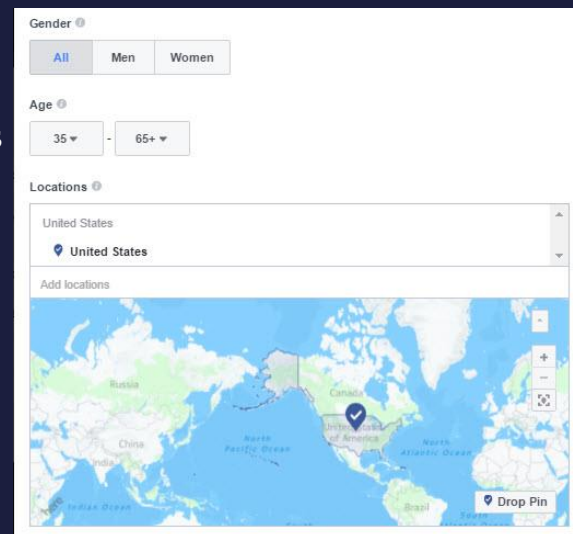


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Tag products in this photo

Boost Post Publish

## Step 2: Demographics



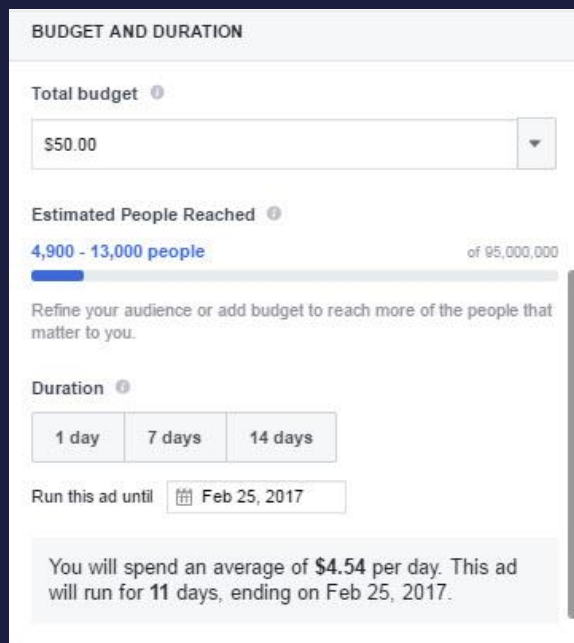
Gender: All, Men, Women

Age: 35 - 65+

Locations: United States

Drop Pin

## Step 3: Budget & duration



**BUDGET AND DURATION**

Total budget: \$50.00

Estimated People Reached: 4,900 - 13,000 people of 95,000,000

Duration: 1 day, 7 days, 14 days

Run this ad until: Feb 25, 2017

You will spend an average of \$4.54 per day. This ad will run for 11 days, ending on Feb 25, 2017.



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**= JUNE 10-17, 2017 =**

**ALAMOSA TO SALIDA**  
447 MILES

**RIDE THE ROCKIES**  
2017

**Register Today!**

Boosted for \$50.00

Like Comment Share

Done!

# Ad Manager

## Step 3: Budget & schedule

### Step 1: Select objective

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

### Step 2: Location & demographics

**Audience**  
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience

Custom Audiences

- RTR Audience
- People Who Know Your Business
- Custom Audience to show ads to your contacts, app users. Create a Custom Audience.
- Liz Brown

Locations

Everyone in this location

- United States
- United States

Add Bulk Locations

Age

18+ 65+

Gender

All Men Women

Languages

Enter a language...

**Audience Definition**  
Your audience selection is fairly broad.

Audience Details:

- Location: United States
- Age: 18 - 65+
- Placements: Facebook Feeds, Facebook Right Column and Instagram Feed

Potential Reach: 212,000,000 people

Estimated Daily Reach

- 1,200 - 3,200 people on Facebook
- 1,200 - 3,200 people on Instagram

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget

Lifetime Budget \$50.00

Daily Budget \$50.00 USD

Schedule

Lifetime Budget

Start Feb 14, 2017 10:55 AM

End Mar 26, 2017 10:55 AM (Mountain Time)

Your ad will run until Sunday, March 26, 2017.  
You'll spend up to \$50.00 total.

Optimization for Ad Delivery

Post Engagement

Bid Amount

Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.

Manual - Enter a bid based on what post engagements are worth to you.

When You Get Charged

Impression

More Options

Ad Scheduling

Run ads all the time

More Options

### Step 3: Photos & content

Ad Name: RTR Prologue

Create New Ad Use Existing Post

Format

You can now put animated GIFs in your video ads.

Single Image

Single Video

Slideshow

Canvas

Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library Free Stock Images

Add more images

2048 x 1365 800 x 516 1024 x 698

Recommended Image Specs

- Recommended image size: 1200 x 628 pixels
- Image ratio: 1.91:1
- To maximize ad delivery, use an image that contains little or no overlaid text. [Learn more.](#)

### Done!

**Page & Text**  
Preview the image and text from your Page post. [Learn more.](#)

Connected Facebook Page

Your business is represented in ads by its Facebook Page.

Ride The Rockies

Instagram Account

If you don't want to use a Facebook Page to represent your business, then this Instagram account will be used. Remove any accounts in your Page Settings.

ridetherockies

Text

The annual Ride The Rockies Prologue Experience is traveling south of the border to Taos, New Mexico! The weekend includes a two night stay at the El Monte Sagrado Living Resort and Spa, a 49-mile bike ride through the rich southwest landscapes, lunch at the renowned Rancho De Chimayo and a private dinner at The Bavarian Restaurant on Taos Ski Mountain. Space is limited to the first 50 people who register. Bypass the RTR lottery and sign up on ridetherockies.com until February 28th!

Ad Previews

1 of 3 Ads

Desktop News Feed

1 of 5

Ride The Rockies

Sponsored

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Like Comment Share

Back Review Order Place Order

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👍 Like    💬 Comment    ➦ Share

Ad Manager

# The Award for Best Digital Ad Results Goes To...



TMZ/Getty Composite

Too soon?



# Boosting

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**= JUNE 10-17, 2017 =**

**ALAMOSA TO SALIDA**  
447 MILES

**THE DENVER POST**  
**RIDE THE ROCKIES**  
2017

*Register Today!*

Boosted for \$50.00

Like Comment Share

Post Engagements: 616  
Reach: 9,217

# Ad Manager

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Like Comment Share

Post Engagements: 1,481  
Reach: 9,302