

How to reach more fans on Facebook



Have you ever noticed that when you publish a Facebook post, you can see how many people it reached? Compare that to the amount of Facebook fans your page has — is it usually a very small amount?

If so, you're not alone. Today, an organic Facebook post can reach about a quarter of the users who actually "like" a page, but it's usually even less than that.

In some ways, Facebook has become a "pay-to-play" environment — meaning if you want your messages to reach the most people, you need to put a budget behind them. Whether you spend \$5 or \$500, paying for a post to appear higher in News Feeds will increase impressions, engagement and awareness. And as an added bonus, it's easy to do.



To boost a post from your agency's Facebook page:

1. Go to a post you've published and then click "Boost Post" in the bottom right corner.
2. Choose your audience and budget based on how many people you want to reach and how long you'd like your boosted post to run.
3. Click "Boost Post."

Have questions? Facebook has answers. [Click here](#) for their guide, which provides even more information.