



BOOSTERBERG

INTRODUCTION TO
SOCIAL MEDIA
BEST PRACTICES

2021

WHAT IS BOOSTERBERG?

Ditch the guesswork. Let BOOSTERBERG automate your content promotion and focus on what's truly important - producing great content.

WHAT CAN YOU DO?

Boosterberg is a software that automates Facebook and Instagram content promotions based on multiple intelligent triggers and presets. It serves primarily as a practical helper for boosting organic contributions, saving time, energy, and budget.

Boosterberg offers an effective way to automate your boosting campaigns for all Facebook pages and Instagram accounts at once based on simple trigger conditions.

WHO IS BOOSTERBERG FOR?

Boosterberg is used by digital advertising and media agencies, publishers, influencers, and e-commerce businesses worldwide. Everyone is welcome to try Boosterberg entirely free for 15 days. All features are included and there are no strings attached—no need for a credit card.

And that's not even the best part! No matter the plan you choose, all features are included. Of course, depending on your plan, you may also get bonus features such as 24/7 Email Support and Chat Support.

“**Boosterberg** saved us hundreds of man-hours a year spent managing our client's Facebook pages. Thanks to the advanced automation, we could outperform all the other agencies on the market.



Robert Szabo
PS:Digital

“ Thanks to **Boosterberg**, we were able to exceed our projected results while cutting most of the manual work related to boosting campaigns. On average, the reach and engagement went up by **more than 200%**.



Martina Zelenayova
Internet.sk

WHAT DO YOU NEED BEFORE YOU START?

- ✓ Facebook Ad Account

You need to have a Facebook Ad Account with correctly setup payment settings connected to your Facebook/Instagram Accounts.

- ✓ Facebook page / Instagram profile

You need to have at least an advertiser role for the Facebook Page or Instagram Profile that you want to boost posts in.

(Don't worry, Boosterberg will detect both of these automatically)

TRY BOOSTERBERG FOR FREE

Start your **14-day free trial** now. **No credit card required.**

Hassle-free registration - it takes less than **30 seconds.**

Your information is **100% safe and protected.**

[START MY FREE TRIAL NOW](#)

SETUP

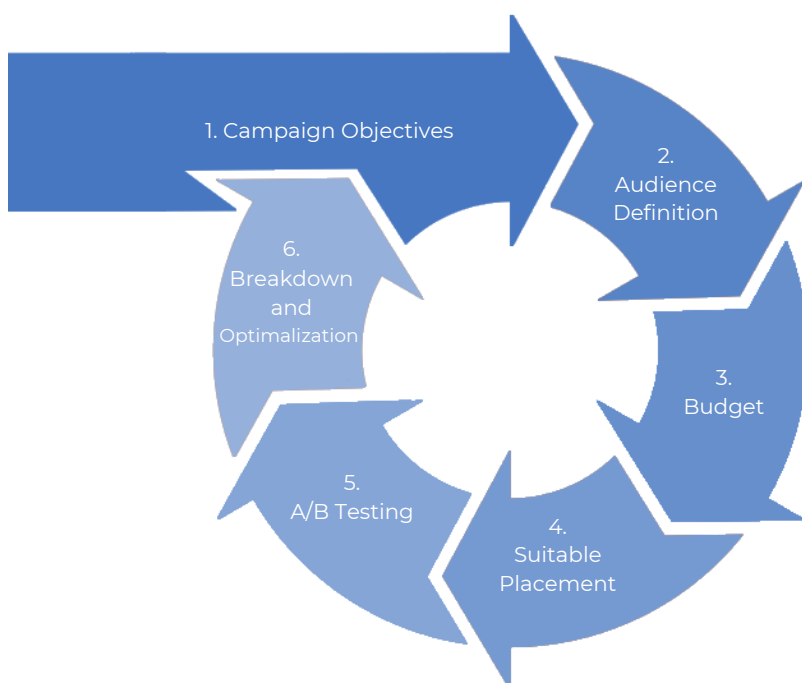
Setting up the rules for automated boosting of posts on your first page is very easy. You can choose the basic settings mode, and the system will determine the best options based on previous statistics of your page and present you with a few choices to pick from.

MEASURE FROM CLICK TO CONVERSION

We can set up many types of campaigns in Boosterberg, similar to Facebook itself (only enhanced). So the only different thing is that it's more effective and efficient!

We can promote both Facebook and Instagram posts. Boosterberg also offers the function of promoting Facebook posts on Instagram and vice versa - promoting Instagram posts on Facebook. It means that if your main channel is Facebook, you can also communicate your posts to Instagram users and the other way around.

The only thing you have to do is to create your strategy:



Boosterberg offers a full range of objectives:

- Post engagement,
- Reach,
- Traffic,
- Conversions,
- Brand awareness,
- App installs,
- Video views.

Boosterberg functions are principally the same as on Facebook

There is no need to worry about learning something new all over again because Boosterberg offers precisely the same settings and targeting as Facebook itself.

So whether you are a marketing specialist like me and manage a lot of Ad accounts or a company that wants to boost your posts faster and a lot more efficiently while saving energy and budget, Boosterberg is an excellent choice for you!

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ATTENTI ON!

**WHEN PEOPLE DO NOT LIKE
CONTENT FOR FREE, THEY WILL
NOT LIKE IT EVEN FOR MONEY**

There are many ways to set up campaigns in Boosterberg. But before you boost your first post, it's essential to make sure it's worth boosting. First, you want your post to have a clear **call to action**.

DEFINE THE OBJECTIVE AND MEASURE IT

Your campaign can be ready in minutes after your first login. Or you can customize it exactly how you like.

MEASURE FROM CLICK TO CONVERSION

The main idea of this tool is efficiency. When setting up a campaign and standard settings parts such as objective, audience, budget, we can also set special boosting rules. You can set the time when the post-boost should start and when it should end. You can set up Boosterberg to boost every post 5 hours after publication and stop after two days." If the time-based settings are not enough for you, you have other options that you can choose from. Say we'd rather have each post boosted when it reaches an organic reach of 1000 users and shut it down when it reaches an organic reach of 5000 users. Or we can set the cap on CPC, CTR, or average cost per engagement.

For example, we want the daily average of CPC to not exceed 10 cents, so we can have Boosterberg turn off boosting for the post which starts to exceed this threshold.

Or, we have a set budget for our usual monthly boosting, but in case of ads that perform exceptionally well, we have an additional budget that we can spend. Then, we can use Boosterberg to create multiple ad sets with different thresholds of success and switch boosting from one set to another if a post is overperforming.

Boosting settings

- Time
- Reach
- Clicks
- Engaged users
- Video views

Did you know?

You can combine all these rules as you like since you're the only one who knows what's best and most effective for you and your client/company.

You can trust me that at the end of the month, you might also say, "Thank you, Boosterberg, you saved me time, energy, and my money, which I can use for other marketing activities."

POST ENGAGEMENT

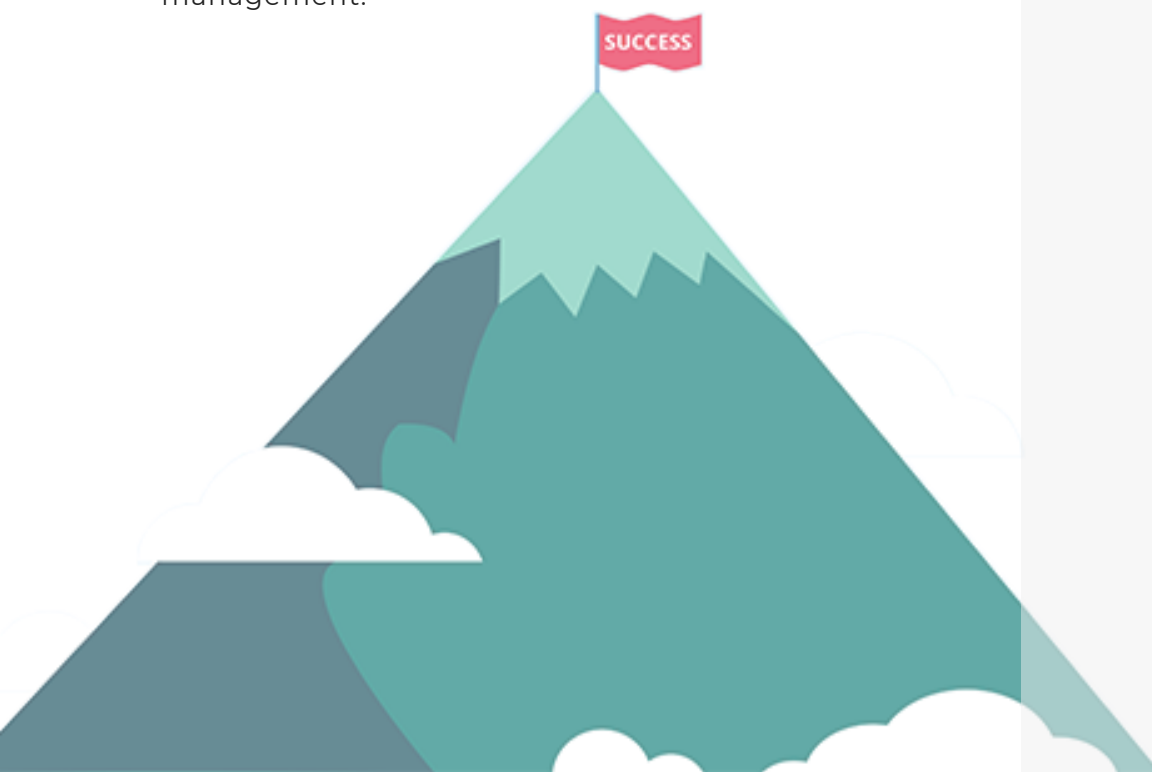
Post Engagement is the number that shows how many times people have engaged with anything posted on your Facebook Page. Engagement can be anything from likes, to comments, to shares. Engagement is significant for any business using Facebook. They show how many people are connecting with your brand and how they are digesting your content. Most businesses strive for a high number of likes when they should be striving for higher engagement.

WHAT TO DO FOR POST ENGAGEMENT

You want more comments, likes, shares on your Facebook page. For this reason, you post five posts each week that users can interact with. You can create a Boosterberg engagement campaign and boost each new post automatically. Then, you can set up Boosterberg to stop every ad that performs worse by adding an average daily cost per engagement stop condition, using daily budget allocation. In this way, you will get maximum engagement for your budget, all without the hassle of manual campaign management.

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REACH

Facebook reach is the number of unique people who saw your content. It affects every other metric you can track: engagement, likes, comments, clicks, and negative feedback. And that's not all. There are different kinds of reach: post, page, organic, viral, and paid. Everything on Facebook boils down to reach.

WHAT TO DO FOR REACH

You need to show your content to as many people as possible and establish your audience base. For this purpose, you create daily Facebook posts. You can create a Boosterberg reach campaign with multiple ad sets that have distinct targeting to differentiate between separate audiences. Then, you let Boosterberg your posts based on an organic reach threshold and let Boosterberg stop them after a couple of days. After two weeks, you can evaluate each ad set's performance and quickly establish which posts were performing best for which audience while automatically maximizing your reach performance.

When should I stop boosting my posts?

Do your posts only have information value for a limited time (for example, breaking news)?

- Set up the time-based stop condition accordingly so that you don't show outdated ads

In terms of performance, you want to spend your budget most effectively, and in Post Engagement campaigns, the Cost per Post Engagement average should be as low as possible.

- Set up the Cost per post Engagement (CPE) stop condition to an average value that you expect to attain. Re-visit your campaign after a week and tweak this condition to reflect the actual average cost better so that this condition stops between 20-50% of boosted posts.

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VOCABULARY

POSTS ON YOUR FACEBOOK PAGE HAVE ORGANIC REACH AND INTERACTIONS (COMMENTS, SHARES, LIKES, CLICKS,...)

BOOSTING = PAYMENTS TO FACEBOOK TO SHOW OUR CONTENT TO OTHER USERS ABOVE THE ORGANIC REACH

DARKPOST ADS = ADS THAT WE CREATE "MANUALLY" IN THE FACEBOOK ADS MANAGER, WE WILL NOT USE THE EXISTING POST AS A TEMPLATE, SO THE AD CREATED IN THIS WAY IS NOT LINKED TO THE POST AND DOES NOT SHARE ENGAGEMENT WITH IT



FOR UPDATES, FOLLOW US
ON SOCIAL MEDIA

@BOOSTERBERG

TRAFFIC

The traffic objective is designed to drive people to your website or app. With traffic as your objective, you can create ads that:

- Send people to a destination such as a website, apps, or Messenger conversation (Website Clicks)
- Increase the number of people going to your mobile or desktop app (App Engagement)



WHAT TO DO FOR TRAFFIC

You are a publishing house that has multiple publications with tens of new daily articles. You want to drive traffic to your websites and use Facebook for this purpose by posting your articles as link posts on your page. To maximize your performance, you use Boosterberg traffic campaigns with landing page optimization. Boosterberg automatically evaluates each post's link click performance and boosts only the best top ten percent of them. Also, the campaigns turn off any ad that stops performing according to your cost-per-click standard. In this way, you maximize your performance while saving 90% of your time managing campaigns.

Still in doubt?

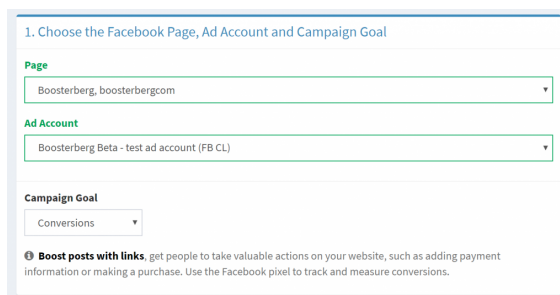
Always try to look at your running campaigns critically, try different approaches, and test your results. If in doubt, give us a shout at info@boosterberg.com.

CONVERSIONS

The number of times a specific action like a purchase or add to cart was taken, as recorded by your pixel, app, or offline event set. In some cases where conversions cannot be measured directly due to partial or missing data, statistical modeling may account for some conversions. You can choose your conversions from any available event, custom conversion, or offline event you've set up for your pixel, app, or offline event set.

WHAT TO DO FOR CONVERSIONS

If your main goal is to bring users to your website and do some specific action, such as filling a form or purchasing a product, your best choice is the Conversion campaign option.



1. Choose the Facebook Page, Ad Account and Campaign Goal

Page
Boosterberg, boosterberg.com

Ad Account
Boosterberg Beta - test ad account (FB CL)

Campaign Goal
Conversions

Boost posts with links, get people to take valuable actions on your website, such as adding payment information or making a purchase. Use the Facebook pixel to track and measure conversions.

What to consider when starting your Conversion campaign

Do your posts contain links that lead to the correct web pages, and does your website have a correctly implemented Facebook pixel?

For conversion campaigns, the posts have to include a link.

Another requirement is a correctly implemented Facebook Pixel that can help you track visitors' actions on your website.

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We definitely recommend

STARTING WITH BOOSTERBERG

as soon as possible. It's effortless:
You can practically start using it
as soon as you publish your first
post.

No need to wait for anything; the sooner the Boosterberg is set up, the sooner it will help you communicate more effectively with your followers or sell your products faster. Boosterberg works on the principle of learning, so the sooner you start and the longer you have it running, the more effective it will be.

BRAND AWARENESS

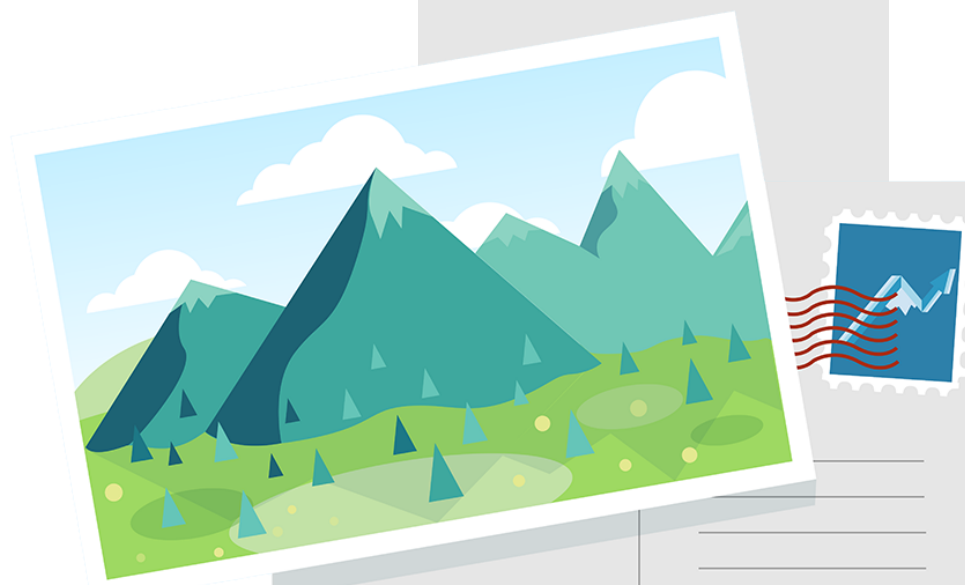
The brand awareness objective is for advertisers who want to show ads to people who are more likely to recall them. The brand awareness objective gives you the estimated ad recall lift (people) metric, which shows how many people we estimate would remember your ad if we asked them within two days.

WHAT TO DO FOR BRAND AWARENESS

You are trying to establish your brand. You create daily Instagram posts that are centered around your brand. You can create a Boosterberg brand awareness campaign, set it up to boost roughly half of your posts based on their above-average reach or engagement, and let them run for a week each, using a lifetime budget. The Facebook brand lift-based algorithm will do the rest. In this way, you can concentrate on the creative and maximize your brand awareness using the best performing posts automatically, using Boosterberg.

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All that combined, it is sure that the Boosterberg saves time when we take into account a fictional situation when we have a client or a whole company alone, and we need to boost one contribution three times a week.

How long will it take you? 5-10 minutes per post?

Yes, it seems to be small, but when you recalculate it on a monthly scale, it works out for 60-120 minutes. Does it still seem like a negligible item to you? It will let you reduce your CPC by up to 40-80% and increase your results by 70% with long-term use.

Of course, you need to realize that something different works for everyone. Every company is somehow specific and unique, each of your clients needs a different approach, but with Boosterberg, you can get the best results, whatever is the business. Always try to look at your running campaigns critically, try different approaches, and test your results. If in doubt, give us a shout at info@boosterberg.com.

Try it now for FREE
with our 14 day FREE trial