

Discover Boating Social Media 101: How to Advertise on Facebook

Facebook currently has 3 million businesses advertising on its platform and 75 percent of brands promote their posts, according to [Facebook](#). Should your business take advantage of advertising on Facebook?

Why advertise? More than 1.4 billion people use Facebook to connect with what matters to them and more than 900 million visit Facebook every day. An ad will allow you to choose the right audiences for your business based on location, age, interests and much more. Facebook Ads helps make your ads more relevant and delivers real results that help you achieve your business goals.



Because Facebook is constantly changing their algorithm, it is more difficult for your page's fans to see your posts. Putting advertising dollars behind important posts for your business and community will get more visibility using Facebook Ads.

Boost your posts. Boosting your post is now as easy as one click with the 'Boost Post' button on the bottom right corner of each post. This is an easy to use interface that can help you quickly and easily put advertising dollars and targeting specifications on a post to build engagement within your own community, as well as reach new ones.

Target your posts. Targeting is an important part of advertising on Facebook. Once you analyze your business goals and audience profiles, smart targeting is key to your success. Depending on your data, one targeting strategy could be to create 'custom audiences.' This means create customer profiles for different audiences and serve each group the same ad. Based on the conversion rate for each group you can quickly identify where your money is best spent.

For more advertising tips, Facebook offers this very helpful [Ads Guide](#) to get you started. Plus, this Facebook blueprint course called, [Boost Your Posts](#), is another great resource to utilize.

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