

Here is a case study with a few instructions.

Set up your ads here

<https://www.facebook.com/adsmanager>

Click on the create button and start your ad.

I usually choose engagement and select a post that I already have. You can create your own here too but it's just easier. The post I set up on Facebook and Instagram are usually the same with hashtags.



Here is one I did for my shirt shop. I set up an engagement campaign in ads manager on Facebook and included the Instagram page for A Cheep Tee. I targeted people who were interested in COVID. Which were a lot because it's in the middle of the pandemic.

Check out the engagement and shares.

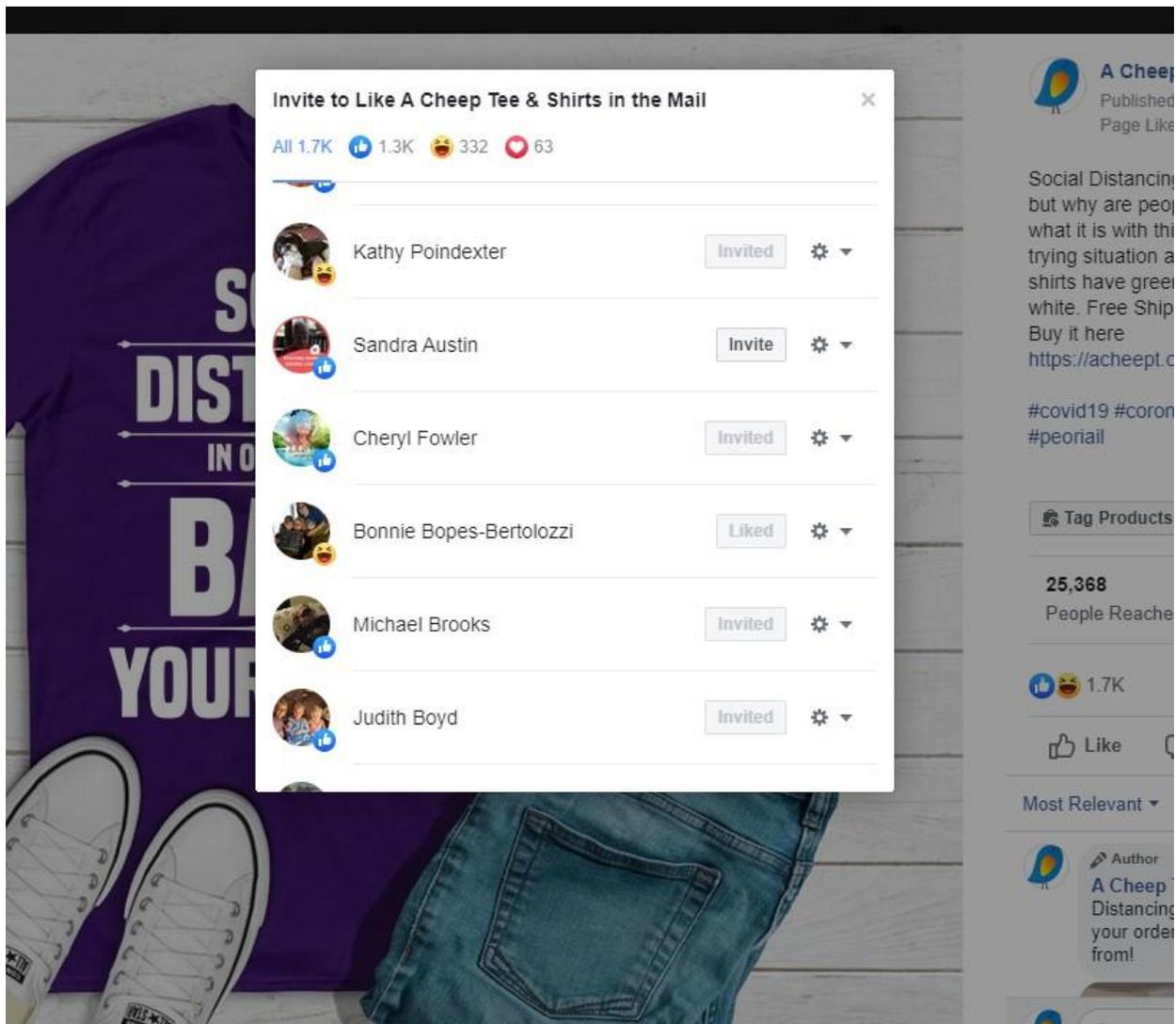
I sold 5 shirts. My general rule is I only spend what one shirt costs, unless I sell another one, then I let it ride until they stop. So far I have spent \$16.08, so I'll let it go until I spend \$30 unless I sell more shirts. If I don't sell a shirt by the time I reach \$10, I pause the ad and try another one. I generally get one sale per ad spending an average of \$5. For this particular ad:

25,368 people reached

3,429 engagements and I spent 2 cents per engagement.

956 shares

Once people have some type of engagement, you can invite them to the page. Click on the reaction area where the likes for the post are:



And click invite by the person's name. It's good to do this to boost up your page likes.

Make sure you are posting something so that you can target an audience. Don't make it really broad or you will waste your money. Here is another sample that is running right now.



For this running shirt, I target people who have an interest in running and additionally people who like sloths. This way I get both groups.

So far, I have spent \$10.26 reaching 6552 people, 888 engagements and spending again, 2 cents per engagement. I used both running and sloth hashtags.

Check your ads at least every other day. When setting them up, use the lifetime budget option rather than the daily option. This gives you much better control over spending.

Here are some resources for you

Canva.com is a free website that allows you to create signs for social media. They get more attention that just pictures or posts and you can add your URL to them.

Best-hashtags.com will give you a trending hashtags based on a topic. I usually just take the first 5 or 6 of them.

A few tips, it's still okay to boost posts but you will spend 4-5 times more money with your ads.

Spend a little money at a time. You can always go back and increase it.

If your ads are delivering, turn them off. You can try again later or retarget your audience.

Keep within your budget. You can change this depending on sales.

Go to this site

<https://www.facebook.com/business/boost/resource?ref=banner>

at the bottom, you can get 1:1 support.

This may only be an option after you spend money. Set up your consult with a Facebook marketing expert only through Facebook so it's free.