

## Facebook Advertising vs. Boosted Posts

On the surface boosting content on Facebook seems like a pretty straight forward transaction. The more dollars you spend, the more eyes see your message. While that's certainly true, to get the most value out of your dollar it's worth knowing the basic nuances of how boosting on Facebook works. Truth be told, [Facebook's Advertiser Help Center](#) rarely provides the answers you're after on Facebook paid advertising, and true to form, it doesn't provide a lot of guidance on the differences between boosting posts vs. ads either.

So in this article we'll cover the differences between the types of sponsored ads on Facebook — a Facebook boost and a Facebook news feed ad — and which we recommend as the best option for your business depending on your needs.

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## What are Facebook sponsored posts?

Facebook sponsored posts are promoted posts that receive additional paid reach. Simply put, your business has the option of boosting a post or creating an ad: boosting increases the chances your post will be seen by followers (increasing loyalty), while news feed ads target users based on select criteria, external from followers (potential new customers).

## Wait, why sponsor ads on Facebook when you can post for free?

The reality is, organic posts don't go very far in today's Facebook world. Unless you have a huge network of fans (50K+), achieving favorable outcomes through organic content in a 1.6B user world is futile. Based on Facebook's current algorithms, organic reach has plummeted over recent years to the point where 50 million businesses are posting 1.5 times per day, reaching an average of [2% of their audience](#). That is what we call "tough sledding".

Should we be surprised though? As the world's largest social network, it was simply clockwork until Facebook turned to a Pay-to-Play model resulting in paid advertising on the social network giant. But before you start shouting big corporate obscenities, it's still our opinion that Facebook provides the best advertising platform on the web or anywhere else in the business world. It's just takes a little practice.

## Advertising on Facebook requires a solid strategy

Like anything, you will need a strategy when tackling Facebook paid advertising. Depending on what your goals are, our quick advice is to put money on posts that have measurable ROI, like lead capture, promotions, contests and content meant to capture new customers.

Another fundamental rule is to always promote your own content. Even if it's great material and related to your business, never pay to send traffic to someone else's website.

Now, with all that said, let's figure out which Facebook paid advertising delivery method works best...Facebook boosts or Facebook ads.

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## What are Facebook boosted posts?

Facebook boosted posts are promoted posts that appear higher on news feeds, giving a post a higher chance that friends and followers will see it. While boosted posts can be targeted by location, interest, age and gender, more advanced targeting options is reserved for ads on Facebook. And that's really the rub with sponsored posts for your business. While it's easier to create them, you are limited in refining the post to get the most out of your "boost juice" dollars.

## What are Facebook news feed ads?

Facebook news feed ads are sponsored ads that appear right on the news feed of readers. Newsfeed ads denoted "sponsored" directly underneath the company's name on the post you users know that the content could be coming from a source they haven't "liked" yet.

News feed ads are created in Facebook Ads Manager (or [Power Editor](#)). Creating a news feed ad on Facebook is more involved than boosting posts, but, as with most things, more work often leads to more reward.

With news feed ads, you can set a specific objective for your ad that directly aligns to your business goals. You can choose from 12 objectives from three different categories: Awareness, Consideration and Conversion.

Notice how these three categories represent different areas of the sales and marketing funnel:

- Awareness: for boosting posts, promoting a Facebook page, targeting people near the business's location and increasing brand awareness
- Consideration: to send people to a website, getting app installs, increase event attendance or get views on videos and collect business leads
- Conversion: for increasing website conversions, engagement to an app, or to have an offer claimed



## Facebook paid advertising showdown: who is the winner?

So you've probably come to the conclusion that Facebook news feed ads have a lot more power behind them and are geared toward ROI—especially seeing how there's no price difference between the two formats.

Boosted posts do have a place—if your business is looking for a quick and convenient way to create awareness and drive profile traffic, then we say go for it, especially if you want to hit existing fans/customers. It takes all of five minutes to start raking in thousands of impressions for as little as \$5.00.

If you are looking to achieve tangible marketing results, like capturing leads and driving revenue, my money is on news feed ads. If you want to really capture leads through Facebook paid advertising however, I suggest using Facebook lead ads.

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