



# Boosting ON FACEBOOK

(You must download this document for the embedded links to work.)

First, [set up a Facebook Business Page](#) or [convert your personal Facebook page to professional mode](#).

**Professional Mode Note:** Make sure when you publish a post that your audience is set to public so you can boost your post.

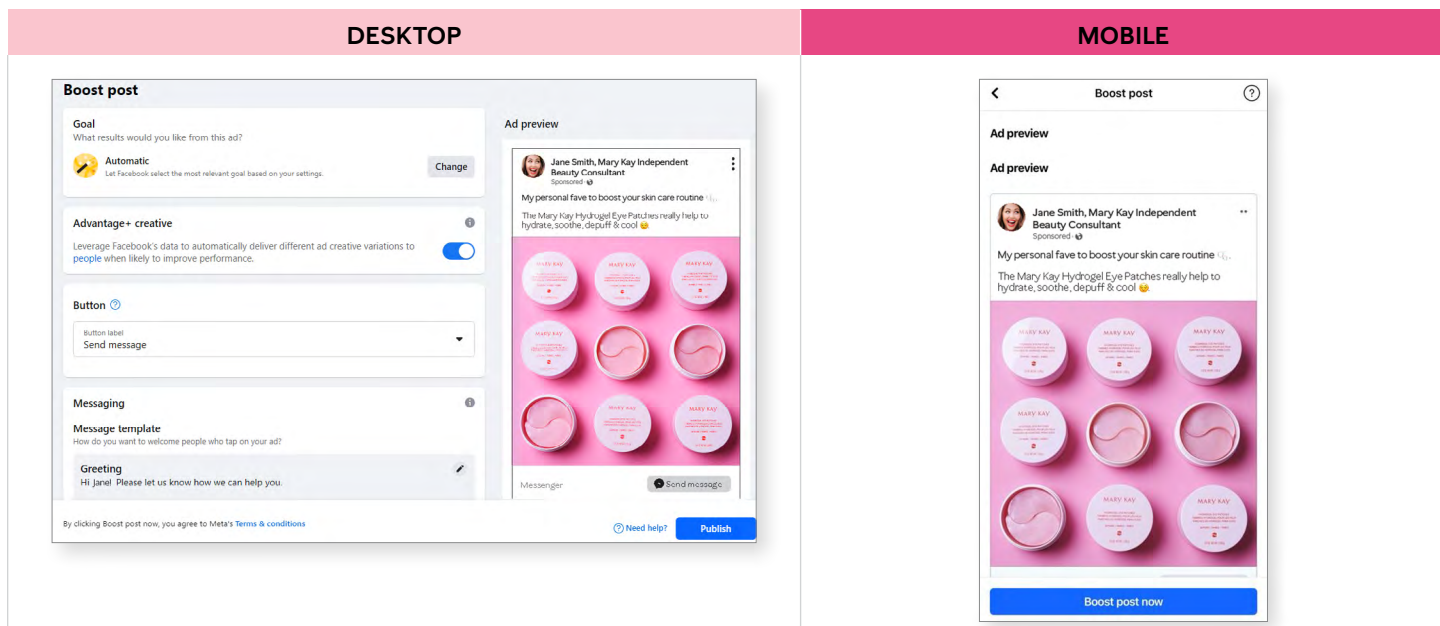
## STEP 1

Go to your business page, and find a post you would like to boost. The post that you choose to boost must include Mary Kay in the caption to help users discover your ad when they search "Mary Kay." The post should also pertain to one of these categories: *Mary Kay*® products, gifting ideas using *Mary Kay*® products, services, and product events, such as skin care classes, workshops and open houses. Then click the **Boost post** button.

DESKTOP	MOBILE
<p>The desktop view shows a Facebook post by Jane Smith, Mary Kay Independent Beauty Consultant. The post text reads: "My personal fave to boost your skin care routine. The Mary Kay Hydrogel Eye Patches really help to hydrate, soothe, depuff &amp; cool." Below the text is a grid of nine images of the eye patches. At the bottom left is a "See insights and ads" link, and at the bottom right is a "Boost post" button highlighted with a red box.</p>	<p>The mobile view shows the same Facebook post. The text is truncated to "My personal fave to boost your skin care routine. The Mary Kay Hydrogel Eye Patches really help to hydrate, soothe, depuff &amp; cool." Below the text is a grid of nine images of the eye patches. At the bottom left is a "See insights and ads" link, and at the bottom right is a "Boost post" button highlighted with a red box.</p>

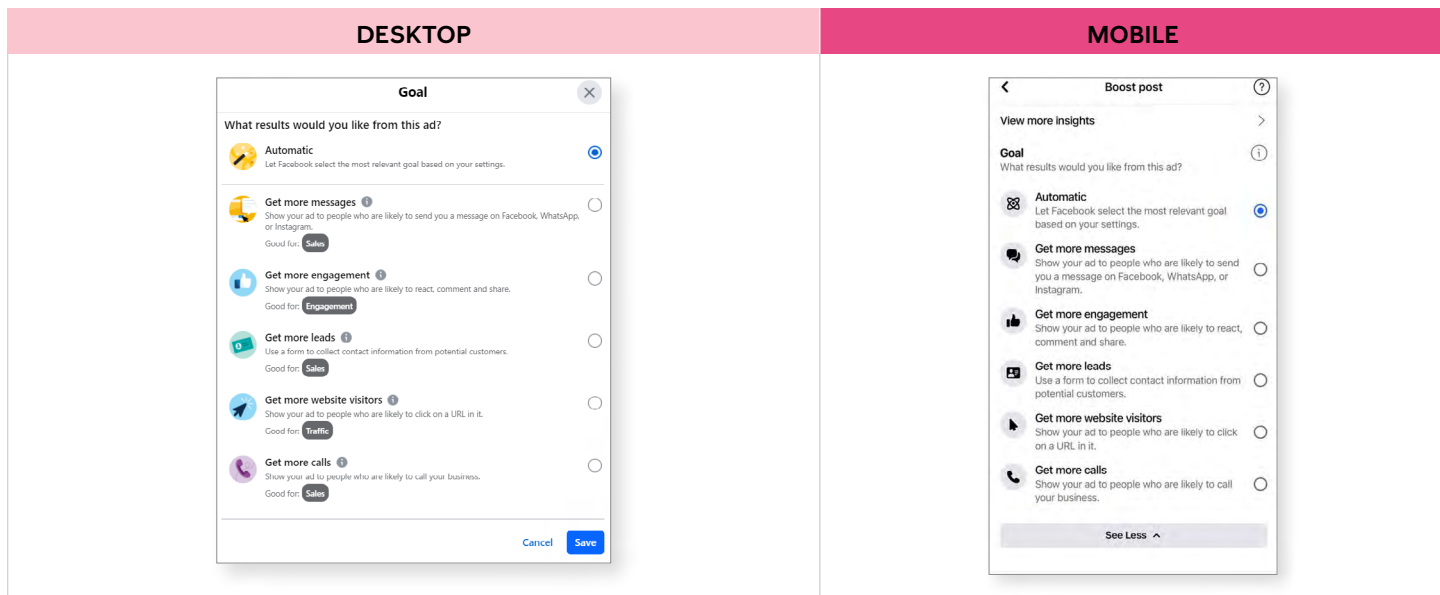
# MARY KAY

You will then be redirected to a new page where you will be able to customize your boosted post.



## STEP 2

Select your goal. Facebook will set your goal to **Automatic**, so it is important to revise it to your desired objective.



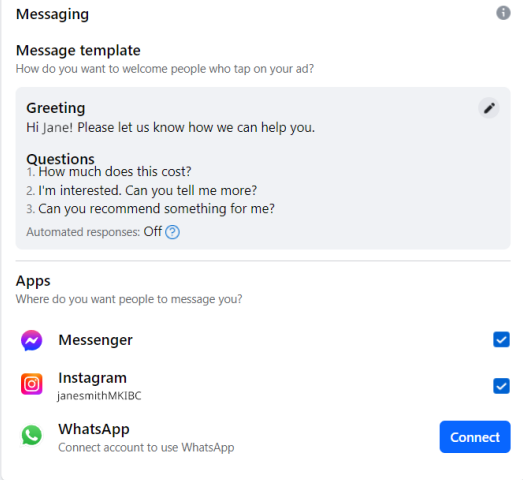
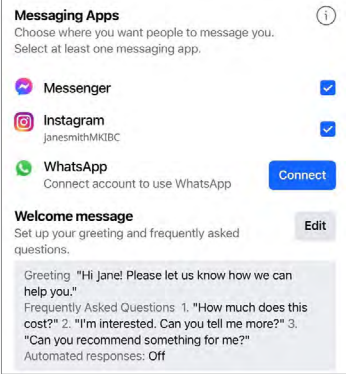
## YOU CAN CHOOSE AMONG THE FOLLOWING:

- **Get more messages** – shows ad to people more likely to send you a direct message.
- **Get more engagement** – shows ad to people more likely to engage with your ad (likes, comments or shares).
- **Get more leads** – uses a custom form to collect information from potential customers.
- **Get more website visitors** – increases traffic to your *Mary Kay*® Personal Web Site.
- **Get more calls** – increases phone calls to your business.
- **Get more video views** – shows up as an option if the asset you boost is a video.

## GET MORE MESSAGES

If you choose **Get more messages** as a goal, you will be able to customize your messaging and choose where people can send you a message (Messenger, Instagram or WhatsApp).

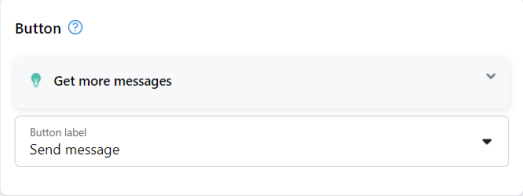

**NOTE:** Leaving automated messages OFF allows you to respond to potential customers with personalized messages. However, if using automated messages is an option that you find convenient, turn it ON.

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## GET MORE ENGAGEMENT

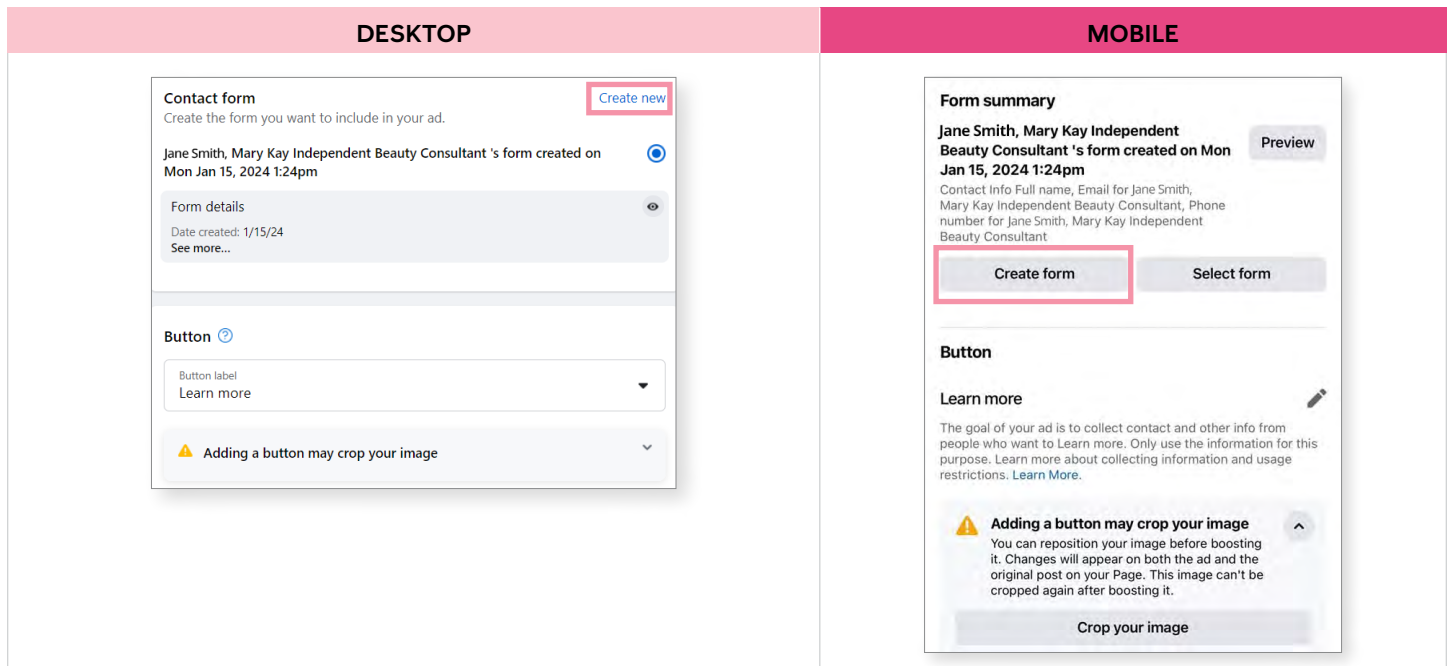
If you choose **Get more engagement** as a goal, you can customize the clickable button on your ad. You may choose from **No button, Book now, Learn more, Shop now, Sign up, Send message, Send WhatsApp message** or **Call now**.

**NOTE:** Although **Sign up** is an option you will see, please refrain from selecting it since you are not permitted to advertise about the Mary Kay opportunity.

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## GET MORE LEADS

If you choose **Get more leads** as a goal, you will be prompted to create a contact form where potential customers can fill out their contact information. You can also select a custom call-to-action button.

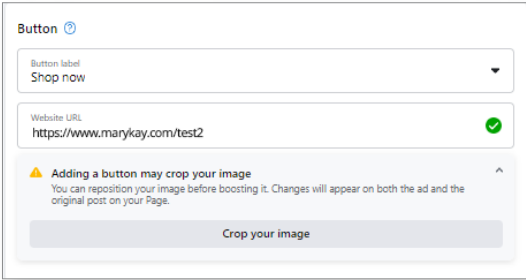
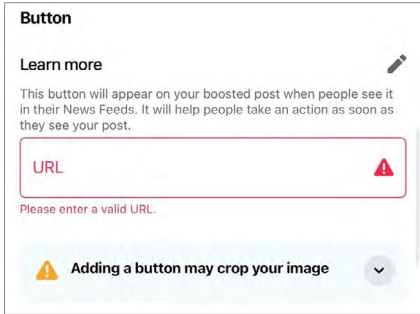


See the Leads Form below for the information you can request.

The image shows a mobile interface for creating a new form, titled "LEADS FORM". The screen displays a "Create new form" header with a back arrow. Below the header, there is a "your business. [Learn more](#)" link. A "Form name" input field is present, with a note below it stating "Form name will be used to reference your form". Under the "Contact info" section, there is a list of fields with checkboxes: "Full name" (checked), "Phone number", "Email", "Street address", "Date of birth", "Gender", "Job title", and "Company name". Below this, there is an "Optional Custom questions" section with the text "Add up to 3 custom questions to your form" and an "Add question" button. At the bottom, there is a "Cancel" button.

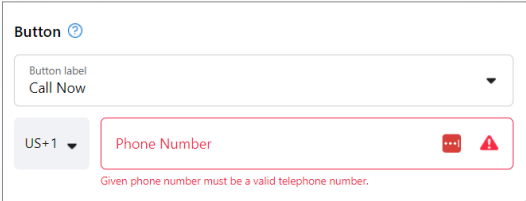
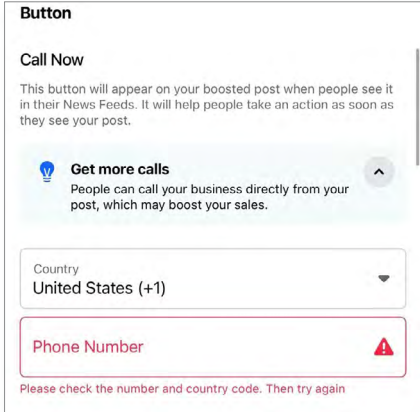
## GET MORE WEBSITE VISITORS

If you select **Get more website visitors** as your goal, choose a custom call-to-action button and insert your *Mary Kay*® Personal Web Site to direct potential customers there.

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## GET MORE CALLS

If you choose **Get more calls** as your desired goal, you will have a **Call now** button on your ad that will allow potential customers to call you. You might not want to select this goal, as you may receive spam solicitations.

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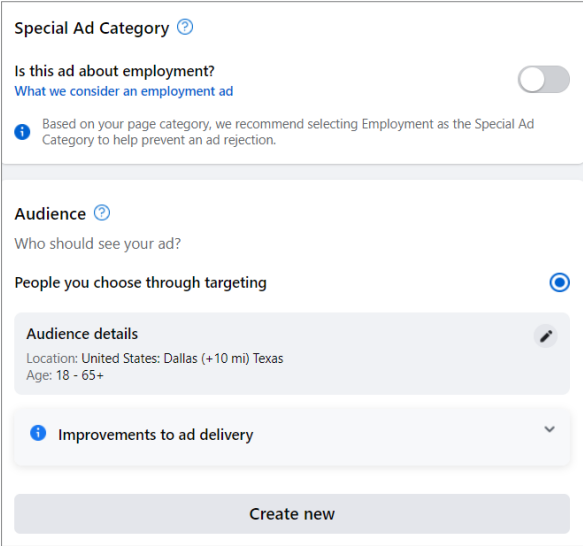
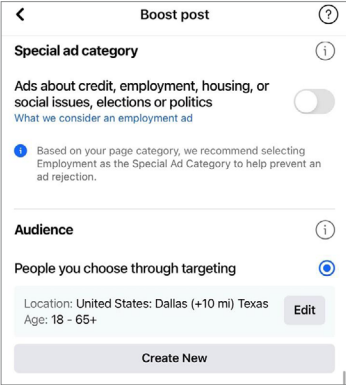
After you select a goal, there will be a step that asks whether you want Advantage+ creative enabled. If you have this enabled, Facebook will automatically create different creative variations of your ad to optimize performance. Facebook recommends keeping Advantage+ creative enabled to ensure the cost-effectiveness of the ad.

# STEP 3

Create your audience. Customize your audience based on age, location in the U.S., gender and/or interests. You can also name your audience, allowing you to save and reuse the same targeted audience for other boosted posts.

It is recommended to always create your own audience, adding interests and specifying gender. Consider adding specific interests that relate to *Mary Kay*® products, such as beauty, makeup, skin care, blush, lipstick, etc.

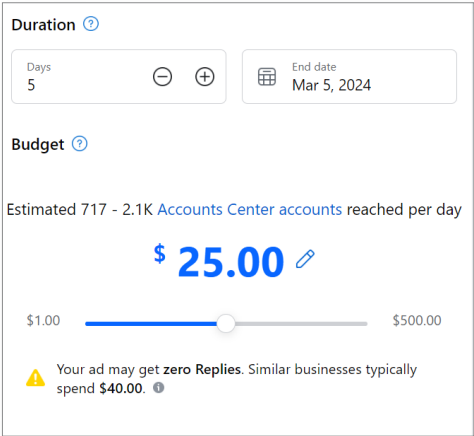
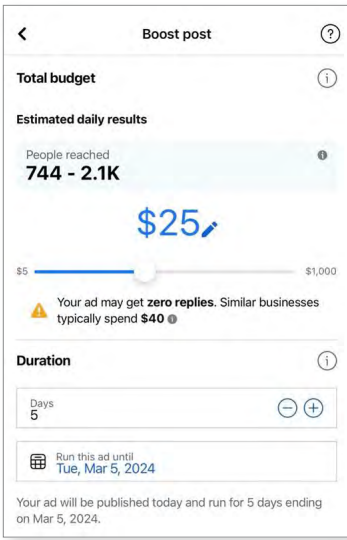
**NOTE:** Make sure the **Special ad category** is always turned off since you are not permitted to advertise about the Mary Kay opportunity.

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# STEP 4

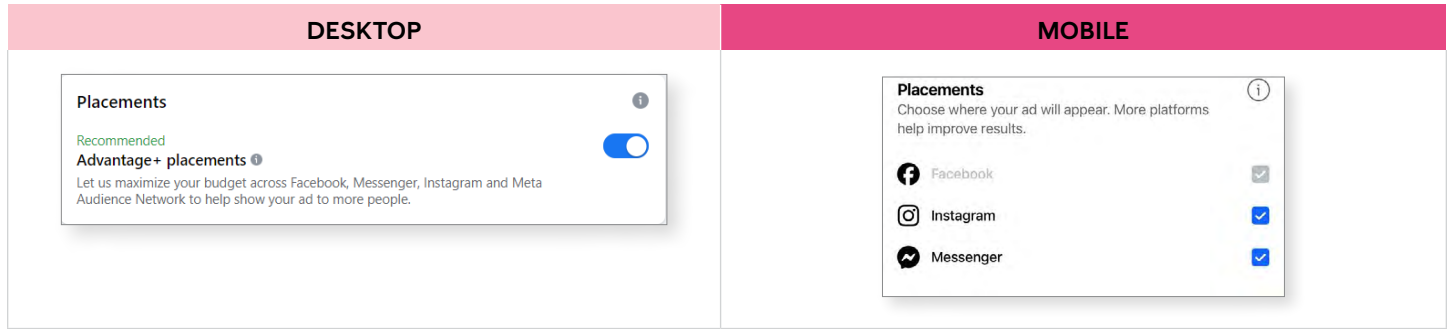
Choose a duration and budget for the boosted post. You can set up a duration for how long you want to run the boosted post and a total budget for how much you would like to spend (anywhere from \$5 to \$1,000, depending on the objective).

**NOTE:** This is **not** a daily budget. This is how much will be spent on your ad in total.

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**NOTE:** Facebook will recommend duration and spend amounts based on your boosted post's goal.

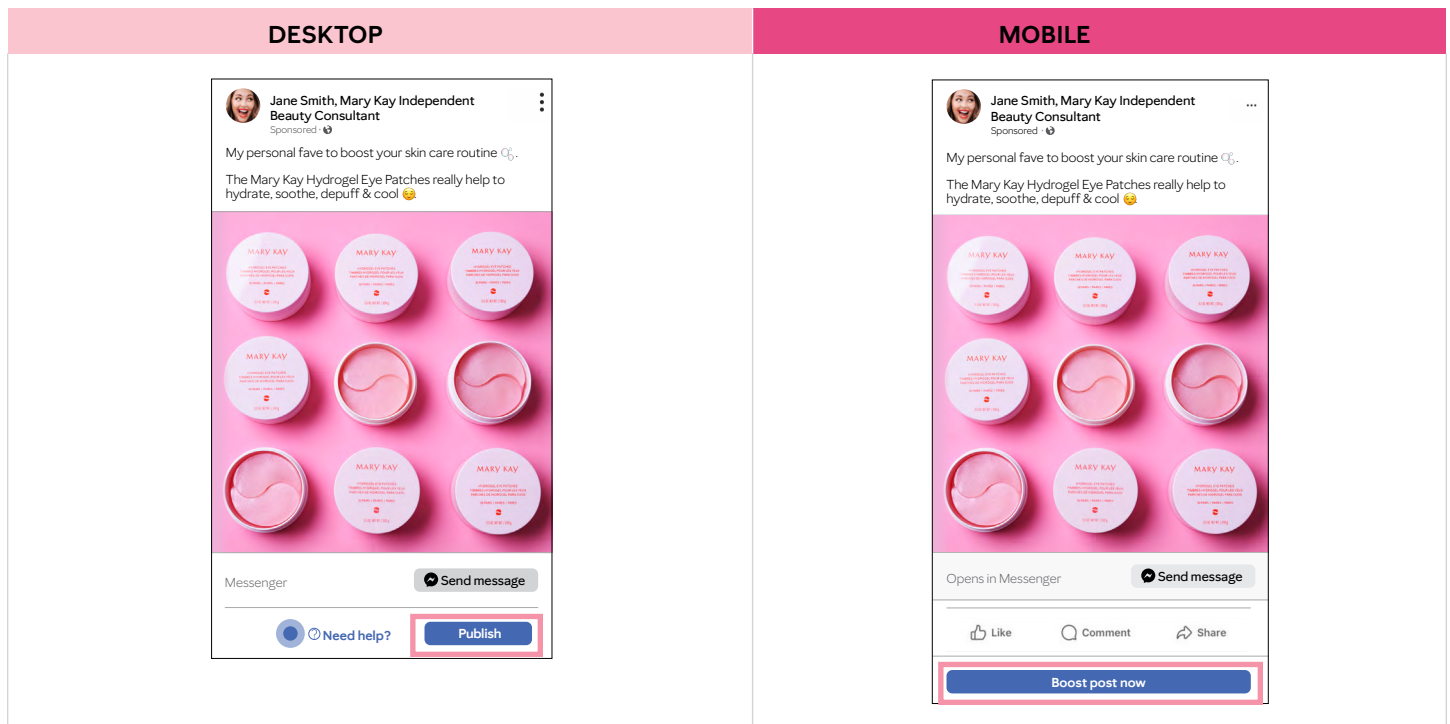
Make sure **Advantage+ placements** is turned on, as this will show your ad across all Meta platforms (desktop only). Although this button is not available on mobile, you can still manually select all platforms so that your ad will show across all Meta platforms.



## STEP 5

You are now ready to boost your post. Remember to always preview your work before pressing the **Publish** button for desktop. Keep in mind, too, that once an ad is active, you may pause it at any time.

**NOTE:** On mobile, scroll back up to preview your boosted post before pressing the **Boost post now** button.



**Reminder:** Always follow up on your boosted post to see how it is performing. [Here](#) are instructions on how to view the results of your boosted post. Success is measured differently based on your objective and the type of post you boosted. You can find more information about metrics [here](#).

Why is this important? You will be able to know which posts are performing better and which objectives are giving you better results. This means that you will be able to spend your ad dollars more effectively.

Don't forget to keep an eye out for any direct messages you receive! You may have more prospective customers reach out because of your ad, and it's important to follow up quickly with any people with whom you have connected. And always remember the Golden Rule by finding out if a prospective customer already has an Independent Beauty Consultant. If so, suggest that she reach out to her Beauty Consultant if she wants to place an order.

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