






# Boosting VERSUS Meta Ads

Consider starting with **Boosting on Facebook and Instagram**, as boosting helps you reach your advertising goals while using a beginner-friendly platform. Once you feel comfortable with boosting, you may want to try **Meta ads** for more customization.

FEATURE	BOOSTING	META ADS
<b>CREATION PROCESS</b> (How to build an ad) 	<b>EASY</b> You can put ad dollars behind an existing post on your business or professional account.	<b>MORE STEPS</b> You can build an ad from scratch with additional customization options.
<b>TARGETING</b> (Who sees the ad) 	<b>LIMITED</b> You can filter by age, gender, location, interests, household income and demographics.	<b>EXPANDED</b> You can use the same targeting as boosting, plus more options, including customer lists and exclusions.
<b>OBJECTIVES</b> (Goal of the ad) 	<b>BROAD</b> You can increase engagement, reach or clicks from an existing post.	<b>DEFINED</b> You can set performance goals that will help maximize ad value and achieve better results.
<b>CUSTOMIZATIONS</b> (How the ad appears) 	<b>FEW</b> You can make minimal alterations to the appearance of the ad.	<b>AMPLE</b> You can use a variety of ad formats, custom forms and buttons, and placements of where the ad displays.
<b>ANALYTICS</b> (How to measure ad success) 	<b>BASIC</b> You can monitor metrics, such as engagements, link clicks, reach and impressions.	<b>ADVANCED</b> You can choose from 150-plus metric customizations based on the objective of the campaign.

## CHOOSE BOOSTING IF ...

- You want to leverage existing social media posts.
- You want to spend less than an hour a week creating and managing ads.
- Your budget is smaller.



## CHOOSE META ADS IF ...

- You want to have more creative options over what your ad looks like.
- You are comfortable with Facebook's business tools.
- You have more time and a larger budget.

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