



EQUITABLE

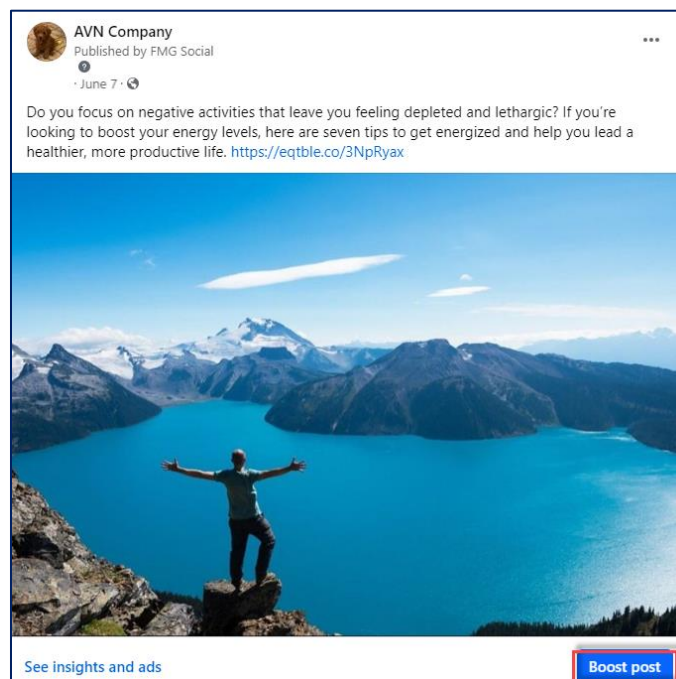


Boosting Posts via your Facebook Business Page

THE BUSINESS USE OF ANY NEW FEATURES ON FACEBOOK BUSINESS PAGES IS PROHIBITED UNTIL EQUITABLE ADVISORS EXPRESSLY APPROVES THE NEW FEATURE.

Overview of Boosting

The **Boost Post** button allows you to quickly create a Facebook ad using your post. This ad can appear in different places on Facebook, and you can show it to an audience of people you define. Boosting a post from your Page is a quick and easy way to show your content.



In addition, boosting a post may help you get more people to like, share and comment on the posts you create via Equitable Advisors Marketing Suite. Boosted posts are also a way to reach new people who are likely interested in your content but don't currently follow you on Facebook.

Features of Boosted Posts:

- **Audience suggestions:** Facebook will provide some audience options based on information from your Page. Facebook will also provide an automatic audience option that is customized to your business. Facebook creates and improves your automatic audience from a combination of details, like people near your business location or people who have interests related to your Page.
- **Many placements:** Placements on Facebook represent where your ad will appear. Boost posts can be shown on the Desktop Newsfeed, and Mobile Newsfeed.
- **Customizable budget:** The amount you pay to boost your post is up to you. You can select a pre-populated budget or set a custom amount. Boosted posts require a minimum budget of \$1 a day.
- **Scheduling:** You'll set the amount of time you want your ad to run. You can choose from a custom duration (ex, 7 days) or set a custom end date.
- **Ad creative:** The ad you create will look just like the Page post it's based on. The only difference is that your ad will appear with a Sponsored label in the top-left corner.
- **Access to insights:** When you boost a post or create any ad from your Page, you'll be able to view your results and insights in the Ad Center tab.

How to get started:

Click **Boost Post** directly from your Facebook Business Page. This post must be previously published via Marketing Suite and should not be modified in any way. Boosting Videos is prohibited.



Select your **audience**

Boost Post

OBJECTIVE

What results would you like from this post?

Get more website visitors Change

POST BUTTON (Optional)

Add a button to your post

Learn More

This button will lead to the link in your post.

AUDIENCE

• **People you choose through targeting** Edit

Location - Living In United States: Pennsylvania
Age 18 - 65+

☐ People who like your Page

☐ People who like your Page and their friends

☐ People in your local area

Preview: Desktop News Feed

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Building a small business can be an exhilarating experience, especially when you make smart moves to enjoy your hard work. Read more to learn how to make the most of your retirement plans this year—and reach out if you want to discuss different options.

Small Business Retirement Plan Limits Increased in 2019. Here's What You Need to... Learn More

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost

Select your **budget and duration and payment**

BUDGET AND DURATION

Total budget

\$10.00 USD

Estimated People Reached

190 - 1,100 people per day of 6,100,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration

1 day 7 days 14 days

Run this ad until **Apr 6, 2019**

You will spend **\$1.00** per day. This ad will run for **10** days, ending on Apr 6, 2019.

PAYMENT

Currency

US Dollars

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost

Click **Boost!**

Additional Resources

READY TO LEARN MORE?

Visit our program microsite: www.equitable.fmgsuite.com
 Contact FMG Support: Equitable@fmgsuite.com or (858) 500-5479
 Contact MarTech Project Team: AdvisorMartech@Equitable.com

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