



# PITCHTARGET

Improve effectiveness saving time!

## Automatic Boost Posts



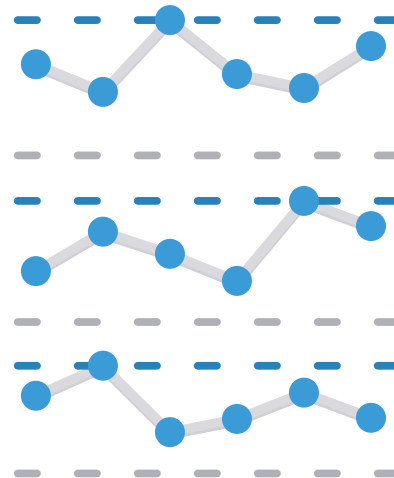
# Your Facebook Page is the central place where you can communicate with your fan base.

*Keeping its interest and engagement rate high is a key!  
Though, this is a full time job!*



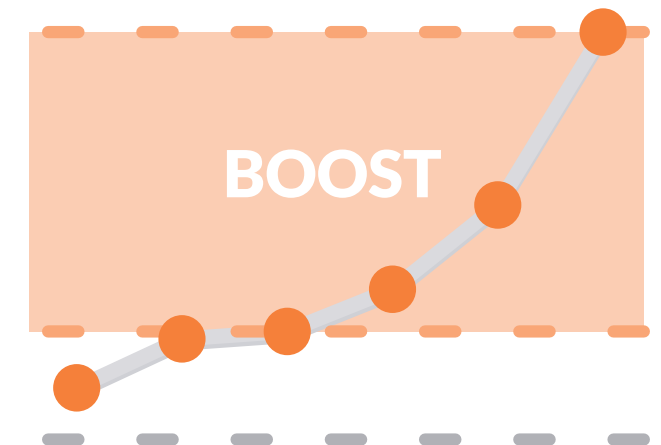
## ENGAGE

Write fresh, new and engaging content



## MONITOR

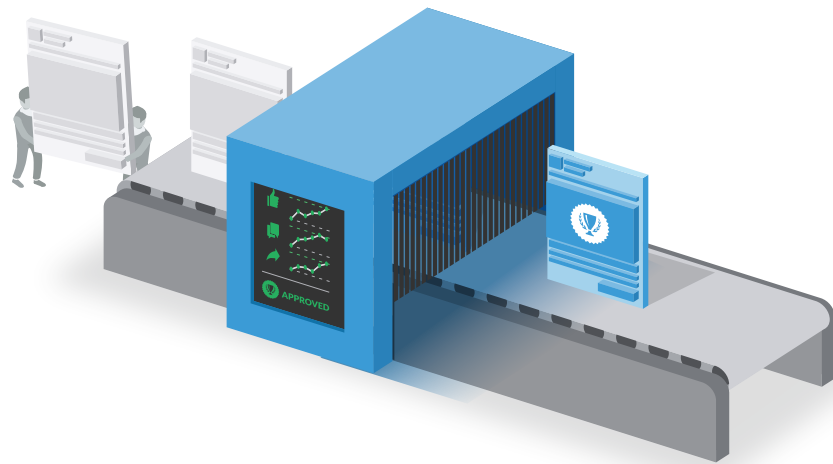
Monitor the performance of your Page posts. Which post is attracting more interest?



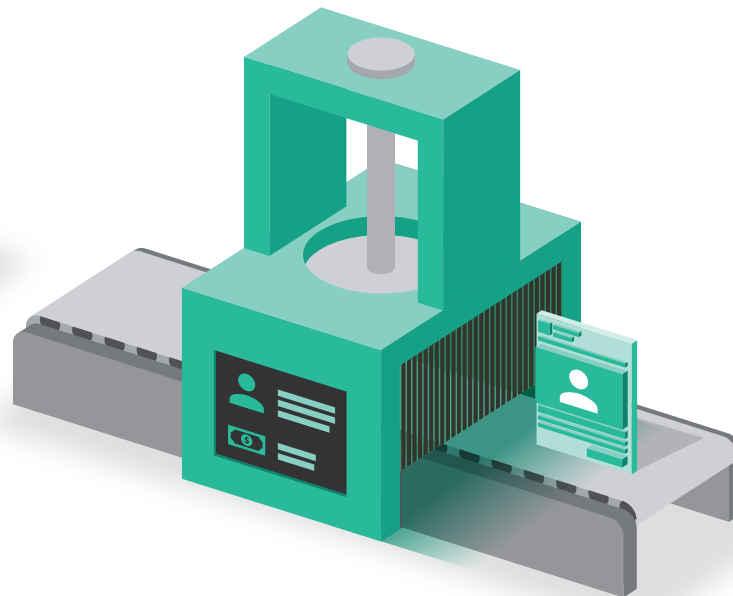
## PROMOTE

To engage with new users or attract even more of your fan to participate in the conversation, you can boost your Page posts

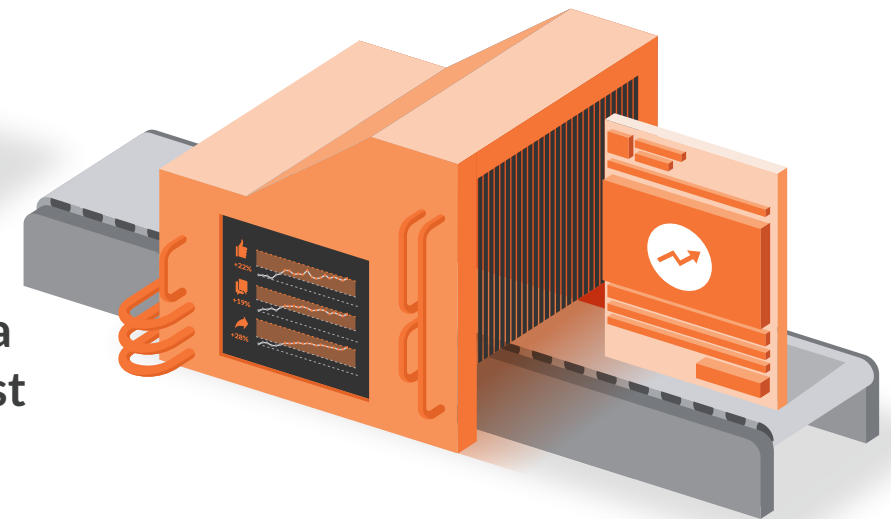
## Pitchtarget helps you to automate this process!



Define what is a performant post based on the organic Page posts metrics



Pitchtarget will automatically create a new campaign for each performing post



Define the audience to which you want to promote the performing Page posts

## Pitchtaget's Cuisine

The editorial line of this page is about food. It has two specific topics: #Cakes and #Events.

Every Page post will be boosted to create awareness around PT's Cuisine and also to have a high engagement and make the content as viral as possible.



### Generic Food Topic

The generic topic will be boosted to:

- Page Fan
- Website Visitors
- Lookalike 4% Page Fan



### #Cakes Topic

The #cakes topic will be promoted to:

- Page Fan
- Interest based target (cake, etc.)
- People who visited the cake website section



### #Events Topic

The #events topic will be promoted to:

- Page Fan
- Custom Audience Mail-list
- Lookalike 2% mail-list

# Save time with Automatic Boost Posts!

Effort to boost each post manually for a month

$$24_{\text{Posts}} \times 20_{\text{Min}} = 8_{\text{hours}}$$

2 Posts per topic every week

Time spent boosting and monitoring each post

Effort to set up Automatic Boost Posts and run it forever

$$3_{\text{Rules}} \times 10_{\text{Min}} = 1/2_{\text{hours}}$$

One rule for each topic

Time spent creating an Automatic Boost Posts Rule

## Use your Facebook Page to bring people to your website

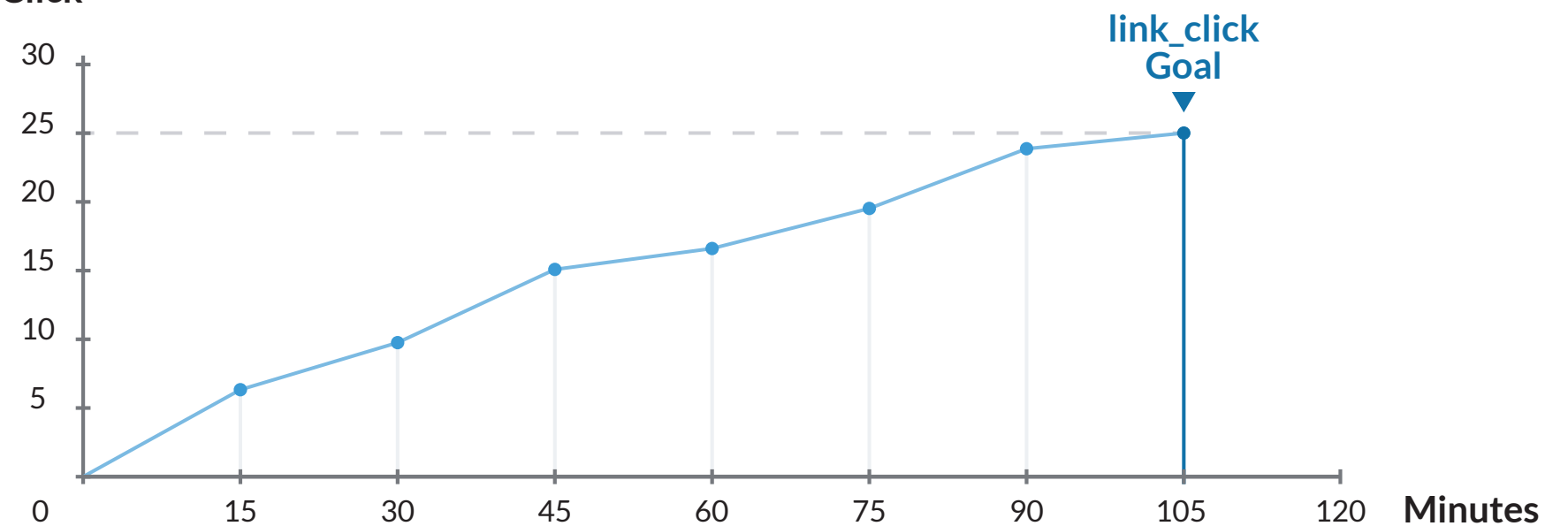
Your goal is to bring at least 100 visitors from each page post.

From your experience you know that you can get the first 25 website clicks with organic Facebook traffic within the first 2 hours from each post publication.

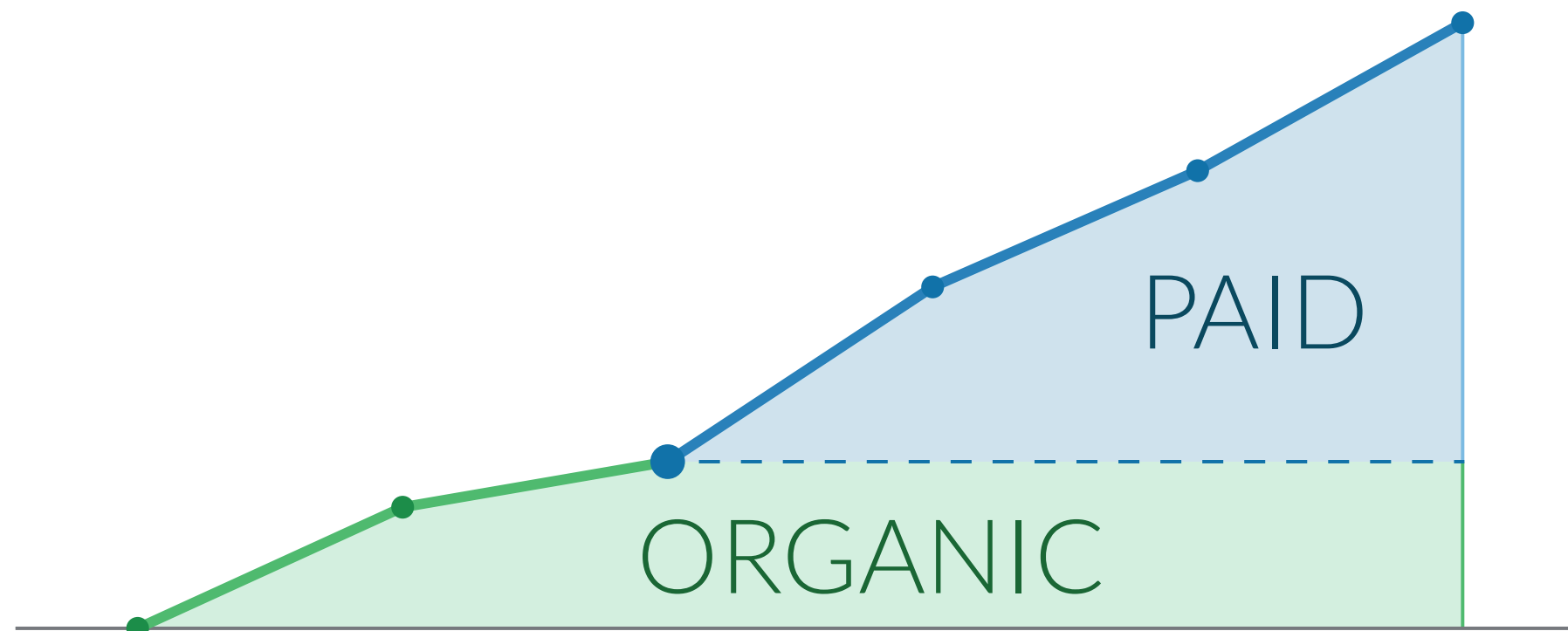
In order to fully exploit the organic power of the Page posts you will let them either to reach the 25 link clicks goal or to wait for the first two hours after the publication, then you will start to boost them to get the needed traffic.



Link Click



# Reach your Goal with Automatic Boost Post!



Less  
Time

No need to manually  
monitor your page

Less  
Money

No need to pay for  
customers you already own



# **AUTOMATIC BOOST POSTS**

## **Improve effectiveness saving time!**

*Stop checking for organic post metrics manually,  
automatically boost the most performing posts.*

