



PITCHTARGET

Improve effectiveness saving time!

Automatic Boost Posts



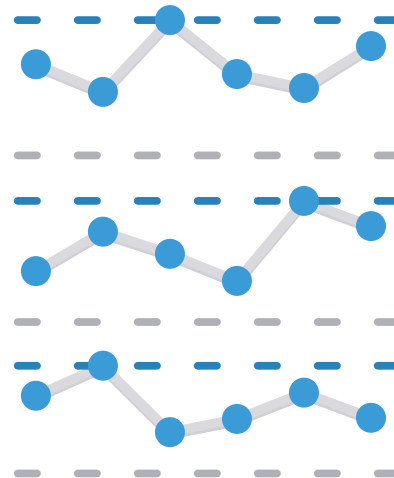
Your Facebook Page is the central place where you can communicate with your fan base.

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



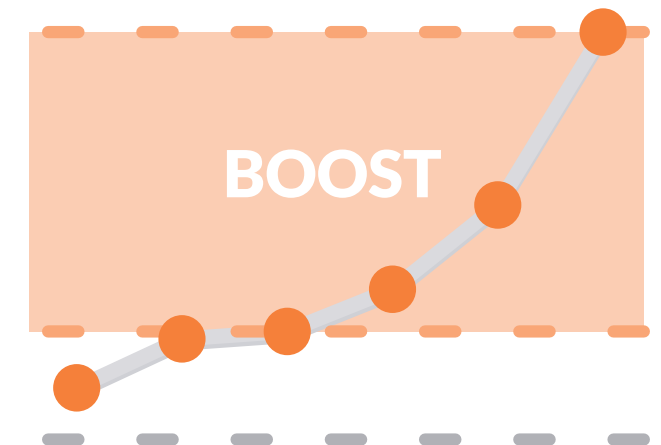
ENGAGE

Write fresh, new and engaging content



MONITOR

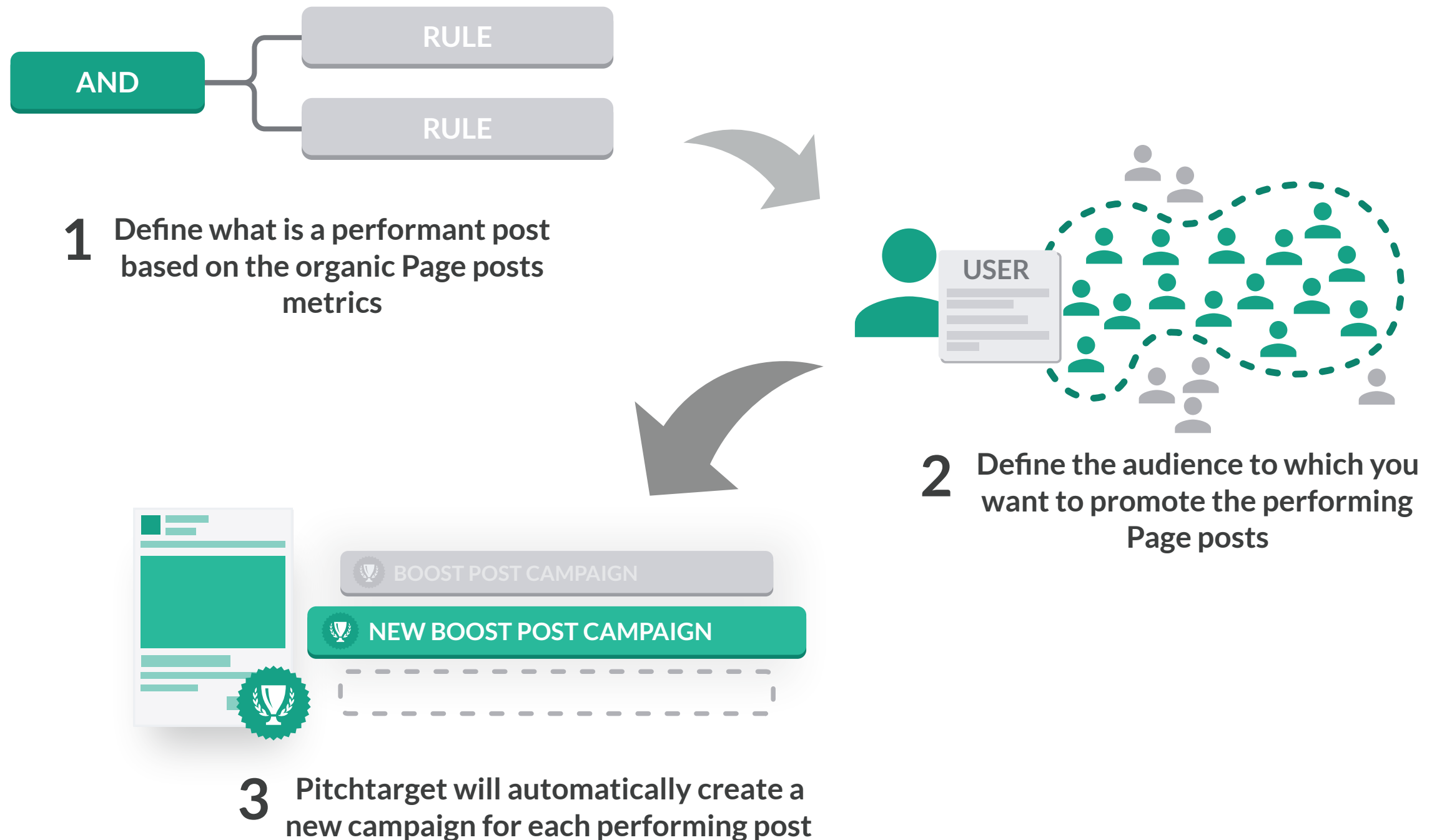
Monitor the performance of your Page posts. Which post is attracting more interest?



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!



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

You can do this by configuring three Automatic Boost Posts like the followings:



Generic Food Topic

FOR every New Post
IF its Message does **Not Contain** “#Cakes” and “#Events” **THEN**
CREATE a New Boost Post Campaign with the following Ad Sets:

- Page Fans
- Website Visitors
- Lookalike 4% Page Fans



#Events Topic

FOR every New Post
IF its Message does **Contain** “#Events” **THEN**
CREATE a New Boost Post Campaign with the following Ad Sets:

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



#Cakes Topic

FOR every New Post
IF its Message does **Contain** “#Cakes” **THEN**
CREATE a New Boost Post Campaign with the following Ad Sets:

- Page Fans
- Interest based target
- People who visited the cake website section

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

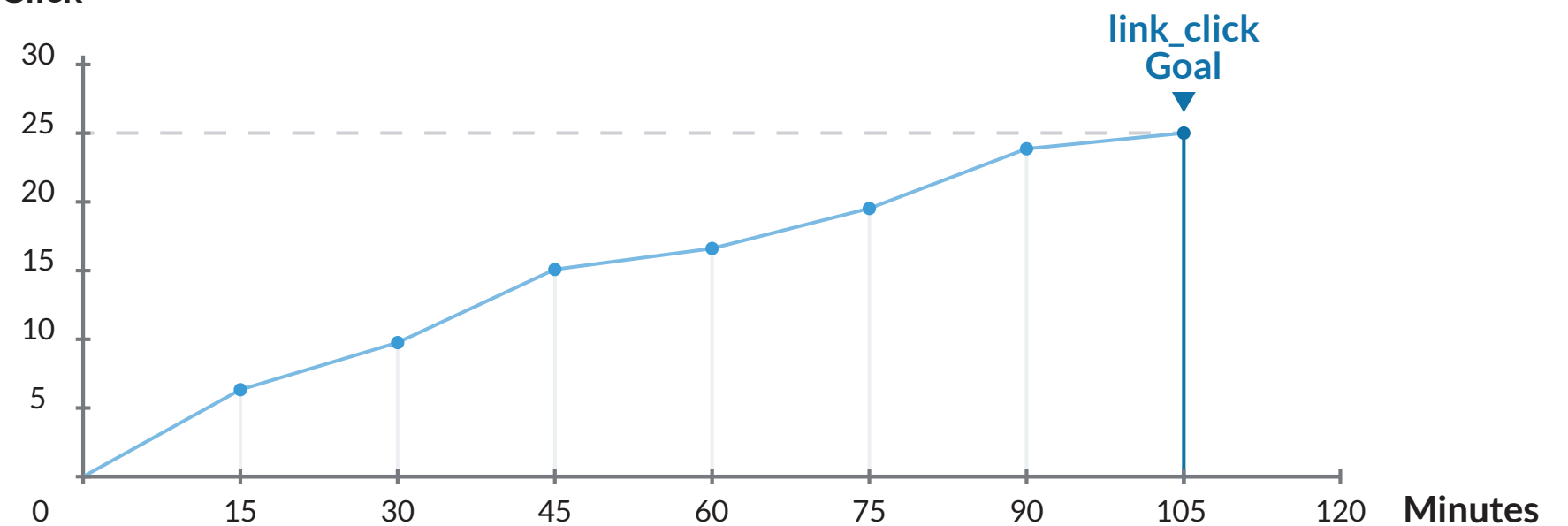
Your goal is to bring at least 100 visitors from each page post.

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.



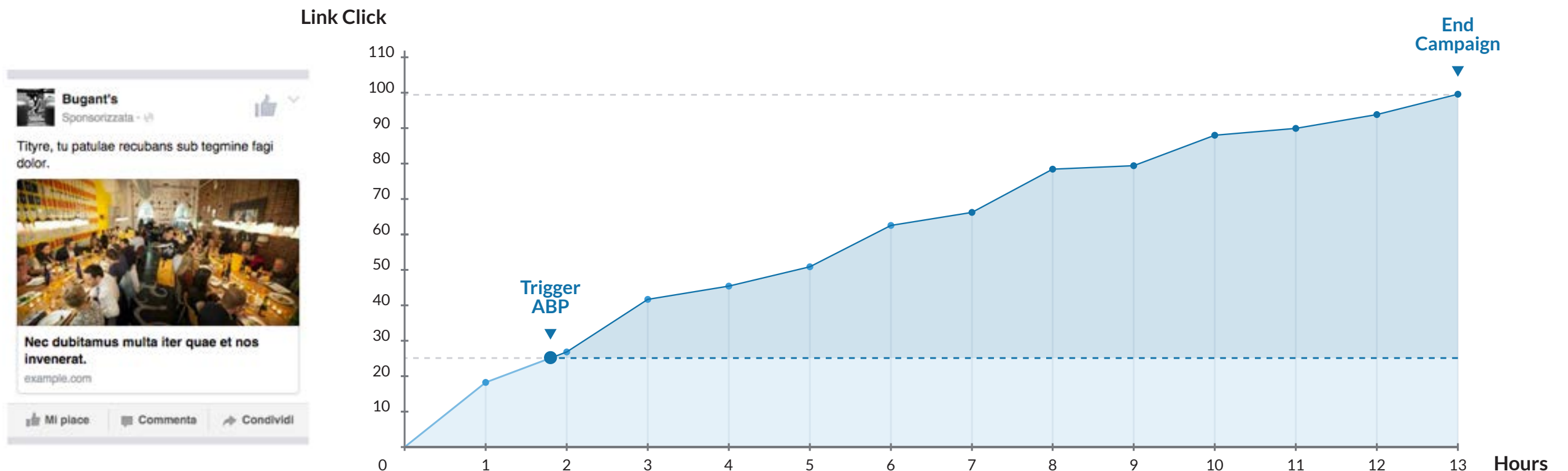
Link Click



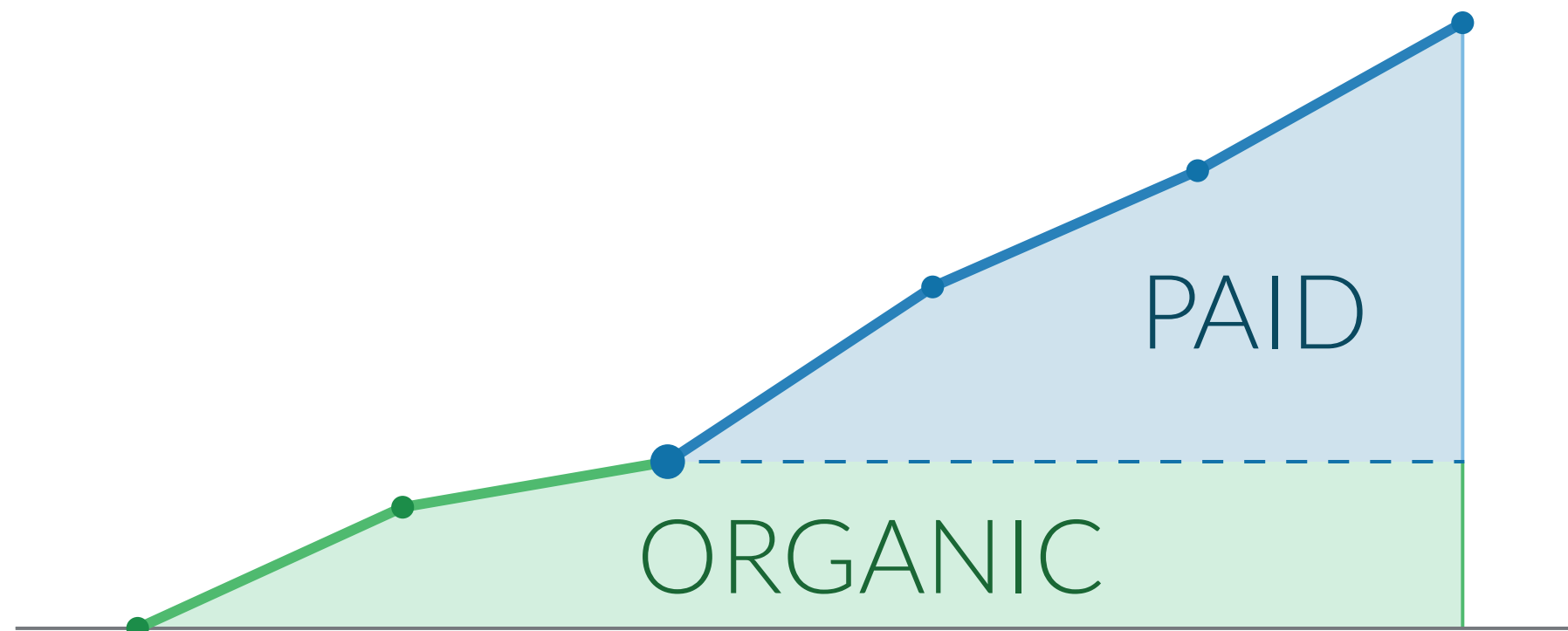
Exploit organic Facebook traffic through Automatic Boost Posts

FOR every New Post
IF its `link_clicks` is **Greater or Equal** than **25**
or the post has **been published for more than 2 hours**
CREATE a **New Boost Post Campaign** with the following Ad Sets:

- Website Visitors
- Lookalike 4% Page Fan



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

Create a new Automatic Boost Posts automation for your Strategy

The image displays two screenshots of the PitchTargetClient web application interface, specifically the 'Automatic Boost Posts' configuration page. The left screenshot shows the 'NEW AUTOMATIC BOOST POST RULE' button. The right screenshot shows the configuration form with the following fields and annotations:

- Automation Name:** New Automation
- Posts watching time:** 24 (1 days 0 hours). Annotation: "Configure the post watching time: the number of hours to keep looking at each post performance".
- Max post age:** 48 (2 days 0 hours). Annotation: "Set the maximum age of posts to import".
- Boost only one post at time:** ☒. Annotation: "Specify if you want to boost all of your performing posts simultaneously or just one at time".

The 'CREATE' button is visible on the right side of the form.

Compose rules based on organic Page post performance to identify the posts to be promoted on Facebook

The image displays two screenshots of the PitchTargetClient web application interface, illustrating the process of composing rules for Facebook post promotion.

Left Screenshot: Shows the 'Automatic Boost Posts' section. The 'Name' is 'New Automation' and 'Posts watching time' is '1 days 0 hours'. The 'Strategy' is 'Automatic Boost Post presentation' and 'Max post age' is '2 days 0 hours'. The 'Ad Account' is 'addictive_test'. The 'Page' is 'Bugar's'. The 'TRIGGER' section explains that setting up a trigger allows watching metrics (variables) of posts in the current strategy and setting up thresholds for those metrics. An example is provided: 'E.g. If the metric 'likes' on post 'xyz' is greater than 100 then create an ad with that post.' The interface shows a rule block structure with 'And' and 'If' operators, and a list of operators (contains, I_contains, not_contains, I_not_contains, eq, neq, lt, lte, gt, gtr). A green 'ADD BLOCK' button is visible.

Right Screenshot: Shows the 'Automatic Boost Posts' section with the same settings as the left screenshot. The 'TRIGGER' section explains that setting up a trigger allows watching metrics (variables) of posts in the current strategy and setting up thresholds for those metrics. An example is provided: 'E.g. If the metric 'likes' on post 'xyz' is greater than 100 then create an ad with that post.' The interface shows a rule block structure with 'And' and 'If' operators. A green 'ADD RULE' button is visible. The rule block structure is as follows: 'And' operator with two branches: 'Or' operator with two branches: 'If' operator with 'Likes' metric, 'Gt' operator, and threshold '1000'; 'If' operator with 'Comments' metric, 'Gt' operator, and threshold '100'; 'And' operator with two branches: 'If' operator with 'Message' metric, 'Contains' operator, and value '#MyNewCollection'; and a green 'ADD BLOCK' button. A green 'SAVE TRIGGER' button is visible at the bottom right.

Annotations on the right screenshot:

- An arrow points to the 'If' operator with 'Comments' metric, 'Gt' operator, and threshold '100', with the text: 'You can set conditions on the organic performance of the post'.
- An arrow points to the 'If' operator with 'Message' metric, 'Contains' operator, and value '#MyNewCollection', with the text: 'You can even specify conditions on the post's fields'.

Define the campaign and ad sets structure that will be used to boost each of your performing post

The screenshot displays the PitchtargetClient interface. The main window shows a campaign configuration page with a sidebar on the left containing navigation links: New, Strategies, Targets, Placements, Admin, Feedback, and Sign out. The main content area is titled 'ACTION: NEW CAMPAIGN' and includes fields for Campaign name (Automatic Boost), Spend Cap (€ 100), and Campaign type (Engagement). Below this is a 'CREATE NEW AD SET' button. A table lists existing ad sets, with one entry selected: 'UK - Male - 23/35 - Interested in ...'. The details for this ad set are shown in a modal window titled 'Add Ad Sets'. The modal includes a 'CREATE NEW AD SET' button, a description of an ad set, and configuration options for Targeting (UK - MALE - 23/35 - INTERESTED IN SPORTS), Budget (€ 20), Bidding (€ 0.3), Automatic bid (unchecked), Bid type (CPC), and Boost post duration (72 hours). An arrow points to the 'Boost post duration' field with the text: 'Set the duration of the boost action or leave it blank for continuously running boost'. The footer of the interface contains copyright information and contact details.

CREATE NEW AD SET

An ad set is a group of ads that share the same daily or lifetime budget, schedule, bid type, bid info, and targeting data. Ad sets enable you to: group ads according to your criteria, apply the same targeting and bid to ads within an ad set and retrieve the ad-related statistics that apply to a set.

UK - MALE - 23/35 - INTERESTED IN SPORTS Potential Reach: 5,800,000 people

Location: Living In: United Kingdom
Age: 23 - 35
Interests: Sports
Gender: Male

Placements: News Feed and right column on desktop computers or News Feed on mobile devices

BUDGET

Budget: € 20 Daily +

Bidding: € 0.3

Automatic bid: ☐ Let Facebook pick a bid value for you.

Bid type: ☒ CPM ☒ CPC ☐ OCPM

Your ad set budget is the maximum amount you want to spend (either daily or lifetime).

Set the offer you have planned for your advertising

Your choice determines how you pay and who your ad is served to.

Boost post duration (in hours): 72
3 days 0 hours

Set the duration of the boost post action

Set the duration of the boost action or leave it blank for continuously running boost

CANCEL CREATE AD SET

AUTOMATIC BOOST POSTS

Improve effectiveness saving time!

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

