

How to Boost a Facebook Page Post (Run Ads)

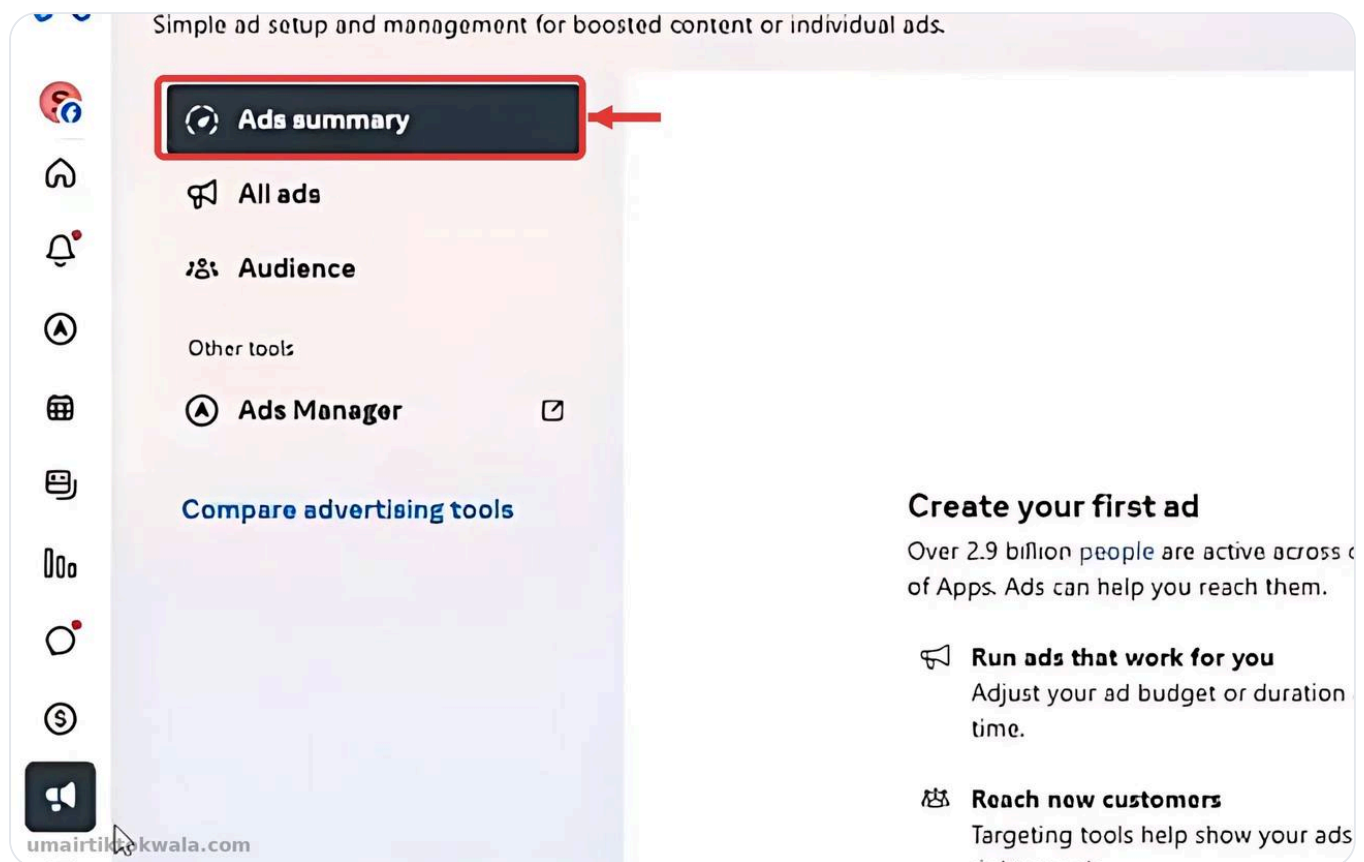
6 steps · Last updated 19 Oct 2026

A small paid ad can bring real followers to a new Page faster. This guide shows how to create a 'Get more page followers' ad from your Page's Ad Center with a small daily budget.

Before you start, keep ready:

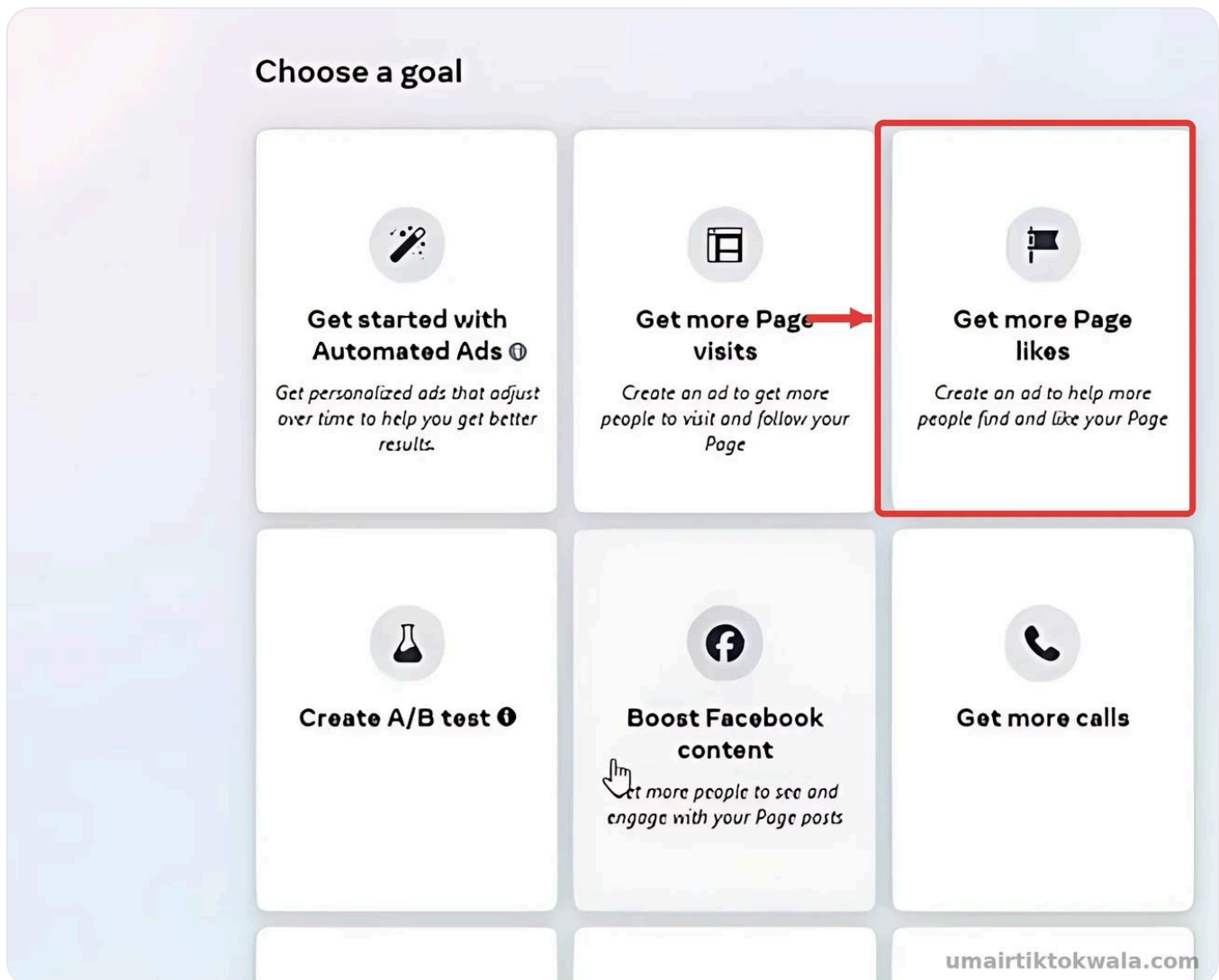
- Admin access to the Page
- A debit/credit card that works for online payments (in your own name)
- A good post or image to use in the ad
- A budget you are happy to spend (start small, e.g. \$2-5 per day)

1 Open Ad Center



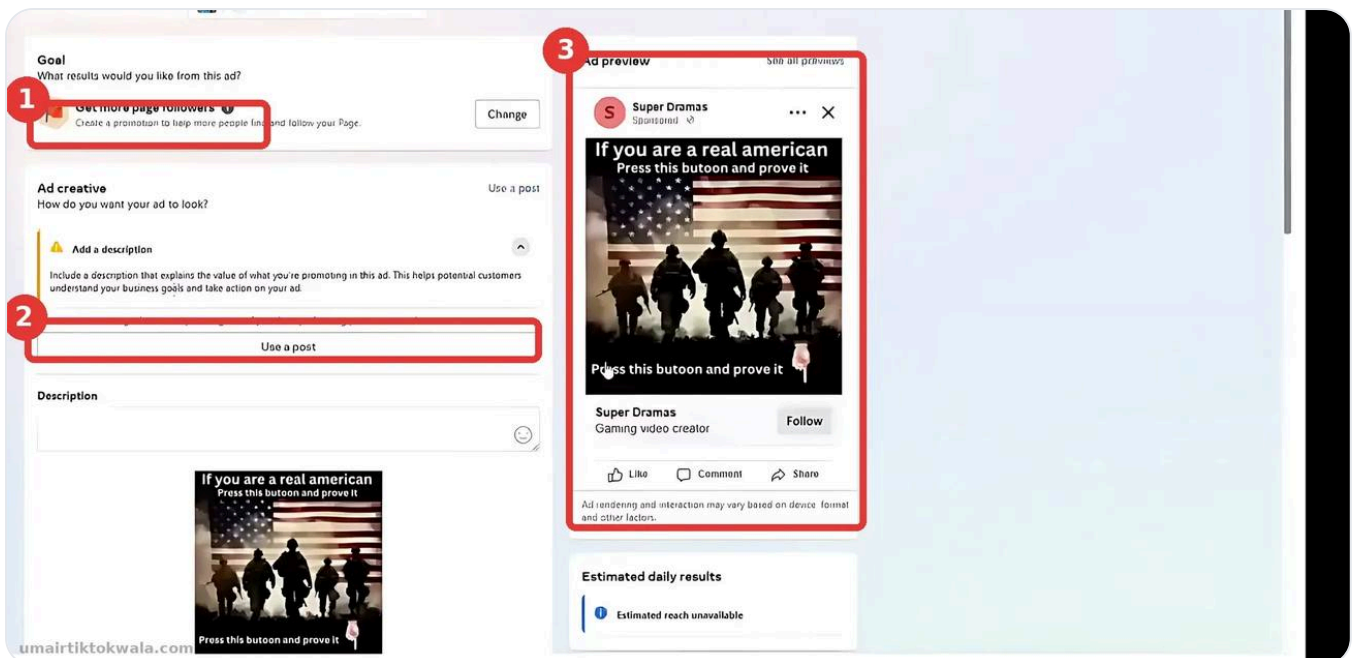
Switch into your Page and open **Ad Center** (or Meta Business Suite → **Ads**). On **Ads summary**, tap the blue **Create ad** button at the top right.

2 Choose a goal



Under **Choose a goal**, pick **Get more Page likes** (followers). Other goals are for messages, website visits or calls.

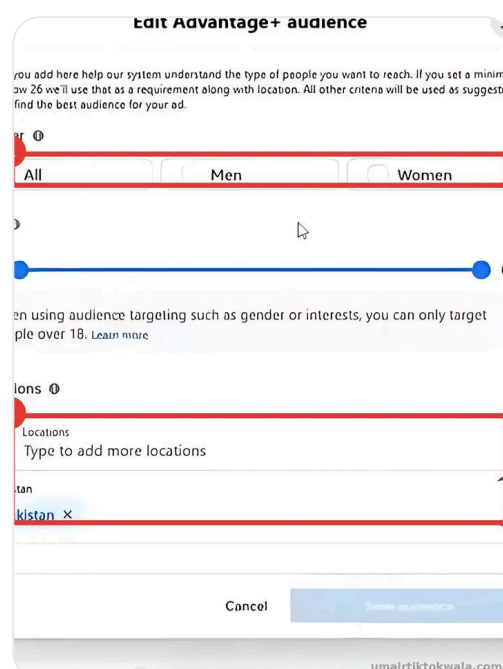
3 Set up the ad



1. Goal shows **Get more page followers** (tap **Change** to switch). **2.** Tap **Use a post** to pick one of your best posts, and add a short description. **3.** Check the **Ad preview** on the right.

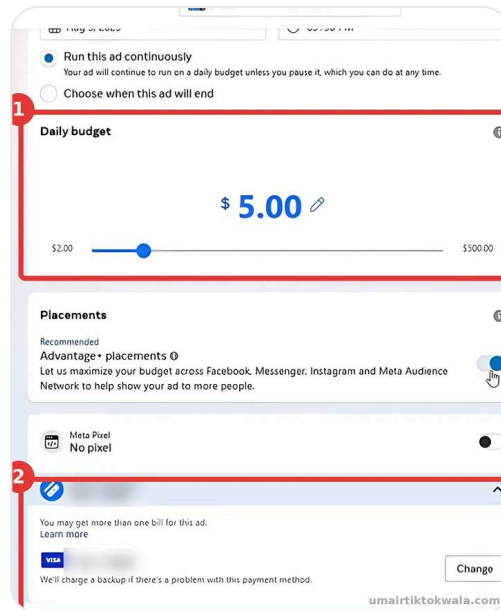
⚠ Careful: Use clean, honest content. Ads that say things like 'press this button to prove...' (engagement bait) are often rejected by Meta.

4 Choose your audience



In **Audience → Edit**: **1.** choose gender and age. **2.** Under **Locations**, type the countries where you want followers and remove the ones you don't want. Tap **Save audience**.

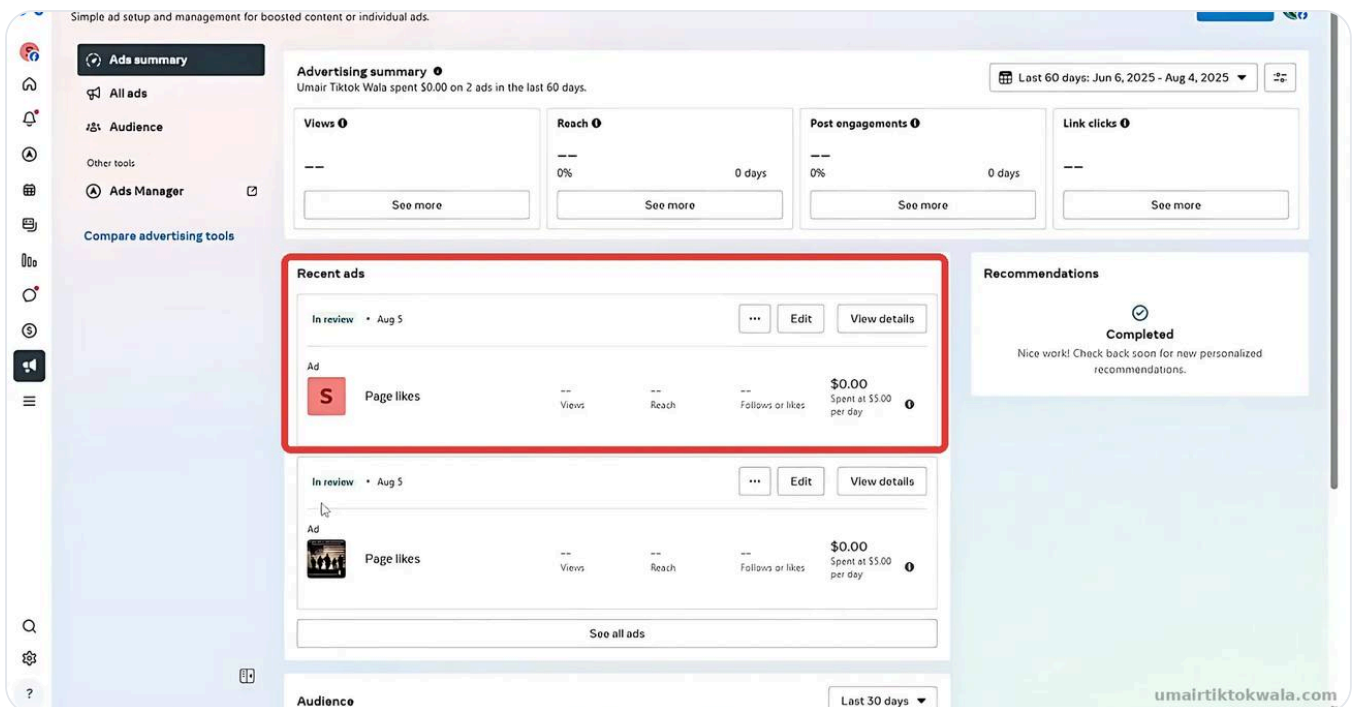
5 Set budget and payment



1. Set the **Daily budget** with the slider (start small). Keep **Run this ad continuously** or choose an end date. **2.** Check your **Payment method** (your own card). Then tap **Publish** at the bottom right.

 **Tip:** Run a small test for 2–3 days first. Increase the budget only if the cost per follower looks good.

6 Ad is in review



Your ad now shows **In review** under **Recent ads**. Meta usually reviews it within 24 hours. After it starts, check results here and pause it anytime.

Common mistakes

- Spending a big budget on day one
- Choosing countries where you don't want your audience
- Using someone else's card, or a card not in your name
- Engagement-bait images or text — the ad gets rejected

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