



Boosting a Post ON INSTAGRAM

(You must download this document for the embedded links to work.)

STEP

1

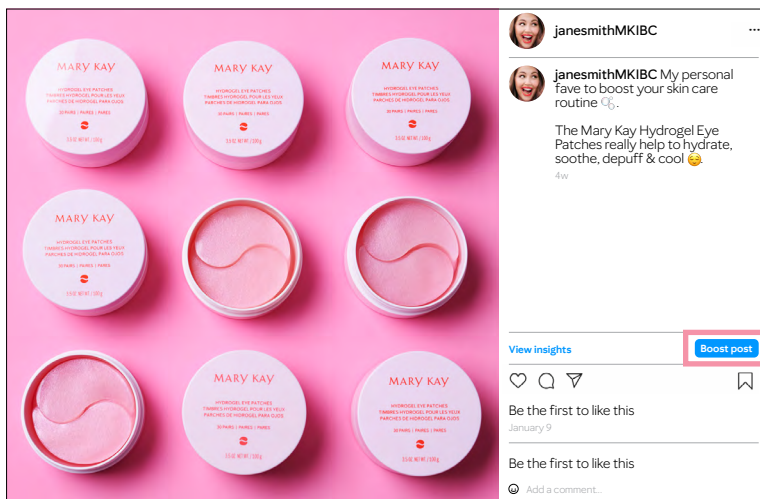
Set up an [Instagram business account](#) or a [professional creator account](#). Once you have set that up, you will see the **Boost post** button on all your Instagram posts.

STEP

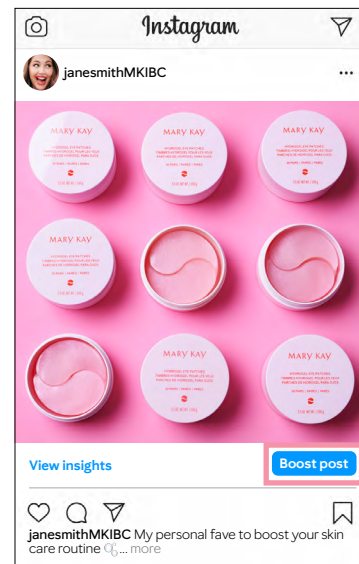
2

Find the post you would like to boost. The post that you choose to boost must include Mary Kay in the caption. The post should also pertain to one of these categories: *Mary Kay*® products, gifting ideas using *Mary Kay*® products, services, and product events, such as skin care classes, workshops and open houses. When you have selected your post, click the **Boost post** button.

DESKTOP



MOBILE



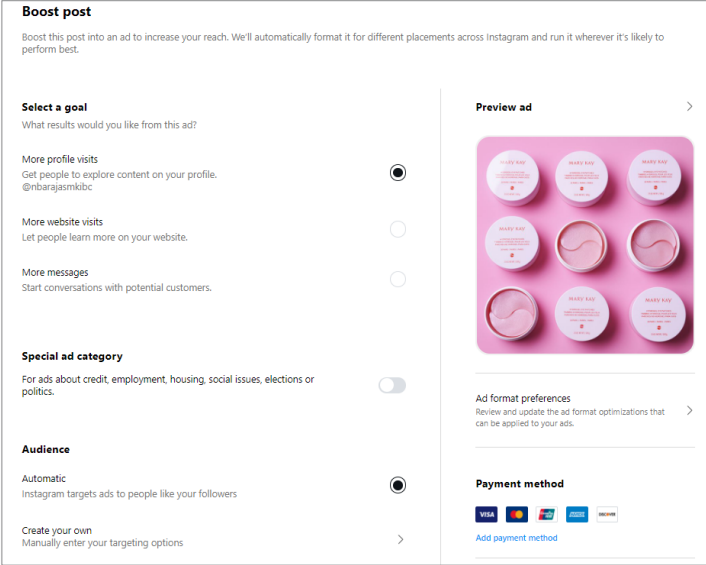
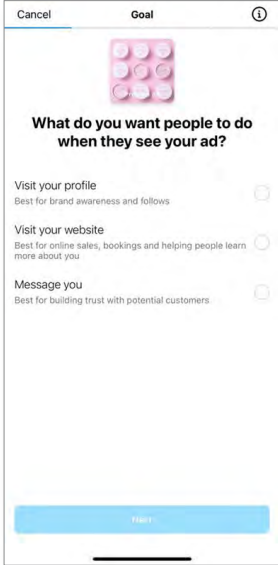
[Boosting a post on Instagram](#) will display your ad on Instagram Stories, Instagram Reels, the Instagram Explore page and Instagram Feeds.

MARY KAY

STEP 3

You will then be prompted to choose a goal:

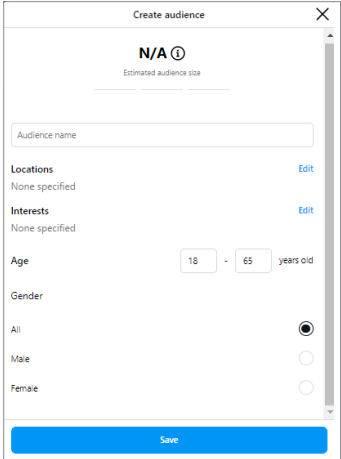
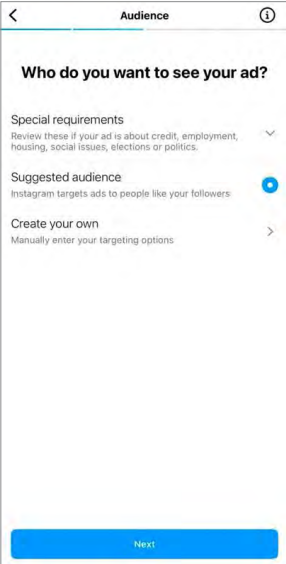
- **More profile visits** – directs more people to your Instagram profile.
- **More website visits** – increases visits to your *Mary Kay*® Personal Web Site (PWS). Be sure to add your PWS to drive potential customers there.
NOTE: Your *Mary Kay*® Personal Web Site is the only website that you can link to your boosted posts.
- **More messages** – encourages people to message you via direct messages.

DESKTOP	MOBILE
	

STEP 4

You can now select an automatic audience or create your own. If you choose automatic audience, Instagram will target people similar to your current followers. If you opt to create your own, you can customize your targeted audience with options, such as geographic location in the United States, interests, age range and gender. You can also name your audience, allowing you to save and reuse the same targeted audience for another boosted post.

NOTE: We recommend creating your own audience, adding interests and specifying gender. Consider adding interests relevant to *Mary Kay*® products such as beauty, makeup, skin care, blush, lipstick, etc.

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STEP 5

Set a budget and duration. You can run the boosted post for as low as \$1 per day for a set duration of time. For example, if you would like to run the ad for five days but do not want to spend more than \$25 total, you would set your daily budget at \$5.

DESKTOP

Automatic
Instagram targets ads to people like your followers

Create your own
Manually enter your targeting options

Budget & duration

\$25.00 over 5 days
Total spend

7,600 - 20,000
Estimated reach

Daily budget
Budget per day
\$5

Duration
Run this ad until I pause it
Set duration
Number of days
5

Boost post

Ad cost summary

Ad budget \$30.00
Estimated tax \$0.00
Total cost \$30.00
You won't be charged until your ad is approved and starts running.

MOBILE

Budget & duration

What's your ad budget?

Daily budget
\$5 daily

Duration
Run this ad until you pause it
Set duration
5 days

Ad budget \$25 over 5 days
Estimated reach 4,100 - 11,000

Next

Review

Everything look good?

Preview ad

Goal
Messages to JanesmithMK0BC

Audience
Instagram targets ads to people like your followers

Budget & duration
\$5 daily / runs until paused

VISA Payment method
Add payment method

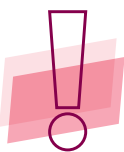
You won't be charged until your ad is approved and starts running. Once it's running, you can pause spending at any time by going to Ad tools in your profile.

Boost post

By creating an ad you agree to Instagram's [Terms](#) and [Advertising Guidelines](#).

STEP 6

Don't forget to preview your ad before clicking the **Boost post** button. Ads are reviewed and approved by Instagram within 24 hours. Once an ad is active, you may pause it at any time.



Reminder: Monitor your boosted post to see how it is performing. [Here](#) are instructions on how to view your insights on Instagram. Success is measured differently based on your objective. You can find more information about Instagram insights [here](#).

Why is this important? You will be able to know which ads are performing better and ensure you are getting the best value on your investment so that you can spend your ad dollars more effectively in the future. Remember, you can also view multiple boosted posts' performance within Ads Manager if your Instagram is connected to a Facebook Business Page. This allows you to compare your posts' insights side by side. You can find more information about Ads Manager insights [here](#).

Don't forget to keep an eye out for any direct messages you receive! You may have more prospective customers reach out because of your ad, and it's important to follow up quickly with any people with whom you have connected. And always remember the Golden Rule by finding out if a prospective customer already has an Independent Beauty Consultant. If so, suggest that she reach out to her Beauty Consultant if she wants to place an order.