

## Attachment – Facebook Marketing Example

If you target Facebook alone, you can boost the event and target your audience. \*\*See photos below

I would recommend doing a \$500 budget to start with and then add to it if the need arises.

\$500 total budget will reach 610-1800 people between the ages of 18-60 per day within a 50 mile radius of Crossville Airport

The screenshot shows the Facebook Boost Event interface. On the left, the 'Boost Event' settings are visible, including a 50-mile radius map centered on Crossville, Tennessee, and a duration of 64 days ending on September 28, 2019. The total budget is set to \$500.00 USD, and the estimated reach is 610-1,800 people per day. On the right, a preview of the event post is shown, featuring an aerial view of the Crossville Memorial Airport and the event title 'Crossville Fly-in & Open House' on Saturday, September 28 at 9 AM. The post shows 1,134 people interested and 99 people going. At the bottom, there are 'Cancel' and 'Boost' buttons, along with a disclaimer: 'By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center'.

A \$750 budget will reach 780-2300 people per day between the ages of 18-60 within a 50 mile radius

**Boost Event**
✕

50 miles

Test  
 18-60 with 34 mile radius

**DURATION AND BUDGET**

Duration ⓘ

Days  End date

Total budget ⓘ

Estimated People Reached ⓘ

**780 - 2,300 people per day** of 380,000

Preview: Desktop News Feed

**Crossville Memorial Airport**  
Sponsored · 🌐

Join us for the annual Crossville Fly-In and Open House, featuring civilian and military aircraft on display and kid friendly events.

**SAT, SEP 28 AT 9 AM**

**Crossville Fly-in & Open House** ✓ Going ▾

Crossville Memorial Airport · Crossville

1,134 people interested · 99 people going

👍 Like
💬 Comment
🔗 Share

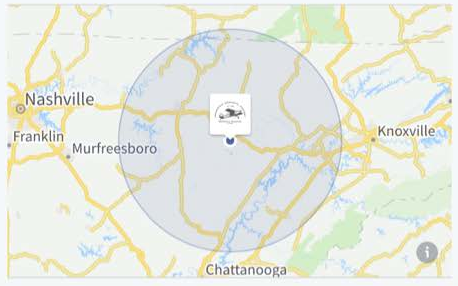
⚙️ By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel Boost

A budget of \$1,000 will reach 950 - 2800 people per day between the ages of 18-60 within a 50 mile radius of Crossville.

**Boost Event**
✕

50 miles



Test
   
 18-60 with 34 mile radius

**DURATION AND BUDGET**

**Duration** ⓘ

Days  ▲ ▼

End date

**Total budget** ⓘ

**Estimated People Reached** ⓘ


**950 - 2,800 people per day** of 380,000

Preview: Desktop News Feed ▼

**Crossville Memorial Airport**

Sponsored ·

Join us for the annual Crossville Fly-In and Open House, featuring civilian and military aircraft on display and kid friendly events.



SAT, SEP 28 AT 9 AM

**Crossville Fly-in & Open House**

Crossville Memorial Airport · Crossville

1,134 people interested · 99 people going

✓ Going ▼

Like
 Comment
 Share

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel
Boost

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