

# Growing the Following - the Only Reason to Spend Any Money on Advertising

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If you've spent any time on the major social media platforms, you know there is a lot of pressure to spend money on advertising. There are a hundred ways to do this, but if you're going to spend any marketing dollars on social media, don't boost posts. These one-off, flash-in-the-pan successes will certainly give you a rush of dopamine, but in the long run, they do little to impact your ability to reach your neighbors.

**Instead, use your marketing budget to run ad campaigns that increase your following.** Every major social media platform has a way to build out an advertisement where the only call to action is "click here to follow St. Sample Catholic Church." Do this a few times, targeting by geography, age, and interest, and you'll soon have a large following.

Once that's accomplished, use your in-person gatherings ([see here](#)) to draw parishioners' attention to items you really want out there in the world. It's as easy as asking, "Hey everyone, before Mass begins, could you please do us a favor? We really want to let everyone in the area know about our parish festival. Could you share that event on Facebook so your friends know about it?"



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