



Checklist 9 - Facebook Lead Ads

Project Name: _____

Date: _____

Yes No

Because of the increased number of websites these days on the internet, the competition has also enhanced and has become tough. The use of social media to get leads for a website is the wisest move; anyone can ever pursue. Are you also a site owner and looking for ways to generate leads? The method to generate FaceBook lead ads is mentioned below, follow these little steps one by one, and you'll generate Facebook lead ads.

STEP #1: THE FIRST STEPS:

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | First of all, open your Facebook app and log in to your account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Now, go to the Settings of your Facebook account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Next, tap on the Ads Manager option. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | In the Ads Manager section, click on the Create button present in the top left corner. | <input type="checkbox"/> | <input type="checkbox"/> |

STEP #2: CHOOSING OBJECTIVES AND TERMS:

- | | | | |
|---|--|--------------------------|--------------------------|
| 5 | After tapping on the Create button, you'll be given a choice to choose between different kinds of Ads, you have to choose Lead Generation. | <input type="checkbox"/> | <input type="checkbox"/> |
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6 Now, provide a name for your campaign.

7 After this, choose the page that you want to use for your Lead Ad.

8 Tap on the View Terms button and agree to the terms and conditions of FaceBook Lead Ads.

STEP #3: NOW CHOOSING AUDIENCE AND FORMAT:

9 Further, you have to choose a specific target audience above the age of 18.

10 Also, choose placements, budgets and schedule for your lead ads.

11 Now you have to select the format for your ad. It can be a slideshow or a single image.

STEP #4: CREATE YOUR AD:

12 Start creating your add by adding a headline, body of the Ad and at the end the call-to-action.

13 Get a preview of your Ad from the window present on the right of your

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Ad, while you're creating it.

STEP #5: GENERATE A CONTACT FORM:

- 14 In this step, scroll down your screen after creating your Ad and click on the Contact Form option. Now add these following things to it:

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- *Intro: Give a reason to people for filling this form to the audience in this section.*
- *The less information you ask for at this stage the better. You should try to collect the name and email first. Phone number only if required and ask the other questions after optin. This will increase your conversions.*
- *Privacy Policy: Mention the privacy policy of your site in the Ad.*
- *A Thank you Screen: After the submission of the form, this section will appear to the audience.*

STEP #6: FINISHING IT UP:

- 15 Now tap on the Settings option.
- 16 Select the option to get organic leads now.
- 17 Click on the Finish button in the top right corner.

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18 Now that your form is ready to hit the Confirm button and publish it!

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