

Facebook Fortunes Webinar 21

Facebook Lead Ads

Kerry: Hi everyone and welcome to this week's Facebook Fortunes webinar.

It is Webinar 21 in the series and we will be covering Facebook Lead Ads.

I am really excited to be chatting about this particular subject today because it is ads where you can collect leads, without a person having to leave Facebook, so for the end user, that is absolutely fantastic and what I have found is that they are really quite simple to set up once you know how to do it and you can get a lot more leads, but let's go through what we will be discussing today on this webinar and we will be doing some demos, also.

First of all, we will be talking about what a Facebook Lead Ad is.

I will explain to you exactly what it does.

The next thing we will talk about are the advantages and disadvantages of using a Facebook Lead Ad as opposed to driving people to your website, for example.

We will then go onto where you can find a Facebook Lead Ad.

Then, we will go onto how to run a Facebook Lead Ad Campaign.

The last thing that we will talk about today is hooking it up to your autoresponder.

Let's start going through exactly what it is.

Facebook rolled out Lead Ads around the beginning of last year. It is relatively new, but they have been going for a little while, but realistically, it was to help people overcome the apprehension of filling out forms.

Some people don't like to go to a website to fill out a form and click off Facebook, which takes them away from their comfort zone. This is a shame because forms are pretty useful things and that is why we are testing Lead Ads - this is what Facebook has said - a new simple way for people to fill out forms on their mobile devices, so Lead Ads really make it possible for advertisers to collect information from people, directly from mobile ads.

This works on a mobile phone, but instead of sending traffic to the website, someone just clicks on their mobile phone and it prepopulates with the information that they have put into Facebook and then you submit it.

This all happens within the Facebook platform and makes it really nice and easy for the end user, so it overcome the fear of them filling out a form and also, leaving Facebook.

Let's look at an example.

This is one that I set up last year. I am going to be doing the same on again, today, to show you how to do it, but this is effectively what end users sees and then they can go sign up or apply now or whatever you have as the call to action and then they will come to a page, like this one here and you can ask them questions, if you want to or you can just leave it at Full Name and Email and it will fill it in with the name that the user has in Facebook. They then click on Submit and happy days! You, the business owner, have just collected a lead.

Now, let's talk about what the advantages and disadvantages are of this.

First and foremost, the advantages!

The advantages are really nice and easy once you know how to set up a lead ad in Ads Manager or Power Editor, which I am going to show you today, because I am most used to it and I have showed you how to use it, because you are becoming Advanced Facebook Marketers.

I am going to show you how I run one of these ads in Power Editor and if you want me to show you how to do one in Ads Manager, if you want to stick around at the end, I can do that or I can do a separate video and share it with you later, so that you have both options, but for the purpose of today's training, I am going to do it in Power Editor and realistically, this is because when this was first rolled out, we could only do it in Power Editor, anyway.

We couldn't do it in Ads Manager. It came to Ads Manager a little bit later, so as explained to you in last week's webinar, Power Editor typically gets most things first and then they roll out to Ads Manager.

I got really used to running these Ads in Power Editor and it is a lot more comfortable for me to be able to teach you the principles in it, but the layout will be similar in Ads Manager, but there are a few moving parts that I am not that familiar with in there.

So, the advantages are nice and easy once you know how to set it up. It really is nice and easy for the end user - your potential client - to opt into your funnel i.e. give you their name and email address and they don't have to leave Facebook to do this and that makes people a lot more comfortable.

With that we find that we can collect a lot more leads.

If you run a lead ad, as opposed to an ad where people come to a page on your website and fill out a form, which is a Landing Page and that is the one that we normally run. We find that you will collect more leads in a Lead Ad than you will driving them to your website, but there are some disadvantages to a Lead Ad, as well.

The disadvantage is that you will find that because it is so easy for people to submit their information, they are a less qualified lead, so we find that when we email market to these people that they are less likely to respond, than someone who has taken the time to click onto your ad and gone to your website and filled out a form - they are way more qualified!

If you are after high volume and less qualified, then your Lead Ad is better and when I say less qualified, eventually you can make them more qualified by advertising to them on Facebook again, once you have collected the first lead. You can share blog posts etc. with them, so that they become more qualified, but initially that is what they are.

With a Lead Ad, one of the advantages is that you can actually collect an audience based on people clicking on your ads and coming through to the Lead Form. You do collect Audiences, but the

disadvantage is that it is not one of your website audiences and I find that a website audience is one of the hottest audiences that you can get, so because they don't come to your website, you don't collect that.

The other disadvantage that is quite a bit one, is that it is not as automated, so when someone clicks on your lead ad, Facebook clicks the lead in the back of your Facebook page and then you have to manually go to the back of your Facebook page and download all of the leads and upload them into your autoresponder.

It is not automated and that is not so bad if you are running a contest, or something like that, where the end user doesn't need the information straight away, but let's just say that they have opted into an ebook and if they have opted into an ebook, then they will want that information right away.

It needs to be automated, so that rather you don't have to go into the back of the page every few minutes and manually download the lead and upload them into autoresponder, so that they can get what they have asked for. It is a lot more manual, but there are two things that you can do.

The first one is that Facebook has just recently introduced hooking it up with your autoresponder, but I believe there are only a couple of them that it will hook up to. I think that Aweber and Mail Chimp work ok, but I am not sure about Infusion soft and some of the other ones, but we will check that for you today.

The other thing is using a piece of software called Zapier.com. I will show you this today, also.

Those are the advantages and disadvantages, but here is a big advantage and this is why I really, really love them and some of you might have seen that I have used this with you and some others have websites that we have been able to get up and running and so we have been able to drive people to the Landing Page, but when you are testing a niche or lead, let's just say. You don't know if the niche will work or if whatever your lead catcher is, is going to work.

It is a lot quicker and easier to set up a Lead Ad than to build a Landing Page on your website and hook up an autoresponder form etc.

Even before you have technically got a website, you need a Privacy Policy Page, and before you have website, you can run a Lead Ad.

As long as you have a Privacy Policy page somewhere, you are right to go and I will show you that later, too.

As you can see I have opened up my Ads Manager and like I said before, I would prefer to show you this in Power Editor, because I am a lot more comfortable in there, so if you do want an Ads Manager demonstration after this and once we have gone through everything, then I can go through it or record one and put it into the members' area.

So, I am going into Power Editor.

We click on Create Campaign and give it a name. You know that I like to name my campaigns so that it is really easy to search for it later.

I always leave the Buying Type as Auction. I don't choose Manual.

We change the Campaign Objective from Traffic to Lead Generation.

We then click on Create New Ad Set and choose the page we want it on and give the Ad Set a name.

Then click on Create.

It will say that there is an error, because I have not set up the ad yet and what I like to do in this instance is click on the ad and it will take us to this one.

We then set up the Ad.

We click on Edit and change the Destination to Instagram Account and give it a name.

I put the copy that I prepared earlier, into the Text box.

I then give it a Heading.

There are certain rules inside Facebook when you are running contests. I am showing you the example of a contest because it is nice and easy for me to set up and show you.

The line is really blurry, because people do it all the time, but apparently you are not supposed to ask people to like your page or tag people to get leads, but I tend to reword it and say something like, "All you need to do for your chance to win is to let your friends know and then click Apply and the way that they let their friends know is by tagging them, but we will see how we go with this contest, because if anything, Facebook will only give a warning with this because it is not too much of a breach of policy for my Ads Account to be closed down.

We see them all the time, so I am going to run the gauntlet because it is a blurry line and I am going to say, "Tag a Friend!".

Then, we have the News Feed Link Description box to fill in and I might put the Conditions of Entry into this box. I get the Conditions of Entry from the copy that I prepared earlier.

With contests we find that you get contest junkies e.g. people who are not real people. They set up a fake Facebook Account and all they do on that account is enter contests to share with their friends, so I want to know that they are not a contest junkie and the only way to do that is to say that they must be a person and be able to prove that they are. It is a good way to get around it. I tell them it is not redeemable for cash and the close of the contest.

If we want to send them somewhere after the contest, we can put the URL in the Display URL box. The typical thing with this and it will show, is that they will stay inside Facebook on their mobile device and they don't need to be redirected to your website, but if you do want to promote your website at the same time, once they have entered, then you can put in your URL.

As you know, I always recommend that the best practice for getting your URL is to go to your site and copy the link/URL from the browser and put that it. I could type it in off the top of my head, but you do run the risk of making a mistake and if you copy and paste there is no risk of a mistake.

I am going to change the image, because it is an old one.

You can have an image with wording on it or whatever you like.

This is where the fun or magic begins with doing the Lead Form.

Click on the Call To Action Tab and choose Apply Now, because they are applying to the contest, effectively.

Then click on the Lead Form box and click on Choose Lead Form box.

I have one already set up in here - Marathon Girl Contest - but, because I want to show you this from the start, I won't use this one today. I can go in and Create Lead Form based on this.

I will show you what I am talking about.

I click on Create Lead From and I am given the choice of New Form or Duplicate an Existing Form.

I select Duplicate and choose the Marathon Girl Contest and then click Next.

It will prepopulate everything that I had from my previous one, which was a few questions and the Thank You Screen, which is where they can view the website afterwards, if it is in there.

One thing to note about this is that you cannot edit your forms, so once you have set one up and then find that you have made a mistake, you will have to duplicate and do a new form. It is crazy and I don't know why you cannot edit them, but you can't. I am assuming it is a function that can happen inside Facebook, but I would say that they are probably doing it so that someone doesn't change the form halfway through the contest and put different stuff in, but I don't know.

Now I will create a Lead Form from scratch.

I click on Create Lead Form and then on New Form and then click Next.

You put in your Headline. You can have a Welcome Screen and that is optional.

In the Image section I am choosing Use the image from your ad and that is what I recommend rather than a new image.

I copy and paste the copy from my saved document and paste it in.

I am just going to change the copy slightly.

In the Button box we can put an example of what we would like it to say.

I am going to put, "Yes Please - Enter Now".

You have an option to ask Questions, if you want to. I am not going to do it in this instance, but I have done so in the past. I will give you an idea of when you might want to ask questions and when you wouldn't want to.

If you ask any questions and there are extra things that they have to fill out, you will lose entries or leads. There is less likelihood that people will enter, but if you ask questions and people have to answer them, then they are more qualified leads and it is also a great way to find out information about your clients e.g. you tell me this and then you can go into the draw. It is a win-win situation.

There are some people who won't want to answer questions, so you will have less leads, but again, they will be more qualified. So, that is where you get over the fact that Lead Ads are less qualified leads, because it is so easy for them to enter. Well, if you want to make them more qualified, in this instance,

you may ask them a nice, simple question e.g. How many marathons have you run? What is your favourite running shoe? Etc.

You can ask the questions in the Question box. The stock standard choice in here is Email and Full name. There are more options that you can have in there if you want to, but again, the more questions that you ask, the less likely you are to get leads.

We are going to leave it as their full name and email, for now and I am not going to be asking any questions.

You do have to have a link on your website to a Privacy Policy. I have mine under my Returns Policy, but I should have it under Privacy Policy.

In the Link Text box you can put Privacy Policy and you can add a Disclaimer, if you want. You can add additional notices like marketing opt ins and legal disclaimers to the default Facebook Privacy Disclaimer.

Facebook does have a pretty good Disclaimer in here.

You can customise it to have Terms & Conditions and things like that.

This is where I would put the Conditions of Entry from my Copy.

You might not need to do this if you were doing a Lead Ad for a book or something, but the reason that I am doing it for a contest is that I am very strict about contests so that I don't get those contest junkies that I told you about.

They must be a person and be able to prove it.

You always let them know that you - the business - will pick the winner, just in case they think it is something random.

I go back to the top of the form and name it.

Down the bottom you will see Add new consent written in blue. I won't tick this now. If they don't meet these requirements, they don't win.

We can have a look at the Thank You Screen.

This is what it says: "Thanks, you're all set.

Your info has been sent to Run Marathon Training.

Tap below to visit Run Marathon Training.

I am going to click on the blue Visit Website button and it takes me to my website.

I take the URL from the website and paste it into & put it in the Website Link box in the Thank You Screen section.

That is how you set up a form.

If I click on Finish now it cannot be edited. That is it!

Let's go back to the Welcome Section and have a quick look to double check that everything is ok.

Question: How do you work out who the winner is and how to decide how many win?

Answer: That is a good question!

I do a manual process. There is software out there that does it, but I scroll through and a name will pop out at me or I will get someone else to do it and that is how I pick a winner.

I am sure there are probably better ways to pick winners, but that is what I do and if I saw someone that looked like they do well e.g. some people will write messages and really tag away and tag lots of friends etc., so sometimes I will give a bit more preference to them, but I always go and look at their profile.

When I am selecting my winner, I go and look at their profile and make sure that they are a real person i.e. posts on their page rather than heaps of contest entries. That is a good way to tell a real person from a contest junkie, at a glance.

It is all looking good, so I can click on Finish in the top right hand corner and there it is all ready to go.

I don't need to track or convert with the Facebook Pixel, but I am going to just in case any sales come out of this, which would be really, really cool.

We go back and click on Edit.

I will show you how to view your Ad, too, because it is actually quite hard to view it on your desktop.

I am setting the budget at \$5 for this one. I will do several different audiences with this one, but I won't set all of them up now.

In Connections I am going to choose People who like your page.

I believe the placements are on Facebook and Instagram.

I will optimise for leads and let Facebook do the heavy lifting here.

I Review Changes and then click on Apply.

Once that is loaded, I will show you how you can check your ad, but you do need your mobile device to check it.

I'm going to Edit Ad Preview from Desktop Preview to Mobile News Feed.

In the Ad Preview box, click on the box with the arrow in it in the top right hand corner. We want to show it on a device, so that you can send the notification through to Facebook. I will try to show you through my camera how that works.

It looks like you can do them on Desktop now.

You can send through notification to mobile device and then it will show you what the ad looks like on your mobile phone, if you want.

This is what the ad looks like in the newsfeed.

These leads are collected in the backend of the Facebook page. It is not automated and not once was I asked to hook up with my autoresponder. I may not have that function yet, but I have seen it on some pages, where it will ask you what your autoresponder is through the Lead Form process and you can add in the autoresponder, so if you have Mail Chimp or Aweber, you can add in your login details and hook it up to your list through there.

If you don't have that option, like I don't, I will show you how, but first and foremost, I will show you where you can see your leads.

I am going to go into Business Manager to manage this page. Yours would be slightly different to mine.

To check our leads and to download it, if we were going to do it in a manual process, we go into Publishing Tools on our page and we have Lead Ads Forms in the left hand list.

We have two here. The original one and the second one. We can click on the Download button and Download New Leads or Download by Date Range.

Here is what is really interesting. In this part of the process, its is asking to connect to your CRN, which is cool.

Let's do this together and then I will show you the Zapier.

I have not actually done this one in here before.

It looks pretty simple to me.

I put Aweber through Zapier and I already have Zapier.

You follow the prompts and Continue through.

This is a Premium Feature, so it may ask us to pay for it.

I click on Connect A New Account and click Save and Continue.

I don't even have to go into Zapier to show you this, because this is it. It is right inside Facebook now.

We want to Create Subscriber, so every time someone comes and opts into my lead, I have to make sure that I have set up my list in Facebook.

I click Continue.

I choose the Aweber Account and click on Save & Continue.

I make a choice from the dropdown bar on the Subscriber page.

I should have a separate one in here for the Run Marathon Training Contest.

In the Email section is says that Aweber requires double opt in for any new subscriber and I am going to switch that off if I can, because I don't want a double opt in.

Aweber, I believe, has introduced some new rules.

Typically, when someone comes to your Aweber form, they enter their name and email address. We don't want an email going out to them asking them to subscribe first. We want them to be automatically loaded in and this is saying that they now require a double opt in and what that means is someone comes onto your form and then they need to go and opt in and say that they accept being put onto your form.

I am going to see how I can fix this.

It maybe different for you and maybe different if you use Zapier, but I haven't run into this problem before. It is all new to me.

I click on Create & Continue and then on Finish.

The Zap that I have set up is on and that means that when someone fills out the form I was telling you about, it will automatically get zapped to my Aweber Account and into my list and I don't have to manually download.

If they were downloading an ebook or something like that, then you can automatically have your email funnel in there, where they opt in to get the ebook and they get it straight away, rather than manually having to go in and download that form.

That is what I was going to show you in Zapier.

The Zapier software is the same and does exactly the same thing, but they now do it directly inside Facebook for you.

That is Facebook Lead Ads and the thing that I really love is that now that you know how to do these, you can test all different types of lead captures. Put it in Base Camp and run it by me first and you can play with it and set up some Lead Ads, if you want to and test some things out.

Obviously, if you have the package where we set them up for you, then we can do them, but it gives you more freedom to go and play with this yourself.

Let me know if you have any questions about any of that.

I find them really useful for experimenting, especially because I come up with 101-ideas and see whether ai can get leads from them.

I also use it for finding out if something that is going to work and if it does start to work, I then build a Landing Page on my website.

I will not use this solely in place of.

I do some Lead Ads, Split Ads and some Website Click Ads when I have a Landing Site on the webpage.

I can do a video after this and I will show you how to set up an Ads Manager, so that you know how to do it in there as well, so you have a couple of different options when it comes time to do it yourselves.

Since there are no questions, I will love and leave you.

Have a good week!

See you next week!