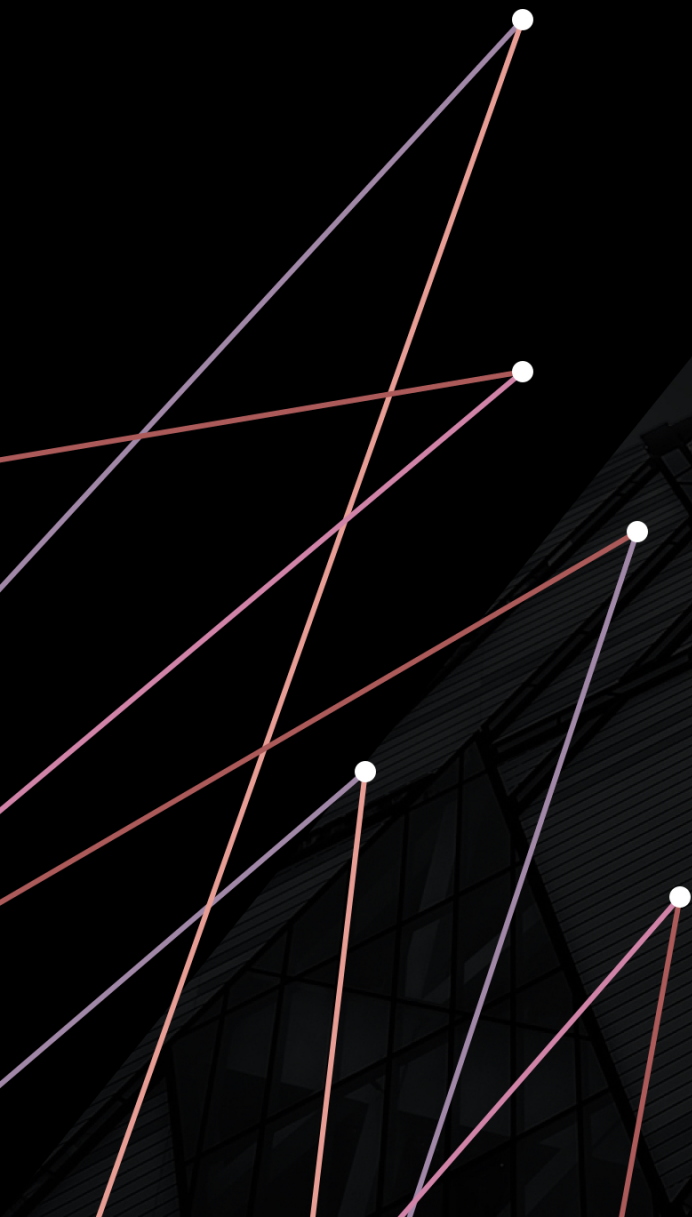




Facebook Ads Blueprint





LEAD ADS



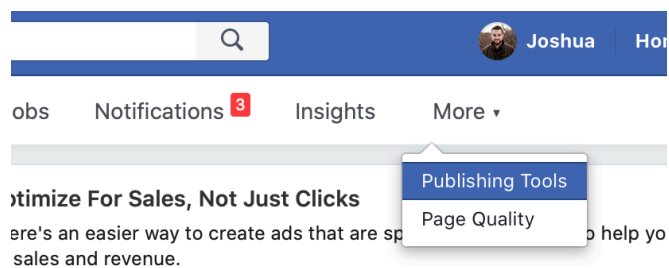


FACEBOOK LEAD ADS HAVE THE BEST ROI

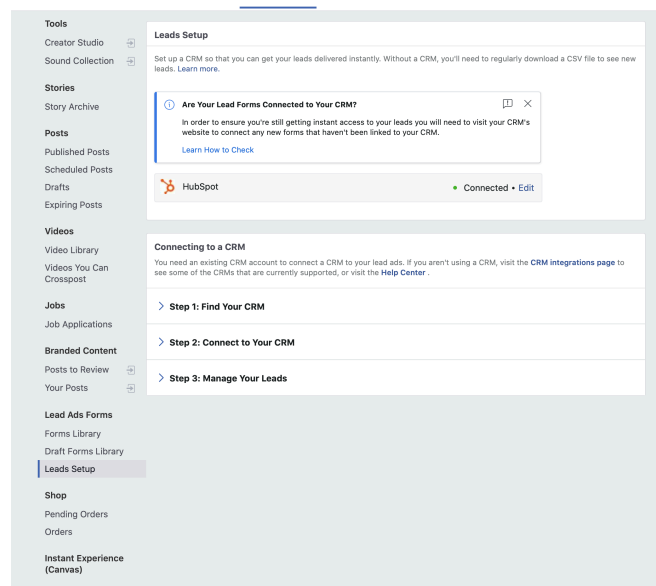
If you want to win on Facebook you need to connect your CRM and start running Leads Ads. Here's how you do it.

First you'll need to be running a Business Page.

Second you need to go to Publishing Tools (sometimes located under More in the top menu)



Third you want to do Leads Setup and connect your CRM





Fourth Go to Forms Library and Create a new form. Note you'll need a link to your privacy policy. And once you create your form it is final. One more note: if you add non-standard field you will want to make sure the IDs match what is in your CRM. There's an Advanced section to modify their IDs.

Page Ad Center Inbox 20+ Manage Jobs Publishing Tools More Edit Page Info Settings 1 Help

Create Form

Untitled form 4/3/20, 9:47 PM Save Finish

Content Settings

Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn More](#)

Options

☒ **More Volume**
Use a form that's quick to fill out and submit on a mobile device.

☐ **Higher Intent**
Add a review step that gives people a chance to confirm their info.

☐ **Intro (Optional)**

☐ **Questions**

☐ **Privacy Policy**

☐ **Thank You Screen**

More Volume - Form Preview

The image creative used in your ad will show up here.

Soulheart

Headline Text

Sign up by providing your info below.

Email
Enter your answer.

Full name
Enter your answer.

Next

Form 1 of 3

Shop

Pending Orders

Orders

Instant Experience (Canvas)



Fifth Navigate to business.facebook.com where you can setup your business profile if you haven't yet and then create your first lead ad. You'll do this by choosing Lead Generation in the Consideration column. Note: I always prefer Campaign Budget Optimization. You can also set a spend limit which is always a wise idea to do on your first campaigns. I recommend spending at least \$150 if you can.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	<input checked="" type="checkbox"/> Lead generation	
	Messages	

Lead generation

Collect lead information from people interested in your business.

Campaign Name ⓘ

Create A/B Test ⓘ OFF

A/B test your creative, placement, audience, and delivery optimization strategies. [Learn More](#)

Campaign Budget Optimization ⓘ OFF

Optimize your budget across your ad sets. [Learn More](#)

[Continue](#)

Campaign Spend Limit ⓘ [Set a Limit](#) (optional)



Now you're all set. Go through setting up your Ad Campaign Ad Set, and Ads. If you chose Campaign Budget Optimization you can also add your variations in your ad too.

BUT WHAT ABOUT MY AUDIENCE? THAT'S THE KEY RIGHT?

Finding your audience is the biggest key to Facebook Ad success. You want to find your audience through demographics and interests. But there are a few tricks to the trade I deploy.

1. Choose job titles, engaged shoppers, or Page Admins / Business Page Admins to target people when you are shipping a service. The key is after you set up your first targets you can choose to Narrow Further and then add more.

I think it through with a statement like: I want to reach 25-54 year olds that love marketing, support Nonprofits, and are fans of Extreme Sports. In this scenarios, those three areas are the ones I narrow down to.

Once I have these all set up I duplicate the Ad Set (keep it in the same Ad Campaign) and make sure to tweak something in the audience. I might test different targets or try random narrow downs like Fox News or CNN. You basically want to give the algorithm enough context to find your audience and once it does, you can simply feed it.

OKAY THIS IS GREAT BUT WHAT IS THE BEST CONTENT THAT WILL GET ME THE MOST LEADS? Content that gives people value in exchange for their email.



ONE LAST THINGS BEFORE YOU START FIRING OFF YOUR ADS.

Once you have everything there's still one final and key step into making sure your ads are working. You'll have new data within hours so start watching it regularly. Don't wait for a week and then review. You can start checking some of my favorite measurements and learning what they mean: Link Clicks, Cost Per Link Click, Leads, and Impressions. You can also filter the data out by the Dynamic Creative Asset which is a result of the areas that you add when creating the ads themselves.

Reach	Impressions
186	1,473
9,416	26,644
2,241	3,798
1,196 people	31,915 Total

BY TIME >

BY DELIVERY >

BY ACTION >

BY DYNAMIC CREATIVE ASSET ▾

✓ None

Image, Video and Slideshow

Website URL

Text

Headline (Ad Settings)

Description




Call To Action

PEOPLE TO FOLLOW

If you liked this advice then be sure to follow a few people I recommend:

- [Social Savannah](#)
- [Josh Brown \(me\)](#)
- [Gary Vaynerchuck](#)
- [Frank Kern](#)

Thank you all for reading! Reach out to josh@soulheart.co if you have any questions.

F Y S F Y S F Y S
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W O E W O E W O E
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R W  R W  R W 



SOULHEART

THE SEARCH IS OVER.