

THE ULTIMATE GUIDE TO Capturing and Converting Facebook Leads



TARGET AUDIENCE



AD IMAGES



OPTIMIZED LANDING PAGE



OPT-IN OFFER



ADVERTISING BUDGET



WRITING AD COPY



FOLLOW UP VIA EMAIL



TEST, MEASURE, TWEAK

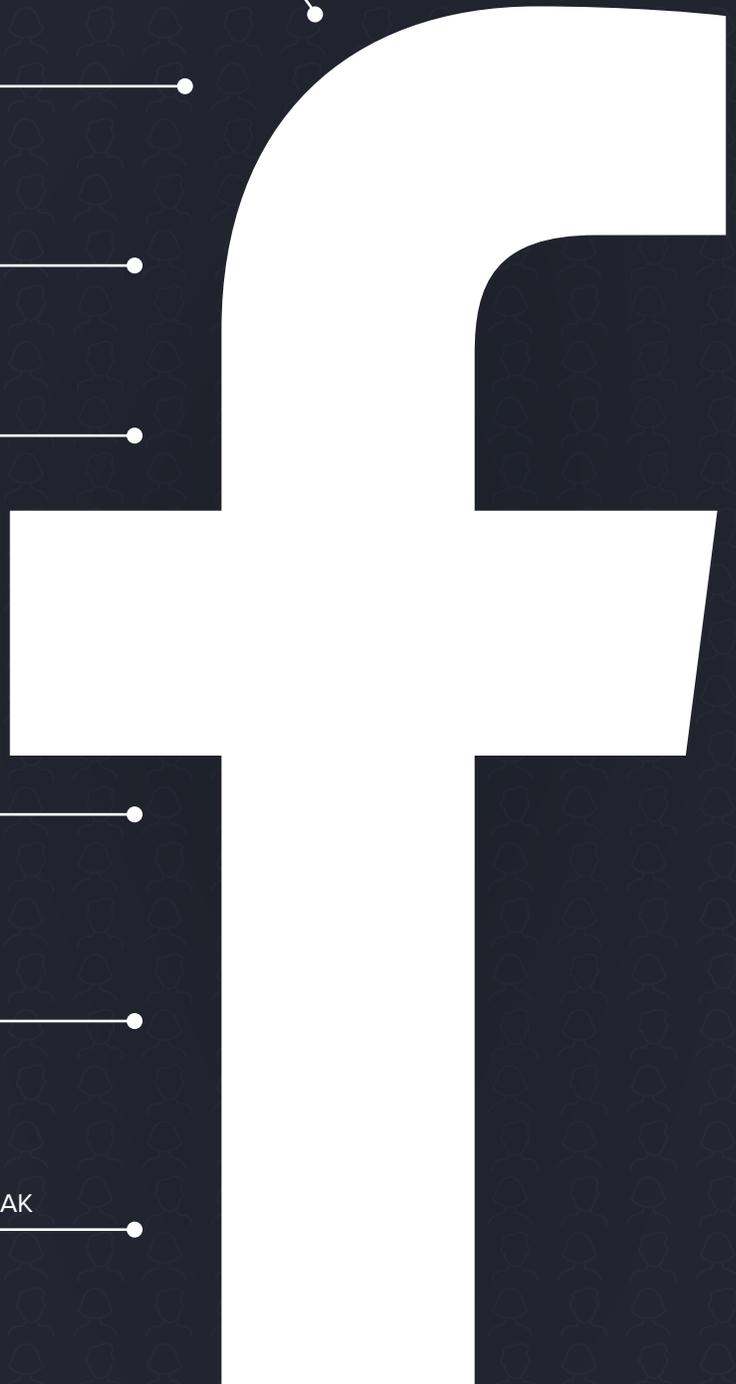
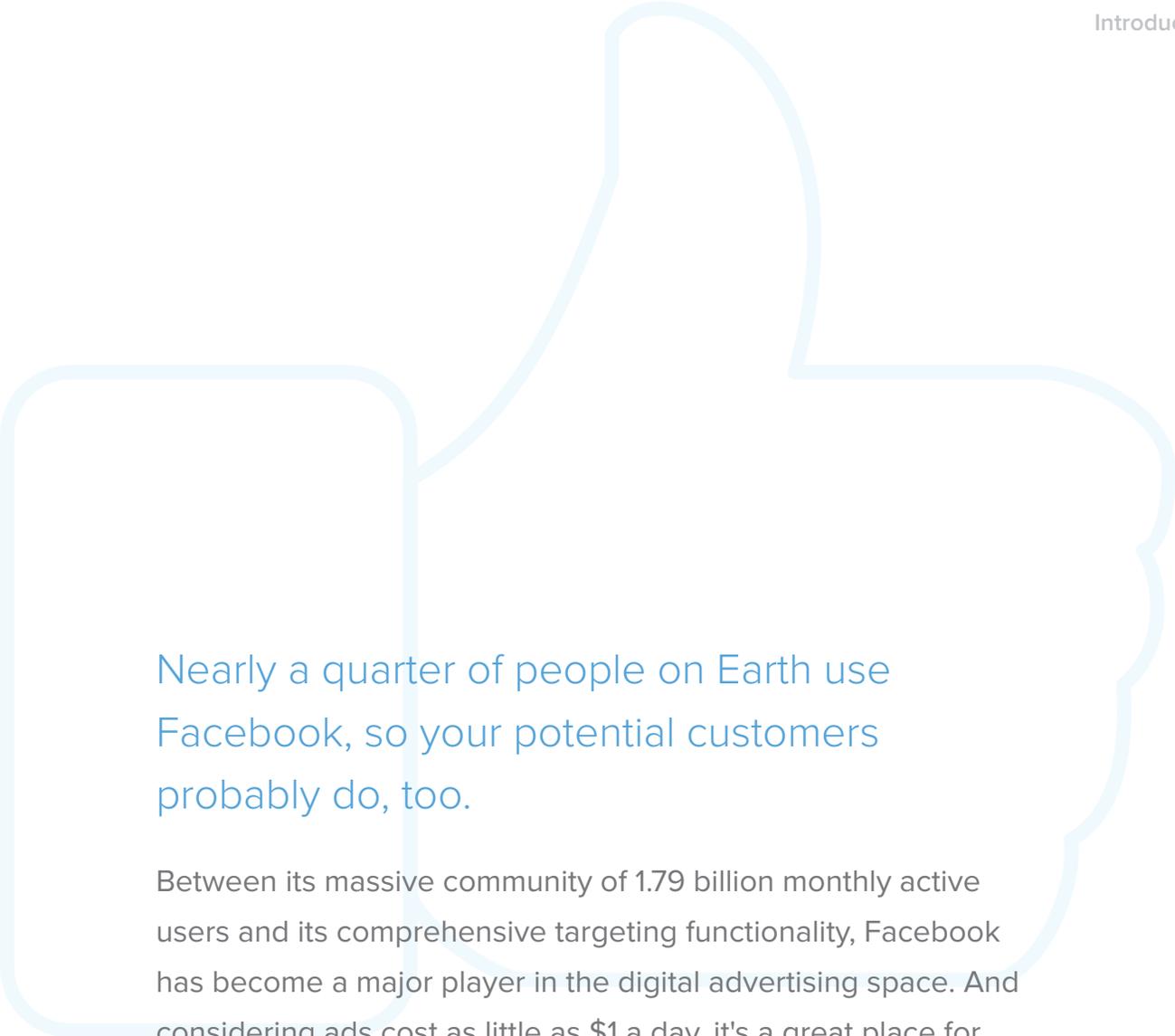


Table of Contents

Introduction	01
Identify your target audience	02
Decide on an advertising budget	06
Create a lead magnet	09
Design an optimized landing page	11
Set up your campaign, ad set, and ad	14
Create powerful ad images and copy	19
Follow up with new leads via email	21
Test, measure, tweak, and keep moving forward	25
Conclusion	27



Nearly a quarter of people on Earth use Facebook, so your potential customers probably do, too.

Between its massive community of 1.79 billion monthly active users and its comprehensive targeting functionality, Facebook has become a major player in the digital advertising space. And considering ads cost as little as \$1 a day, it's a great place for small businesses to get started.

But merely running Facebook ads does not guarantee success. Increasing leads and customers through Facebook ads requires a strategic approach. It involves identifying your target audience and creating a compelling opt-in offer, an optimized landing page, and the ad copy and images to stand out in a crowded News Feed. And it involves effectively following up with the leads you acquire through the ad, ideally with a marketing automation tool like Infusionsoft. Read on to learn about creating Facebook ads that **capture new leads**—and convert them, too.



Identify your target audience

If you can't identify and target your ideal audience through a Facebook ad, you might as well post flyers on telephone poles.

Facebook offers comprehensive targeting options that allow you to narrowly define users to reach with your ad. Before you can create an audience on Facebook, you must first understand your customers' demographics, interests, and behaviors. Using those insights, create a customer avatar for your ideal customer. Download this [free template](#) for help gaining clarity in your targeting.

With Facebook, you can advertise to five different types of targeted audiences:

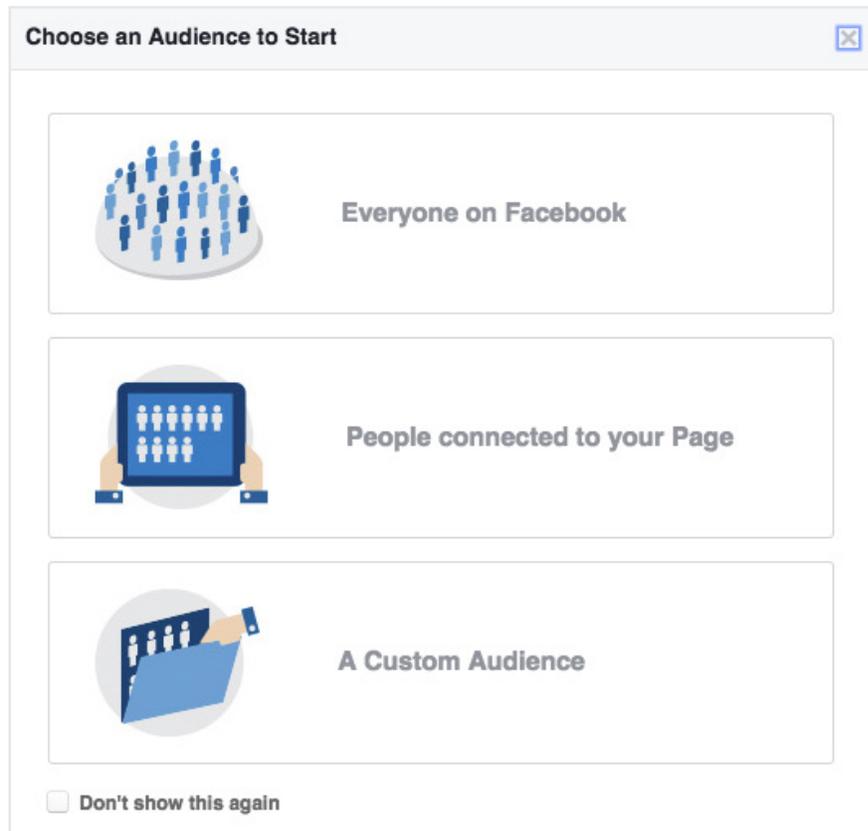
1. **Facebook fans (and their friends):** Advertise to the community you've already built on Facebook. Due to changes in Facebook's algorithm, which favors content from advertisers and friends over businesses, most of your fans miss most of your organic posts. Facebook ads increase the likelihood that your content reaches the people who want to see it.

2. **Your database of customers or subscribers:** By uploading your subscribers' email addresses to Facebook, you can target this audience that already knows, likes, and trusts your business.
3. **People who have visited your website:** Through “retargeting,” you can use tracking cookies to serve up ads to your website visitors when they visit Facebook. To target people who have visited your website, first install the Facebook Pixel. This tracking pixel allows you to build audiences of previous visitors for retargeting and learn from data about their activities on your site.
4. **Targeted audiences by affinity:** Users in a lookalike audience are most likely to be interested in your business because Facebook considers them similar to your current customers or fans.
5. **Targeted custom audiences by psychographics and demographics:** Find new leads who may not know your business by using a number of detailed targeting factors like location, age, interests, purchase behaviors, income, and much more.

Audience Insights, accessed through Facebook Ads Manager, gives you the power to adjust your target audience based on your current customers or fans in real time.

Follow these steps to set up Audience Insights:

1. Choose an audience to start with. Facebook gives you the choice of "Everyone on Facebook," "People connected to your Page," or "A Custom Audience."



2. Define your ideal target audience using Facebook's filters located on the left hand side:



The screenshot shows the 'CREATE AUDIENCE' interface with the following sections:

- Location:** A dropdown menu showing 'UNITED STATES' and 'All United States' with a search input field for '+ Country, region, or city'.
- Age and Gender:** A dropdown menu with 'Age' set to '18+' and 'Any', and 'Gender' set to 'All' (with 'Men' and 'Women' options).
- Interests:** A dropdown menu with a search input field for '+ Interest'.
- Connections:** A dropdown menu.
- Pages:** A dropdown menu.
- People Connected to:** A search input field for '+ Your Page'.
- People Not Connected to:** A search input field for '+ Your Page'.
- Advanced:** A right-pointing arrow.

3. Explore the data. Once you have created your audience, you can learn more about your targeted group of people. Facebook provides six tabs within the tool:



4. Save and name your audience to use it again in the future.

With these options, Facebook is one of the most powerful tools we have today to reach a targeted audience. Take the time to set up and explore all that Facebook has to offer.



Decide on an advertising budget

The type of Facebook audience you're targeting directly impacts your budget and results. It's important to set realistic expectations for your Facebook ads based on your strategy. It will likely cost less and take less time to convert a "warm" audience, like your existing Facebook fans or customers, than "cold" leads who have never heard of your business and are less likely to click and act on your ads. This guide aims to help you acquire new leads from a cold audience.

Once you're clear on your strategy, you can determine your budget for Facebook advertising.

To set a budget, consider these metrics:

- How many new leads did you capture last year?
- What was the total number of new customers last year?
- What was your total revenue last year from new customers?
- What was your total budget spent on marketing last year?

Considering those numbers, let's do some quick math:

- Let's say you captured 2,400 new leads last year.
- You had a total of 300 new customers.
- Your total revenue from new customers was \$100,000.
- You spent \$10,000 on marketing.
- Your average customer value (ACV) is \$333.33.
- Your cost to acquire a lead was \$4.16 (\$10,000 marketing spend divided by 2,400 leads).
- You are closing 12.5 percent of your leads (300 new customers divided by 2,400 new leads, multiplied by 100 = 12.5 percent).

That means you should be willing to spend a minimum of \$4.16 to capture new leads. But considering your lifetime customer value, you may conclude that it's probably worth spending more than \$4.16 per lead.

When you understand these metrics, you gain the confidence you need to set a comfortable budget for your Facebook advertising.

Let's say you want to gross \$200,000 in the next year. If you're closing 12.5 percent of your leads, and your average customer value is \$333.33, you will need to capture 4,800 new leads to double your revenue this year.

Here's the math:

$$\begin{array}{r}
 \mathbf{4,800} \text{ new leads} \\
 \mathbf{x} \quad \mathbf{12.5} \text{ \% conversion} \\
 \hline
 \mathbf{600} \text{ new customers}
 \end{array}$$

$$\begin{array}{r}
 \mathbf{600} \text{ new customers} \\
 \mathbf{x} \quad \mathbf{\$333.33} \text{ Average Customer Value (ACV)} \\
 \hline
 \mathbf{\$199,998} \text{ (close enough)}
 \end{array}$$

And your cost to do this (in Facebook advertising)...

$$\begin{array}{r}
 \mathbf{4,800} \\
 \mathbf{x} \quad \mathbf{\$4.16} \\
 \hline
 \mathbf{\$19,968} \text{ in Facebook advertising}
 \end{array}$$

Creating awareness through Facebook advertising is only part of the success equation, though. In order to capture leads, you must also have an offer so valuable that your audience is willing to provide their email addresses in order to receive it.

Next, we'll talk about how to create this opt-in offer for your target audience.



Create a lead magnet

Most visitors to your website won't buy anything on their first visit. You're probably wasting your money if you use Facebook ads to drive traffic directly to your homepage without a way to capture those leads.

To incentivize leads to give you their contact information, you need to give them something valuable in return. This "lead magnet" can take many forms, like an educational e-book, a video, a coupon, or a free consultation—any of which should address the problem the prospect was looking to solve by clicking on your Facebook ad.

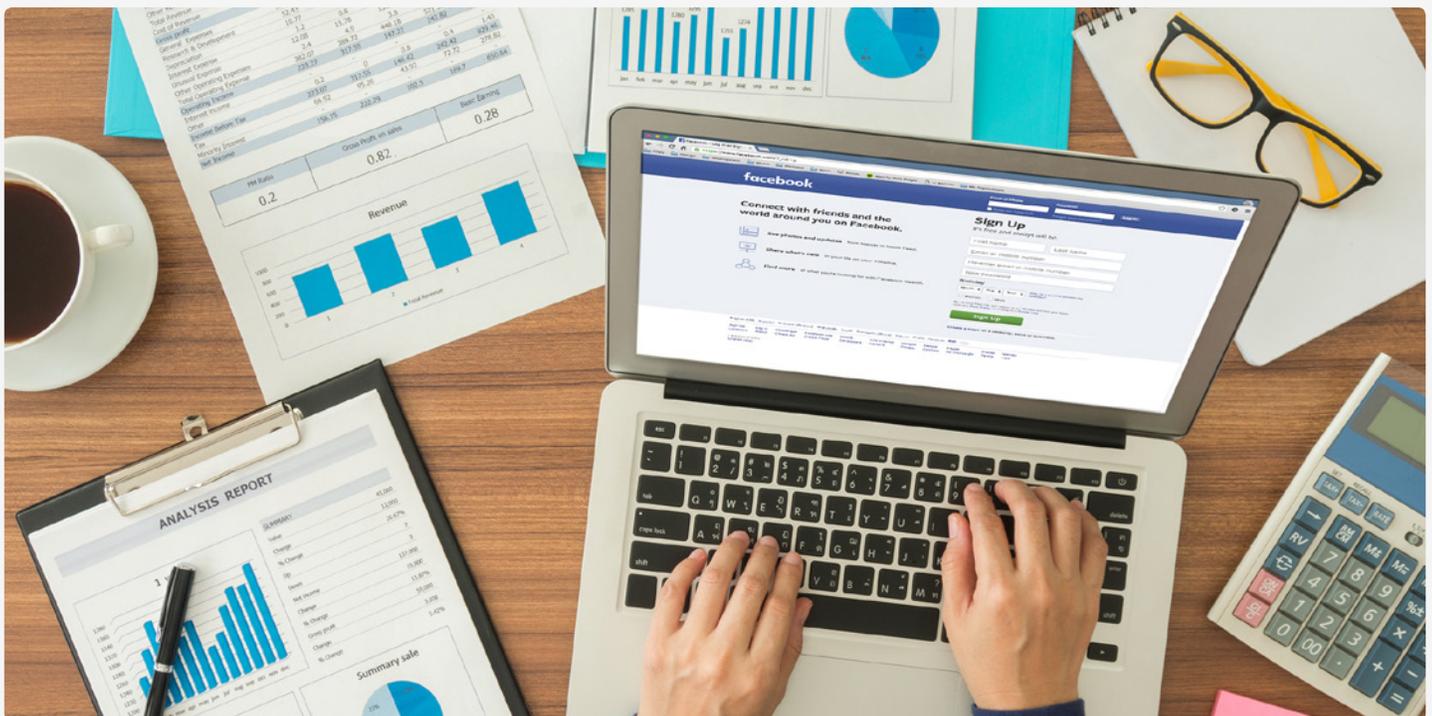


For Ideas of 19 types of lead magnets you can create, download [The Small Business Guide to Capturing Leads](#).



When creating a lead magnet, consider these factors:

- ❑ Identify a major challenge faced by your target audience that your business can help solve. The key is to identify one—and only one—specific challenge.
- ❑ Choose the best way to communicate the solution to that challenge, like a guide, video, or webinar.
- ❑ Make sure your lead magnet offers a solution to the problem that compelled the audience to download it.
- ❑ Ensure you have a consistent way to deliver the lead magnet. If you use Infusionsoft, you can automatically send the resource to those who fill out a web form to request it. In the next section, you'll learn how to link your Facebook ad to a landing page that contains this form.





Design an optimized landing page

Your Facebook ad should link to a landing page, a website designed for the sole purpose of capturing the lead's contact information. If you link to a website that offers other information or to your homepage, visitors can easily get distracted and be tempted to leave before opting in for the offer you advertised on Facebook.

An optimized landing page engages your prospects, speaks to their desired results, and builds trust so that they are comfortable enough to exchange their contact information in return for your lead magnet.

This checklist will help you optimize your landing page to improve your chances of converting a website visitor into a lead.

- Start with a compelling headline.** Be clear about the purpose of this landing page.
- Make a single offer.** The best landing pages have one specific offer and are clear about what that offer is.

- **Set a clear call-to-action.** If visitors have to spend more than five seconds figuring out what you're offering (and what's in it for them), they may move on.
- **Don't allow navigation to the rest of your site.** Visitors should have two options on a landing page: opt in or exit.
- **Use visual cues.** A visual cue is an image used to draw the eye to the area you want them to look (arrows, boxes, etc). Rule of thumb: Less is more. Allow for white space and the eye to easily flow down the page to the call-to-action.
- **Add social proof.** Use testimonials, “as seen on” logos, or customer statistics to encourage visitors they're making a wise choice by opting in to the offer.
- **Use video whenever possible.** Video can humanize your company, increasing trust and therefore conversions.
- **Add “value points”** to illustrate the benefits prospects will receive through your lead magnet.
- **Use contrasting color on your call-to-action button.** A contrasting color is one that is opposite your primary color on the color wheel. Your call-to-action button should be designed to stand out—not blend in.
- **Limit form fields.** Don't ask for information you don't need. Make it easy for visitors to opt in by asking for only essential information, like a name and email address. You can always collect more information down the line.
- **Add privacy policy and terms of service** to the bottom of the page to increase trust in your business.

If you use Infusionsoft, you can design a landing page with a form that collects contact information from leads and automatically creates the associated contact records in the customer relationship management (CRM) section of the software. The completion of the form can trigger automated processes, like the delivery of the lead magnet via email, as well as subsequent follow-up emails.

You can also trigger automation by correlating form fields with tags. For example, if you're using Facebook to advertise a free trial for your fitness studio, the form can ask leads to select whether they're interested in trying a personal training session or a group fitness class. When the lead selects one of the two options, the software applies the appropriate tag, ensuring that someone with the group fitness tag will only receive emails and information about those classes, not about personal training. If you need to call that prospect to discuss the trial, you can view her contact record to access contact information and see which options she selected on the form.



Check out this blog post on the [5 Keys to Rapidly Building Smarter Landing Pages](#) for more tips on creating high converting landing pages.



Set up your campaign, ad set, and ad

Each Facebook ad consists of three components: a campaign that sets your goal, ad sets that identify your audience and advertising schedule, and ads that contain your copy, image or video, and link.

Choose the goal of your campaign

CAMPAIGN: Choose your objective. [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Creating a Facebook ad begins with setting up an advertising objective at the campaign level. Facebook allows you to choose from 11 objectives, organized by the awareness, consideration, and decision phases of the buyer's journey. Identifying an objective enables you to track results and allows Facebook to serve the ad to users most relevant to your goal.

Awareness

- **Brand awareness:** Facebook shows your ad to users likely to be interested in your business.
- **Local awareness:** Your ad is promoted to people in close proximity to your business.
- **Reach:** Facebook shows your ad to as many people as possible.

Consideration

- **Traffic:** Your ad drives traffic to a designated location, whether it's a webpage or a Facebook page.
- **Engagement:** Facebook shows your ad to people most likely to show engagement by liking the ad, signing up for an event, or claiming an offer.
- **App installs:** The ad is intended to increase downloads of an app.
- **Video views:** Facebook shows your ad to people more likely to watch video.
- **Lead generation:** Facebook collects contact information.

Conversion

- **Conversions:** The ad is tied to an action, like making a purchase on your website.
- **Product catalog sales:** Your ad automatically showcases items from your product catalog on Facebook.
- **Store visits:** Businesses with multiple locations can show dynamic ads that are locally relevant to each store.

Choose your audience and schedule in the ad set

AD SET: Define your audience, budget and schedule.

Traffic
Choose where you want to drive traffic. You'll enter a destination later.

Website or Messenger
 App

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience

Custom Audiences
Exclude | Create New

Locations
United States
 United States
Include | Add locations
Add Bulk Locations...

Age -

Audience Definition
Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 214,000,000 people

Estimated Daily Reach

3,500 - 9,100 people on Facebook
0 of 140,000,000

3,200 - 8,500 people on Instagram
0 of 46,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Next, set up an ad set, which consists of the audience, placement choices, and schedule for your ad. Advertisers can set up multiple ad sets within a campaign in order to reach

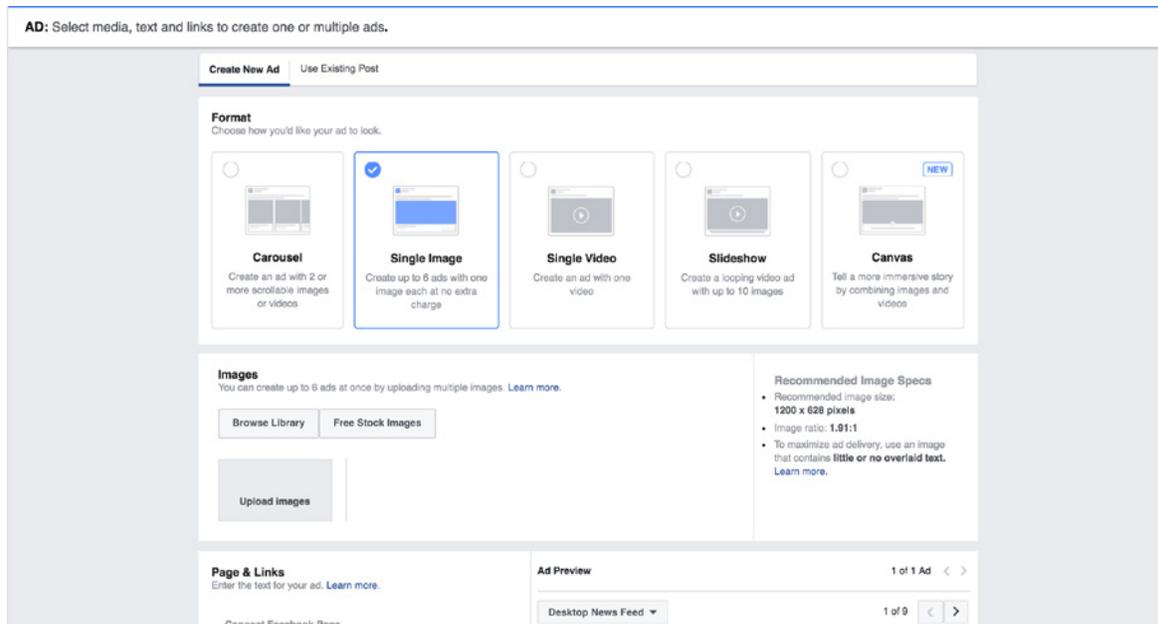
different audiences or split-test results. For example, maybe you want to run an ad in two different cities, testing which location produces more leads or customers.

When choosing an audience within the ad set, you can use a saved audience you created elsewhere. You can also make a new audience, using the targeting options within the ad set or by creating a lookalike audience based on a customer list, tracking pixel, or people who like your Facebook page.

In the next portion of the ad set, you'll choose placements, the areas where you want your ad to appear. Facebook recommends selecting automatic placements, for which it places your ads across its properties to deliver them at the lowest cost. Or you can edit placements, choosing among all of Facebook's advertising properties: the mobile and desktop News Feeds, the right-hand column on desktop, Instagram, and Audience Network (in which your ad appears on websites and in apps outside of Facebook).

Last, decide how much to spend on the ad set and when to spend it. Set a daily budget or a lifetime budget and choose to run your ad continuously or with a start and end date. You can also set your bid, the amount you'll pay to show your ad over competitors trying to reach the same audience. Again, Facebook recommends automatic bidding, promising to deliver the best results at the best price. But if you've done the math on your customer acquisition costs and know that you can't spend more than \$1 per click, for example, you can set a manual bid amount, instead.

Create your ad copy and image



Finally, after setting up your campaign and ad set, you can create the end result: the Facebook ad itself.

First, choose a format for your ad, like a single image, a video, or a multi-image scrollable carousel or looping slide show. Facebook also offers a format called Canvas, which combines images, video, text, and call-to-action buttons to create a storytelling experience.

You'll then add a headline, text, link, and call-to-action button like "shop now," "learn more," or "sign up." We'll cover best practices for Facebook ad images and copy in the following sections.



Create powerful images and copy

If your ad doesn't include compelling copy and eye-catching images, Facebook users may scroll right past it.

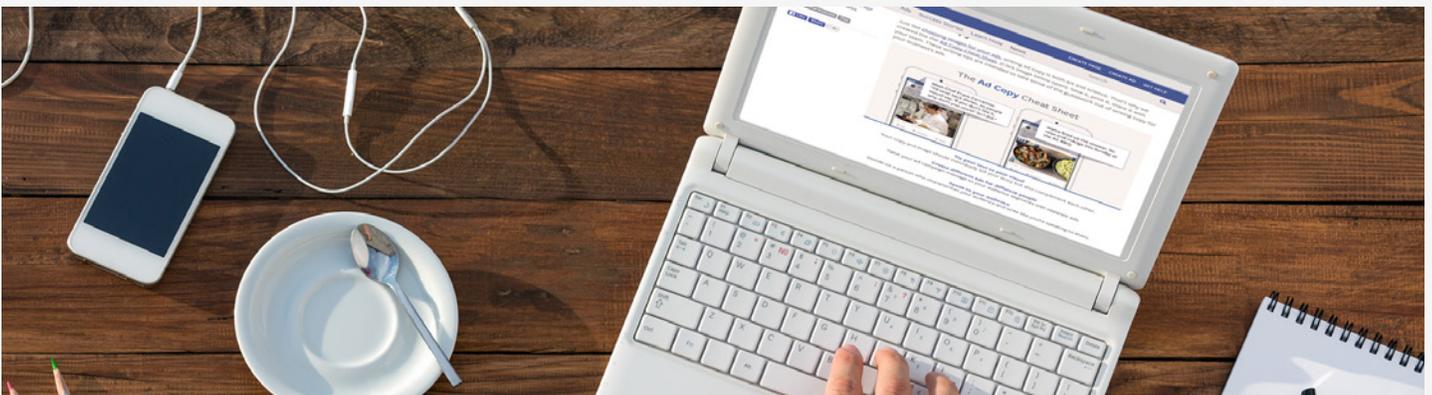
To protect the experience of its users, Facebook wants ads to resemble posts and photos from friends. That means images should contain no more than 20 percent text, or Facebook may reduce its visibility (and therefore your chances for success). Use [Facebook's Text Overlay Tool](#) to determine the amount of text on your image.

Facebook users may spend only a moment considering whether to click on your ad, so it's important that it quickly explains your offer—ideally, in only two or three sentences.

When writing copy for a Facebook ad, consider these tips.

- **Speak directly to your targeted audience** to capture their attention. For example: "Phoenix yoga lovers: Try a free class at our new studio!"

- **Be clear.** People are busy and don't have time to decode your message. Be clear on what you are offering and the benefit they will receive. Imagine you're writing only to your ideal customer, not to everyone on Facebook.
- **Keep it short and sweet.** Your message should focus on the one thing you want your audience to take away.
- **Use images (or videos)** that connect your text to your ad image.
- **Use a clear call-to-action.** Tell the prospect what action you want them to take and why they need to act now ("Sign up for a free class this January only!")
- **Focus your ad copy on benefits instead of features.** Features are the details about the product or service being offered. Benefits help answer the question "What's in it for me?", speaking about your ideal customer instead of your business. For example, instead of describing the credentials of the yoga studio's instructors, write, "You'll receive the personal attention and teaching you need to grow as a yoga student."





Follow up with new leads via email

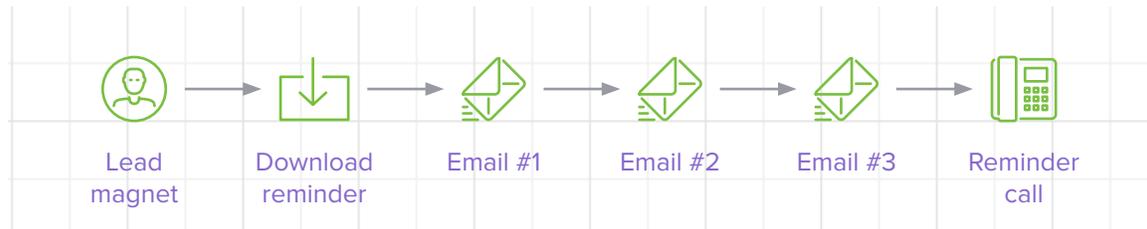
Capturing a lead through a Facebook ad only helps your business grow if you continue the conversation from there. But if you had to manually send your lead magnet to every prospect who requested it, you wouldn't get very far.

That's where a marketing automation tool comes into play. With Infusionsoft, you can create automated sequences to deliver your lead magnet, follow up with relevant emails, and remind you to call the prospect when the time is right.

Say you're an orthodontist using Facebook to advertise your guide, "When is My Child Ready For Braces?" You probably wouldn't want to call a prospect about scheduling a consultation as soon as she downloads the guide: If she's interested in that lead magnet, she hasn't determined when her child should see an orthodontist. Yet if you don't follow up with her, you risk losing her business to a competitor.

With marketing automation software like Infusionsoft, you can automatically keep in touch by sending the prospect a

series of emails designed to educate her about your business and prepare her for talking with a staff member. **If you use Infusionsoft, you could create an automated process like this:**



Let's explore the process step by step.

1 Deliver the lead magnet

When the prospect fills out the form on the landing page, the automated process is triggered to begin. First, the prospect receives an email containing a link to download the lead magnet.

2 Send a download reminder

Although the prospect clearly requested the lead magnet, she might neglect to actually download it. If the prospect clicks the link in the initial email to download the guide, the software moves her along to the next stage of the process. But if she doesn't click the link, the software follows up with a reminder email.

3 Educate via email

The prospect clicked on your Facebook ad and downloaded your lead magnet, but that doesn't necessarily mean she

knows much more about your business—she may never have even visited the homepage of your website. That’s why it’s important to keep up the conversation, warming up the lead until she feels more comfortable with your business and therefore more ready to buy.

For example, the orthodontist’s office might send a series of three emails after the prospect downloads the guide “When is My Child Ready For Braces?” The first email introduces the orthodontist and practice staff, including a video to add a personal touch. The second email includes before-and-after photos and testimonials from former patients. And the third addresses questions every parent wants to know: How much is this going to cost?

With Infusionsoft, you don’t need to remember to send each email to every lead in the pipeline. In the automated sequence, you can set timers so that the emails are sent on certain dates or after a certain number of days has passed between messages.

4 Begin to convert the lead to a sale

In our example, the orthodontist staff receives a reminder from the software after the three emails have been sent: Now that the prospect is familiar with the practice, it’s time to call to see if she’s interested in scheduling a consultation.

The length of time it takes to convert a Facebook lead into a customer is different for every business. If you have an e-commerce business, for example, you might offer a low-dollar



product in the initial email and follow up later with upsells. For other businesses, the follow-up process might continue for weeks or months.

If the orthodontist's lead isn't ready to schedule her consultation, the staff can place her in another, long-term automated sequence. The prospect continues to receive emails so that she doesn't forget the practice when the time comes for braces, while the office staff keeps track of interactions with her and receives occasional reminders to check in—ensuring that no leads fall through the cracks.



Test, measure, tweak, and keep moving forward

You probably won't nail the landing page, lead magnet, ad image, and copy in your first Facebook ad. Facebook advertising is an art and a science that requires continuous testing and measurement.

It's essential to split test your copy and headlines to see which versions resonate most, adjusting only one area at a time to pinpoint areas for improvement.

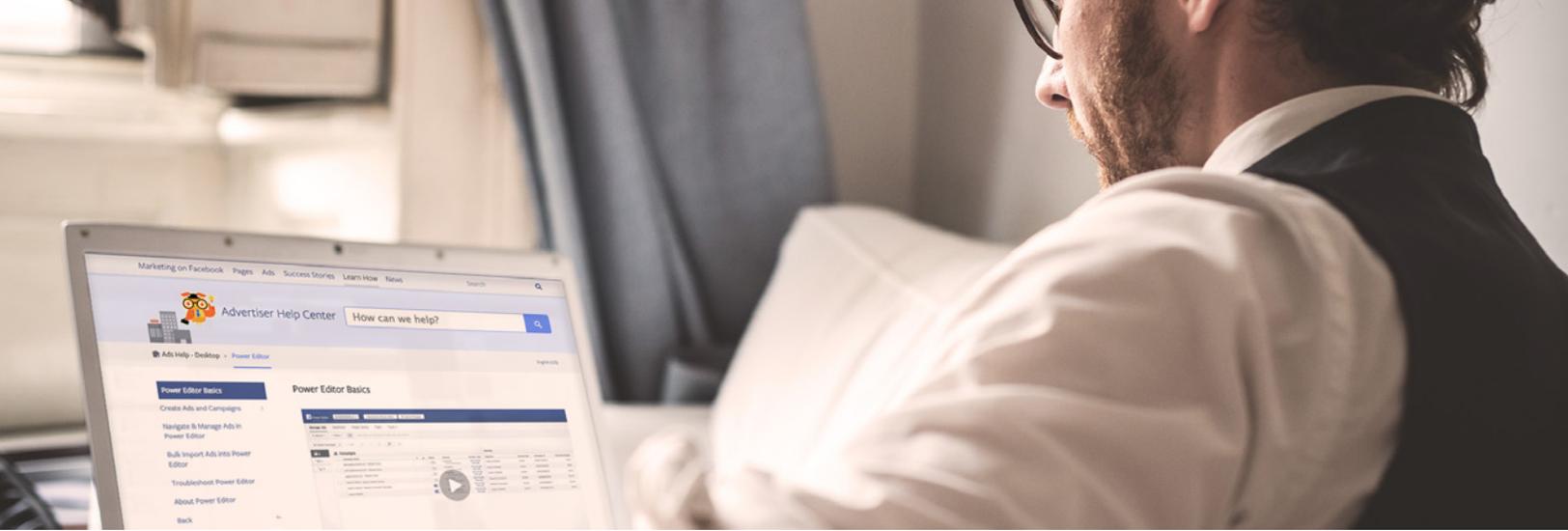
The first item to measure is your lead magnet. Try launching your offer to your existing email list first to see if they find it worth downloading.

If you get a good response, advertise the lead magnet on Facebook. Start with a small budget (say \$10 a day) and study your click-through rate and relevance score, the 0-10 scale by which Facebook tells you how interested users are in your ad. A low relevance score means that users are hiding the ad or skipping over it, while a high relevance score indicates good engagement, such as likes and clicks.



If Facebook users are clicking on the ad but not opting in to receive your offer, perhaps your landing page is confusing or distracting, doesn't clearly explain the benefits of the lead magnet, or asks for too much information from prospects.

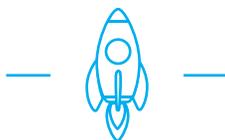
If you're getting more views than clicks on your ad, you may need to adjust your image, copy, or offer. Don't change every aspect of your ad at once because you won't be able to pinpoint what's affecting conversion.



Conclusion

With its comprehensive targeting options, Facebook has leveled the playing field for small businesses when it comes to advertising. Instead of paying thousands of dollars for print ads or TV commercials, small businesses can spend as little as a few dollars per day to reach the exact type of customer they're looking to attract.

Yet without a careful, strategic approach, results from Facebook ads may not be any more effective than mass-market advertisements. Creating a Facebook ad requires pinpointing your target audience, crafting a compelling lead magnet and landing page, and following up via email to eventually turn the lead into a customer. With this approach, small businesses won't merely pay for clicks on Facebook—they'll grow their businesses by attracting the right customers at the right price.





Misty Kortes

Misty Kortes is a passionate entrepreneur and business owner who has empowered many small businesses to succeed when it comes to marketing their business. With her formal education in Marketing, over two decades of speaking and training, and more importantly her real-life, in-the-trenches business experience, Misty knew she had to share her insider secrets to success with other small business owners. Compelled by a strong desire to share her expert experience and knowledge, Misty created “[Your Marketing Coach](#)” a marketing firm that empowers entrepreneurs to succeed in marketing and accomplish their dreams.



Amy Saunders

Amy Saunders is a content creator at Infusionsoft, where she writes content that inspires and empowers small business owners. Writing about business brings Amy’s work full circle: She began her career as a business reporter at The Columbus Dispatch in Ohio before becoming a features writer. After more than six years there, she moved to Phoenix, where she was an editor at a content marketing agency before joining Infusionsoft. As a lifelong Midwesterner, Amy promises to never take Arizona weather for granted and spends her free time riding horses, playing tennis and hiking in the sun.

Follow her on Twitter [@amyksaunders](#)

Did you like this e-book? Read more!

Explore our [Knowledge Center](#) for more sales and marketing articles, e-books, webinars, and other resources that can help your small business grow and thrive. Want to talk to a small business consultant?

Visit [infusionsoft.com](#) or call [866-800-0004](#)