



COOLER
INSIGHTS

Step-by-Step Guide To **FACEBOOK LEAD GENERATION ADS**



01 Know Your Audience

Before you can attract leads to your Facebook ad, you need to understand who your prospect is.

Here, it helps to paint a detailed [customer profile](#), and more importantly, to create a hook that will entice them to click on your ad.

What are examples of these hooks?

- **Have:** What will your customer have if they take up your offer? This would be your lead magnet (more later).
- **Feel:** How will your customer feel when they respond to your offer? Probably more confident, better prepared, or fitter and smarter?
- **Average Day:** How will their average day change once they respond to your offer?
- **Status:** Are there any changes in their status? For instance, they may be equipped with new knowledge and skills to grow their business multi-fold.
- **Pain to Gain:** What will your offer do to solve their pain points?
- **Transformation:** Is there any transformative power in your offer? How will it change the game for them?
- **Irresistible Offer:** Can you take away any of the risks involved? For example, by offering a guarantee? Or better yet, make it free without any credit card?
- **Speed and Automation:** Are there any quick gains that you can offer? How soon can they see results?

Bear in mind that these hooks form the bait that you'll dangle to attract people to click on your ad.



Create Your Lead Magnet

In the old outbound marketing days, leads are generated by telemarketers making cold calls. Or they could be name cards that you've collected from a trade-show.

With the advent of online channels, lead generation typically comes with the trifecta of lead gen campaigns:

1. Offer an attractive gift to your prospect—this is your lead magnet
2. Ask the prospect to fill in their particulars—what we call an opt-in form—on a landing page
3. Promote this offer through an online ad

When we look at the range of lead magnets, they vary in complexity and type. This depends on what's acceptable in your industry and includes:

- eBooks, Guides, or Physical Books
- Webinars
- Email mini-courses
- Video tutorials
- Samples of products
- Physical Events
- Physical Events
- Diagnostic Tools
- Checklists or Templates
- Free consultations

For the campaign that we launched, we developed a 23 page eBook offering online writing secrets as shown

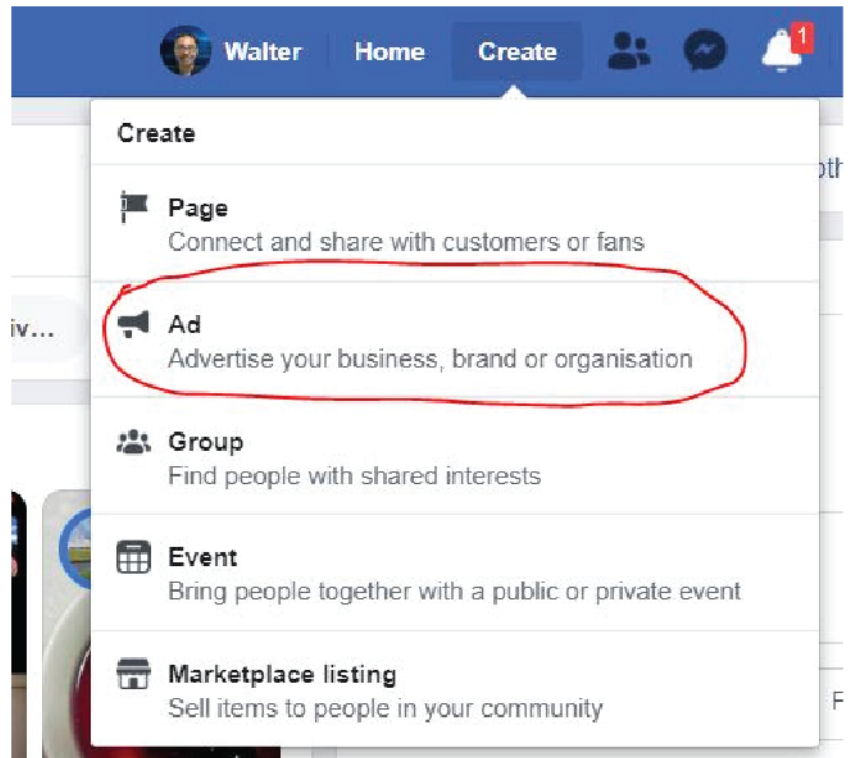


Choose Facebook Lead Generation Campaign

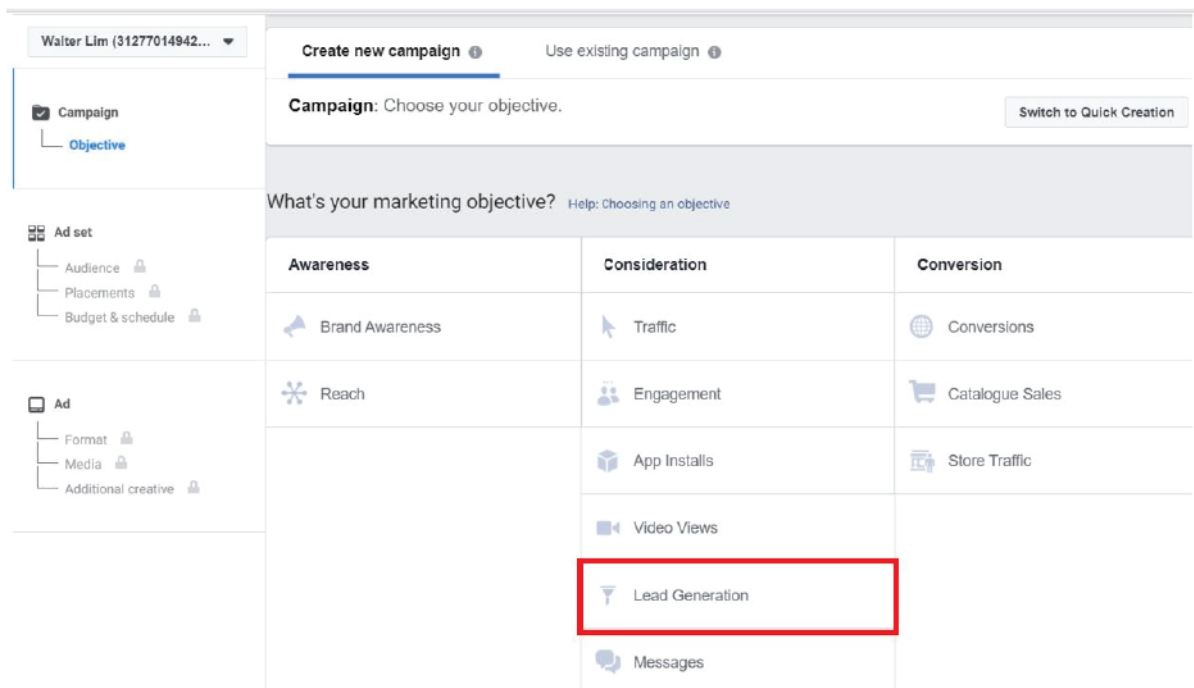
Next, you'll need to log into Facebook Ads Manager to do your Facebook Lead Generation Campaign.

Go into

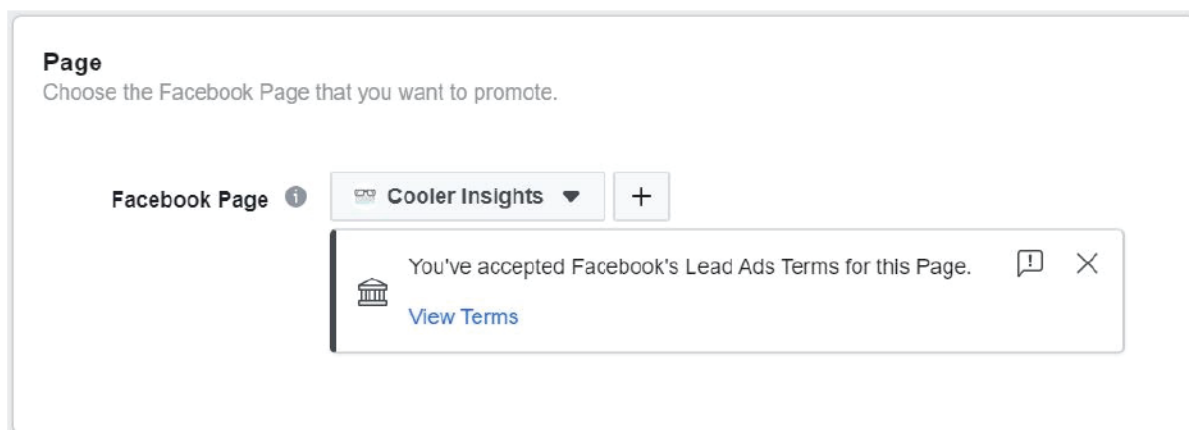
<https://facebook.com/ads/manager>
or click on "Create --> Ad" as shown.



This will bring you to the ad creation tool of Facebook Ads Manager. Choose the "Lead Generation" campaign objective under "Consideration" as shown here.



As part of the ad creation process, you'll need to agree with Facebook's Lead Ads terms.



There is quite a lot of legalese in there, but the main thing is to be honest, transparent and open about what you're doing with the leads. It also protects Facebook from errant users — we certainly don't want any Cambridge Analytica data scandals!

Lead Adverts Terms

Facebook provides a feature that enables you to run an advertising unit allowing a Facebook user to provide their email address or other user information to you ("**Lead Adverts**"). By clicking "Agree" and using this feature, you agree to the following:

A. You are solely responsible for ensuring that each Lead Advert submitted by you complies with these terms, the SRR (as defined below, including the Facebook Advertising Policies located at <https://www.facebook.com/policies/ads>, which include the Lead Adverts Policy, and the Facebook Platform Policy located at <https://developers.facebook.com/policy/>) and all applicable laws, rules and regulations (including providing all necessary disclosures to Facebook users). If you are accepting these terms on behalf of a third party, you represent and warrant that you have the authority as an agent to such party to use such features on their behalf and bind such party to these terms.

B. You will ensure that each Lead Advert includes the following disclosures to Facebook users: (i) all disclosures and choice mechanisms necessary and sufficient to comply with applicable laws, rules and regulations, including any necessary Offer Terms promoted in the Lead Advert (e.g. criteria to qualify, expiry date or limitations on redemption) ("**Offer Terms**"); (ii) a clear and prominent disclosure that if a user submits data to you through a Lead Advert, such data will be governed by your privacy policy; and (iii) a link to your privacy policy. You will further ensure that no Lead Adverts will be targeted to any minors.

C. "Lead Advert Data" means the information that a Facebook user elects to send to you through a Lead Advert, which may consist of such Facebook user's email address and any additional user information.

D. You may only use the Lead Advert Data in accordance with these terms; the Facebook Platform Policy; the Facebook Advertising Policies; your privacy policy; any Offer Terms, consents, additional terms and conditions agreed to by the Facebook user when agreeing to provide Lead Advert Data to you through the Lead Adverts and applicable laws, rules and regulations (including all applicable data privacy, advertising, telemarketing or other laws, including without limitation, as applicable, the US Telephone Consumer Protection Act of 1991 and its implementing regulations, 47 U.S.C. Section 227 and 47 C.F.R. Section 64.1200 and the US Telemarketing Sales Rule, 16 C.F.R. Part 310, the US Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 and its implementing regulations, 15 U.S.C. Section 103 and 16 C.F.R. Part 316). If you are receiving Lead Advert Data on behalf of an advertiser, you may only use or share such Lead Advert Data on such advertiser's behalf, and you may not augment, commingle or supplement such Lead Advert Data with any other data from any other advertiser.

E. You may not sell Lead Advert Data under any circumstances, and you may not transfer Lead Advert Data except as explicitly provided in the next sentence. Subject to your privacy policy, these terms, any Offer Terms and your compliance with applicable laws, rules and regulations, Facebook is not restricting you from transferring Lead Advert Data with an Affiliate, franchisee or third party acting solely on your behalf to fulfil the purpose for which the Lead Advert Data was collected (as described to the user at the point of collection). In the event that you share Lead Advert Data with an Affiliate, franchisee or third party acting on your behalf, you do so solely at your own risk, and you will ensure that any such Affiliate, franchisee or third party complies with these terms and all applicable laws, rules and regulations. "**Affiliate**" means an entity which, directly or indirectly, owns or controls, is owned or is controlled by, or is under common ownership or control with you.

F. You will have in place appropriate technical and organisational measures to protect Lead Advert Data against accidental or unlawful destruction or accidental loss, alteration, unauthorised disclosure or access, and which provide a level of security appropriate to the risk represented by the processing and the nature of the data to be protected. Lead Advert Data may be made available to you through protocols specified by Facebook (including Facebook APIs), and your use of such protocols must comply with Facebook's Platform Policy.

G. Facebook may modify, suspend or terminate access to, or discontinue the availability of, the Lead Adverts feature at any time. You may discontinue your use of the Lead Adverts feature at any time.

These terms govern your use of the Lead Adverts feature. They do not replace any terms applicable to your purchase of advertising inventory from Facebook (including, but not limited to, the Facebook Advertising Policies), and such terms will continue to apply. This Lead Adverts feature is part of "Facebook" under Facebook's Statement of Rights and Responsibilities (<https://www.facebook.com/legal/terms>, the "SRR"), and your use of the Lead Adverts feature is deemed part of your use of, and actions on, "Facebook". In the event of any express conflict between these terms and the SRR, these terms will govern solely with respect to your use of the Lead Adverts feature and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of this feature constitutes acceptance of those changes.

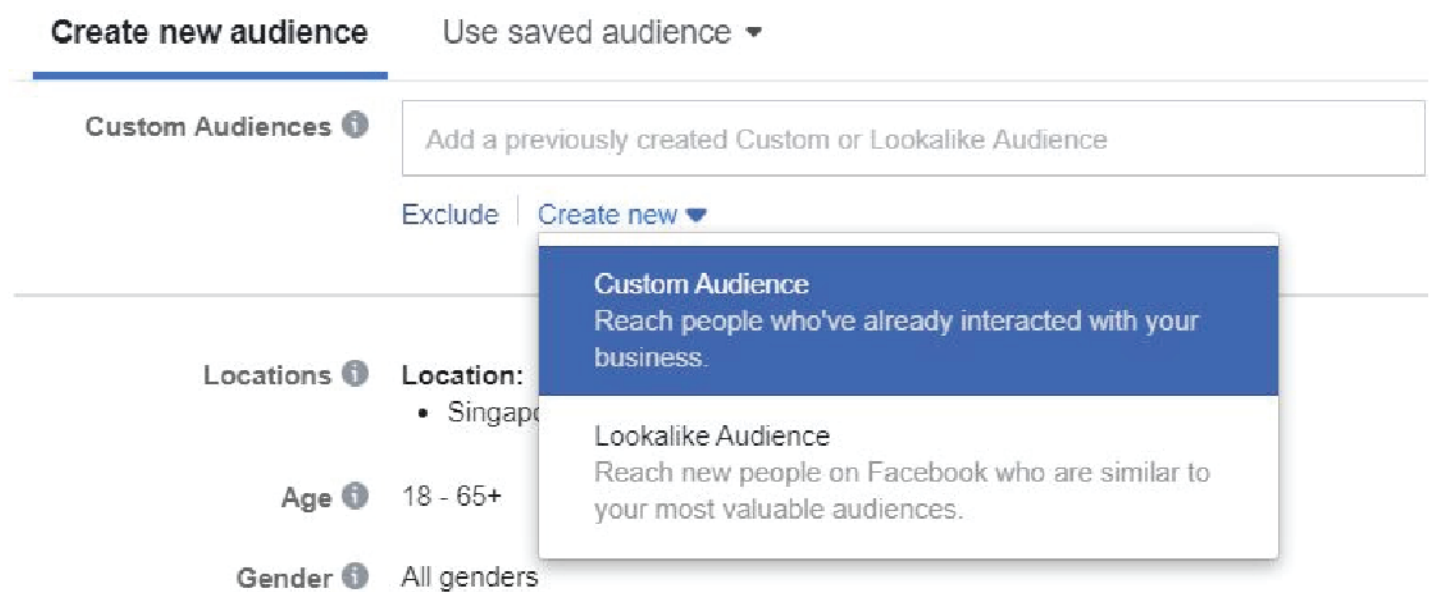
04 Set the Right Audiences

The next step you need to do is to choose the right audiences. As leads are considered warm audiences, it makes sense for you to target people who are more likely to convert on your leads.

A good way to do this is to create **Custom Audiences** of people from different sources, followed by **Lookalike Audiences**.

First, Create Your Custom Audiences

Go to "Create new audience" and under the "Custom Audiences" window, choose "Create new" followed by "Custom Audience".



The screenshot shows the Facebook interface for creating a new audience. At the top, there are two tabs: "Create new audience" (which is selected and underlined) and "Use saved audience". Below the tabs is a search bar with the placeholder text "Add a previously created Custom or Lookalike Audience". Underneath the search bar, there are two options: "Exclude" and "Create new" (which is selected). A dropdown menu is open from "Create new", showing two options: "Custom Audience" (Reach people who've already interacted with your business) and "Lookalike Audience" (Reach new people on Facebook who are similar to your most valuable audiences). In the background, the "Custom Audiences" section is visible, showing filters for "Locations" (Singapore), "Age" (18 - 65+), and "Gender" (All genders).

Next, follow the steps to choose the preferred Custom Audience of your choice. Depending on your set-up, they may be Website visitors (you'll need to install a Facebook Pixel on your website to achieve this), Customer list (you need to set up your [Business Manager](#) to use this function), as well as various other sources including Facebook sources.

Create a Custom Audience
✕

Use your sources

Website

App activity

Customer list

Offline activity

Use Facebook sources

Video


Lead form

Instant Experience

Instagram business profile


Events

Facebook Page



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.


This process is secure and the details about your customers will be kept private.

Once you've created your Custom Audiences, they should appear on your "**Custom Audience**" window when you click on it in future.

Create new audience

Use saved audience ▼

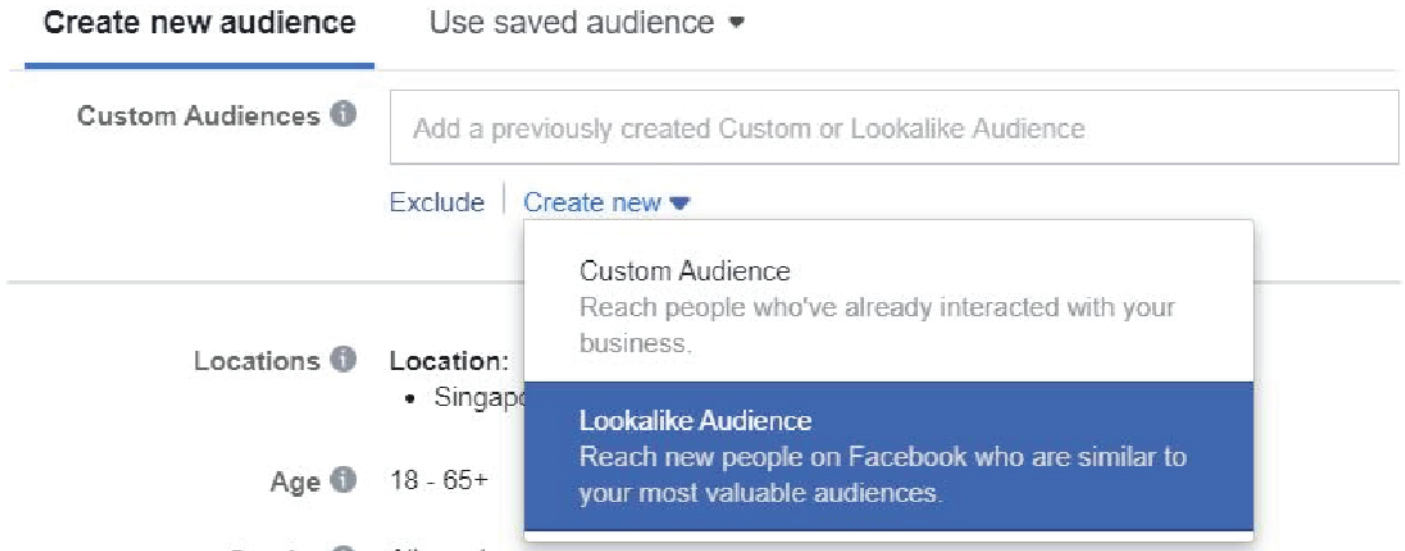
Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

	All Lookalike Audience Custom Audience	
	Cooler Insights FB 30 Days	Engagement – Page
Locations ⓘ	Facebook Page 60 Days	Engagement – Page
	Facebook 60 Days Audience	Engagement – Page

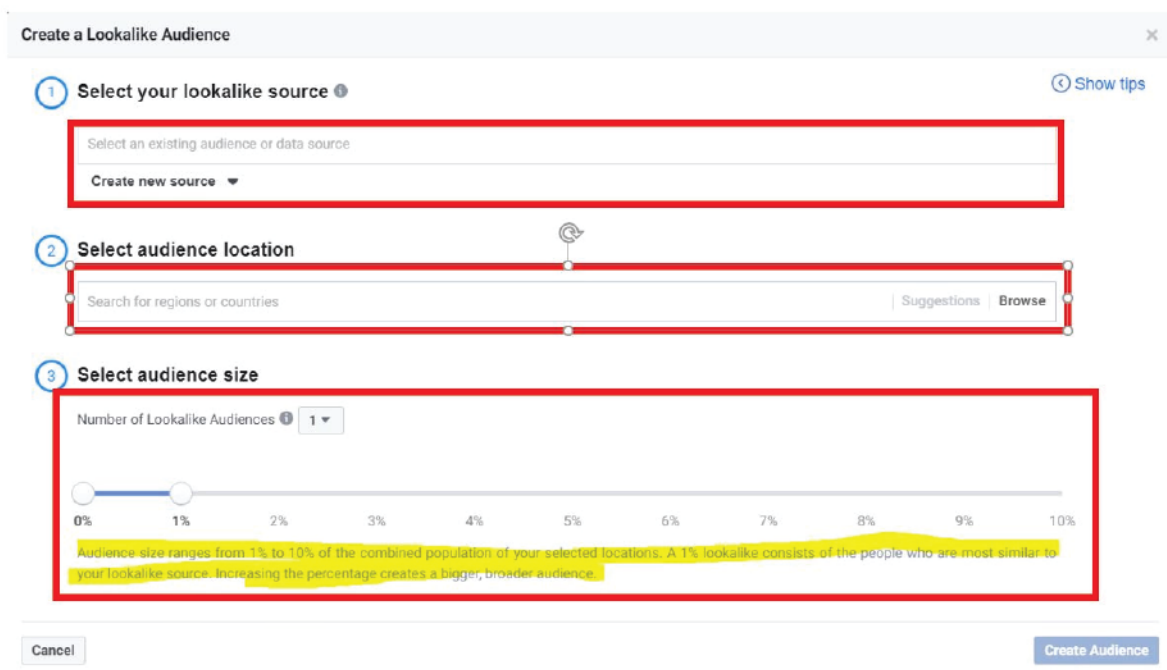
Next, Create Your Lookalike Audiences

From your Custom Audience, you should create a Lookalike Audience. Facebook's algorithm will then choose people who are most like the "seed" Custom Audience which you choose, based on their similarity.



Once you've selected this option, various fields for Lookalike Audience emerges. The areas to consider are:

1. Your "seed" source of audience to build a Lookalike Audience from. This could either be your fans on your page, or various Custom Audiences.
2. The location of your audience
3. The similarity to your seed audience and the size of the audience you want. Generally speaking, I'll try to aim for a size of at least 100,000 to 200,000 or more.



Here's an example of a Lookalike Audience which I've created and used for my lead ads.

Create a Lookalike Audience

1 **Select your lookalike source** Show tips

Cooler Insights FB 30 Days

Create new source ▼

2 **Select audience location**

Countries > Asia

Singapore

Search for regions or countries | [Suggestions](#) | [Browse](#)

Singapore was added from your account information.

3 **Select audience size**

Number of Lookalike Audiences ⓘ 1 ▼

186.1K

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people who are most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New Lookalike Audiences ⓘ	Estimated reach
4% of SG – Cooler Insights FB 30 Days	186,000 people

[Cancel](#) [Create Audience](#)

After you've done so, you should have a few different Custom and Lookalike Audiences that you can use for targeting.

Craft Your Lead Ad

The next thing to consider is how you should craft your lead ad itself. There are various elements to consider here.

The image shows two parts of a Facebook ad creation process. On the left is the 'Primary text' configuration panel, and on the right is a preview of the ad as it appears on a Facebook feed.

Primary text configuration panel:

- Primary text:** [FREE RESOURCE] Use your downtime to sharpen your content writing skills 📖 now!
You will learn how to...
 - ✓ Plan and Brainstorm Content
 - ✓ Craft Scannable and Skimmable Content
 - ✓ Make Your Content Interesting, Intimate and Informative
 - ✓ Present Your Brand with Authority
 - ✓ Polish Your Brand to a Sparking SheenClick the link to access the eBook here: <https://coolermarketer.com/#signup> or just fill in your particulars in the lead form below
- Headline (optional):** Download eBook Here
- Description (optional):** Include additional details
- Display link (optional):** <https://coolermarketer.com>
- Call to action:** Download
- Stories customisations:** Edit stories background colours

Facebook Ad Preview:

- 8 placements:** Facebook Feeds, Feeds, Stories, In-stream
- Ad Content:** Cooler Insights Sponsored. [FREE RESOURCE] Use your downtime to sharpen your content writing skills 📖 now! ...see more. Image: 28 Writing Secrets Used by Online Marketing Pros. Download eBook Here button.
- Engagement:** You, Eugene Seah and 19 others. Like, Comment.
- Disclaimer:** Ad rendering and interaction may vary based on device, format and other factors.

- **Image or Video:** Make sure that your visual is attractive and entices people to respond to your lead magnet/ offer
- **Primary text:** Craft compelling copy that immediately grabs your audience's attention and gets them to take action. Make it clear what USPs your lead magnet provides.
- **Headline/ Description:** If you wish, you can customise this to have an impactful message
- **Call to action:** You can change this according to how you'd like your leads to respond

Need help to create a lead magnet or craft a compelling ad copy?

CLICK HERE

Create Your Lead Form

Immediately after coming up with your copy and image or video, you'll be asked to create a form. This can be seen in the image below.

The screenshot shows a 'Create form' window for 'Online Writing eBook Lead Form'. The interface is divided into 'Content' and 'Settings' tabs. Under 'Content', there is an 'Intro (Optional)' section with a toggle switch that is turned on. The 'Intro' section includes a 'Headline' field with the text 'Sharpen Your Online Writing Now!' and a character count of 28. Below the headline, there are two options for the 'Image': 'Use the image from your ad' (selected) and 'Use uploaded image'. The 'Use uploaded image' option includes a recommended image size of 1,200 x 628 pixels and an 'Upload Image' button. The 'Layout' is set to 'Paragraph'. The main text area contains the following text: 'Fill in your particulars below to download our 28 writing secrets for online professionals. These writing secrets are guaranteed to transform your online copywriting!'. Below the 'Intro' section, there are three expandable sections: 'Questions', 'Privacy Policy', and '"Thank you" screen'. On the right side, there is a 'form preview' showing a card with the title '28 Writing Secrets' and a 'Next' button. The preview also shows the 'Cooler Insights' logo and the same headline and text as the editor. At the bottom of the preview, it says 'Custom questions 1 of 4' with navigation arrows.

There are various things to consider here:

- **Form Type:** Do you want people to confirm before they submit their info to you? While this could lead to better leads, it may reduce your volume
- **Intro:** You can customise a headline and some body copy in your form if you wish. This helps to improve conversions if they assure your prospects on what they'll get.
- **Questions:** These are the fields that you'd like to capture. The default would be the name and email address which Facebook auto-fills, but you can add on more custom questions if you wish. Personally, I find that doing so helps to weed out less interested leads.

Create form ✕

Online Writing eBook Lead Form Save Finish

Content Settings

Questions ^

Custom questions
Ask for responses to questions that matter to your business.

Question: Company Name As Short Answer ✕

+ Add Question ▾

Prefill information ⓘ
Let people know how the information they give you will be used or shared. [See examples](#)

Enter a message

Choose the type of information you need.

Question: Email Contact Fields ✕

Question: Full name User Information ✕

More volume – form preview

Contact Information ⓘ

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

Job title
Enter your answer.

Company name
Enter your answer.

Next

Prefill questions 2 of 4 ◀ ▶

- Privacy Policy:** This is a must, and it helps if you already have a privacy policy on your website. If you need help to craft a privacy policy (and can't afford a lawyer), consider using this nifty [Data Protection Notice Generator](#) from the PDPC in Singapore!

pdpc
SINGAPORE

DATA PROTECTION NOTICE GENERATOR

?

WHAT IS THIS?

- This is a free-to-use tool for generating basic data protection template notices to inform an organisation's stakeholders, such as customers, employees, job applicants, donors, service users and volunteers, on how it manages their personal data.

🏢

WHO CAN USE?

- Small and Medium Enterprises (SMEs)
- Social Service Agencies (SSAs)

📄

WHAT TEMPLATES ARE AVAILABLE?

Small and Medium Enterprises (SMEs)	Social Service Agencies (SSAs)
Data Protection Template Notices for: <ul style="list-style-type: none"> Customers Employees Job Applicants 	Data Protection Template Notices for: <ul style="list-style-type: none"> Donors, Service Users and Volunteers Employees Job Applicants

📅

HOW TO USE?

- Each data protection template notice comes with a unique questionnaire, comprising 7 to 10 questions and should take no more than 30 minutes to complete. **If you wish to have a preview of the questions before use, click [here](#) to download the list of questions.**
- At the end of each questionnaire, download the generated template notice (in Microsoft Word format) to your computer/laptop and edit your inputs (if required).
- Please note that the information you provide in the following page will be used by the Personal Data Protection Commission (PDPC) solely for the purpose of understanding the user profile of this tool. We do not retain any other information provided to us in the course of completing the questionnaire.
- To exit from this tool, please close your browser.

- **"Thank You" Screen:** This is the final step that your prospects will see. It may be useful to direct them to your website so that they can read more about you here.

Create form ✕

Online Writing eBook Lead Form 📄 Save 📄 Finish

Content | Settings

- Form type
- Intro (Optional) 🔴
- Questions
- Privacy Policy
- "Thank you" screen** ⬆️

You can customise the screen that your leads see after they have submitted the form.

Headline 37


Description

Button type

Button text 48

Website link

More volume – form preview



"Thank you" screen 4 of 4

07 Launch Your Lead Ad!

After you've gone through the laborious step of creating your Facebook Lead Ad, you can now set it free.

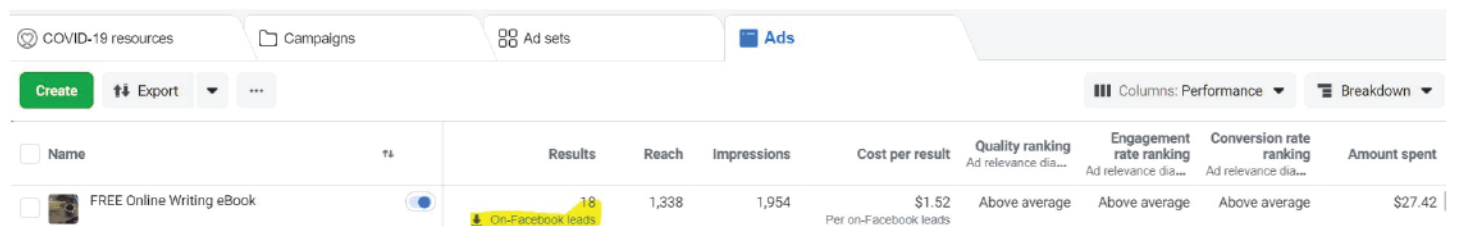
In terms of timeframe and budgets, I find that it may be useful to experiment with a one-month duration for your first lead ad, and to set a budget of between \$150 to \$200 or so. This will be sufficient to gain some traction with your target audiences.



Monitor Your Facebook Ad Manager Performance

When you've run your ads for a day or two, leads will start to be collected. You can then log into your Facebook Ads Manager to monitor your performance.

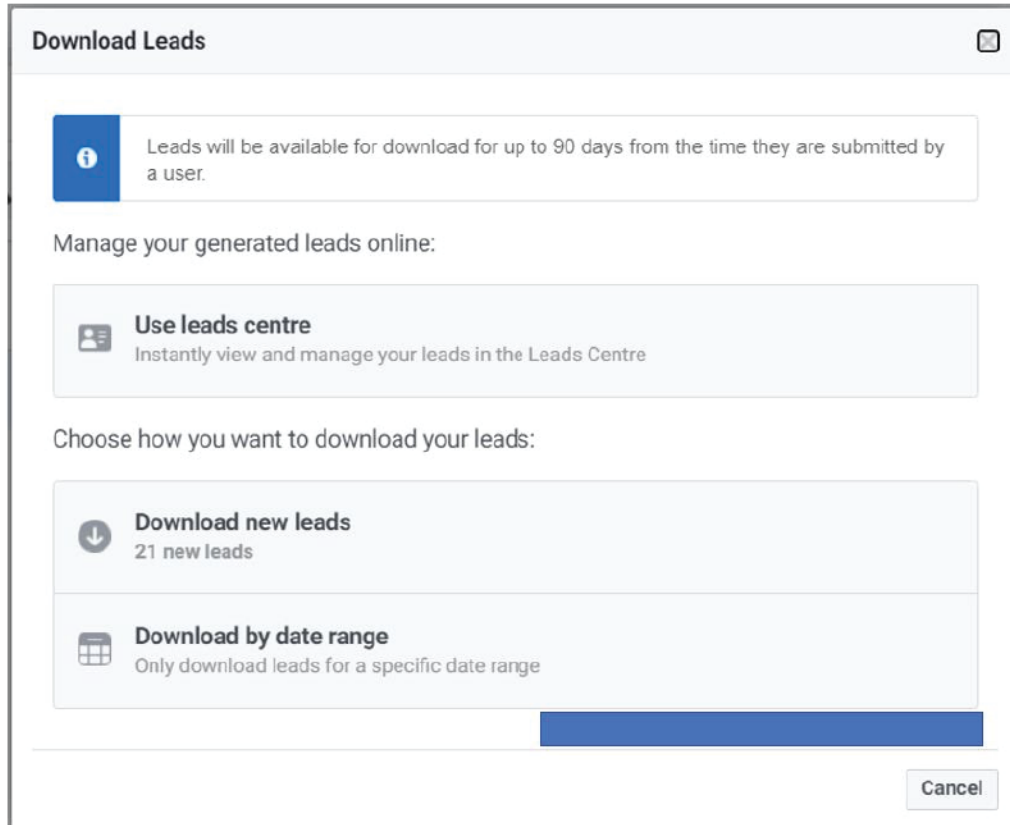
Under the "Ads" section of your Facebook Ads Manager, you can gauge the performance of your lead ads as shown below.



The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for "COVID-19 resources", "Campaigns", "Ad sets", and "Ads". Below the tabs, there are buttons for "Create", "Export", and "Columns: Performance". The main table displays the following data:

Name	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
FREE Online Writing eBook	18 On-Facebook leads	1,338	1,954	\$1.52 Per on-Facebook leads	Above average	Above average	Above average	\$27.42

If you click on the "Results" section where they show "On Facebook leads", it brings you a Download Leads pop-up where you can either visit the leads centre on your page, Download new leads (in CLV format) or Download by date range.



The "Download Leads" pop-up window contains the following information:

- Download Leads** (Title)
- Information:** Leads will be available for download for up to 90 days from the time they are submitted by a user.
- Manage your generated leads online:**
 - Use leads centre:** Instantly view and manage your leads in the Leads Centre
- Choose how you want to download your leads:**
 - Download new leads:** 21 new leads
 - Download by date range:** Only download leads for a specific date range
- Cancel** (Button)

If you wish, you can download your leads progressively as you go along, sending them an email, or you can also do it batch by batch.

Collect, Process and Nurture Your Leads

To collect and process your leads, you can visit the "Leads Centre" tab on your Facebook Page. This will only appear when you start running Lead Generation Facebook Ads.

Using the leads centre function on your Facebook Page, you can consider individually following up with each lead and then categorise and label them accordingly. Facebook offers four different stages along the funnel: In-progress leads, Interested leads, and Converted leads.

The screenshot displays the Facebook Leads Centre interface. At the top, there's a navigation bar with 'Page', 'Ad Centre', 'Inbox 29+', 'Leads Centre', 'Manage jobs', and 'More'. Below this, there are tabs for 'All', 'Raw leads 174', 'In-progress leads 0', 'Interested leads 0', and 'Converted leads 0'. A filter bar includes 'Add filters', 'All forms', 'All owners', 'Select dates', and 'All labels'. The main table has columns: 'Created', 'Name', 'Email address', 'Phone number', 'Stage', and 'Source'. The 'Stage' column has a dropdown menu open, showing options: 'Raw leads' (selected), 'In-progress leads', 'Interested leads', 'Converted leads', and 'Archived'. The 'Source' column shows 'Download eBook' for each lead. On the right, there's a 'Lead contact info' section with a note: 'Select a lead to review and manage or click Create Lead to manually add a new lead'.

How should you nurture your leads? Read this comprehensive article on [B2B Lead Generation](#) which gives you a deeper insight on how you can do so. Do also look out for my next article where I'll be exploring email sequencing for lead nurturing.



Conclusion

As a tool for generating leads, Facebook Lead Generation Ads offers a convenient and easy way to do so without the fuss of creating landing pages.

While you're likely to attract numerous leads (at a fairly low cost per lead) using Facebook Lead Ads, do note that you'll need a process of qualifying these raw leads and to nurture them through your funnel. Put them into your email sequencing process, and once they're fairly warmed up, you can consider sending them a sales offer or a deal.

Have you tried Facebook Lead Gen ads? How have your experience been like?

Need Help to Up Your Lead Generation Game?

Drop us an email or fill in your particulars in our [contact form here](#).

Our team of content strategists will be glad to help you craft impactful lead magnet and attractive ad copy and **our Facebook Ads specialists** will help you with the ad set-up and launch the ad for you.

You can learn more about us here: [Cooler Insights](#)



Are you ready for the leads to roll in?

Yes I Am!

