



Facebook **Lead** Ads

ABOUT JON

Hey, I'm Jon! It's possible you've been a long-time reader of mine. Or maybe this ebook is the first time you've been exposed to my content. Not knowing which you are, allow me to introduce myself!

I consider myself an "accidental marketer." I don't like to associate myself with the bulk of online marketing today. There is simply too much slime, greed and deception, and the stunning lack of substance bothers me.

Am I a marketer? I guess. I ultimately have a business to run and one of my goals is to attract more customers. So by definition, I am a marketer.

But I aim to do things differently. I challenge you to be more creative and transparent than the typical marketer. I challenge myself to do the same.

I'm a baseball fan and stats nerd, which is connected back to marketing in a logical way. I like to follow numbers — the right numbers — and meticulously measure, manage and split test.



Ultimately, I know that people buy from people, so I also do my best to show that I'm not just another faceless marketer scheming for money. My product may not be for you, and that's fine.

I live in Colorado with my wife and three boys in a quiet — but active — life. Our oldest son is a cancer survivor, which ultimately contributed significantly in guiding my path. It changed my perspective on what is and isn't important, and helped me understand that I want more time with my family and less time commuting through traffic.

One of the reasons I want control of my schedule is because I'm a baseball coach. After a nondescript baseball playing career into college, I have passed on the love of the game to my boys. I've coached them during the past 10 years, and I've even used what I've learned in marketing to start a team for our middle son.

My work history prior to my business goes back to a job I hated and a series of jobs I loved. I started as an insurance underwriter after completing a philosophy degree. And since I hated that job so much, I spent a lot of my time focusing on things I loved.

At the time, I was passionate about fantasy sports. So much so that I started my own site and was eventually hired by the National Basketball Association to oversee fantasy games. I did that for three seasons, leading development, promotion, content and a whole lot more (ask me about this experience — it was amazing!).

My business effectively started on August 19, 2011 when I was laid off for the second time in two and a half years (amazingly after leaving that awesome NBA job on my own free will). Understand that I had never built a business before. I didn't really know I was starting a business at all. I just knew what I did and didn't want.

I didn't know what I was doing. But I launched jonloomer.com on August 29, 2011 and just started writing. I made plenty of mistakes

along the way, but I learned from them and slowly discovered how to build a business by being thrown into the fire.

You probably know by now where my priorities are. I don't need to be rich and famous. I only want to be comfortable and create the structure that allows me to see my boys grow up from the front row.

So my business is built around scaling and helping as many people as possible. I don't take on clients as I firmly believe that the brand itself will always be more passionate and knowledgeable of their own brand than I will be. I instead create content that serves millions of people while creating private communities that cater to the most advanced.

I'm very careful with my time. So I write a single blog post per week and spend the rest of my business time working with the **Power Hitters Club**, my private community of nearly 500 advanced Facebook marketers.



The PHC consists of a private Facebook group of helpful and generous marketers who share stories and insights into what

they are doing. I also host a weekly webinar only for this group to keep them up-to-date on what is happening in the world of Facebook ads. And finally, I host a 90-minute online workshop only for PHC members every two months.

Would you be a good fit for the PHC? As someone who is reading this ebook, I'm guessing that to be the case. I'll even give you a special deal as my way of thanking you.

Month-to-month membership costs \$97 per month, which would be \$1,164 over the course of a year. But if you [click this link](#), you can buy an annual membership for only \$594 (that's nearly half off!).

Note that while annual membership is a better deal financially, annual members also get more benefits. They get access to replays for all of my prior workshops while month-to-month members only get access to the live events (and the replays for two weeks following each event).

[Go here](#) for more information or to join us. If you have questions, just [send us an email](#).

And maybe the PHC isn't for you. That's fine, too! Thanks for downloading this ebook!

ABOUT THIS EBOOK

This purpose of this ebook is to help Facebook marketers master the collection of leads with the help of Facebook ads. It is based on the virtual workshop under the same name that occurred on November 11 and 12 of 2015.

With the help of this ebook, you'll learn the following:

- I The Importance of Leads**
- II Collecting Leads without Lead Ads**
- III What Are Lead Ads?**
- IV How to Create Lead Ads**
- V How to Preview Lead Ads**
- VI How to Create Effective Lead Ads**
- VII How to Access the Leads**
- VIII Potential Problems with Lead Ads**
- IX What is Coming to Lead Ads?**
- X CRM Integration Solutions**
- XI Creating Custom Audiences**
- XII Creating a Funnel with Lead Ads**
- XIII Results of Lead Ads**

After reading this ebook, you will not only have a firm understanding of the value of collecting qualified leads efficiently, but a process for creating them yourself!

THE IMPORTANCE OF LEADS

A **lead** is contact information from a potential customer: Typically an email address or phone number. It tells you that a person is interested enough in your product or industry that they'll provide that private information.

Let's not underestimate the value of that contact information, both to the consumer and the marketer. The consumer doesn't want to be spammed or get unwanted phone calls. The marketer knows that an expected percentage of leads will become paying customers.

Businesses — particularly online businesses — live and die by their ability to attract qualified leads. Without them, you are little more than a telemarketer cold calling people — who have no knowledge of you or your product — on Facebook.

This approach is destined to fail eventually, even if it succeeds temporarily. Without qualified leads, you waste time and money hounding people who have very little chance of converting.

Collecting leads on Facebook could be as simple as a potential customer providing their contact information so that they can learn more about your product or service. They are then expecting an email or a call to help them decide whether or not to buy.

Or it could be less intentional. A marketer may create a lead magnet (a free offer of some kind like an ebook, video series or coupon) in exchange for an email address. By joining that email list, the consumer then falls into a sales funnel involving email messages and Facebook ads for the purpose of upselling or converting.

As any good marketer knows, the **quality and cost** of those leads can have significant impact on the value of these marketing efforts.

If the quality of the lead is low, a low percentage of leads will ultimately convert. Even if the quality is high, it's important that the cost to acquire them is reasonable considering the value of a conversion.

For example, let's assume a given method of lead generation results in a cost of \$10 per lead. Let's then assume that 10% of these leads end up buying a \$50 product. In this case, a marketer is spending \$100 to get a single \$50 sale, which would not seem to be smart business.

So what the marketer needs to do is either increase the quality (increase the conversion rate from 10% to 30%, for example) or decrease the cost (from \$10 to \$3) for this process to be worthwhile.

Most businesses need leads. A business that has a process in place to efficiently collect qualified leads that lead to sales is a giant leap ahead of the rest. This ebook is here to help you take that leap!

COLLECTING LEADS WITHOUT LEAD ADS

The traditional way of collecting leads with Facebook ads is pretty simple: Promote a link that sends users to a landing page. That landing page highlights the benefits of a product or lead magnet and includes a form to collect contact information (usually an email address).

This method is effective. I use it as a core strategy for building my email list.

However, sending users to a landing page to collect leads has some inherent weaknesses:

- 1. The user leaves Facebook.** Facebook is a place for more than a billion people to go every single day to read posts from family, friends and brands they love. Your ad interrupted that. And while you caught that user's attention, your ad sends them away from Facebook. Is that what they really want to do right now?
- 2. Time and effort to complete forms.** This may not seem like a big deal, but brands often ask for a lot of information. They ask for more information than they need. And we generally see that with each new field, users become less likely to complete the form.
- 3. Mobile friendliness.** Time and effort to complete forms is especially true from mobile devices. I know that I see

better click rates from mobile devices, but the user then becomes less likely to convert once sent to the landing page. It's more difficult to fumble with forms from a mobile device.

That aside, not all landing pages are mobile responsive. They aren't easy to read or visitors are required to scroll too much to get to the form. The user gets frustrated and abandons the page.

- 4. Load times.** This is another significant issue with sending users away from Facebook. It's been reported that the average load time from links shared on Facebook is eight seconds. That's a long time!

This is a big deal that can distort reporting. Facebook may tell you, for example, that your ad is getting a high number of clicks, but with a low conversion rate. One reason for that may be that a chunk of the people who clicked abandoned the process before even seeing the landing page!

These are all issues that are solved by Facebook lead ads.

WHAT ARE LEAD ADS?

Lead ads look like a typical link share ad on the surface. Here's an example of a lead ad that I created to promote my lead ads workshop...

On the surface, you'd think it's any other link ad. But if you click on the ad (thumbnail image, title, description or CTA button), the following form comes up...

Facebook automatically pre-fills this form with my first name, last name and email address associated with my Facebook profile. The user can edit any of those fields if they want.

So let's revisit the problems with collecting leads by sending users to an offsite landing page. Here are the advantages of using lead ads...



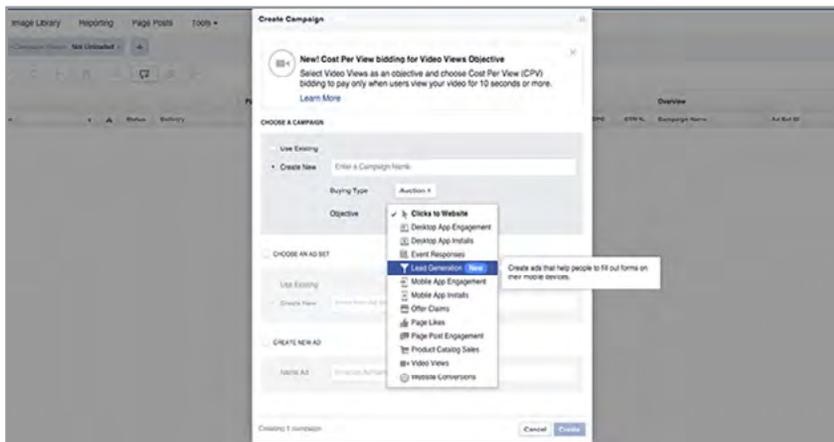
- 1. Don't leave Facebook.** If a user doesn't want to interrupt their news feed experience, that's fine! They stay where they are.
- 2. Auto-fill:** Limited time and effort to complete forms. Users no longer need to fumble through forms. Facebook auto-fills information (though you can also ask custom questions that won't be auto-filled). This significantly improves the user experience and increases the chances of a lead.
- 3. Mobile friendliness.** You no longer need to worry about the mobile friendliness of your website. Everything is completed within Facebook.
- 4. Load times are eliminated.** You won't lose leads now as they wait for your website to load. This continues a trend of Facebook looking to keep users on the platform, following the "Buy" button and Instant Articles.

All of these significantly improve the user experience, thereby increasing the potential for collecting a lead. It's good for users — and good for marketers!

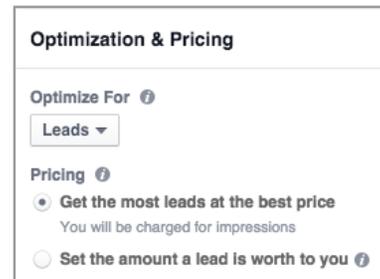
HOW TO CREATE LEAD ADS

Advertisers can create Facebook lead ads either through Power Editor or their [Facebook Marketing Partner](#). I'm going to step you through how it's done within Power Editor.

When creating a campaign within Power Editor, select the new "Lead Generation" objective.

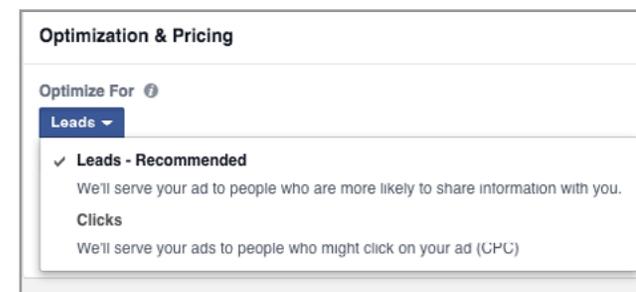


Within the ad set, you may notice that the only option is mobile. That's how lead ads were initially rolled out, but it is expanding to desktop (more on that later).



You will optimize for leads by default, with Facebook attempting to get you the most leads for the best price. You can also manually set the value of that lead.

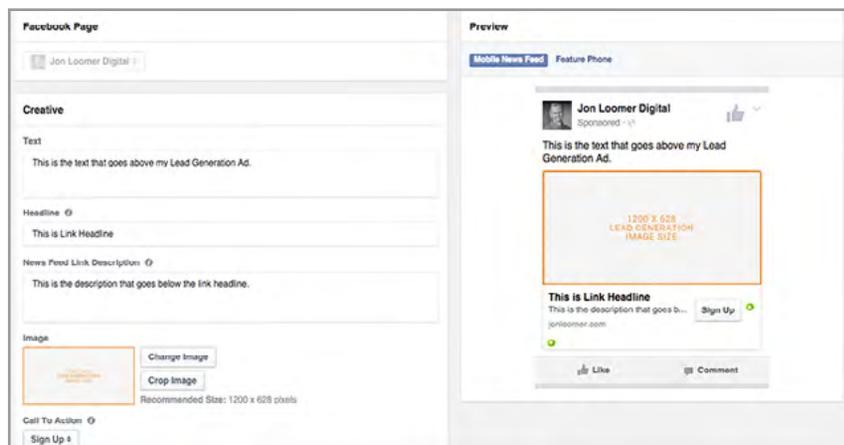
You also have the option of using CPC bidding.



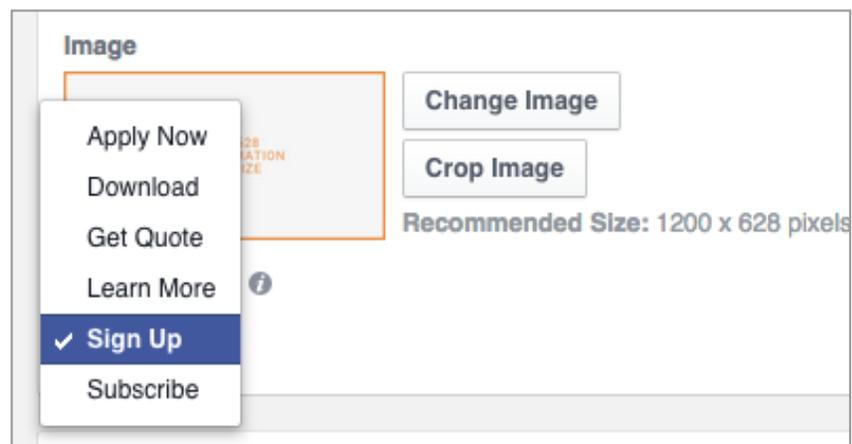
Much of the ad creation process is identical to what you would do when creating a typical link ad. You'll need to provide:

- Text that goes above the image
- Link description
- Link headline
- Image (1200×628 pixels)

Note that while Facebook will pull the headline, description and image from meta data for link ads, you'll need to provide those manually for lead ads.



You'll also need to select a CTA button.

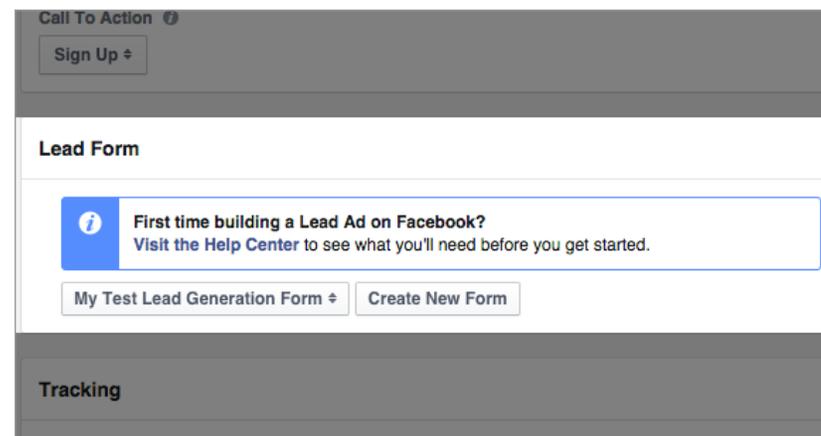


Advertisers have the following CTA options:

- Apply Now
- Download
- Get Quote
- Learn More
- Sign Up
- Subscribe

HOW TO CREATE A FACEBOOK LEAD FORM

Now you'll need to select or create a lead form. Further down the page during ad creation, you'll see this.



Click the button to create a new form. Then you'll get the following view...

The screenshot shows the 'Create Lead Ads Form' window. At the top, it says 'Create your lead generation form in 3 steps: 1. Select questions, 2. Add disclosures and links, 3. Review form.' Below this, there are two main sections: 'Name your form.' with a text input field containing 'My Test Lead Generation Form', and 'Choose a language for your form.' with a dropdown menu set to 'English (UK)'. At the bottom right, there are 'Cancel' and 'Next' buttons.

First name your language and click "Next."

The screenshot shows the 'Create Lead Ads Form' window at the 'What information would you like to ask for?' step. Under 'User Information', 'Email' and 'Full name' are selected with checkmarks. A 'Show more options' link is visible below. At the bottom, there is a dashed box containing the text 'In addition to user information, you can add up to 3 questions or add an existing question.' and a '+ Add a question' button.

By default, Facebook will request Email and Full Name, but click the link to show more options.

The screenshot shows the 'Create Lead Ads Form' window at the 'What information would you like to ask for?' step. It displays various question categories: 'User Information' (Email, Full name), 'Fewer options' (Contact Fields: First Name, Last Name, Street address, City, Province, Zip code; Phone number, State, Post code), 'Demographic Questions' (Date of birth, Gender, Relationship status, Company name, Marital status, Military status), and 'Work information' (Job title, Work phone number, Work email). At the bottom, there is a '+ Add a question' button.

Now a world of options will be opened up to you based on name, address, phone number, demographic information and work questions. All of this information, if requested, would be pulled from the user's profile!

You can also add a custom question. Click "Add a question" at the bottom.

The screenshot shows the 'Create Lead Ads Form' window with the 'Additional Questions (up to 3)' section expanded. It lists various question categories: 'Automotive' (Car make, Car model, Trim, Year of make, Car desirability), 'Education' (Interested field of study, Highest level of education, When do you plan to enroll, Course of interest, Campus location, What degree are you interested in), and 'Commerce' (How often do you want to hear from us, Select a category, Size of company). At the bottom, there is a '+ Add a question' button.

Facebook brings up requests based on automotive, education, e-commerce, B2B, professional services, health insurance, auto insurance, need help and purchase intent. For each of these, Facebook will request information (like "Choose a car brand") and you can enter potential responses that a user can select from.

Here are all of the options...

Automotive:

- Car make
- Car model
- Trim
- Year of make
- Car dealership

Education:

- Interested field of study
- Current field of study
- Highest level of education
- When do you plan to enroll?
- Course of interest
- Campus location
- What degree are you interested in

Ecommerce:

- How often do you want to hear from us
- Select a category

B2B:

- Size of company
- Size of sales team
- Primary trade
- Professional Services:
- Type of legal service

Health Insurance:

- Health insurance coverage status

Auto Insurance:

- Annual mileage

Need Help:

- Need help
- What are you looking for
- What is the problem
- Select services
- Purchase Intent:
- Time to purchase
- Time to join
- Size of budget
- Waitlist

You can also choose to create up to three custom questions from scratch by clicking “Add Custom Question” at the top right.

Create Lead Ads Form

What information would you like to ask for?

Custom Question ✕

Question 9

Do you want to answer my custom question?

Answers

Press enter after each answer or enter a comma separated list of values. For open-ended questions, leave the answer field blank.

Custom Question ✕

Question 103

What do you like most?

Answers

Red, Blue, Green

Press enter after each answer or enter a comma separated list of values. For open-ended questions, leave the answer field blank.

Additional Questions (up to 3) >

Add Custom Question

Automotive

- Car make
- Car model
- Year
- Year of make
- Car dealership

Education

- Interested field of study
- Current field of study
- Highest level of education
- When do you plan to enroll
- Course of interest
- Campus location
- What degree are you interested in

E-commerce

- How often do you want to hear from us
- Select a category

029

- Size of company

Back Cancel **Next**

You can either leave the answer open ended or provide options the user can select from.

When you’re ready, click “Next” and you’ll be taken to the privacy policy and disclaimer view.

Create Lead Ads Form ✕

Add Privacy Policy and Disclaimer

Business Privacy Policy

Your privacy policy link will appear with Facebook's default privacy disclaimer.

By submitting your info, you agree to send it to Jon Loomer Digital who will process and use it according to their privacy policy. View Jon Loomer Digital's Privacy Policy

Optional Disclaimers

You are responsible for compliance with local law including the collection and use of phone numbers in your marketing activities. The form below may be used to provide any notice and consent disclaimers as required by applicable law.

Provide a link to your privacy policy. If you don’t have one, you need one on your site before getting your form and ad approved. You may want to try the [Auto Terms of Service and Privacy Policy WordPress plugin](#).

If there are any disclaimers you want to add, enter them here. Otherwise, leave it blank and click “Next.”

Create Lead Ads Form ✕

Add a Link to Your Website

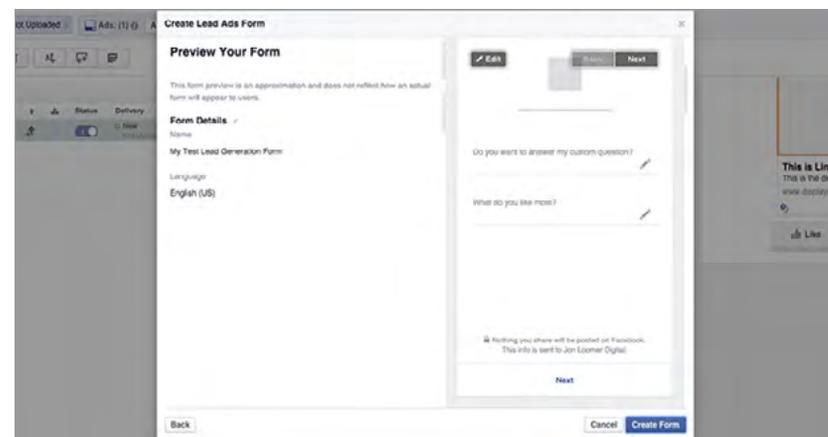
Once a person has completed your form, you can prompt them to visit your site.

Finally, add a link to your website. After the user has submitted your form, they will be given a link they can click.

While it would make sense for this to be a link to the success page on your site, Facebook doesn't allow you to customize your text for the CTA. So doing so may be confusing.

After adding the link, you'll be prompted to preview your form.

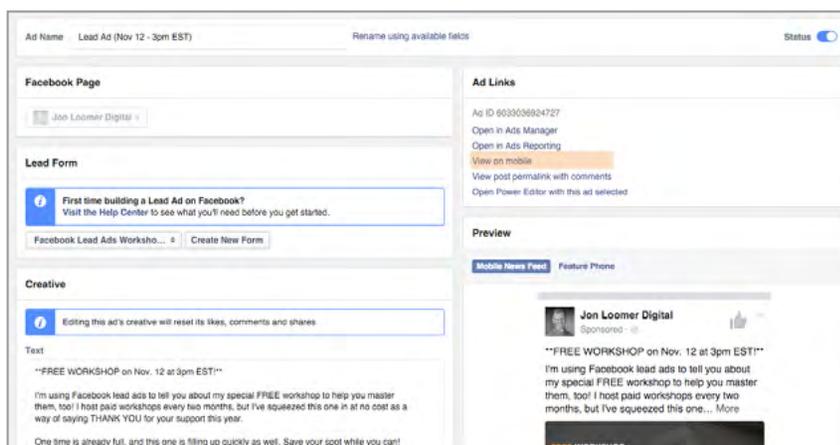
Are you ready? You're done! Just click "Create Form."



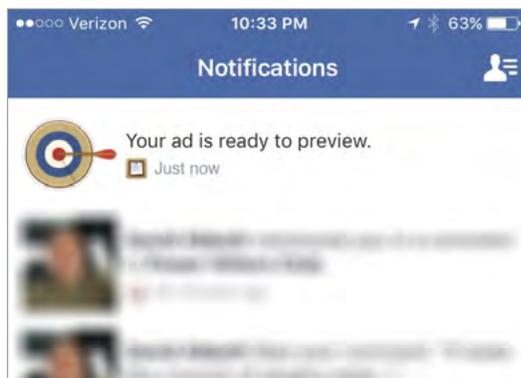
HOW TO PREVIEW LEAD ADS

If you want to preview your lead ad, take the following steps...

First, click the “View on mobile” link when viewing the ad in Power Editor.



You will then receive a notification within your Facebook mobile app that your ad is ready to be previewed. Click that!



You then get to see what your ad looks like to targeted users.



Click the image or CTA button and you'll see the lead form.

HOW TO CREATE EFFECTIVE LEAD ADS

Understand that creating a lead ad that looks exactly like a standard link share ad that sends users to a landing page is probably not a good idea. As discussed earlier, it may cost double to reach those people, so the mere presence of the lead form would need to result in at least double the conversion rate.

The truth is that this is unlikely to happen. Let's focus on a few primary requirements for creating effective lead ads...

BE DESCRIPTIVE!

Let's think about this for a minute. When you run a typical link share ad to a landing page, you can be cryptic. You can tease. Because when they click the link, they'll get more information on the landing page.

That's not the case with a link share ad. If you get cute with the copy here and a user clicks the link, they'll immediately be shown a lead form. And considering they'll get that form before they know what they're opting in for, you can't expect it to work!

So your job is to execute — clearly and succinctly — the message you would otherwise be giving on the landing page, but within the ad itself.

Leave out the fluff. Include the major points in the first few sentences so that the important details aren't buried under a "read more" link. And make sure both the link title and description provide extra clarity.

DON'T GET GREEDY!

Lead ads make the process of collecting info much easier, so should you alter the amount of information you request? That's dangerous!

As we know, each additional field will lower your odds of getting a conversion. Even if Facebook prefills the information, make sure that you are only requesting information that is absolutely required.

TARGET PROPERLY!

Look, this applies to any ads. But let's not assume that running lead ads is magical and suddenly makes any campaign effective.

Whenever requesting contact information, target people most closely connected to you first — like website visitors. And you may want to target those people who previously visited the landing page for this lead magnet but didn't convert. Even let them know how easy this method is.

EXCLUDE THOSE WHO CONVERTED!

I hope you always do this, but it may be easy to forget when running lead ads.

The beauty of lead ads is that they should solve the low percentage match-up problem of email addresses in custom audiences. Typically, you can expect around half of the email addresses in a custom audience to match up to email addresses within Facebook profiles.

As a result, email custom audiences often come with headaches. You may be trying to exclude someone who already converted, but you continue to waste money on them because they provided an email address not associated with their profile.

With lead ads, this is far less likely to happen. Facebook pre-fills the email address associated with their profile, so the match-up rate should be significantly higher. As a result, you should be much more successful at excluding those who already converted.

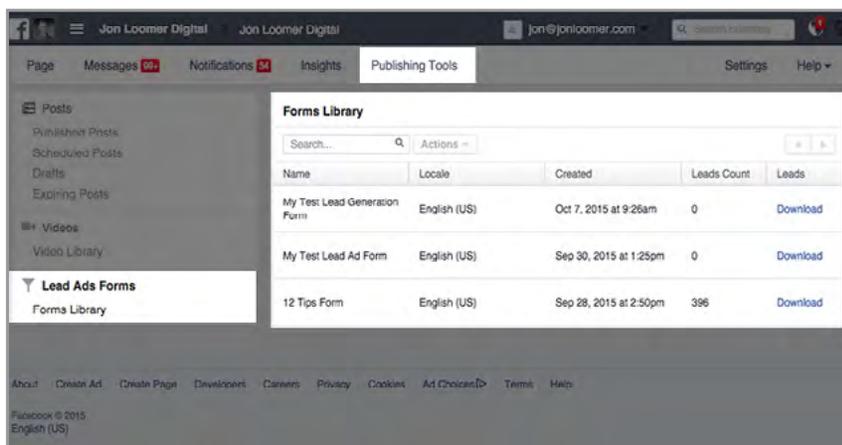
HOW TO ACCESS THE LEADS

Once your lead ad starts running, the primary question from marketers has been, “Where do my leads go?” While it would be nice if these leads were automatically sent to your CRM (we’ll get to solutions on that in a minute), you have to collect them manually via a CSV file.

Go to your page and click “Publishing Tools” at the top right and then “Lead Ads Forms” on the left.

You should then see a list of your active forms. Click the “Download” link to export your new contacts. You’ll then need to manually import them into your CRM.

If you’re doing this as a manual process, I strongly recommend that you export and upload at least once per day — particularly if users are expecting an immediate response.



Note that this is only available to the page admin, and you won’t see this if you haven’t created any lead forms.

POTENTIAL PROBLEMS WITH LEAD ADS

As much as I love lead ads, there are some potential problems — either real or expected based on this new format. Let's take a closer look...

Lead quality. This has not proven to be a problem, but we'd be foolish not to consider the possibility. First of all, we can assume that most users submit the lead ad form based on the prefilled information pulled from their Facebook profiles. Is that information up-to-date? Are these primary email addresses?

Second, is it possible for this process to be too easy? A lead is submitted with two easy clicks, no typing necessary. This undoubtedly makes it more likely that some will submit information by mistake — or they'll simply forget doing it in the first place.

By not going to your website, their only exposure to you may be the lead ad. Will they recognize you when they get your email? Will they assume your message is spam?

Mobile only. Facebook released the lead ad format for mobile devices only. While it's understandable that mobile would be a

priority given the problems this format solves for mobile users, it seems a bit silly that it isn't available on desktops.

Of course, that will soon change (if it hasn't by the time you read this). We'll get to that later in this ebook.

No website traffic. This is a tough one for me. The most valuable audience you can target — I've seen it again and again — is my website visitors. This audience exists because of a Facebook pixel on my site that builds audiences as I drive people there.

But lead ads skip sending people to my website. So — at least for now — I can't create an audience of people who clicked the link but didn't convert, for example. Of course, everyone who subscribes will be added to a custom audience, however.

Costs? It's still early — and a limited sample size — but I've seen that the CPM (Cost Per 1,000 Impressions) is nearly double to run lead ads compared to driving to a landing page. In other words, it costs nearly twice as much simply to reach people with a lead ad.

Does this mean lead ads are more expensive? Absolutely not. But it means that your lead ads better be at least twice as effective or it will be cost prohibitive to run them.

Unable to edit forms. This doesn't impact the performance of lead ads, but it is a minor annoyance. If you create a form and decide later to make a change, you can't (at least right now).

No native CRM integration. This is a big issue. Leads collected with lead ads are sent to a CSV file that Facebook keeps for you. In other words, you need to manually check that CSV for new leads on a regular basis.

What this means is that you need to regularly go into your page to download the CSV, put the new data into a file in the proper format and then upload it to your CRM (like Infusionsoft or MailChimp, for example).

Without a solution, the lack of CRM integration could completely eliminate any upside with lead ads. People typically expect to hear back immediately when they subscribe to something. So if it takes you 24 hours or more (or even less) to respond, it could make for an awful user experience.

WHAT IS COMING TO LEAD ADS?

Depending on when you read this, the following updates may have already arrived to lead ads.

Desktop placement. Well, this is good news! Lead ads were rolled out with the focus of improving conversion rates from mobile devices. So it's logical that Facebook started there, but it remained disappointing that they couldn't be used for desktops, too.

If you aren't currently able to reach desktop users with lead ads, just know that this is coming. In the meantime, consider running typical ads driving users to a landing page when reaching desktops.

Video lead ads. Currently, you can add a call-to-action button within video ads. What this means is that after a user watches a video, you can instruct them to click a related link that drives them to a page on your website.

While it was a nice addition, the truth is they weren't incredibly effective. While the video received lots of views, there weren't enough clicks of the link to result in many conversions (in general).

But being able to include a lead form instead of sending users to a landing page does change things. The conversion rate should increase, thereby making them more effective.

Lead forms in carousel ads. Carousel ads — which allow advertisers to include multiple linked images within the same ad — are incredibly effective. They multiply the opportunities to drive traffic by including multiple links and images to pick from.

Carousel ads are great for driving traffic — and even for conversions. But what if you could increase the conversion rate by keeping users on Facebook when they click a link?

Well, that is coming to carousel ads, thanks to lead forms. Now when users click those image links, you'll have the option of having a pre-filled Facebook form pop up!

CRM integration. Here we go! So as we discussed earlier, a major flaw in lead ads is that the process of collecting the leads and sending them to your CRM has been manual.

The bad news is that Facebook doesn't provide a native solution for this. However, they have provided CRM integration within their API, meaning that approved third party developers can create those solutions.

As of publication of this ebook, there are a few options right now, but there are bound to be many more in the future.

CRM INTEGRATION SOLUTIONS

As great as lead ads are, there is one major flaw and annoyance: Without a third party tool, the advertiser collects the user data manually.

Luckily, Facebook has made CRM integration available through the advertising API. As a result, several smart developers are releasing products that help automate the integration between lead ad and CRM.

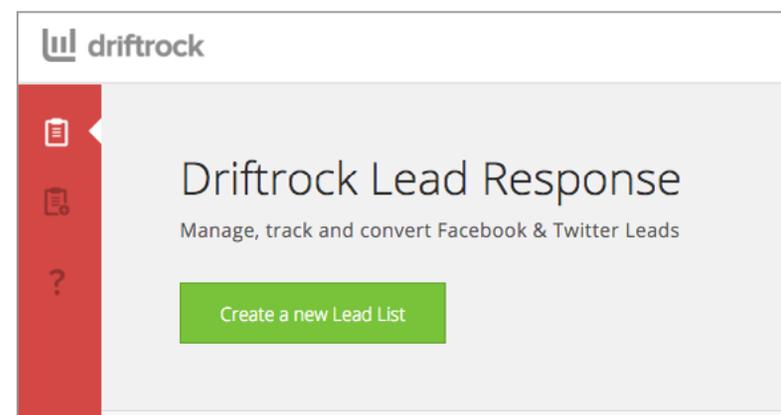
I am using one of those solutions, [DriftRock Lead Response](#) (aff. link). While the tool isn't for everyone (I'll get to that later), it's made my life a whole lot easier.

Other solutions undoubtedly exist or are coming. I know that SyncSumo (aff. link) has offered a more cost effective option for the smaller advertiser.

But this post is going to focus on the one tool that I've used and I know works well: [DriftRock Lead Response](#). The following is an overview of precisely how it works and how I've been using it.

1. Create a New Lead List

First, click the green "Create a new Lead List" button...



Now name this list. It should be descriptive so that you know what it is. It should be related to the form or list that you are integrating within your CRM.

Make sure to click the "Facebook lead ads" radio button and then click "Next."

2. Select Your Lead Form

Select your page at that top. Then select the form you previously created, presumably through Power Editor.

DriftRock Lead Response also offers the ability to create a new form from their tool.

Once you're done, click "Next."

3. Send an Auto Responder.

This part is pretty smart.

The truth is that there are limitless CRM tools. DriftRock Lead Response doesn't integrate with all of them (but let them know if

they don't integrate with your CRM, and they may add it to the list!)

If the tool doesn't currently integrate with your CRM, it can still save you time. You can have DriftRock send an auto-responder email from the email address of your choosing.

Why would this be valuable? Well, without it you are exporting from Facebook and importing into your CRM multiple times per day. But with this option, you can have DriftRock send the message you'd otherwise be sending anyway immediately upon opting in.

That gives you time to export and import that you otherwise wouldn't have.

Even if Lead Response does integrate with your CRM, this may be necessary. When someone completes my Infusionsoft form, they are sent an auto-responder from Infusionsoft. However, if someone is added to my Infusionsoft list via a Facebook lead ad, that step would be skipped. It's an example of how using this feature can be useful.

If you want DriftRock Lead Response to send an auto response, simply select the "Yes" radio button and select an email template style.

driftrock

Select the Facebook Lead Form that you will use.

1 2 3 4 ✓

Facebook page
Select the Facebook page:
Jon Loomer Digital

Facebook lead form
Select the Facebook lead form that you want to connect to this lead id:
My Test Lead Ad Form

Create new form

Back Cancel Save and quit Next

Then enter the subject, reply-to name and reply-to email address. You can then provide a header image before inserting the email copy.

driftrock

Subject: e.g. Thank you for signing up for our newsletter!

Reply-to name: Jon Loomer Digital

Reply-to email: e.g. support@yourcompany.com

Upload

620x150

Paragraph • B I U E A L

This way, anyone who opts in will get an email from you!

4. Integrate With Your CRM

Of course, if DriftRock Lead Response does integrate with your CRM, there's little need to have them send the email for you. That would be taken care of from the CRM side.

First, you can choose whether to have notifications sent to you upon receiving new leads.

driftrock

Set notifications

1 2 3 4 ✓

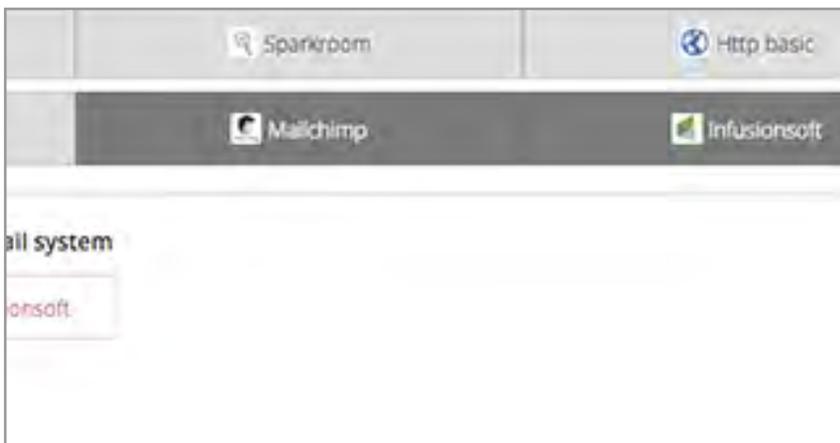
Where do you want the leads to go?
You can download your leads as a CSV, or alternatively:

Send notifications for new leads?
(send password-protected notifications to your team for new leads)

Yes No

This might be good for low volume, high value leads. But otherwise, it could just be annoying!

If you want to sync with your CRM, select "Yes" next to "Automatically send my leads to my CRM/email system?"

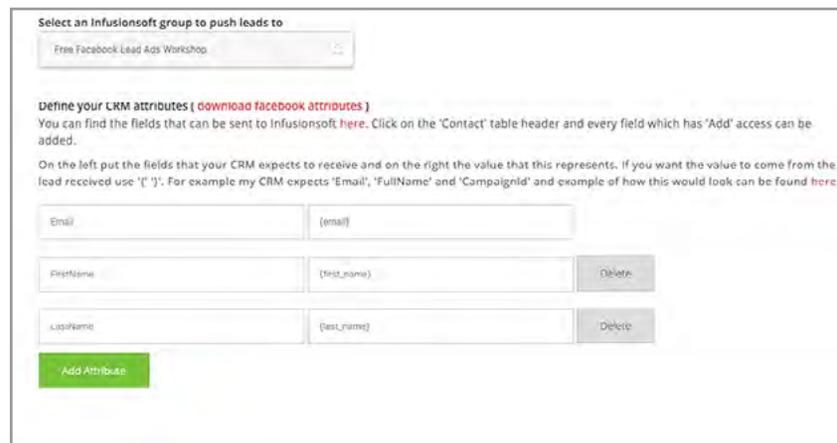


As you can see, DriftRock Lead Response currently syncs with the following:

- Intercom
- Sparkroom
- Http basic
- Klavlyo
- Mailchimp
- Infusionsoft

I've synced successfully with both Mailchimp and Infusionsoft.

Select a group, tag or list that these leads should be added to and then define your CRM attributes...

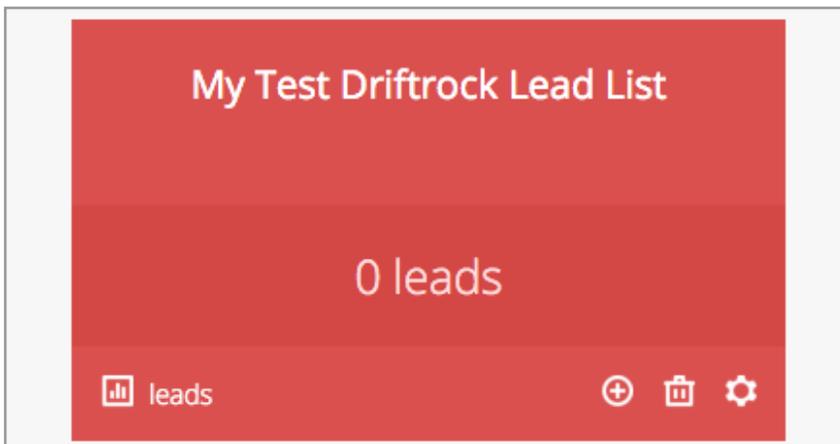


This part was a bit confusing to me at first, and I assume that DriftRock will simplify the process in the future. But on the left side is what your CRM (in this case, Infusionsoft) expects for their columns while on the right are the columns from the Facebook export.

5. View Your Leads

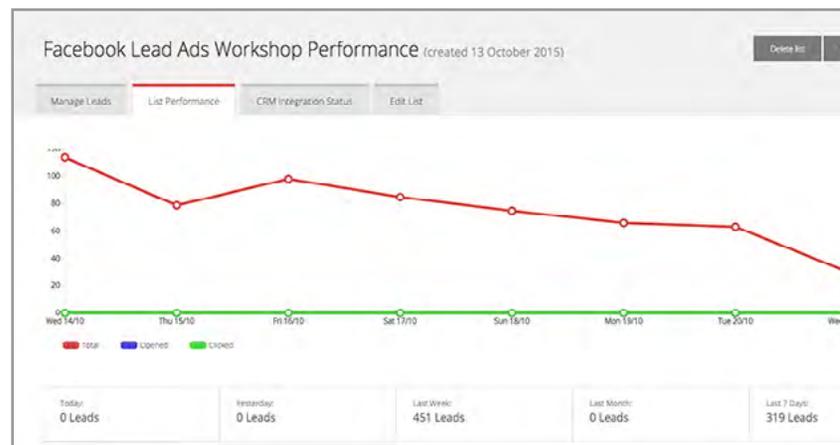
These leads will sync throughout the day. To check on them, click the gear icon for your list on the dashboard...

You'll then see a list of your leads. If they have synced properly, they'll all have a checkmark to the left of them like in the screenshot below...



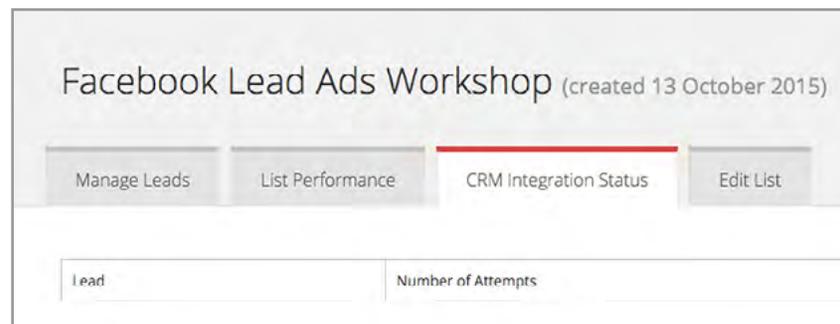
If there were any errors, there would be an (!) by them. By hovering over that icon, you will get details about the error.

Click the “List Performance” tab to get information on how many leads you are adding by day...



Finally, if you click on “CRM Integration Status” you’ll see if there are any issues with the syncing...

Date (UTC)	Name	Screen name	Email	Allgroup	Created time	Facebook lead	First name	Is topic compliant	Last name	Topic disclosure
16/10/2015	Zur				2015-10-21T11:00:18-0000		Zur	False		
14/10/2015	Sergu				2015-10-21T11:50:06-0000		Sergu	False		
14/10/2015	Acornia				2015-10-21T11:34:44-0000		Acornia	True		
14/10/2015	Lee				2015-10-21T14:27:30-0000		Lee	False		
14/10/2015	Eugene				2015-10-21T14:14:15-0000		Eugene	False		
14/10/2015	John				2015-10-21T13:53:03-0000		John	False		
13/10/2015	Jennifer				2015-10-21T13:03:02-0000		Jennifer	False		
12/10/2015	Brad				2015-10-21T12:43:24-0000		Brad	False		
12/10/2015	Oliver				2015-10-21T11:53:19-0000		Oliver	False		
11/10/2015	Deana				2015-10-21T11:46:19-0000		Deana	False		
11/10/2015	Somona				2015-10-21T11:18:19-0000		Somona	True		
10/10/2015	Shrikanth				2015-10-21T10:52:54-0000		Shrikanth	False		
09/10/2015	Manglan				2015-10-21T10:21:08-0000		Manglan	True		
09/10/2015	John				2015-10-21T10:07:07-0000		John	True		
09/10/2015	AKH RAJ				2015-10-21T08:52:48-0000		AKH RAJ	False		
08/10/2015	Nave				2015-10-21T08:32:39-0000		Nave	False		



If it's blank, you should be fine!

PRICING

This will be an issue for the smaller advertisers. DriftRock Lead Response's monthly subscription fee is 5% of your lead ad campaigns, but with a \$250 minimum.

Clearly, that doesn't make much sense if you're only spending \$250 per month on lead ads. But if you're spending even a few thousand, it's absolutely worthwhile. It saves time and energy, and it makes the entire process much smoother for the user as well.

If this price is a problem, there are bound to be other options soon (if not already). I know that [SyncSumo](#) in particular offers options for smaller advertisers.

One reason I love DriftRock, though, is that they have a suite of products. In particular, I use this along with [DriftRock Flow](#) (aff. link) to sync my email Custom Audiences to Infusionsoft.

If you think that you're a good fit for DriftRock Lead Response, [go here to learn more or sign up for a demo](#). They'll even give you a discount if you use my link!

CREATING CUSTOM AUDIENCES

This is something that I can't skip because I know that it's confusing.

These leads are valuable for many reasons. But one nice thing, as discussed earlier, is that the email addresses provided in lead forms will match up at close to a 100% rate to email addresses in profiles.

That's valuable for creating Custom Audiences. When typically uploading an email list to create a Custom Audience, those addresses will match up with profiles at only about a 50% rate. That creates some frustration for targeting and exclusion purposes.

With lead ads, creation of Custom Audiences is a multi-step process. Let me explain how I do it...

1. Sync leads with my CRM using DriftRock Lead Response. I wrote about how I did this in the last section. But when someone submits their contact information through a lead ad, it's automatically synced to my CRM

(Infusionsoft) thanks to [DriftRock Lead Response](#).

Of course, you could use any other tool or manually import emails on a regular basis to your list as well.

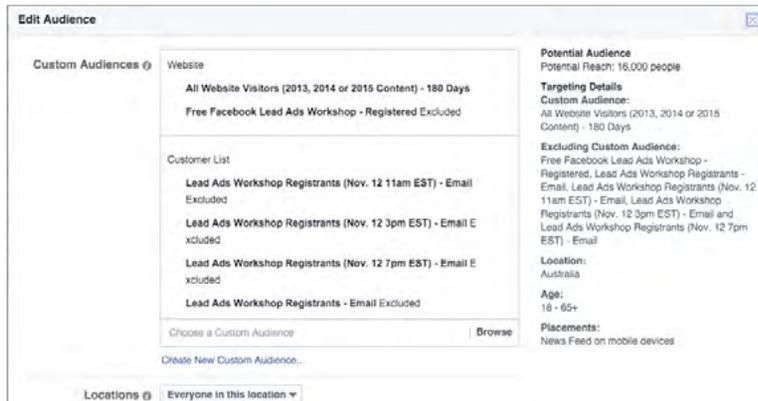
2. Sync that email list to my Custom Audience using DriftRock Flow. Having those email addresses immediately added to your list isn't enough, however. We want to target and exclude people who converted, and that won't happen until they are added to a Custom Audience.

Yes, you could manually update your Custom Audience on a regular basis. Again, though, that's a pain!

That's why I use [DriftRock Flow](#). It syncs ALL of my email Custom Audiences every three hours (not just from my lead ads).

Thanks to this process, I always have a current Custom Audience to both target and exclude! And when running lead ads, it's certainly important to exclude those who have already converted so that you don't waste money on them.

Here's an example of the targeting and exclusions I used for my lead ads workshop promotion...



You'll notice that I did the following:

3. Targeting my website visitors from the past 180 days
4. Excluded those who visited the thank you page following registering on my site
5. Excluded those who are in the email Custom Audiences for any of the four workshops

This way, I can be confident I exclude everyone who needs to be excluded!

CREATING A FUNNEL WITH LEAD ADS

It's important to have an effective funnel in place. A funnel essentially guides leads from "prospect" to "paying customer."

I wanted to put together a basic funnel that you could apply. While this was created with the intention of applying it to lead ads, you'll quickly discover it can be applied for just about anything.

Understand that you can run these steps concurrently. You don't need to wait for step 1 to be done prior to starting step 2. Just know that budget will need to be shifted based on size of each audience.

1. Drive traffic to build your website custom audience.

Please don't skip this step. Dedicate budget to simply driving traffic.

This sounds crazy to old school marketers. You aren't necessarily making money directly off of these ads. But that doesn't matter. You're playing the long game.

Create useful, helpful content that solves the problems of your target audience and is related to your product or service. No strings attached.

Share and promote this content to your website visitors, email list, fans, interests and lookalike audiences. Your end goal is to build that website custom audience to be as large as possible.

Why? Because your website visitors are much more likely to eventually opt-in or buy from you than people who don't know you.

Of course, for this to work, you need to have a pixel on your site. Make sure to read this guide on website custom audiences.

- 2.** Target your website custom audience with a lead ad. Now that people have visited your website, target them with an offer of some kind using lead ads!

Again, your website visitors are much more likely to actually opt in. They've been to your site before. They know you provide value. They trust you.

3. Create an email funnel that sends messages to those opting in. When people opt-in to that offer, make sure you have an email funnel in place!

If it's an ebook, the content of that ebook should be related in some way to your paid product. Offer a special discount for this audience to buy that product.

4. Run Facebook ads to those who have subscribed to your lead ad offer. The messaging here should be similar to what you are sending via email.

You are offering a special deal to people for a product closely related to a free item they requested.

5. Run a different ad every couple of days to fresh audiences. This is a bit more advanced, but consider segmenting your email list or website custom audiences based on duration.

The reason for this is that it allows you to keep the audiences seeing your ads fresh and it limits waste. Here's how it works...

First, create custom audiences for people who have opted in during the past two days, three to four days, five to six days and seven to eight days.

Then create a different ad for each group, focusing on a different benefit.

What this accomplishes is that you will only target a user for eight days. They will see a different ad and benefit every two days. If they aren't convinced after eight days, they fall out of the targeting.

RESULTS OF LEAD ADS

Understand that lead ads are still new. I've been using them since they were first available at a test level. I've spend several thousand dollars and acquired thousands of leads. So while my sample size may be small, there's enough to work with here.

Following are a couple of ways I've used lead ads and the results...

1. Promoting my 12 Tips ebook. This is an ebook that I first published in February. It's been extremely popular, but I've been promoting it for more than nine months.

Once I started using lead ads to promote it, I continued running the standard link share ads as well. Here is the comparison...

Lead Ads: \$.57 per lead

Link Ads: \$1.13 per conversion

I find the \$.57 cost to be pretty amazing considering how

long I've been promoting this ebook. I was targeting the same audience that I've been going after during the past nine months (website custom audience).

So while the cost for the lead was cut in half, you may be interested to know that it cost more than four times as much simply to reach them.

Here is the CPM for each...

Lead Ads: \$3.19

Link Ads: \$.77

Considering it cost four times as much to reach people with lead ads, this shows just how incredibly effective they were since the cost of the lead was half as much as the link ad.

2. Promoting my free lead ads workshop. The difference here wasn't quite as great, but it still favored the lead ads

Lead Ads: \$.7

Link Ads: \$.8

In this case, the CPM for lead ads was about double that of link ads

Lead Ads: \$6.7

Link Ads: \$3.4

So again, those lead ads needed to be twice as effective to still be cheaper than the link ads

I did find that the lead ads were even more effective early. Here are the cost per lead stats after a single week

Lead Ads: \$.3

Link Ads: \$.5

When they started, the lead ads were generating leads between \$.20 and \$.25.

My theory on the rapid increase in cost for lead ads in this second example is due to a combination of budget and volume.

You see, I spent \$50-100 per day targeting the same website custom audience. Every time someone registered, it removed a prospect.

As that pool of prospects decreased, costs increased — but they increased more than normal because CPM is so much higher.

That's my theory, at least. But either way, the costs remained lower for lead ads!



THANK YOU!

Thank you so much for downloading and reading this ebook. I hope it was helpful for you as you decide whether lead ads are right for you.

If you have any questions, feel free to send them in to any of the following places:

info@jonloomer.com

[@jonloomer](https://twitter.com/jonloomer) on Twitter

my Facebook page at <http://facebook.com/jonloomerdigital>

And of course, I'd love to have you in the Power Hitters Club if you aren't there already!

Until next time... do awesome things!

I'm out...

Cheers,

Jon