

Paid Social Media

*Using Meta (Facebook)
Lead Generation Ads
to grow your business*

Jordan Munton

February 2022



Introductions

Jordan Munton

Paid Media Account Manager



About Anicca

2007

Est

27

Crew

45+

Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

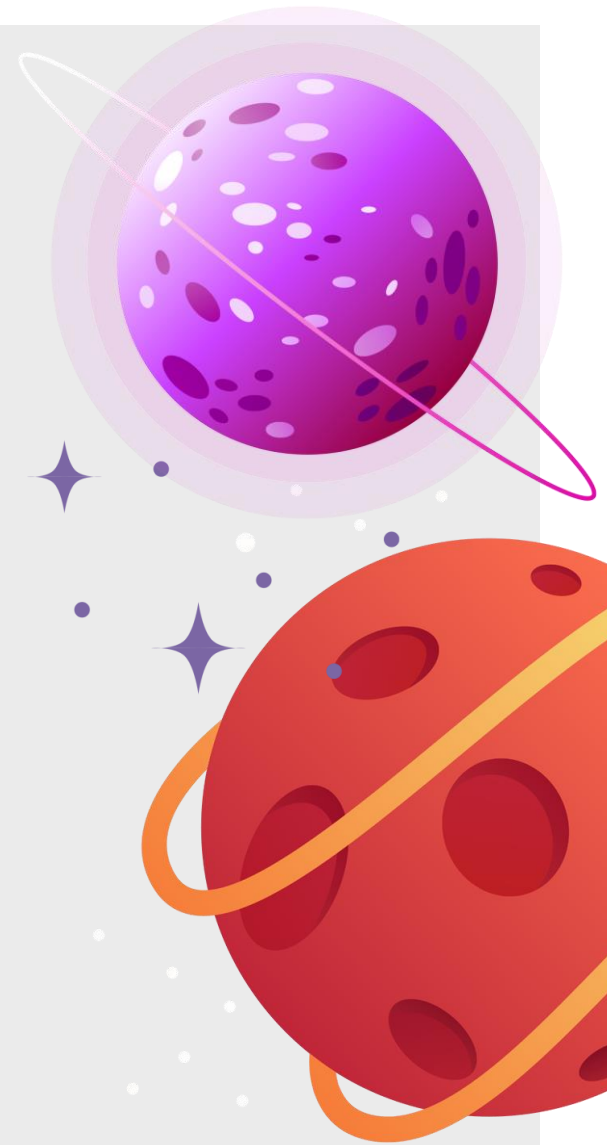
Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?

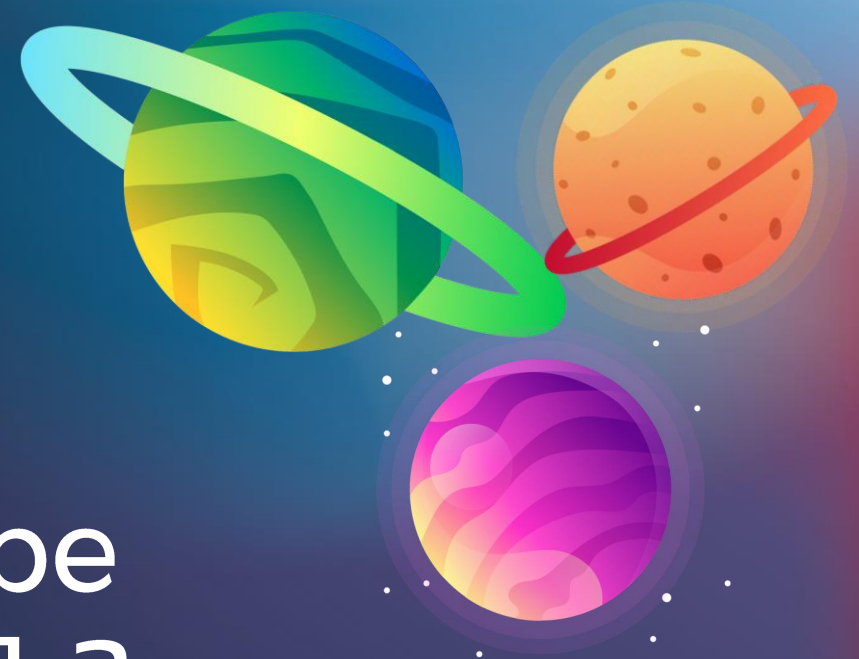
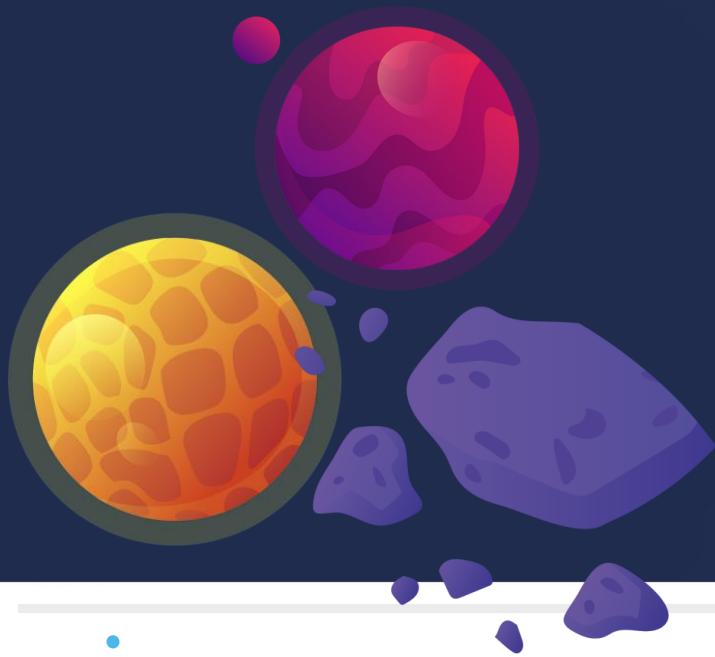


Agenda

- Why should I be using Facebook Ads?
- Campaign structure
- On-Facebook Lead Generation ads
- Instant forms
- Automated chat
- Calls
- How to access your leads
- What we've learnt
- IOS 14.5 - impact and workarounds



Why should I be
using Facebook?



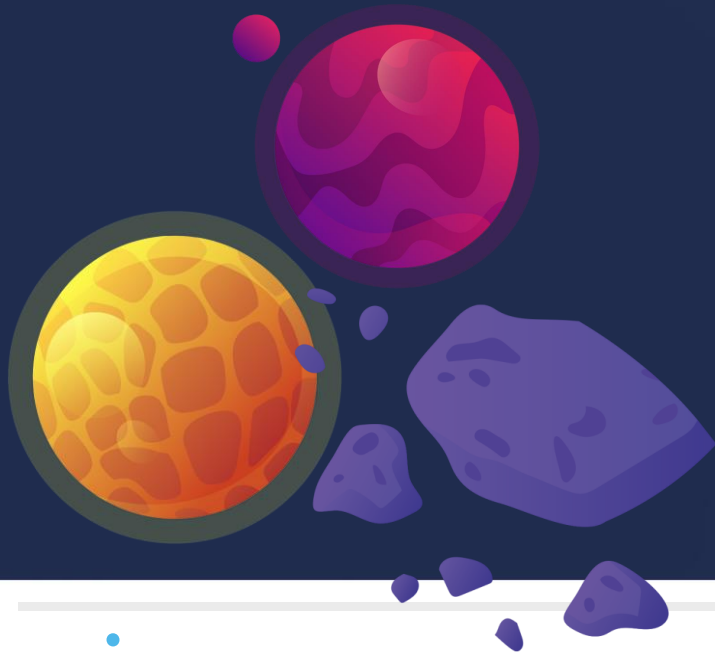
Why should I be using Facebook?

- As of July 2021, there were **51.15 million** Facebook users in the UK, an increase of 2.62 million more when compared to July 2020.
- As of January 22, the platform had a **64%** market share of UK social media use, more than 4 X's that of Twitter.
- 25 to 34 years make up the largest group of Facebook users by age
- Those aged 13 to 17 made up the smallest group of users (4%)

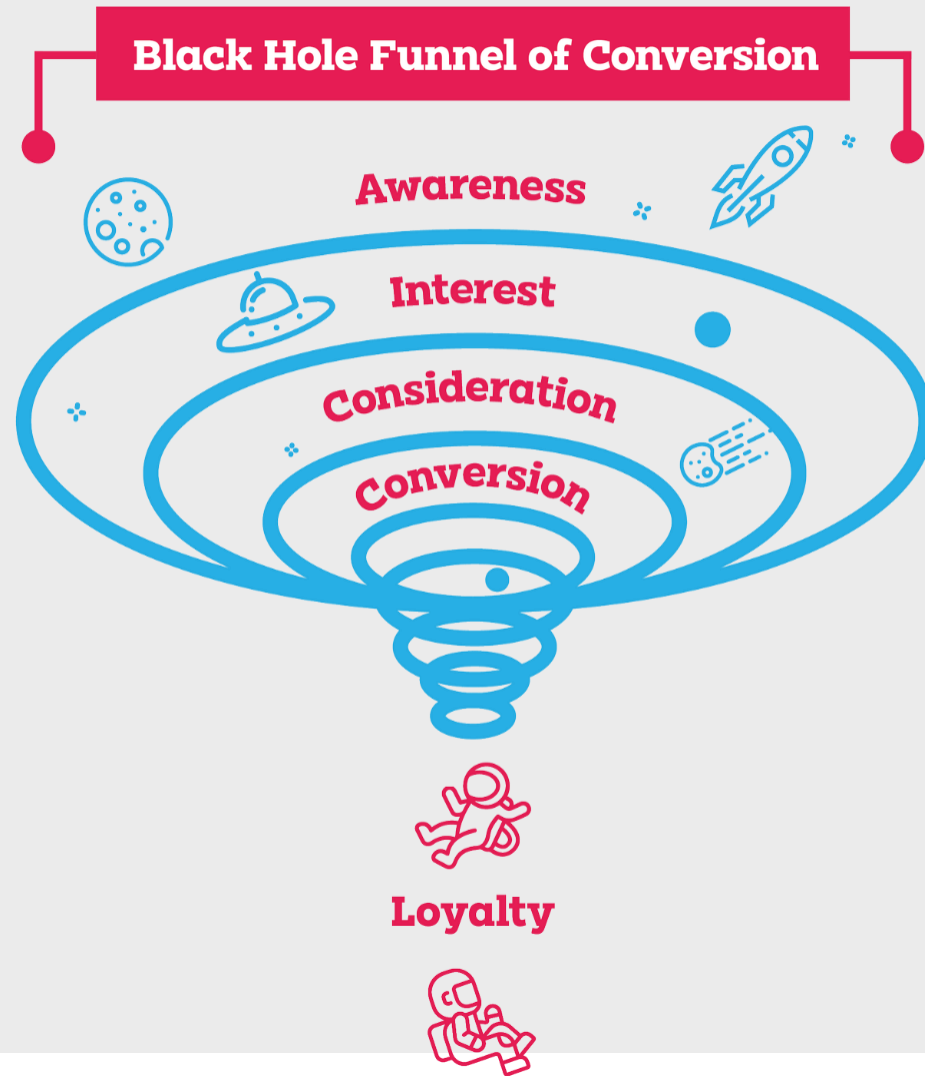


Campaign Structure

Basics



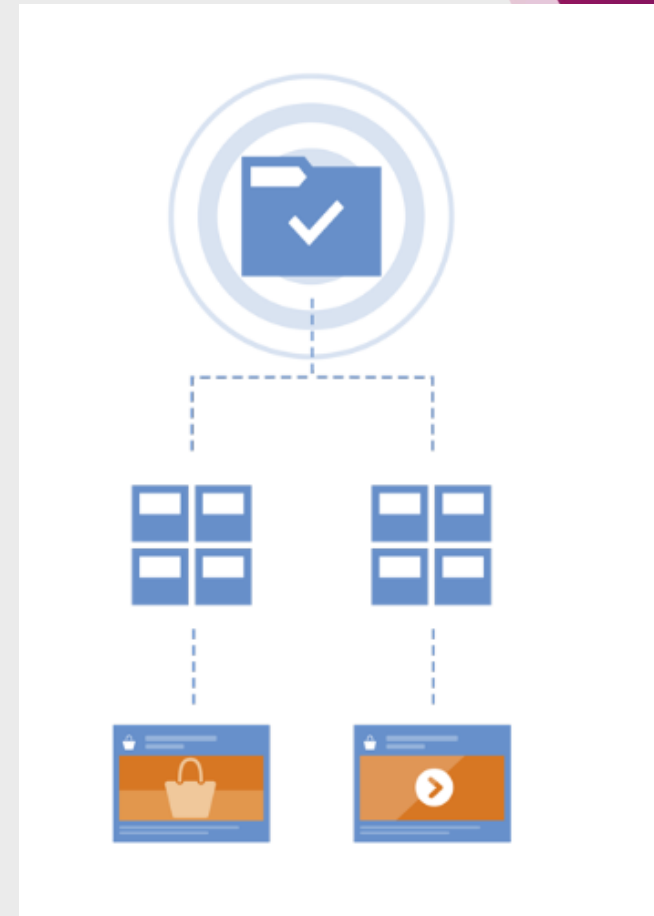
What is the marketing funnel?



All paid social platforms are designed to help you reach your customers at each point of the funnel.

Creating a Facebook ad campaign

1. Objective
2. Audience Targeting
3. Placement
4. Budget and Scheduling
5. Advertising Format and Creative



Choosing a campaign ad objective?

Create New Campaign Use existing campaign X

Buying type

Auction

Choose a campaign objective
[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

Cancel Continue

This is Facebook ads manager as an example

You can choose a **campaign objective** to target audiences at a different stages in the **marketing funnel**

AWARENESS

<i>Objective</i>	<i>Your business goal is to:</i>
Brand Awareness	Increase people's awareness of your business, brand or service.
Reach	Show your ad to as many people as possible in your target audience.

AWARENESS

<i>Objective</i>	<i>Your business goal is to:</i>
Brand Awareness	Increase people's awareness of your business, brand or service.
Reach	Show your ad to as many people as possible in your target audience.

CONSIDERATION

<i>Objective</i>	<i>Your business goal is to:</i>
Traffic	Drive people from Facebook to any URL you choose, such as your website's landing page, a blog post, app etc.
Engagement	Reach people more likely to engage with your post. Engagement includes likes, comments and shares but can also include offers claimed from your Page.
App Installs	Send people to the shop where they can download your business's app.
Video Views	Share videos of your business with people on Facebook most likely to watch it.
Lead Generation	Collect leads for your business. Create ads that collect info from people interested in your product, such as sign-ups for newsletters.
Messages	Connect with people on Facebook, communicate with potential or existing customers to encourage interest in your business.

CONVERSIONS

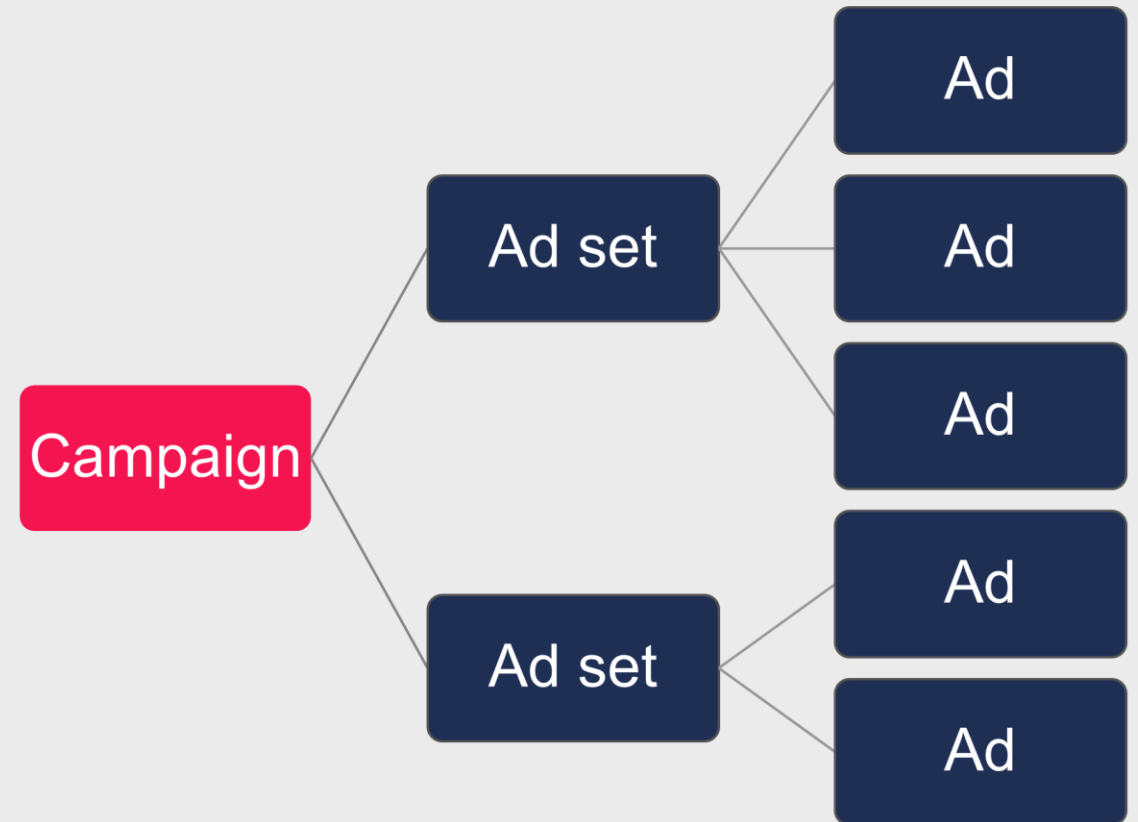
<i>Objective</i>	<i>Your business goal is to:</i>
Conversions	Encourage people to take a specific action on your business's site, such as having them to add items to a cart, download your app, register for your site, or make a purchase.
Catalogue Sales	Show products from your e-commerce store's catalogue to generate sales.
Store Traffic	Promote your brick-and-mortar business locations to people that are nearby.

Campaign structure

Campaign

This is where you select your objective – such as brand awareness, conversion or lead generation

All adverts within this campaign will be optimised for your chosen objective

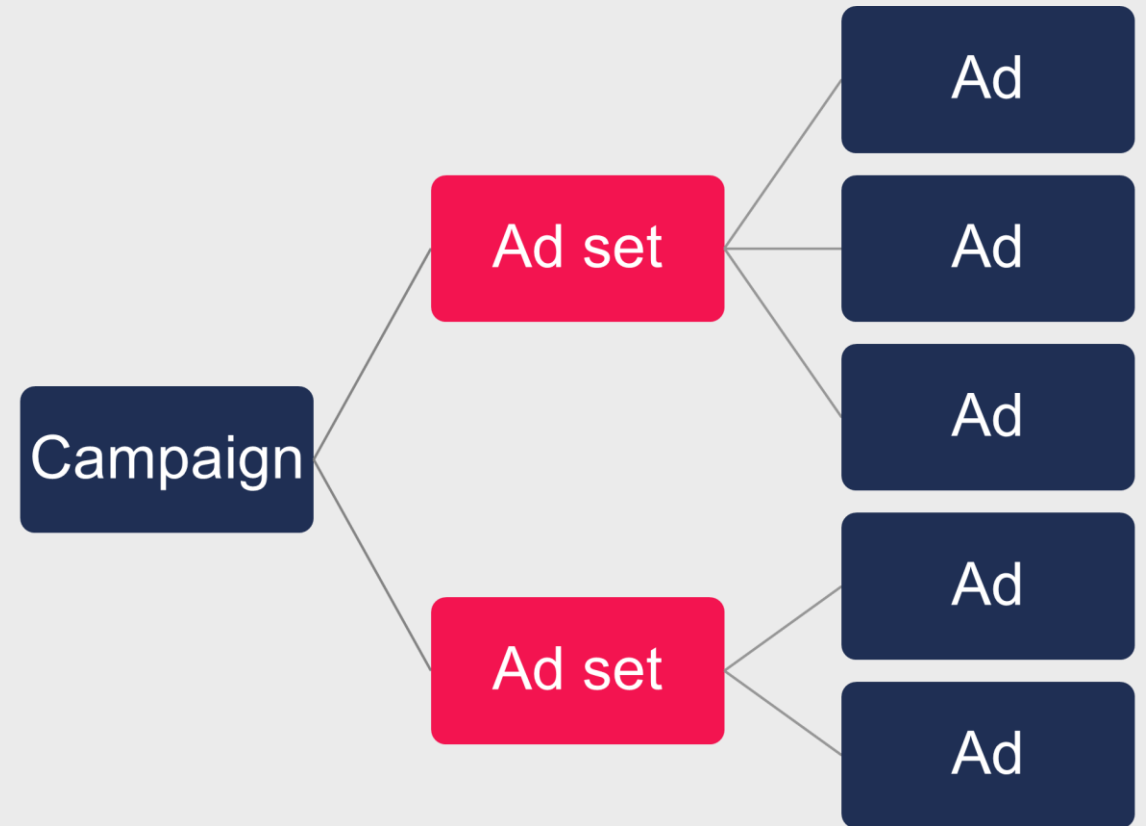


Campaign structure

Ad Set

This is where you select the audience, the conversion event, dates, the specific placements and optimisation strategy

You can have multiple ad-sets within a campaign with different audiences for example

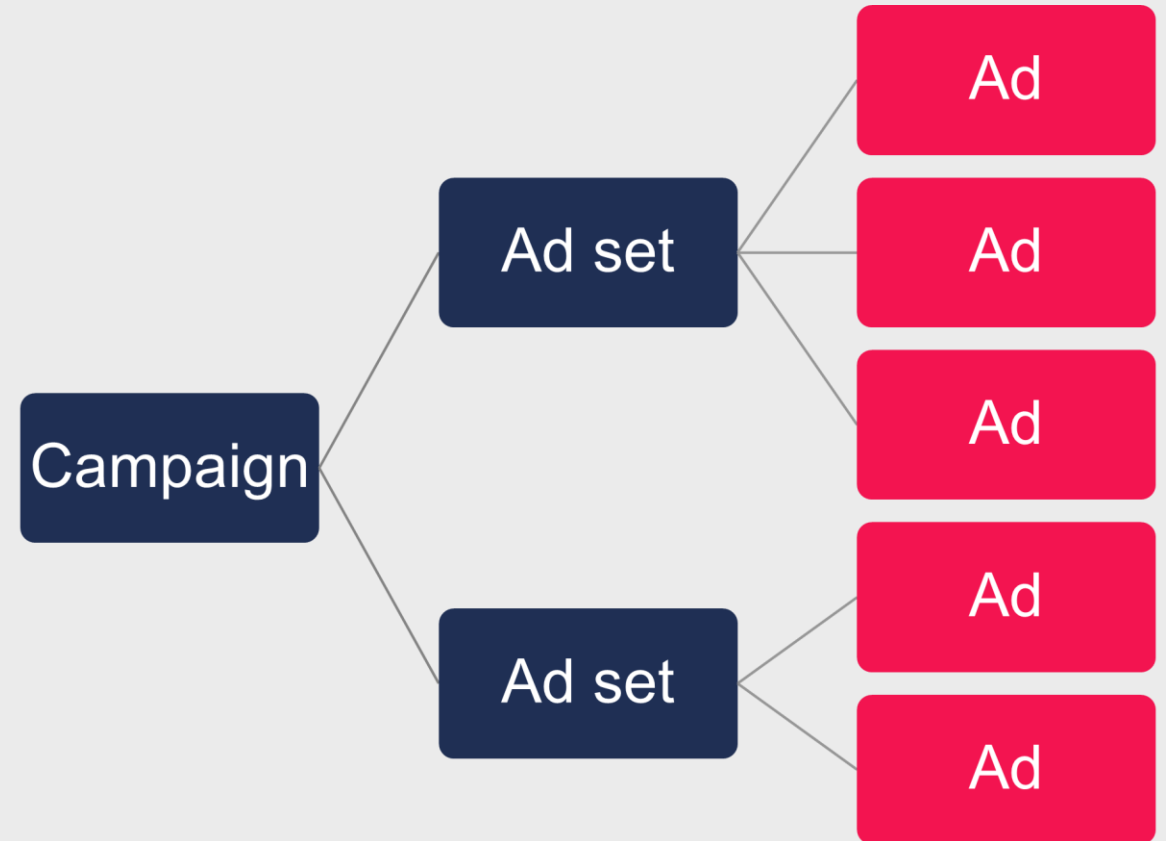


Campaign structure

Ad Level

This is where you manage creative aspects of the advert. Such as the copy, imagery, lead form, CTA, click through URL's and tracking

You can be multiple ads with an ad set

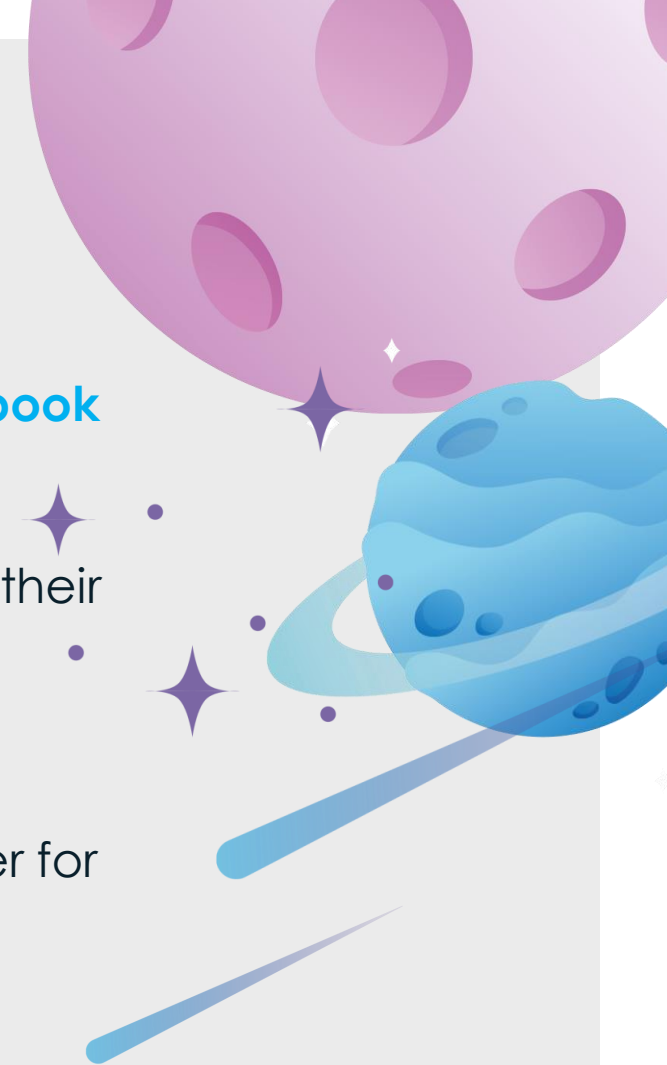


The background is a dark blue gradient with various space-themed illustrations. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a green planet with dark green spots. In the center, there's a small orange and red planet with white clouds. In the bottom right, there's a pinkish-orange planet with a dark ring and a red planet with a yellow ring. The text "On-Facebook Lead Generation Ads" is centered in a white, sans-serif font.

On-Facebook Lead Generation Ads

Why Should I be using Lead Ads

- This type of ad is native to Facebook i.e. **engagement happens on Facebook**
 - Facebook tends to prefer these ads over posts/ads going to links off Facebook
 - Engagement and form fills tend to be high because users remain on their Facebook feed and everything is completed in a few easy steps
 - A website/ dedicated landing page isn't critical
- Facebook **pre-populates contact information** for the user, making it easier for them to complete your form
- **Tracking requirements** are kept to a minimum as the whole process is on Facebook. Thus, reducing the risk of lost tracking/other channel taking credit
- Can be seamlessly **integrated into your CRM** i.e. customer relationship management software i



Special ad categories

If you're creating a campaign that advertises one of the four categories below, you must apply the correct category to your campaigns or risk your ad account being disabled

- 1. Credit**
- 2. Employment**
- 3. Housing**
- 4. Social issues, elections or politics**



Special ad categories

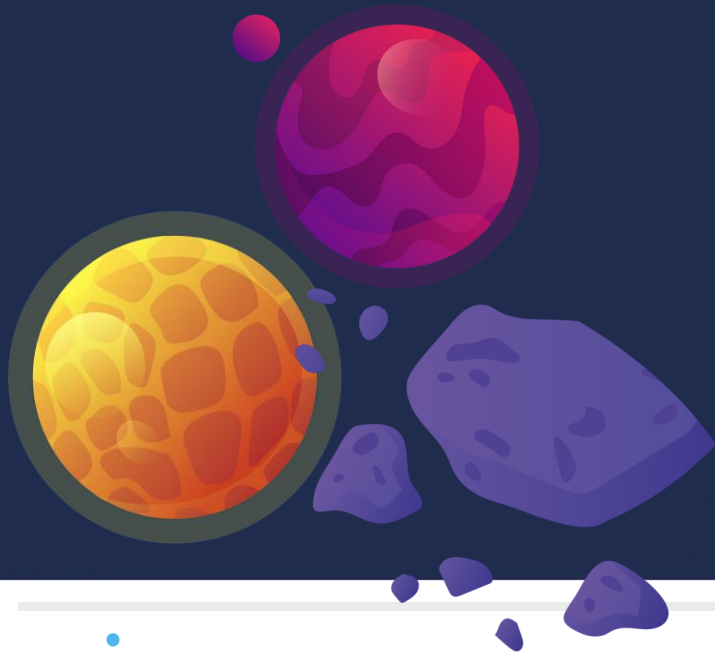
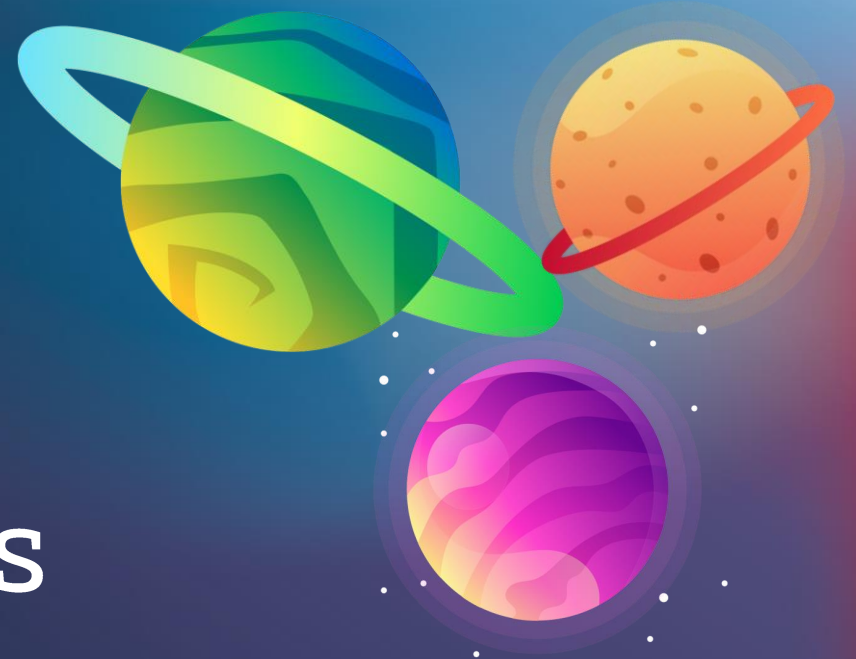
The category you chose dictates what targeting options are available to you:

- For the **first three categories**, targeting by age, gender or specific post code is unavailable.
- Location targeting must be town, city or pin drop (plus a 15km radius)
- For the **fourth category** (Social issues, elections or politics), advertisers may be required to get authorisation in the country they wish to run ads.
- Additionally, a disclaimer will be added to the ads such as “Paid for by”



Instant Forms

Step-by-Step



1. Content, settings & form type

Before creating a lead form it's important to make sure the lead form settings and type are correct before proceeding

If you do make an error, you can duplicate the lead form and correct the settings



1. Content, settings & form type

Create form

Content

Settings

Form name

Lead form Example - Webinar 03/12/21

Form type

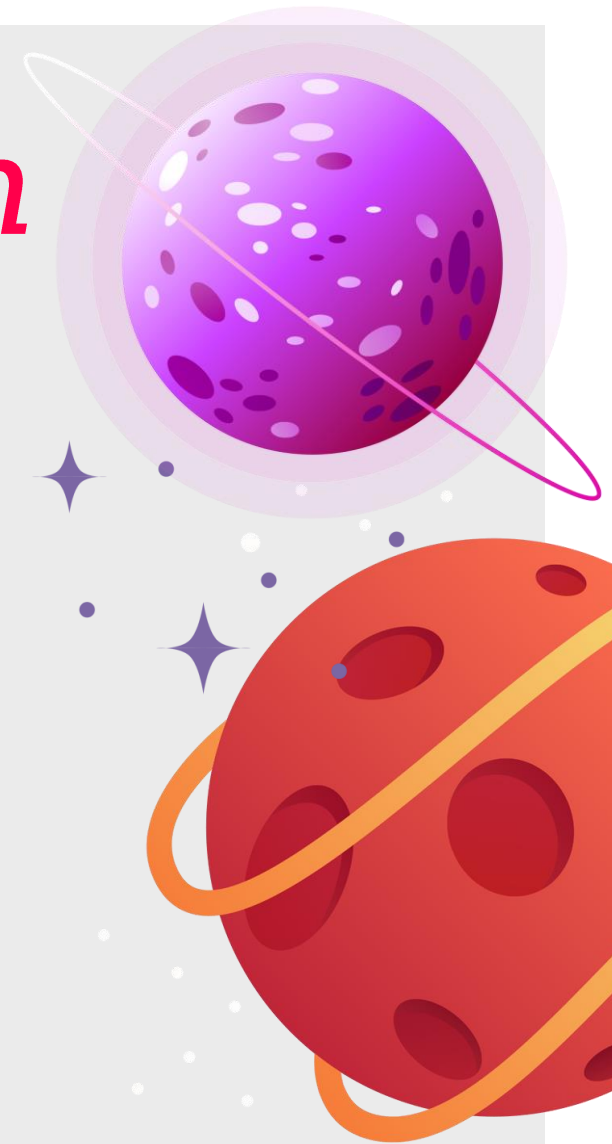
Customise your form depending on the goal of your Lead Generation campaign. The options you select may affect the volume of submissions and cost per lead. [Learn more](#)

☒ More volume

Use a form that's quick to fill in and submit on a mobile device.

☐ Higher intent

Add a review step that gives people a chance to confirm their information.



1. Content, settings & form type

Create form

Content Settings

Form name

Lead form Example - Webinar 03/12/21

Form type

Customise your form depending on the goal of your Lead Generation campaign. The options you select may affect the volume of submissions and cost per lead. [Learn more](#)

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

☐ **Higher intent**
Add a review step that gives people a chance to confirm their information.

Create form

Content **Settings**

Form configuration

Language

English (US)

Sharing

☒ **Restricted** - Only people who receive your ad delivery directly can submit this form.

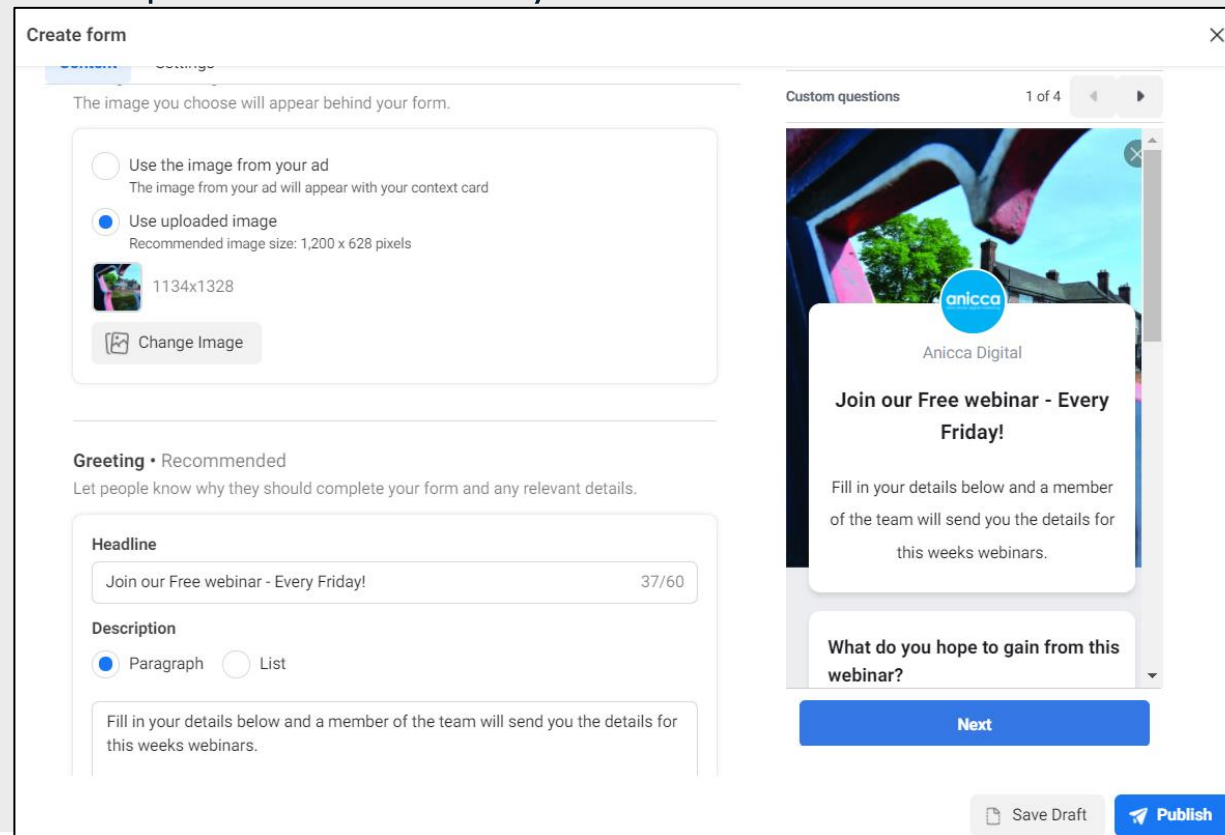
☐ **Open** - Your ad can be shared and anyone can submit this form.

Field names

Tracking parameters

2. Introduction

When uploading an image and writing the intro, ensure the image is relevant and the intro has a clear call-to-action and tells the person what they can expect when they have filled in the form



The screenshot displays the 'Create form' interface, which is divided into two main sections: 'Image' and 'Custom questions'.

Image Section:

- Text: "The image you choose will appear behind your form."
- Options:
 - ☐ Use the image from your ad
The image from your ad will appear with your context card
 - ☒ Use uploaded image
Recommended image size: 1,200 x 628 pixels
- Image preview: A small thumbnail of a person's face with the dimensions "1134x1328".
- Button: "Change Image"

Greeting • Recommended

Let people know why they should complete your form and any relevant details.

Headline

Join our Free webinar - Every Friday! 37/60

Description

☒ Paragraph ☐ List

Fill in your details below and a member of the team will send you the details for this weeks webinars.

Custom questions 1 of 4

The custom question section shows a preview of the form. It features a background image of a modern building. The form content includes:

- Logo: "anicca"
- Text: "Anicca Digital"
- Section: "Join our Free webinar - Every Friday!"
- Text: "Fill in your details below and a member of the team will send you the details for this weeks webinars."
- Question: "What do you hope to gain from this webinar?"
- Button: "Next"

At the bottom right of the interface, there are two buttons: "Save Draft" and "Publish".

3a. Custom & Short Questions

- Try to keep your questions aligned to your goal and ask as few questions as possible, to make it easier for people to submit your form
- Limiting the number of short answer questions and only asking for information you need is recommended
- Unless a closed question, multiple choice should have another option followed by a short answer

Custom questions

Ask for responses to questions that matter to your business.

What do you hope to gain from this webinar?

Multiple Choice

Short answer, appointment scheduling and native dealer look-up can only be placed after other types of custom questions.

If other, Please tell us below

Short Answer

What sector/industry do you operate in?

Short Answer

Company Name:

Short Answer

What do you hope to gain from this webinar?

Short Answer

+ Add Question ▼

3b. Appointment Requests

- You are unable to change the date and time availability within the form. You could highlight your opening times in the confirmation message
- From our knowledge, you are unable to link this to a CRM/auto-confirm this and therefore it is a manual process of confirming the appointment with the customer

The screenshot shows a 'Create form' window with a sidebar on the right. The main area contains a form with the following sections:

- Questions:**
 - Question 1: 'What sector/industry do you operate in?' (Short Answer)
 - Question 2: 'Company Name:' (Short Answer)
 - Question 3: 'Appointment request' (Appointment Request)
 - Question 4: 'Please select the date and time you wish to have your nails ...' (65/80)
 - Question 5: 'Confirmation message' (75/100, toggle is on)
 - Question 6: 'Date and time availability' (Monday to Sunday, 7 am to 10 pm)
- Custom questions (1 of 4):**
 - Question 1: 'What sector/industry do you operate in?' (Enter your answer.)
 - Question 2: 'Company Name:' (Enter your answer.)
 - Question 3: 'Please select the date and time you wish to have your nails down:' (Select date range, Select time)
 - Question 4: 'Thankyou, a member of the team will be in touch to confirm your appointment'

At the bottom, there is a 'Prefill questions' section with the text: 'Ask for user information. This will be prefilled from their Facebook account.' and buttons for 'Save Draft' and 'Publish'.

4c. Conditional

Create form

Content Settings

Custom questions

Ask for responses to questions that matter to your business.

What do you hope to gain from this webinar? Multiple Choice

Question

Would you like a t-shirt or a jumper?

Select an answer

Question

What color would you prefer?

Select an answer

Question

What size would you like?

Select an answer

Edit Remove

More volume – form preview

Custom questions 1 of 4

Would you like a t-shirt or a jumper?

T-shirt

Jumper

What color would you prefer?

Select an option

What size would you like?

Select an option

Next

Save Draft Publish

Note: A CSV file is required in order to setup a conditional question



4c. Conditional

Create form

Content Settings

Custom questions

Ask for responses to questions that matter to your business.

What do you hope to gain from this webinar? Multiple Choice

Question

Would you like a t-shirt or a jumper?

Select an answer

Question

What color would you prefer?

Select an answer

Question

What size would you like?

Select an answer

Edit Remove

More volume – form preview

Custom questions 1 of 4

Would you like a t-shirt or a jumper?

T-shirt Jumper

What color would you prefer?

Select an option

What size would you like?

Select an option

Next

Save Draft Publish

Would you like a t-shirt or a jumper?	What color would you prefer?	What size would you like?
T-shirt	Red	Small
T-shirt	Red	Medium
T-shirt	Red	Large
T-shirt	Yellow	Small
T-shirt	Yellow	Medium
T-shirt	Yellow	Large
Jumper	Biege	Small
Jumper	Biege	Medium
Jumper	Biege	Large
Jumper	Black	Small
Jumper	Black	Medium
Jumper	Black	Large

An example of someone buying a **Medium Red T-shirt**

Note: A CSV file is required in order to setup a conditional question

4d. Pre-fill

- Using Pre-filled fields make it easier for people to give information and reduces the risk of being given invalid information.
- Where possible Pre-filled fields should be used to get email addresses, full names etc.
- You can not ask for the same information twice e.g. you can't have a short answer asking for their full name as well as a pre-filled field.
- You should only ask for the information that require for to complete your goal. E.g. If you were targeting the UK you could assume their country without having to ask

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

Please check the details below are correct

Choose the type of information you need

Email

Contact Fields

Full name

User Information

Phone number

Contact Fields

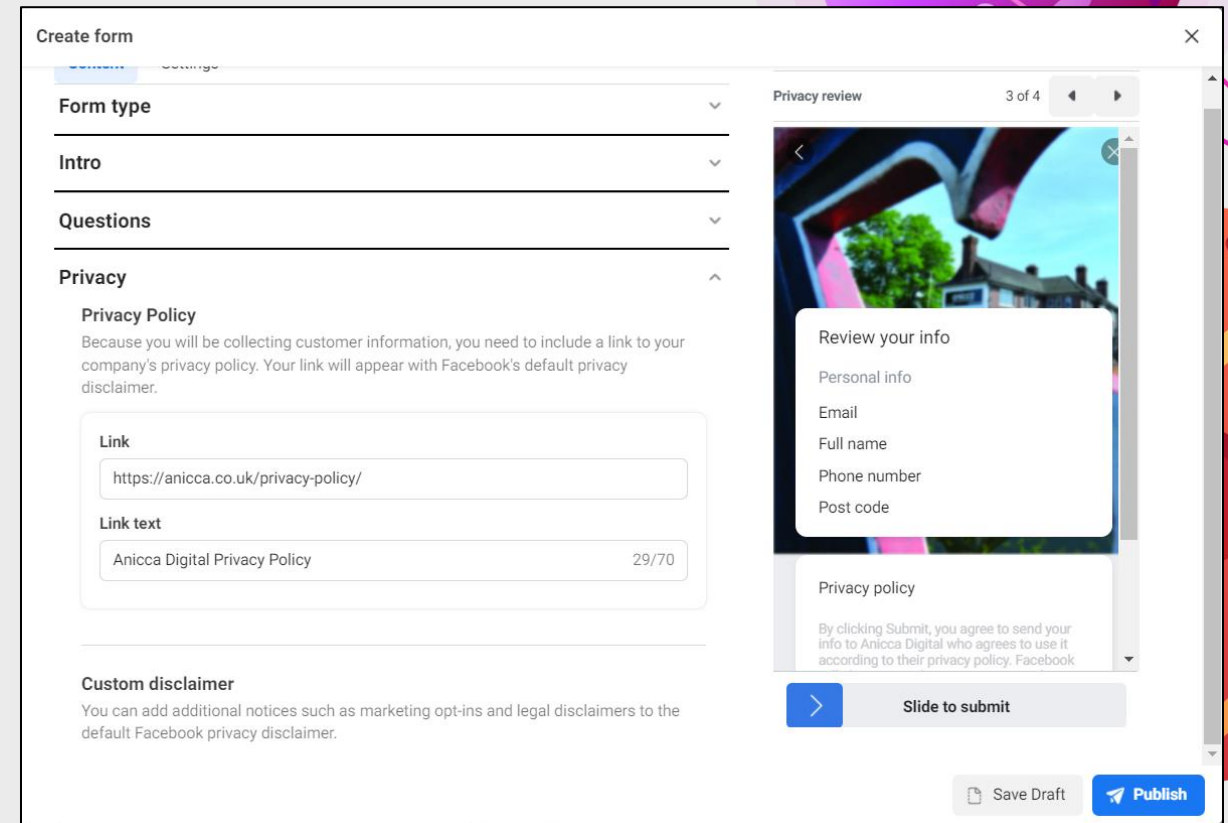
Post code

Contact Fields

+ Add Category ▼

5. Privacy & review screen

- When setting a lead form up for the first time, you may need to accept Facebooks privacy policy if haven't done already.
- In order to publish a lead form, you must provide a link to your own privacy policy
- You can also add additional disclaimers if needed

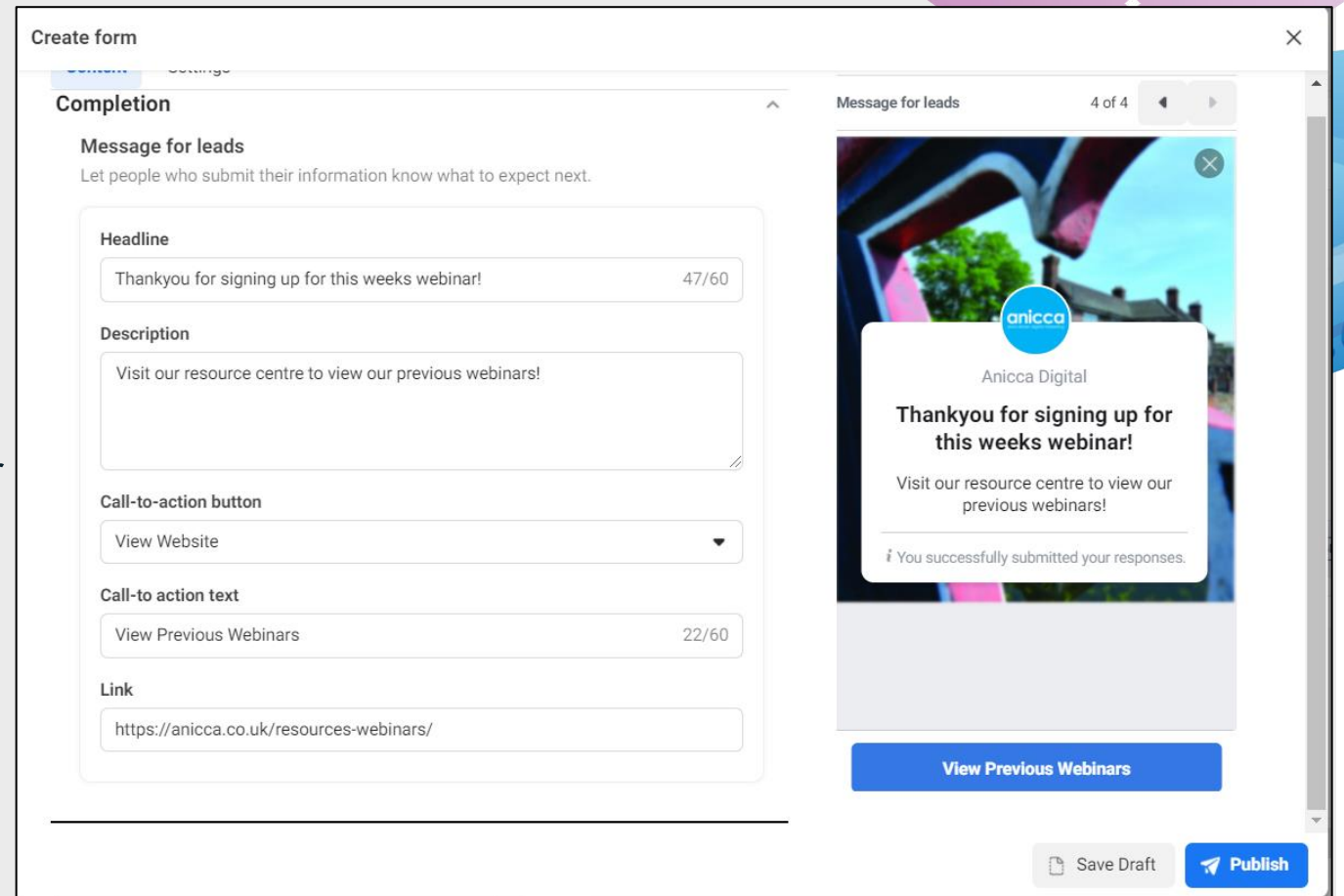


The screenshot shows the Facebook 'Create form' interface. On the left, the 'Privacy' section is expanded, showing the 'Privacy Policy' field with a link to 'https://anicca.co.uk/privacy-policy/' and a link text of 'Anicca Digital Privacy Policy'. Below this is a 'Custom disclaimer' section. On the right, a 'Privacy review' overlay is visible, showing a list of fields to review: Personal info, Email, Full name, Phone number, and Post code. Below the list is a 'Privacy policy' section with a disclaimer and a 'Slide to submit' button. At the bottom right, there are 'Save Draft' and 'Publish' buttons.

Note: The “review your info” element is only present in higher intent lead forms

6. Completion screen

- The completion page is just as important as the intro page. You should ensure that the customer is once again notified of what they should expect to happen next
- At this point, you can also provide a CTA of either visiting a specific page on your website, calling you directly or downloading a resource
- **Note:** You can not send customers directly to a PDF but instead, should send them to a landing page that enables to them download the document/resource



The screenshot displays the 'Create form' interface with the 'Completion' tab selected. The 'Message for leads' section includes a headline, description, call-to-action button, call-to action text, and a link. A preview of the completion screen is shown on the right, featuring the Anicca Digital logo, a thank you message, a call to action, and a 'View Previous Webinars' button.

Create form

Completion

Message for leads
Let people who submit their information know what to expect next.

Headline
Thankyou for signing up for this weeks webinar! 47/60

Description
Visit our resource centre to view our previous webinars!

Call-to-action button
View Website

Call-to action text
View Previous Webinars 22/60

Link
<https://anicca.co.uk/resources-webinars/>

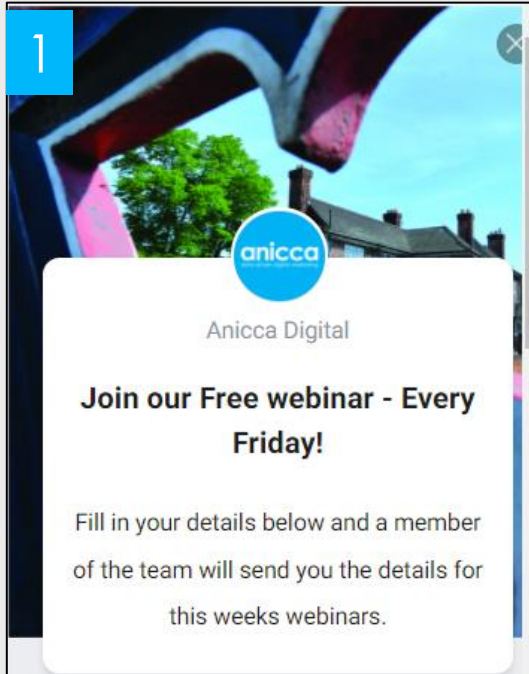
Message for leads 4 of 4

Anicca Digital
Thankyou for signing up for this weeks webinar!
Visit our resource centre to view our previous webinars!
You successfully submitted your responses.

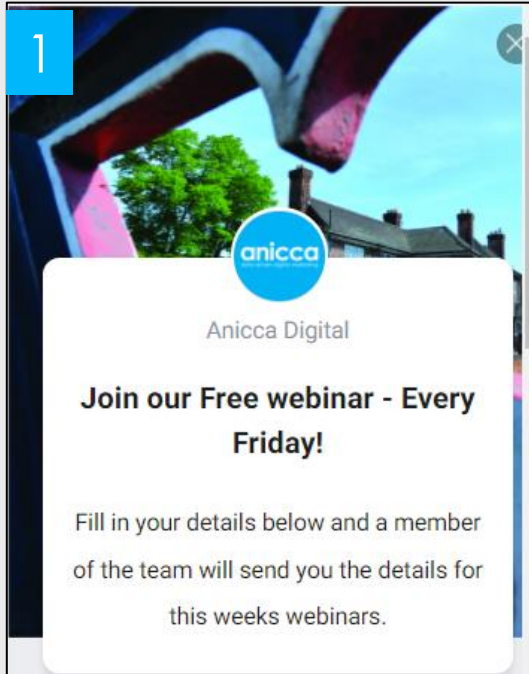
View Previous Webinars

Save Draft Publish

6. Questions Examples



6. Questions Examples



2

What do you hope to gain from this webinar?

Industry Insight

Practical Knowledge

Other

If other, Please tell us below


Enter your answer.

This image shows a mobile app interface for a webinar registration. It features a blue header with the number '2'. The main content area is white with a blue circular logo for 'Anicca Digital'. Below the logo, the text reads 'Join our Free webinar - Every Friday!' and 'Fill in your details below and a member of the team will send you the details for this weeks webinars.' There is a close button in the top right corner.



6. Questions Examples

1



Anicca Digital

Join our Free webinar - Every Friday!

Fill in your details below and a member of the team will send you the details for this weeks webinars.

2

What do you hope to gain from this webinar?

Industry Insight

Practical Knowledge

Other

If other, Please tell us below

Enter your answer.

3

What sector/industry do you operate in?

Enter your answer.

Company Name:


Enter your answer.

Next



6. Questions Examples

1



Anicca Digital

Join our Free webinar - Every Friday!

Fill in your details below and a member of the team will send you the details for this weeks webinars.

2

What do you hope to gain from this webinar?

Industry Insight

Practical Knowledge

Other

If other, Please tell us below

Enter your answer.

3

What sector/industry do you operate in?

Enter your answer.

Company Name:

Enter your answer.

Next

4

Contact information ⓘ

Please check the details below are correct

Email

Enter your answer.

Anicca Digital may contact you to follow up.

Full name

Enter your answer.

Phone number

Enter your answer.

Anicca Digital may contact you to follow up.

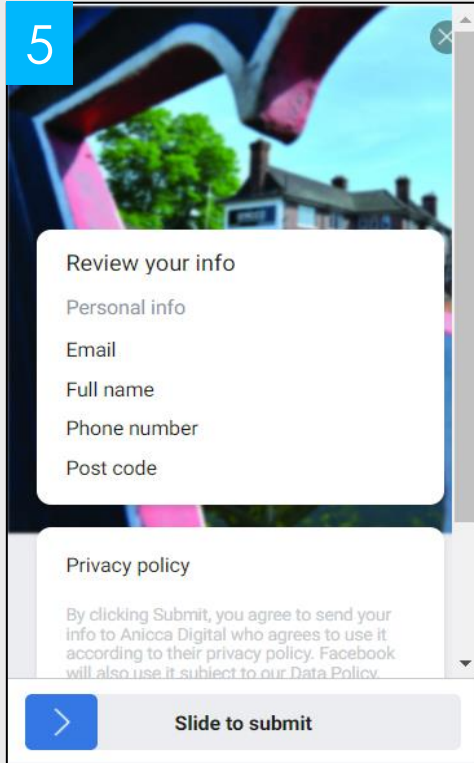
Post code

Enter your answer.

Next

6. Questions Examples

5



The screenshot shows a mobile app interface with a background image of a modern building. A white modal box is centered on the screen. At the top left of the modal is a blue square with the number '5'. The modal contains the following elements:

- Review your info** (Section header)
- Personal info** (Section header)
- Email** (Text input field)
- Full name** (Text input field)
- Phone number** (Text input field)
- Post code** (Text input field)
- Privacy policy** (Section header)
- By clicking Submit, you agree to send your info to Anicca Digital who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy.
- Submit button**: A blue button with a white right-pointing chevron (>).
- Slide to submit**: A grey button with a white right-pointing chevron (>).

OR



6. Questions Examples

5

Review your info

Personal info

Email

Full name

Phone number

Post code

Privacy policy

By clicking Submit, you agree to send your info to Anicca Digital who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy.

> Slide to submit

OR

6

Privacy policy

By clicking Submit, you agree to send your info to Anicca Digital who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads [View Facebook Data Policy](#), [Anicca Digital Privacy Policy](#).

Submit

If the “**higher intent**” form type is selected at the start, the customer will be met with image **5**

If “**more volume**” is selected, the customer will be shown image **6**



6. Questions Examples

5

Review your info

Personal info

Email

Full name

Phone number

Post code

Privacy policy

By clicking Submit, you agree to send your info to Anicca Digital who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy.

> Slide to submit

OR

6

Privacy policy

By clicking Submit, you agree to send your info to Anicca Digital who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads [View Facebook Data Policy](#), [Anicca Digital Privacy Policy](#).

Submit

7

Anicca Digital

Thankyou for signing up for this weeks webinar!

Visit our resource centre to view our previous webinars!

📧 You successfully submitted your responses.

View Previous Webinars

If the “**higher intent**” form type is selected at the start, the customer will be met with image **5**

If “**more volume**” is selected, the customer will be shown image **6**

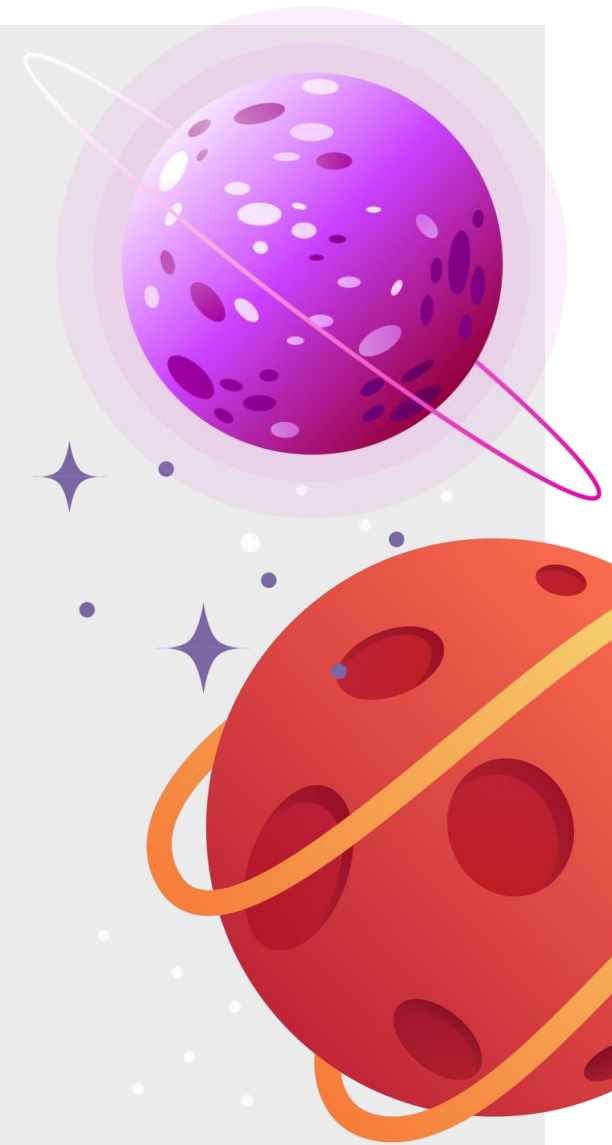
Automated Chat

Step-by-Step

Note: Lead generation in Messenger is not currently available for ad accounts or Pages in Europe and Japan

1a. *Advanced settings*

- If you would like to edit the reminder message or the error message people see, this can be done through advanced settings tab.
- If a piece of information isn't critical or you are aware that customers may not have an answer, it's recommend that " Answer validation" is disabled and "allow to skip" is enabled.
- However, if the above is true, you should consider if the question is essential to achieving your goal and if should be included in the chat or not



1b. Advanced settings - Example

Create template

Content

Advanced

Messenger preview

Confirmation to pause questions ⓘ

You've paused our automated questions. Let us know how we can help.

Reminder ⓘ

Almost there! Please finish answering our questions.

Tracking parameters ⓘ

+ Add Parameter

Other settings

☒ Block send API ⓘ

☐ Connect an app ⓘ

☐ Edit field IDs ⓘ

☒ Customise error messages ⓘ

Error message – Invalid email address

Hi, Jordan. Thankyou for showing interest in our FREE webinars! Please fill in the below details to get registered! 😊

anicca

data driven digital marketing

What is your email address?

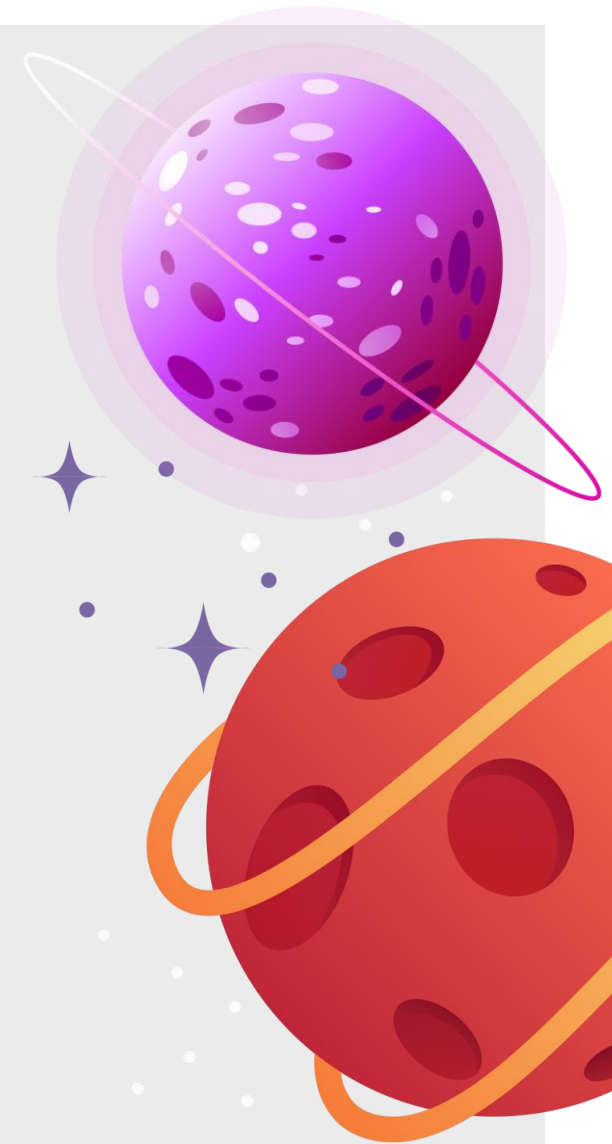
Write a message...

This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Cancel

Preview in Messenger

Save and Finish



1b. Advanced settings - Example

Create template

Content

Advanced

Messenger preview

Confirmation to pause questions ⓘ

You've paused our automated questions. Let us know how we can help.

Reminder ⓘ

Almost there! Please finish answering our questions.

Tracking parameters ⓘ

+ Add Parameter

Other settings

☒ Block send API ⓘ

☐ Connect an app ⓘ

☐ Edit field IDs ⓘ

☒ Customise error messages ⓘ

Error message – Invalid email address

Hi, Jordan. Thankyou for showing interest in our FREE webinars! Please fill in the below details to get registered! 😊

anicca

data driven digital marketing

What is your email address?

Write a message...

This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Preview in Messenger

Save and Finish

Other settings

- ☒ Block send API ⓘ
- ☐ Connect an app ⓘ
- ☐ Edit field IDs ⓘ
- ☒ Customise error messages ⓘ

Error message – Invalid email address

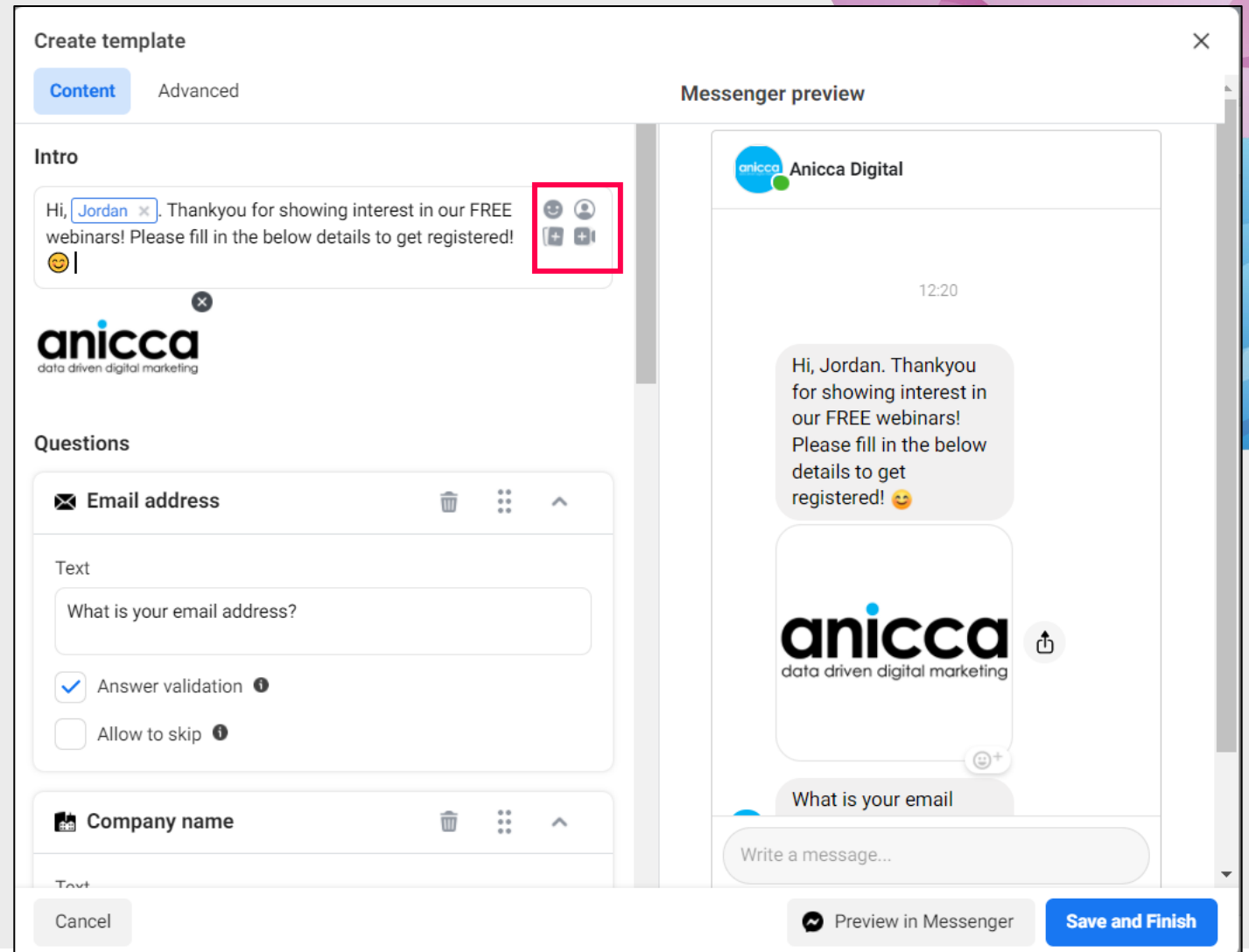
The email address that you sent is invalid.

Error message – Other questions

The answer that you sent is invalid. Please tap one of the options.

2. Intro

- When writing an intro message you can add personalisation to the message with automated name insertion.
- Emoji's can also be used throughout the automated conversion
- You can also upload an image or video to appear under your text



Create template

Content Advanced

Messenger preview

Intro

Hi, Jordan. Thankyou for showing interest in our FREE webinars! Please fill in the below details to get registered! 😊

anicca
data driven digital marketing

Questions

Email address

Text

What is your email address?

☒ Answer validation ⓘ

☐ Allow to skip ⓘ

Company name

Text

What is your company name?

Cancel

Preview in Messenger

Save and Finish

3a. Custom & Short Questions

- Where possible the predefined questions should be used in order to gather the required data
- Where possible the predefined questions should be used in order to gather the required data
- It should be highlighted that all lead form questions still need to conform with Facebook Advertising Policies or risk the ad account being disabled
- **Note:** As previously mentioned, you should only ask questions that are relevant and will assist you in reaching your objective

Create template

Content Advanced

Messenger preview

Warning: People can't proceed to the next question. All options skip to disqualification or completion. Select "Next question" for one option to let people continue to your next question.

☐ Accept other answers

+ Add Question

- Phone number
- Email address
- Address
- User information
- Job title
- Company name
- Gender
- Custom question
- Carousel

Cancel

Preview in Messenger

Save and Finish

Messenger preview content:

Anicca Digital: Hi, Jordan. Thankyou for showing interest in our FREE webinars! Please fill in the below details to get registered! 😊

Anicca Digital: What is your email address?

User: test@test.com

3b. Option Questions

- Option questions should be used sparingly and not overload the person with options
- They should also enable the person to get onto the next question easily i.e. an option that says “Skip” or “other”
- Unless the answer is critical to dictating whether or not you can help the customer, Disqualification should be avoided as this does not generate a lead.
- For example, if a person is required to be over the age of 25 and isn't, this would be good use of it.

Create template

Content Advanced

Messenger preview

If you have 30 seconds, please answer the next 3 questions as This helps us to better tailor our webinars moving forward. If not, please no and you go straight to the completion screen

Options

Yes	3/80	Completion
No	2/80	Completion
Enter an option	0/80	Next question

+ Add Option

Warning: People can't proceed to the next question. All options skip to disqualification message. "Next question" for one option goes to your next question.

☐ Accept other answers

+ Add Question

Next question
People who choose this answer go to the next question.

Completion
People who choose this answer go directly to the completion message.

Disqualification
People who choose this answer go directly to the disqualification message. They do not count as leads.

Messenger preview

Hi, Jordan. Thankyou for showing interest in our FREE webinars! Please fill in the below details to get registered! 😊

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What is your email address?

Write a message...

This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Cancel Preview in Messenger Save and Finish

4. Completion

- The same practice as instant forms should be used when creating the completion page

Create template

Content

Advanced

Messenger preview

Completion message ⓘ

Thanks for answering our questions. A member of the team will send you an email with all the information for our next webinar. We look forward to see you there!

Attachments

Call-to-action button

Call-to-action button

View Website

Call-to action text

View Previous Webinars 22/60

Link

<https://anicca.co.uk/resources-webinars/>

Privacy Policy ⓘ

<https://anicca.co.uk/privacy-policy/>

for showing interest in our FREE webinars! Please fill in the below details to get registered! 😊

anicca

data driven digital marketing

What is your email address?

test@test.com

Write a message...

This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Cancel

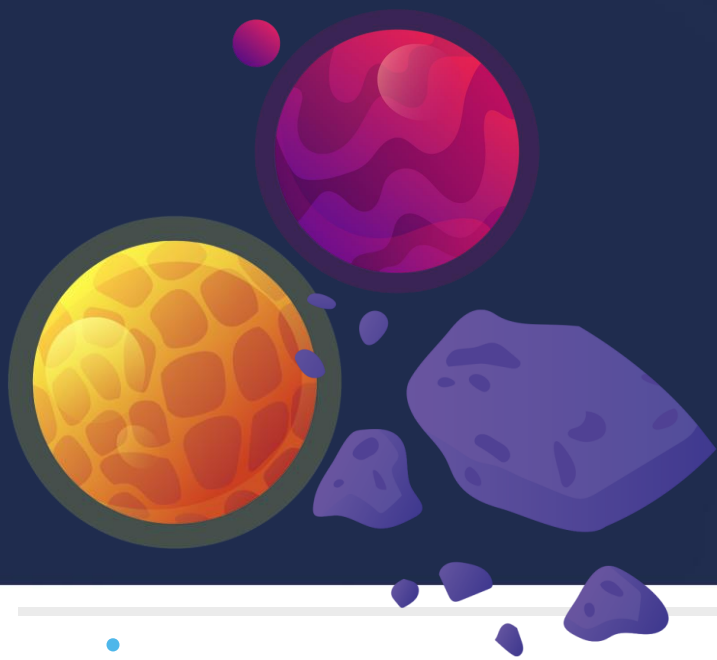
Preview in Messenger

Save and Finish

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Calls

Step-by-Step



1. Calls Set-up

- Calls setup is the simplest of the 3 lead generation types. You are only required to provide a 1:1 image which can be used on it's on own or as part of a carousel ad.
- Carousel Ads allow you to provide different numbers in the same ad, realistically the need to do this is limited
- The ad placement is also simple with ads only being able to appear on the Facebook feed and Marketplace
- Call generation campaigns only show up on mobile devices
- You can run these ads on a schedule if needed i.e. 9am – 5pm (only if a lifetime budget is used)



2. Calls Set-up - Example

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All placements
untitled • 360 x 360

Primary text1 of 5

Have you heard about our webinars?

+ Add Options

Headline

We Provide them for FREE!

+ Add Options

Description · Optional1 of 5

Give us a call to find out more

+ Add Options

Text suggestions

Phone number

+44 ▼0116 298 7857


Ad preview

Share ▼

Advanced Preview

Facebook Feeds

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Sponsored · 

Have you heard about our webinars?

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DIAL +44 116 298 7857

We Provide them for FREE!

Give us a call to find out more

CALL NOW

Like

Comment

Share

Facebook Marketplace

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We Provide them for FREE!
Call Now

Ad setup

Format

Choose how you'd like to structure your ad.

☒ Single image or video

One image or video, or a slideshow with multiple images

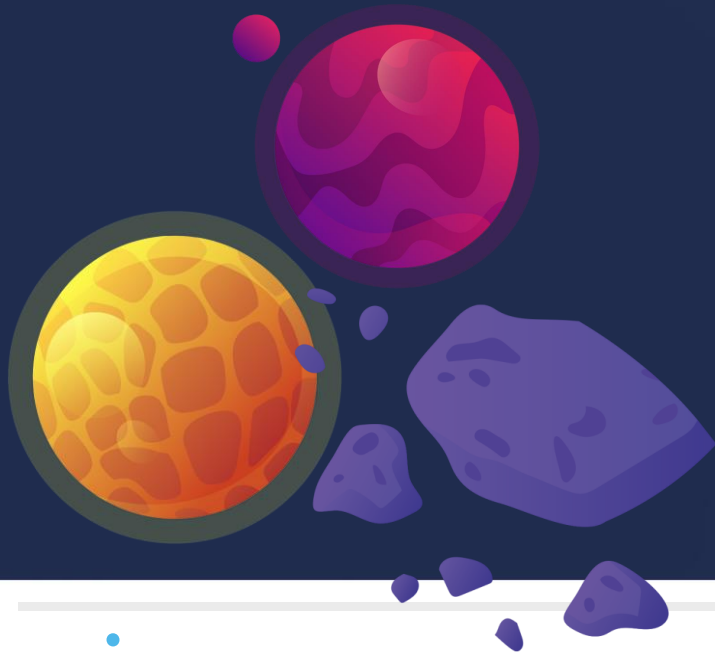
☐ Carousel

Two or more scrollable images or videos

All rights reserved 2022

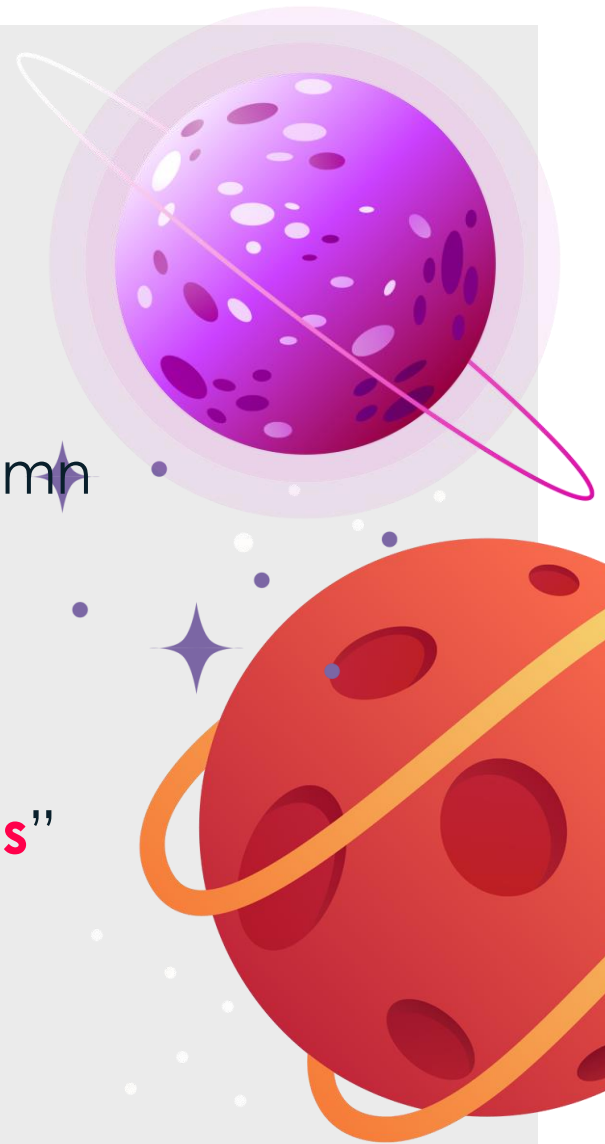
How to Access Your leads

Step-by-Step



How to find leads in your Facebook page

1. Go to your Facebook Page and **Look** at the left-hand column
2. **Scroll down** until you see “**Publishing Tools**” and **Click**
3. **Scroll down** the left-hand column again to “**Lead Ads Forms**”
4. Under this, **click** “**Forms Library**” and find the relevant form
5. **Click** the download button on the relevant row to download the leads



How to find leads in your Facebook page - Example

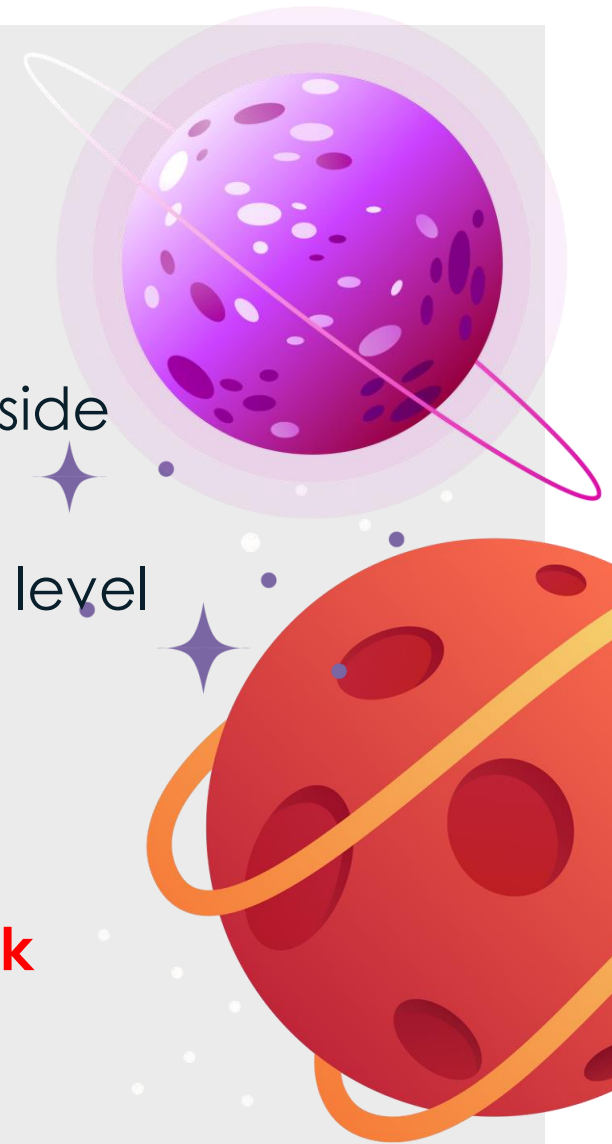
Step 4

Name	Status	Created	Leads Count	Sharing	Leads	Boost
Lead form 1	Active	17 Dec 2021 ...	55 0 expired	Open	Download	Create Ad
Lead form 2	Active	17 Dec 2021 ...	49 0 expired	Open	Download	Create Ad
Lead form 3	Active	17 Dec 2021 ...	49 0 expired	Open	Download	Create Ad
Lead form 4	Active	17 Dec 2021 ...	48 0 expired	Open	Download	Create Ad
Lead form 5	Active	6 Dec 2021 a...	0 0 expired	Open	Download	Not available
Lead form 6	Active	6 Dec 2021 a...	0 0 expired	Open	Download	Not available
Lead form 7	Active	6 Dec 2021 a...	0 0 expired	Open	Download	Not available
Lead form 8	Active	6 Dec 2021 a...	0 0 expired	Open	Download	Not available
Lead form 9	Active	6 Dec 2021 a...	0 0 expired	Open	Download	Not available
Lead form 10	Active	6 Dec 2021 a...	0 0 expired	Open	Download	Not available
Lead form 11	Active	6 Dec 2021 a...	0 0 expired	Restricted	Download	Create Ad

Step 5

How to find leads in Ads Manager

- Go to Ads Manager and **select** campaign tab on left-hand side
- **Select** the relevant date range & campaigns, then go to ad level
- Ensure you have the “**Results**” column applied
- Where a number appears in the column **click** “**On-Facebook leads**”
- **Download** the leads and repeat the process for each ad that has received leads



How to find leads in Ads Manager - Example

Ads Anicca Test (1354890954537090) 8 ads with errors Updated just now Discard Drafts Review and Publish (22)

Search names or filters such as "Objectives" Step 1 1 Oct 2021-20 Jan 2022

Resource centre Campaigns 1 selected Ad sets 1 selected Ads 1 selected

+ Create Duplicate Edit A/B test Preview Rules View Setup Columns: Custom Breakdown Reports

Off/On	Ad name	Delivery	Ad set name	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions
<input checked="" type="checkbox"/>	D2N2 - DMI Course - Notts - Ad 3	Campaign off	D2N2 - Lead Form - DMI Cour...	Lowest cost Leads	£50.00 Daily	19 Dec 2021, 09:32 days ago	7-day click or ...	30 On-Facebook leads	9,372	21,
<input type="checkbox"/>	D2N2 - DMI Course - Notts - Ad 4	Off	D2N2 - Lead Form - DMI Cour...	Lowest cost Leads	£50.00 Daily	19 Dec 2021, 09:32 days ago	7-day click or ...	7 On-Facebook leads	4,182	5,
<input type="checkbox"/>	D2N2 - DMI Course - Notts - Ad 1	Off	D2N2 - Lead Form - DMI Cour...	Lowest cost Leads	£50.00 Daily	19 Dec 2021, 09:32 days ago	7-day click or ...	10 On-Facebook leads	4,649	9,
<input type="checkbox"/>	D2N2 - DMI Course - Notts - Ad 2	Off	D2N2 - Lead Form - DMI Cour...	Lowest cost Leads	£50.00 Daily	19 Dec 2021, 09:32 days ago	7-day click or ...	On-Facebook lead	86	
Results from 4 ads						—	7-day click or ...	47 On-Facebook leads	13,624 People	36

How to find leads in Ads Manager - Example

Ads Anicca Test (1354890954537090) 8 ads with errors Updated just now Discard Drafts Review and Publish (22)

Search names or filters such as "Objectives"

Step 1 Step 2

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How to find leads in Ads Manager - Example

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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	D2N2 - DMI Course - Notts - Ad 3	Campaign off	D2N2 - Lead Form - DMI Cour...	Lowest cost Leads	£50.00 Daily	19 Dec 2021, 09:32 days ago	7-day click or ...	30 On-Facebook leads	9,372	21,
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Results from 4 ads							—	7-day click or ...	47 On-Facebook leads	13,624 People	36

Step 3 Step 4

How to find leads in Ads Manager - Example

Download Leads

Leads will be available for download for up to 90 days from the time they are submitted by a user.

Downloading leads for **D2N2 - DMI Course - Notts - Ad 4** by date range.

Select date range

1 Oct 2021-20 Jan 2022

7 leads are available for 1 Oct 2021 - 20 Jan 2022

LEADS BREAKDOWN

Allow retrieval of untargeted leads	No
Targeted	7
Untargeted	0
Downloading	7

Session ID: f231bde31a262a8_1642697485839

Cancel

Download

Step 5

Automation of lead collection or notifications

1. Link to your **CRM software** (e.g. Hubspot), so leads are loaded automatically into the software
2. Use third party software like **Zapier**, which can be used to automatically send an email notification, every time someone completes a lead form



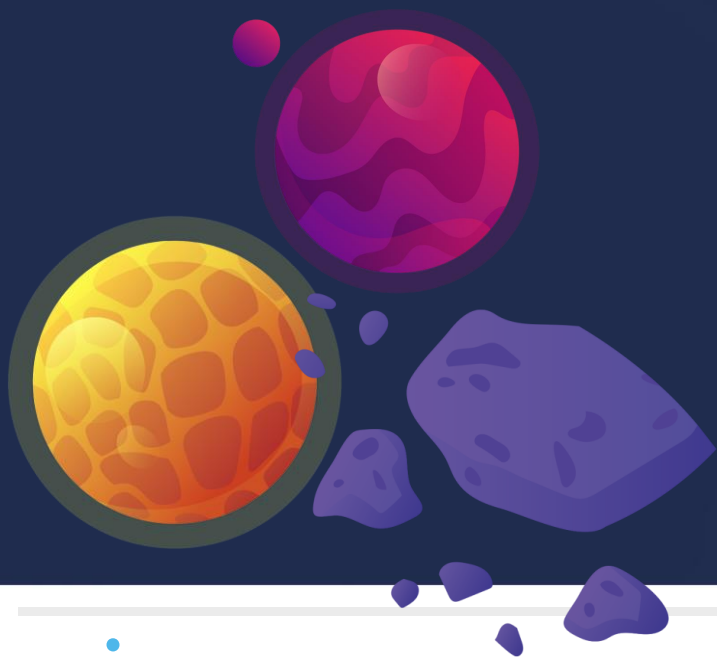
Automating the process

- **Integrating your CRM software** with Facebook can help ensure that the leads you generate through your Facebook lead ad campaigns are followed up within a timely manner due them going through to your CRM automatically and in real time. In order to do this, you need to have an active pixel on your website.
- If you use **software like Zapier**, we recommend testing that the automatic trigger is working correctly.
TIP: So every time you want to make a change, you should consider cloning an existing campaign that is already working and then amending the settings
- For example, if two ad groups are targeting different locations then lead forms should be duplicated. This is likely to prevent any automation faults that may occur i.e. leads not be automatically sent through

How Lead Ads can be used

1. **Job fulfilment** – this will depend on the sector, as recruitment of some job roles may be more suited to LinkedIn
2. Instances where a **tailored quote** or price is provided based on your circumstances/ requirements rather than an instant price.
3. Where you offering **something for free** i.e. Provide us your contact info in return for a discount/ free eBook
4. **Email signup/ subscription**
5. **Surveys** to gather customer opinion, this may be for a specific location or a new initiative that you have been doing and would like customer feedback on
6. **Promote events/** evaluate demand for an event i.e. Get people a place on your next webinar, or gauge demand for a comedy show in Leicester

What We've Learnt



What we've learnt

- It's a numbers game
- Lead quality can be lacking sometimes
- You must test multiple lead form variations
- Remarketing through Lead forms can be effective
- Depending on their usage, short and snappy Instant forms aren't always the best



What we've learnt

- Manually sorting and sending leads is too time consuming - not to mention GDPR
- Lead forms are a cost-effective way of getting a substantial amount of enquiries in a short space of time.
- Lead forms combined with special ad categories can be highly effectively despite the restrictions



Case study – recruitment for the digital bootcamp

- Lead generation ads
- Special category – recruitment and education
- Target by county and interest in digital marketing
- Audience approximately 150-200k per county
- Run for 2 days before and after Christmas
- Total budget £1000



Case study – recruitment for the digital bootcamp

Resource Center

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Performance

Breakdown

<input type="checkbox"/>	Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div><div></div><div>D2N2 - Lead Form - DMI Course - Dec...</div></div>	7-day click or ...	194 On-Facebook Leads	52,753	147,126	£5.51 Per On-Facebook Le...	£1,069.18

Case study – recruitment for the digital bootcamp

Resource Center

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

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Rules

View Setup

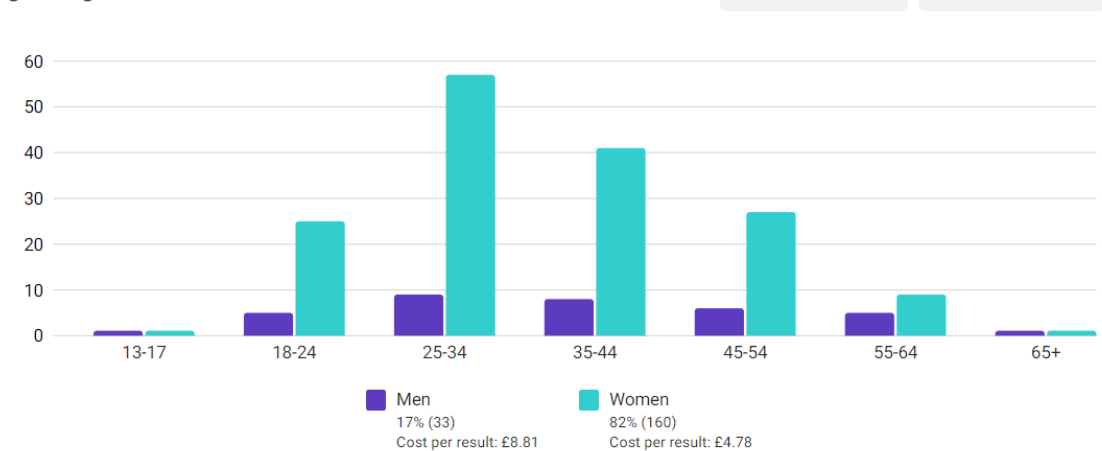
Columns: Performance

Breakdo

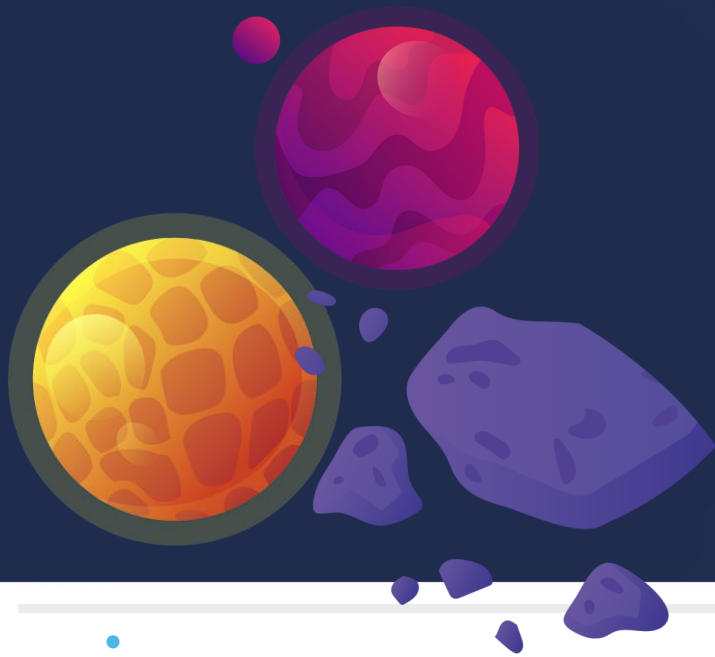
<input type="checkbox"/>	Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div><div></div><div>D2N2 - Lead Form - DMI Course - Dec...</div></div>	7-day click or ...	194 On-Facebook Leads	52,753	147,126	£5.51 Per On-Facebook Le...	£1,069.18

- Ad seen 147k time (impressions)
- Ad seen by 52K users
- 194 lead forms completed at a cost of £5.51 each
- Before Christmas 33 out of 123 enrolled
- After Christmas 11 out of 74 enrolled total 44 out of 197 = 22%
- Cost per enrollment £25.05r

Age and gender distribution



IOS 14.5 Impact and Workarounds



IOS 14.5

On April 26, 2021, Apple released the iOS 14.5 update and turned off IDFA “cookie” (Identifier for Advertisers) by default. This meant users now had the option to opt out and as a result advertisers would then be unable track user behaviour

What this meant for advertisers:

- Reach & frequency buying option for apps are now unavailable when creating an ad for iOS 14 devices, only auctions
- For both app and web conversions, delivery and action breakdowns such as age, gender and placement were severely limited with a lot the placement data initially & still falling into “uncategorised”
- The attribution window has been reduced from 28 day click to 7-day click with attribution being delayed by up to 3 days
- Custom Audiences such as “website visitors in the last 30 days” began to decrease as people fell out of the audience and where not replenished due to the lack of user tracking



Workarounds for conversion events

1. Verify domain
2. Configuration of 8 prioritised events
3. The use of standard events where possible
4. Duplication of app campaigns for IOS14 devices
5. Re-engagement audiences
6. Conversion API
7. On-Facebook Leads

Thank you

Jordan@anicca.co.uk

Disclaimer

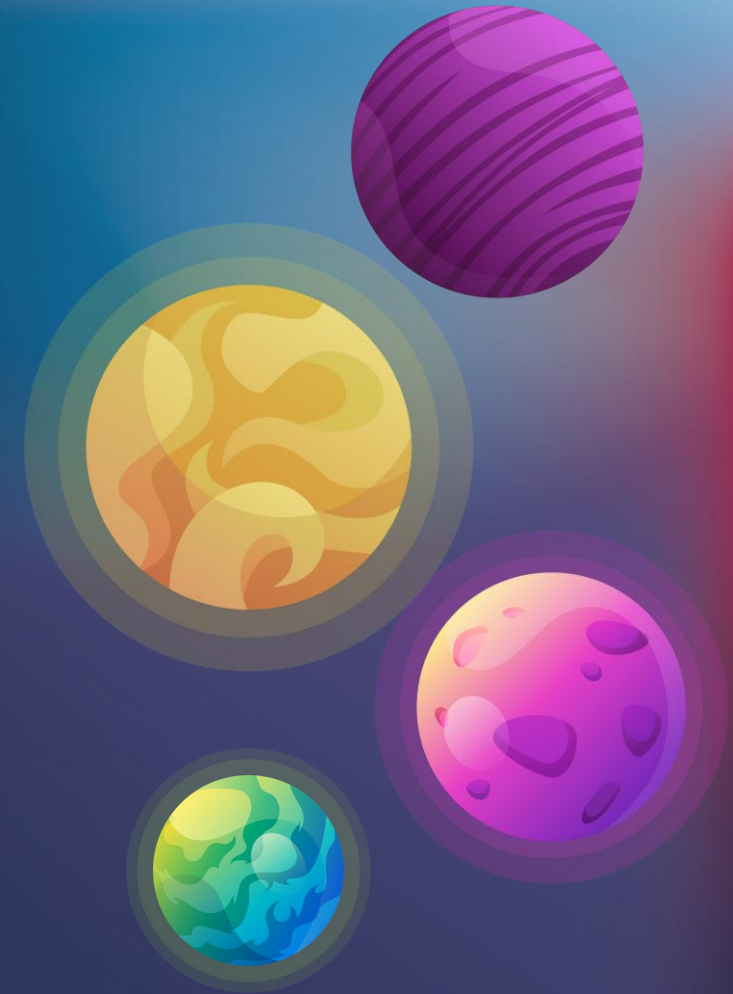
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