

Facebook Lead Ad Blueprint (Express)

This express blueprint is designed to help you create your first Facebook Lead Ad campaign in **30 minutes or less**.

Once you get your first ad up and running, you will have the confidence to apply the full version of my blueprint.

The express blueprint is divided into **4 steps**.

Each step should take you 5-10 minutes to complete.

Here are the steps:

Step 1: Create a Lead Ad campaign

Step 2: Target a relevant audience

Step 3: Create a lead form

Step 4: Create your ads

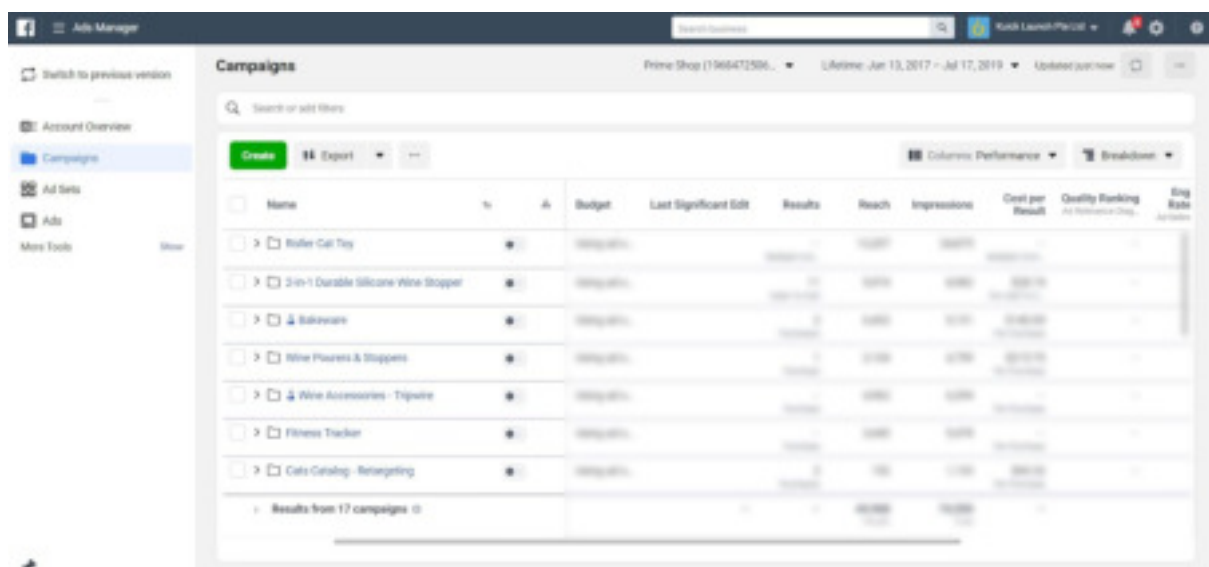
Step 1: Create a Lead Ad campaign (5 minutes)

To create a lead ad campaign, you have to use Facebook's Ads Manager.

You can access Ads Manager from here: <https://www.facebook.com/ads/manager/>

If you don't already have an ad account, you'll be asked to create one.

Once you have an ad account, you'll be brought to the ads manager screen.

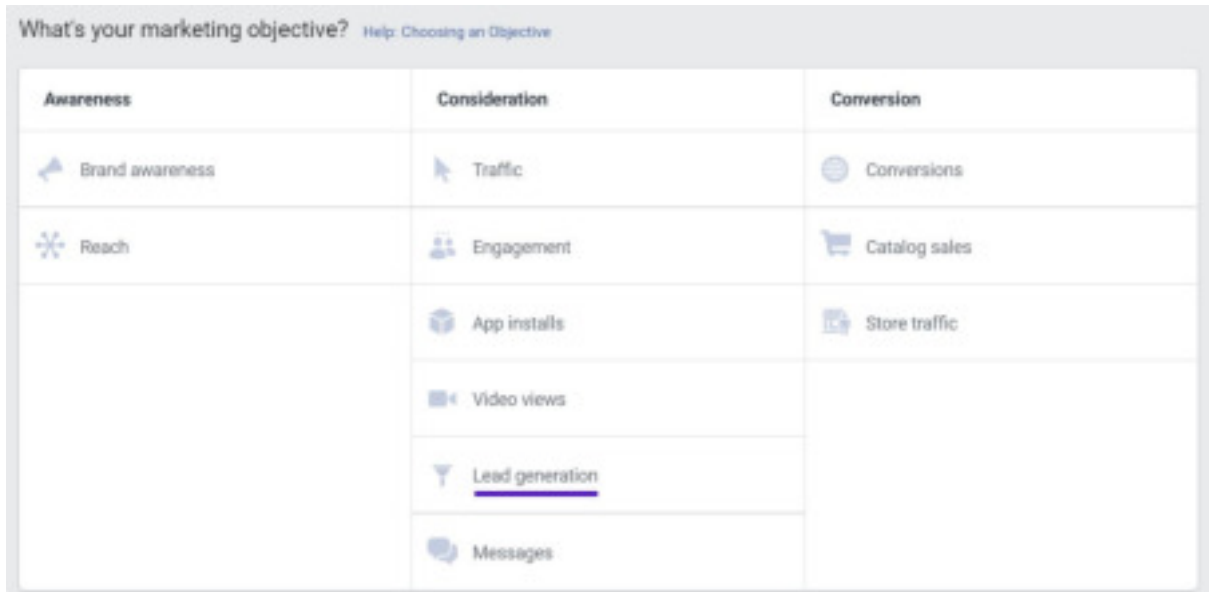


Click on the pin icon at the bottom left of the screen to keep the left menu expanded.

Make sure 'campaigns' is selected in the left menu.

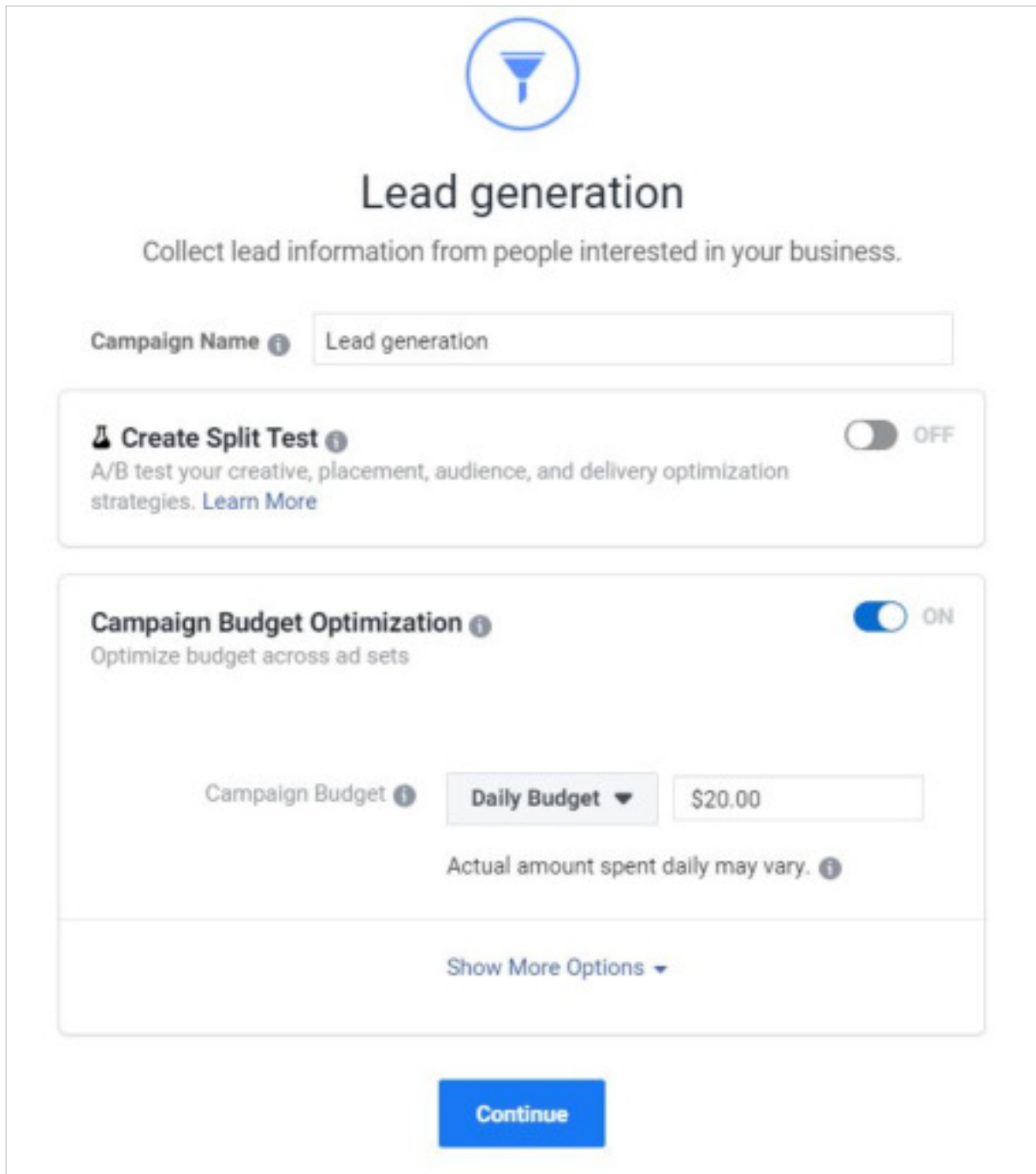
Then click the 'create' button.

You'll be brought to the campaign creation screen.



Campaign creation screen.

Select 'lead generation'



The image shows a 'Lead generation' setup interface. At the top, there is a blue funnel icon inside a circle. Below it, the title 'Lead generation' is centered, followed by the subtitle 'Collect lead information from people interested in your business.' The main form area contains several sections: 1. 'Campaign Name' with a text input field containing 'Lead generation'. 2. 'Create Split Test' section with a toggle switch set to 'OFF' and a 'Learn More' link. 3. 'Campaign Budget Optimization' section with a toggle switch set to 'ON'. 4. 'Campaign Budget' section with a dropdown menu set to 'Daily Budget' and a text input field containing '\$20.00'. 5. A note: 'Actual amount spent daily may vary.' 6. A 'Show More Options' dropdown menu. At the bottom of the form is a blue 'Continue' button.

Set a daily budget between \$5–\$20.

Make sure 'campaign budget optimization' is turned on, and set your daily budget.

There are no rules as to how much your daily budget should be, but generally, I like to start with \$10–\$20.

You can always increase your budget later, if your campaign performs well.

Once you have set your daily budget, click continue.

Step 2: Target a relevant audience (10 minutes)

If you did everything right in the last step, you will be brought to the ad set creation screen.

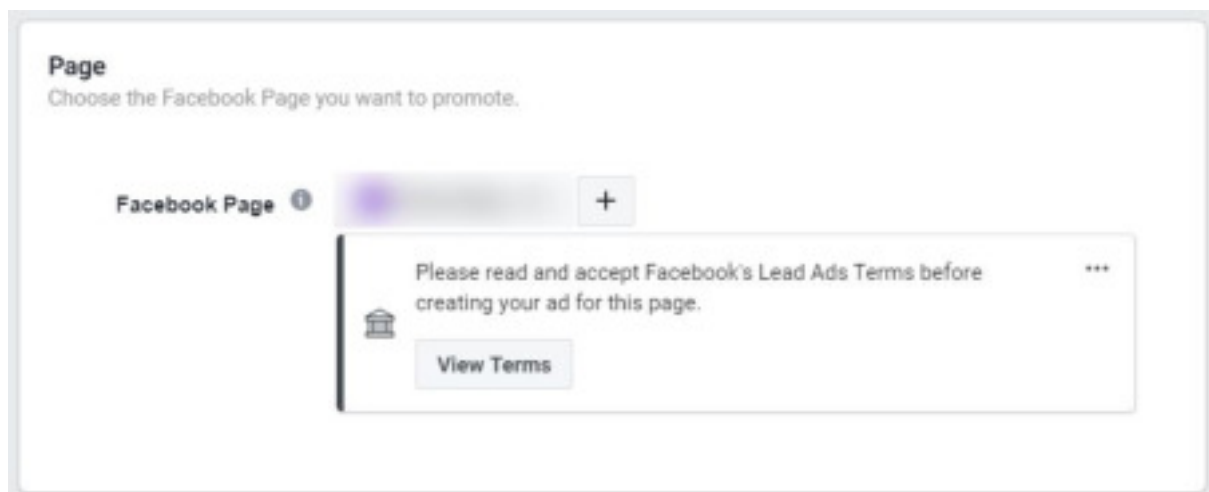
There are many settings here, but you only have to fill in two sections — ‘page’ and ‘audience’.

Page

In the ‘page’ section, select your Facebook fan page.

If you don’t already have one, you can create a Facebook fan page here:

<https://www.facebook.com/pages/creation/>



Select your page and accept Facebook’s Lead Ads Terms.

Next, click ‘view terms’ and accept Facebook’s Lead Ads Terms.

Once you’re done, you can proceed to the ‘audience’ section — this is where it gets interesting.

Audience

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

Create New Audience Use Saved Audience ▾

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Locations ⓘ **Location:**

- Singapore

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ All demographics, interests and behaviors

[Show More Options](#) ▾

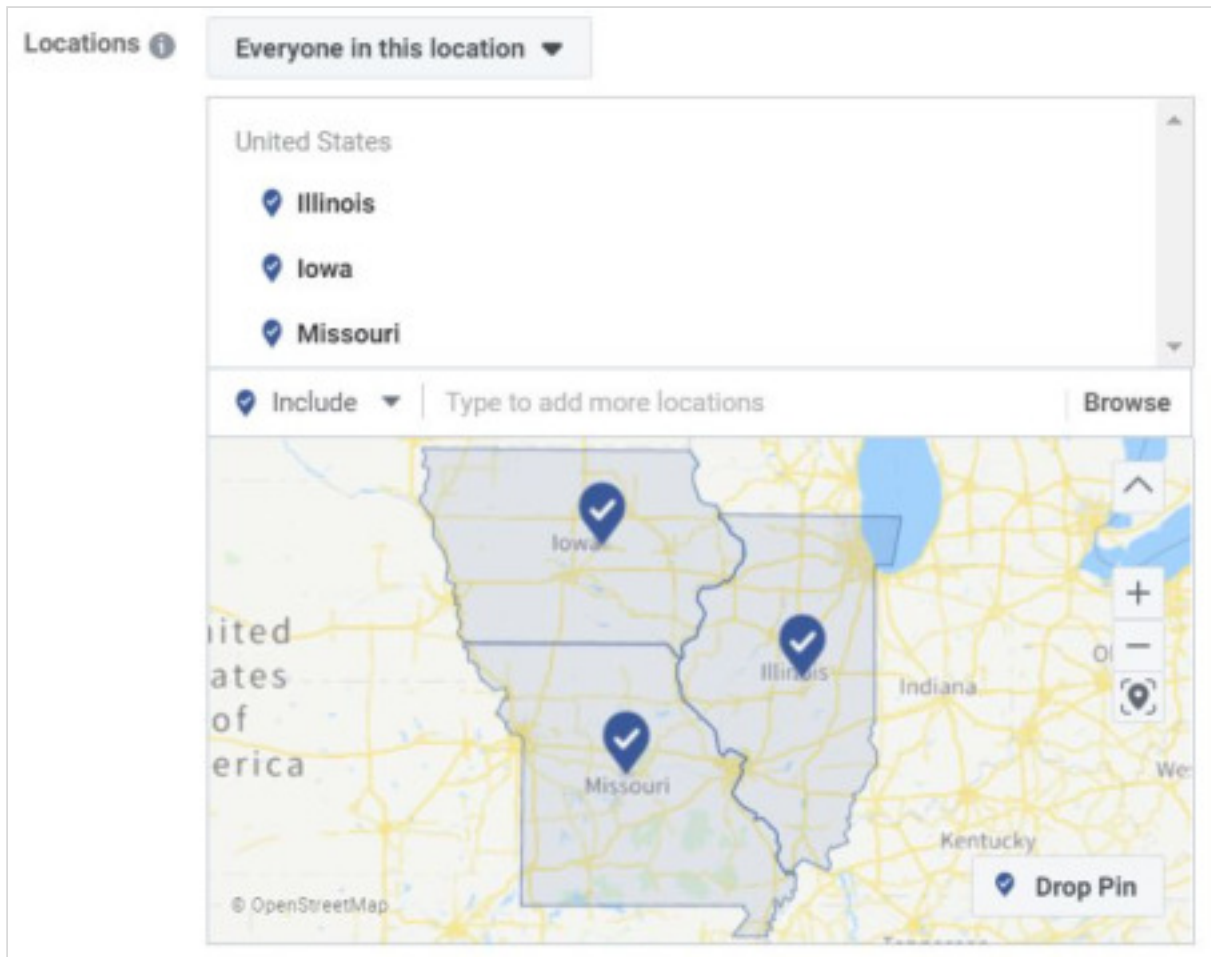
[Save This Audience](#)

Set the following based on your customer persona:

- Location
- Age
- Gender
- Detailed targeting

Location

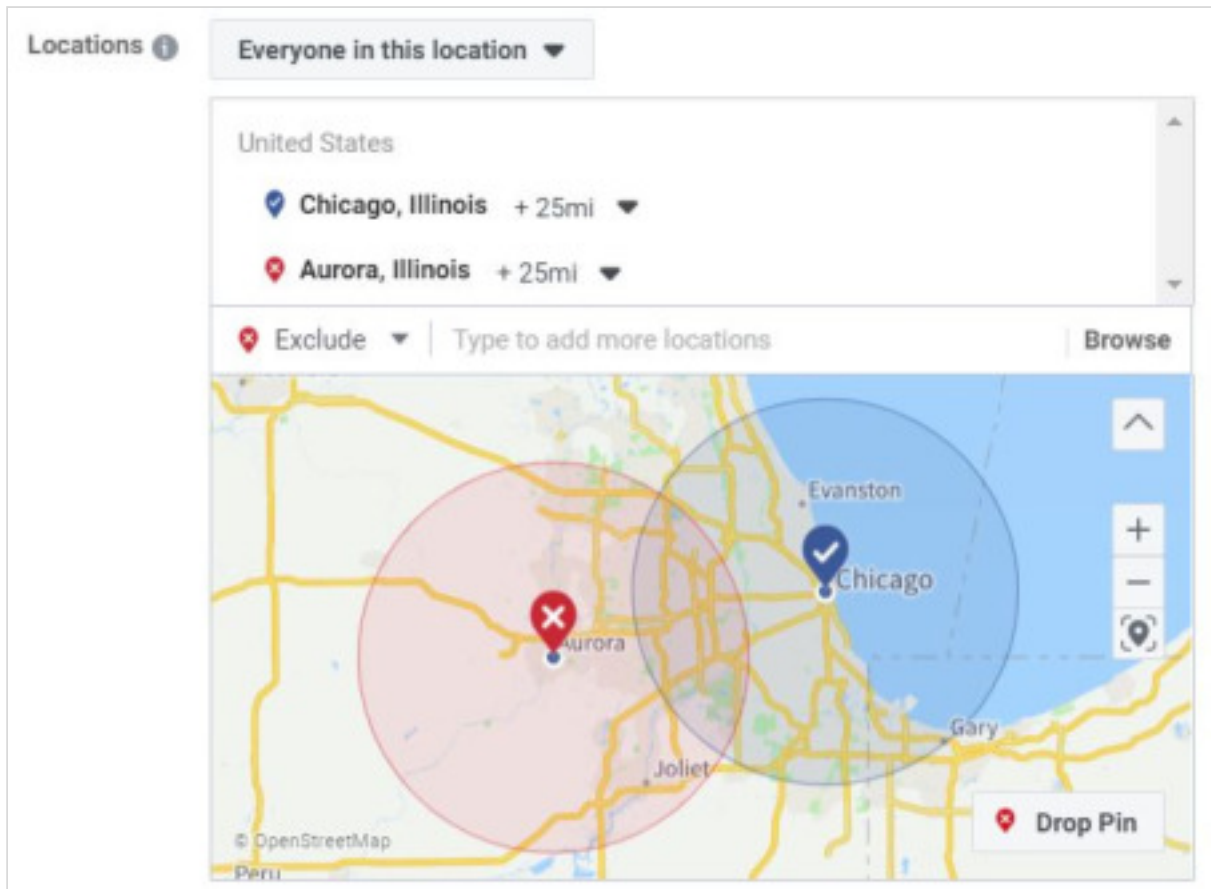
For location, you can target entire countries or states.



Targeting entire states.

You can also target specific cities or neighbourhoods.

You can even exclude locations if you only wish to target part of a neighbourhood.



Targeting part of a city.

Age

I personally like to divide age groups in the following brackets:

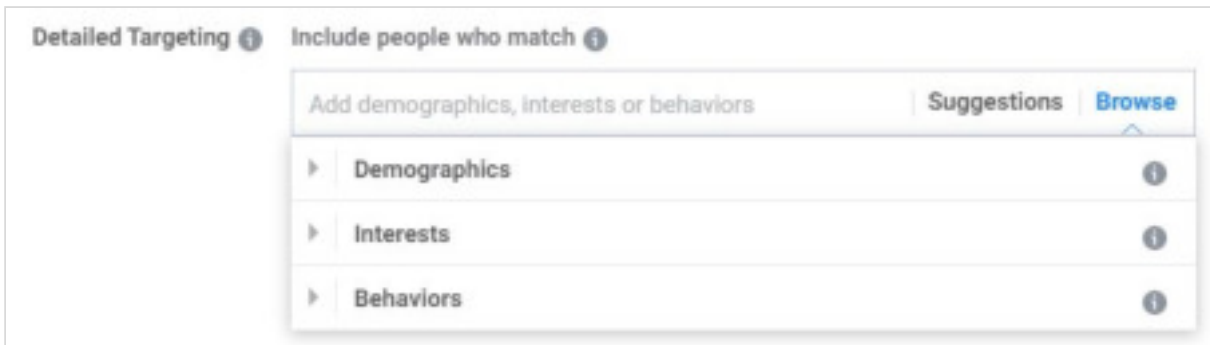
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

And then I'll target one or more adjacent brackets as long as my persona's age falls under one of them.

Detailed targeting

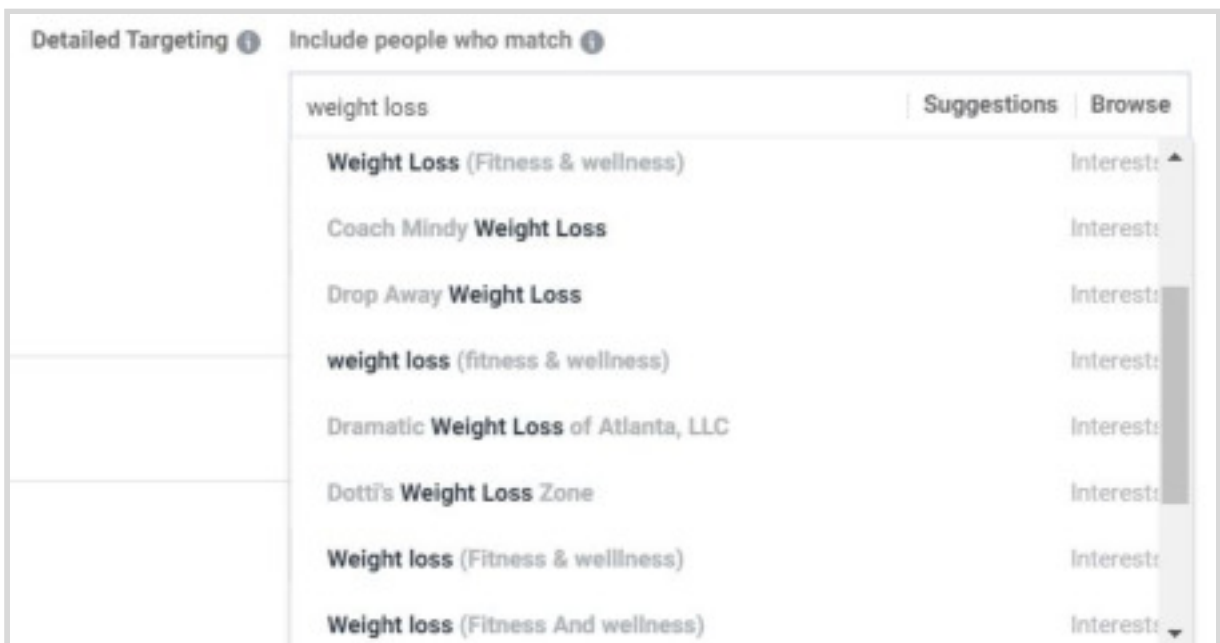
Detailed targeting is one of the more powerful aspects of Facebook advertising.

You can target audiences based on demographics, interests, or behaviors by using the 'browse' feature.



Using the 'browse' feature lets you select from a comprehensive list of demographics, interests, and behaviors you can target.

You can also enter a keyword in the search box and click on 'suggestions' to see a list of related stuff you can target.



Entering a keyword in the search bar and clicking on 'suggestions' presents a list of related stuff you can target.

Finally, leave 'expand detailed targeting criteria...' unchecked.

Now that you know how detailed targeting works, go ahead and create your audience.

Once you're done with your ad set, click 'continue'.

Step 3: Create a lead form (5 minutes)

You are now in the ad creation screen.

We are going to skip ahead to the 'instant form' section and create your lead form first.

There are four parts to your lead form:

- Intro
- Questions
- Privacy policy
- Thank you screen

Intro

The intro section is where you tell your audience what to expect when they receive your lead magnet.

You can start by asking a qualifying question in your headline.

Here's an example targeted at entrepreneurs, small business owners, and marketers who are struggling with getting leads from Facebook ads:

“Looking For a Low-Risk Way to Get Leads From Facebook Ads?”

Next, you can state the benefits of using your lead magnet.

The most effective way to communicate benefits is in the form of bullets.

Here's an example from my lead form:

- 12-Step Facebook Lead Ads Blueprint – Discover a low risk approach to acquire high quality, low cost leads from Facebook ads.

Avoid going into detail about the features — arouse curiosity in your audience so that they will be enticed to download your lead magnet.

Form fields

The most powerful way to qualify your leads lie in your lead form.

Rather than simply asking for your prospect's contact details, you can add one or more custom question to qualify your leads.

For example, if you provide a free consultation, you can add a field in your lead form asking for the best date and time to call.

If you provide a free assessment or checklist, you can ask what challenges your prospects are currently facing.

Finally, if you are giving out free samples or coupons, you can ask what attracted your prospects to your business.

However, note that adding more fields to your form may decrease the number of leads (and increase your cost per lead).

Therefore, you should try to strike a balance between quality and quantity.

Note: If you want an inexpensive way to create and host your privacy policy, check out: <https://www.termsfeed.com/>

Thank you page

Even after someone submits your lead form, you can still ask the contact to take further action to engage with your business.

The more you engage your audience, the more likely they will become your paying customers.

Here are a few ways you can further engage your audience:

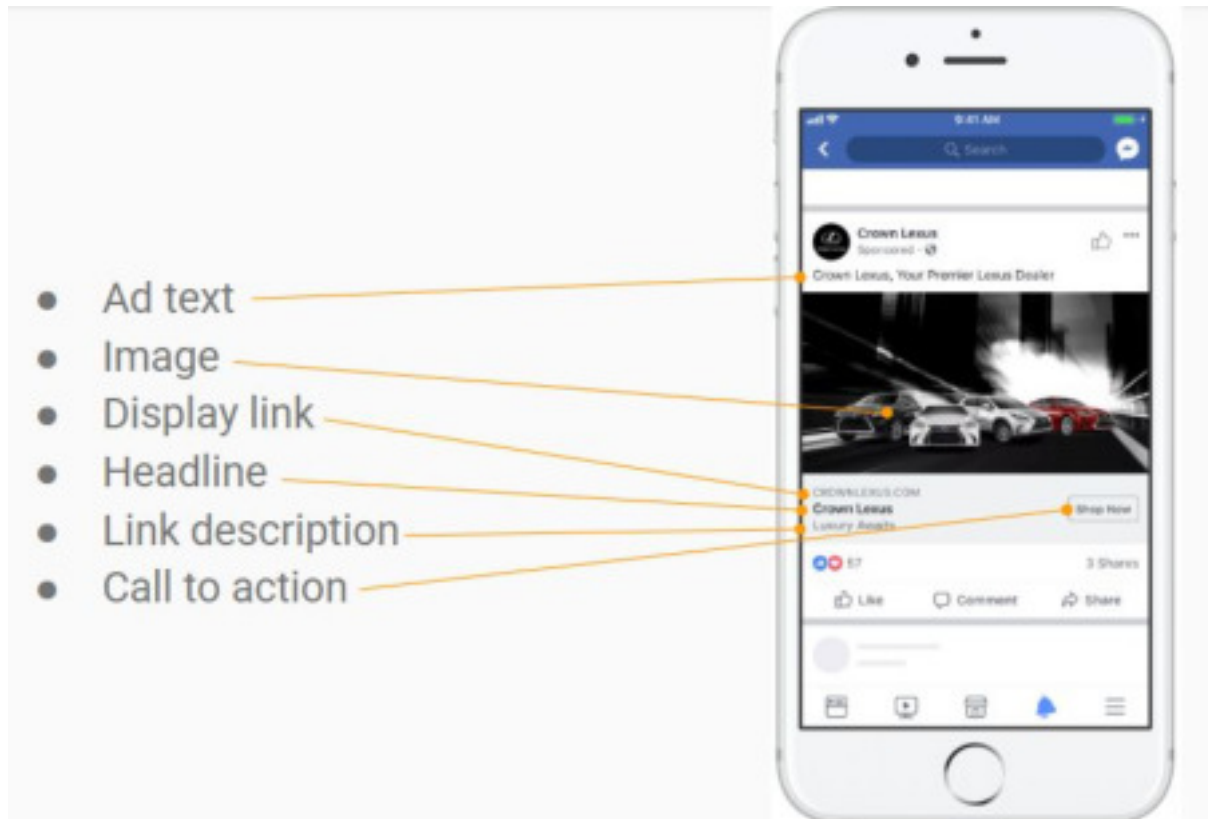
- Click to visit and like your Facebook fan page
- Click to visit your website for more details
- Click to go to a landing page with social proof
- Click to download a brochure
- Click to call your business

Note: If you want an inexpensive way to create and host a landing page, try: <https://www.leadpages.net>

Important: Make sure you follow up with your leads as soon as possible — the longer you wait, the less likely your contact is going to respond to your texts or calls.

Step 4: Create your ad (10 minutes)

Before we start creating an ad, let's take a look at what it's made of.



Anatomy of a Facebook ad.

Creating an ad is as simple as following these 7 steps:

1. Call out to your audience
2. Write the main benefit
3. Come up with different angles / hooks
4. Add a headline
5. Choose an ad format
6. Include a call-to-action
7. Others

By following these steps, you will be able to create ads that attract your audience's attention and increase the odds of them converting to leads.

Callout to your audience

You can mention your audience directly to let them know that you are speaking to them.

Here's an example of a callout in my ads:

"Especially for entrepreneurs, business owners, and marketers"

However, this step is optional — as long as your ad relates to your audience, they will know that they are being spoken to.

Write the main benefit

The next step is to write the main benefit of downloading your lead magnet.

For example, the main benefit of downloading this blueprint is:

“Discover how you can get high quality, low cost leads, without risking thousands of dollars of your hard-earned money”

Once you know the main benefit of your lead magnet, you can start coming up with different angles to get your audience’s attention.

Come up with different angles / hooks

In advertising, an angle (or hook) serves two purposes:

1. It grabs your audience’s attention so that they will read the rest of your ad.
2. It attaches a fresh perspective to the main benefit so that your audience don’t get tired of seeing the same ad.

While advertisers can get really creative with their ads, there are only two kinds of angles that they use — pain or pleasure.

Here’s an example of a pain angle:

“When running Facebook ads, it’s important to avoid making emotional decisions that will hurt your bottom line”

And here’s an example of a pleasure angle:

“Knowing how to keep your Facebook ads cost low gives you an unfair advantage over your competitors.”

As long as you stick to pain or pleasure, you are free to be as creative as you want when coming up with your ad angles.

Add a headline

Your headline must be consistent with your ad angle.

Keep it short so that it doesn’t get cut off on smaller devices.

Use title case to make it stand out.

Here’s the headline for the earlier pain angle example:

“Is High Cost of Facebook Ads Hurting Your Bottomline?”

Choose an ad format

You can use an image, a video, or carousel for your ad.

Whichever format you use, be sure to use image(s) or video(s) that is consistent with your ad angle.

Image

Facebook has partnered with Shutterstock so that you can use their royalty-free images for free.

The downside to this option is, you can't design your own ad (without having to pay for Shutterstock's images).

If you want a free option to customize your ad, try using Canva with royalty-free images that are free for commercial use:

Canva:

<https://www.canva.com/>

Free image sources:

<https://unsplash.com/>

<https://pixabay.com/>

<https://www.pexels.com/>

Video

Video is my preferred ad format for at least 3 reasons.

Firstly, Facebook seems to be charging less for showing video ads than image ads.

Secondly, videos tend to get more engagements such as clicks, likes, comments, and shares.

Finally, any image that you have can be easily turned into a video using Facebook's video template tool — without ever leaving Ads Manager.

For these reasons, I use video ads for my clients whenever possible.

Carousel

You can also use a carousel, which is a series of scrollable images or videos.

Using a carousel is simply a matter of putting together a couple of images or videos.

Include a call-to-action

After writing your benefit and attaching an angle to it, you will need to tell your audience what to do next.

While Facebook has a built-in button in all their ads, you can still add a call-to-action statement in your ad text.

Here's an example of a call-to-action in the ad text:

“Download this blueprint now!”

Important — be sure to reference your customer persona when creating your ads.

Questions?

If you're stuck at any point in this blueprint, feel free to reach out to me.

I'll be happy to help you get unstuck =)

Jax Ng

Message me on Facebook: m.me/kuicklaunch