

Facebook Ads Manager

Running ads on Facebook is easier and more effective than ever. Step one is selecting your objective.

Campaign

Objective

Ad Set

Audience

Placements

Budget & Schedule

Ad

Media

Text

CAMPAIGN: Choose your objective

[Help: Choosing an Objective](#)

[Use Existing Campaign](#)

Choose a marketing objective for your campaign

Awareness

Increase people's awareness of your brand or business

Reach people near your business

Boost your posts

Promote your Page

Consideration

Find potential customers for your business

Raise attendance at your event

Collect leads for your business

Get video views

Get installs of your app

Send people to your website

Conversion

Drive conversions or sales for your business

Promote a product catalog

Get people to claim your offer

Increase conversions on your website

Increase engagement in your app

1

Lead Generation

Lead generation is an objective that many small business owners are not away of. So let's walk through how to do it.

Campaign

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Media

Text

Lead Form

Get installs of your app

Send people to your website

Increase engagement in your app

Lead Generation

Collect lead information from people interested in your business.

Campaign Name

Website Design

Continue

Campaign Spend Limit

Set a Limit (optional)

2

Custom Audiences

I had to setup my custom audience prior to setting up my ad because I wanted a look a like audience. This means I have a retargeting audience in Facebook for those that have visited webdesign on my website. So I am letting Facebook do a look a like audience of people that match the same characteristics including buying habits.

Create a Lookalike Audience

Find new people on Facebook who are similar to your most valuable audiences.

Show Advanced Options

Source

Solo Site Visitors

Country

United States (US)

Audience Size

2M

Estimated reach

0

1

2

3

4

5

6

7

8

9

10

% of country

Resulting audiences

Lookalike (US, 1%) - Solo Site Visitors

Estimated reach

2,000,000 people

Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.

Cancel

Confirm

Detailed Targeting

If I was not using a custom audience I could select an audience based on interested. When building your audience you want somewhere between 1 and 2 million in your potential reach.

The screenshot displays the Facebook Ads 'Detailed Targeting' section. On the left, a sidebar lists various targeting categories: Languages, Detailed Targeting (selected), Connections, and Placements. The main area shows a 'Browse' button and a list of 'Recently Used' targeting options, including Small business, Small Business Owners, Self-employment, Home business, Lean startup, Entrepreneurship, Social entrepreneurship, and Startups.com. A blue tooltip box is overlaid on the 'Recently Used' list, stating: 'New! We'll show you your recently used interests, behaviors and demographics, ranked by how well they performed in your past campaigns. Select the help icon to learn more.' On the right, the 'Audience Definition' section shows a gauge indicating the audience is defined. Below this, 'Audience Details' lists: Custom Audience (Lookalike (US, 1%) - Solo Site Visitors), Location (United States), Age (25 - 65+), and Placements (News Feed on mobile devices or News Feed on desktop computers). The 'Potential Reach' is shown as 1,800,000 people. The 'Estimated Daily Reach' section shows 700 - 1,800 people on Facebook, with a bar chart indicating this is an estimate based on average performance.

Languages **En**

Detailed Targeting **INC**

Connections

Placements
Define where you'd like your ads

Placements

Recently Used **Suggested**

Small business **Interests**

Small Business Owners **Interests**

Self-employment **Interests**

Home business **Interests**

Lean startup **Interests**

Entrepreneurship **Interests**

Social entrepreneurship **Interests**

Startups.com **Interests**

Choose your placements

Audience Definition

Your audience is defined.

Audience Details:

- Custom Audience:
 - Lookalike (US, 1%) - Solo Site Visitors
- Location:
 - United States
- Age:
 - 25 - 65+
- Placements:
 - News Feed on mobile devices or News Feed on desktop computers

Potential Reach: 1,800,000 people

Estimated Daily Reach

700 - 1,800 people on Facebook

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

Now Comes the Budget

I begin with \$5 per day for the first 24-72 hours to test my ad and see what my costs per lead will be. Once I know I can make adjustments and leverage my results.

The image shows the Facebook Ads 'Budget & Schedule' interface. A red arrow points from the '\$5.00' budget input field to the 'Estimated Daily Reach' section. Two callout boxes provide context: one above the budget field stating '\$5 per day will reach up to 550 people per day.' and another at the bottom stating 'I will let Facebook put my lead form in front of the people most likely to purchase. They know their audience much better than I do.'

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Daily Budget** ▼ \$5.00 USD

Schedule ⓘ ☒ Run my ad set continuously starting today ☐ Set a start and end date

Optimization for Ad Delivery ⓘ **Leads** ▼

Bid Amount ⓘ ☒ Automatic - Let Facebook set the bid that helps you get the most results at the best price. ☐ Manual - Enter a bid based on what results are worth to you.

When You Get Charged ⓘ Impression (CPM)

Ad Scheduling ⓘ Run ads all the time [More Options](#)

Delivery Type ⓘ Standard - Show your ads throughout the day - Recommended [More Options](#)

[Hide Advanced Options](#) ▾

Audience Definition
Your audience is defined.

Audience Details:

- Custom Audience:
 - Lookalike (US, 1%) - Solo Site Visitors
- Location:
 - United States
- Age:
 - 25 - 65+
- Placements:
 - News Feed on mobile devices or News Feed on desktop computers

Potential Reach: 1,800,000 people

Estimated Daily Reach

210 - 550 people on Facebook

0 of 1,400,000 ⓘ

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

Time you Choose Your Creative

Facebook has a library of stock images you can choose from. Or you can create custom images and upload them. I selected 6 images. Each image becomes a separate ad that will run. As you watch your stats if one image is costing you more because it is getting presented more and not driving conversions then turn it off--or change your image.

Select Images



Image Library



Stock Images



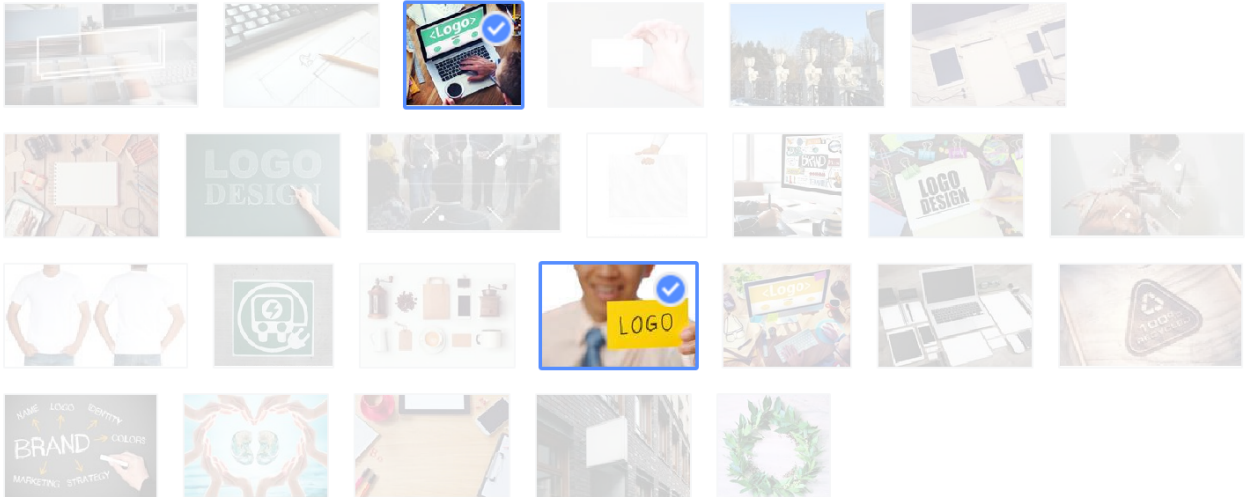
Upload Images



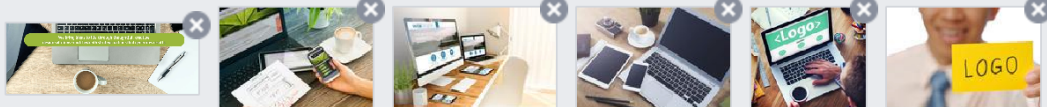
logo design

POWERED BY SHUTTERSTOCK

Some stock images may not comply with Facebook policies. Read our Advertising Policies before selecting an image.



Selected Images (6 of 6)



Done


Headline and Description for Ad

Headline appears below the image and the text appears above the image. News feed link description appears below the headline.

Headline ⓘ

Free Logo with Every New Website Design


Text

Mobile Responsive custom design websites with on page SEO included. 

Call To Action ⓘ

Sign Up ▾

News Feed Link Description ⓘ

Sign Up Today and you have 60 Days to start your project. 

Display Link ⓘ

Enter the link as you want people to see it in your ad...


Hide Advanced Options ▾

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2



Ad Previews


1 of 6

Preview each ad by clicking arrows 


✓ Desktop News Feed


Remove

 **Solopreneur Solutions, LLC** 

Sponsored · 

Mobile Responsive custom design websites with on page SEO included.



Free Logo with Every New Website Design
Sign Up Today and you have 60 Days to start your project.
WWW.SOLOPRENEURSLLC.COM 

✓ Mobile News Feed

Remove

Next Step is the Lead Form

Prospects will complete the lead form right on Facebook and the form will auto fill with their info so they just have to hit submit, which is extremely helpful on mobile.

Lead Form

I chose to duplicate an existing form.

Create a Lead Form

☐ **New Form**
Create a new form and enter in all new information.

☒ **Duplicate an Existing Form**
Duplicate one of your existing form and change only what you want.

Website quote

Cancel

Next

9

Form Name

Add a name for your form so you will remember what it is. If your offer takes just a little explanation then also add a Context Card.

Lead Form ×

Form Name and Options

Name your form

Website quote-copy

Choose a form language ?

English (US) ▾

Context Card

You can add a customized intro screen to your lead form to help people understand why they should give you their info.

☒ Add context card

[Hide Advanced Options](#)

☐ Edit Field IDs ?

☒ Include Organic Leads ?

Back

CancelNext

Customize Form

Choose the info you must have when some completes your form. I made it simple Name, Email and Phone (so I can follow up). You can also add custom questions if you choose.

Lead Form

What information would you like to ask for?

User Information

☒ Email

☒ Full name

[Fewer options](#)

Contact Fields

☐ First name

☐ Last name

☐ Phone number

☐ Street address

☐ City

☐ State

☐ Province

☐ Country

☐ Post code

☐ Zip code

Demographic Questions

☐ Date of birth

☐ Gender

☐ Marital status

☐ Relationship status

☐ Company name

☐ Military status

Work Information

☐ Job title

☒ Work phone number

☐ Work email

Custom Question1

Question

41

Back

Cancel

Next

Important Must have a Privacy Policy Link

My privacy policy is a pdf file that I have loaded to my media library and it makes it easy to share the link. If you also need a custom disclaimer you can add that as well.

media text and links to create one or multiple ads

Lead Form

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

*By submitting your info, you agree to send it to Solopreneur Solutions, LLC who will process and use it according to their privacy policy. **View Solopreneur Solutions, LLC's Privacy Policy***

Link Text

Link URL

<http://www.solopreneursllc.com/wp-content/uploads/2014/06/Privacy-policy-for-Solopreneur-Solutions.pdf>

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

☐ Add custom disclaimer

Back

Cancel

Next

Completed the form

Once your lead completes the form you can offer a link to your website if you choose. I think this is important for those that do not know you or your business, it gives them an opportunity to learn more about you and your services without having to look too hard to find the information.

Lead Form ×

Add a Link to Your Website

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

Back

Cancel

Next

Complete Context Card

This is where you give detailed information about your offer.

Lead Form

Add a Context Card (Optional)

This screen will appear after people click your ad and should provide information about your product or service.

Headline

Affordable Custom Website Design

Benefit Text

Paragraph

Every new custom website design will receive a free logo. Logo design will consist of 6 concepts to choose from and 3 revisions.

Customize Your Button Text

Reserve Your Logo Now!

Affordable Custom Website Design

A preview of your image will appear here.

Every new custom website design will receive a free logo. Logo design will consist of 6 concepts to choose from and 3 revisions.

Reserve Your Logo Now!

Back

Cancel

Next

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Preview Form

media, text and links to create one or multiple ads

Lead Form

Preview Your Form

This form preview is an approximation and does not reflect how an actual form will appear to users.

Form Details

Name

Website quote-copy

Language

English (US)

Edit

Back

Next

Affordable Custom Website Design

A preview of your image will appear here.

Every new custom website design will receive a free logo. Logo design will consist of 6 concepts to choose from and 3 revisions.

Reserve Your Logo Now!

Back

Cancel

Create Form

15

Place Order

Once you have completed your form it is time to place your order.

Lead Form
Choose the form you'd like to use in your ads [Learn more](#).

✓

Your form has been added.
To continue, review or place your order. Once people submit your form, you can [retrieve your leads](#).

×

Lead Form ⓘ
Add a form that people will see after they click on your ad. The form will be prefilled with people's info and can include questions that are specific to your needs.

Website quote-copy ↕

Create Form

Back

Review Order

Place Order

Leads

So where are those leads? Go to the Publishing Tools on your Facebook Page; Click on Lead Ads Form and then to the right you will see a list of your forms and you can download your leads from this screen.

Page

Messages

Notifications1

Insights

Publishing Tools

Settings

Help

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Use

Lead Ads Forms

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

Help Center

Forms Library

+ Create

Search...

Actions

Name	Locale	Created	Leads Count	Leads
Website quote-copy (Preview)	English (US)	Jun 12, 2016 at 8:14am	0	Download