

REM 102 Activity 2 Facebook Lead Generation Advertising

Learn how to place a Facebook and Instagram Lead Generation advertisement.

1. Go to Facebook Ads Manager

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C21	C21 New Tampa (106101472410 💌												
Δ	Ad Reviews Delayed Due to Connavirus - Due to connavirus - Due to connavirus (COVID-18), ad reviews are taking longer than usual. Ad delivery may also be delayed. Our Help Center has the most up-to-date information including best practices. Go to Help Center X												
Q, S	Q, Search v 🛛 Filters v + Add filters to narrow the data you are seeing.												
	📑 Account Overview 😥 Campaigns 🔛 Ad Sets												
+	Create	Duplicate 💌 🖋 Edit 💌 👗 A/B Test	00	Rules	1 w				Vie	w Setup 🔵 C	olumns: Performance	• Breakdown	Reports 💌
		Campaign Name -	Delivery •	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	3-Second Video Plays	Video Percentage Watched	Video Average Play Time
		Tampa Bay	 Ad Set Error(s) 	\$1.00 Daily	 Post Engagem	-	-	 Per Post Enga	\$0.00	Ongoing	-	_	-
		2020 Realtor Business Planning Video views - Copy	 Ad Set Error(s) 	\$2.00 Daily	 ThruPlay	-	-	 Cost per Thru	\$0.00	Ongoing	-	-	-
		Lead generation	Off	\$1.00 Daily	On-Facebook	259	278	Per On-Faceb	\$6.19	Ongoing	-	-	-
		Tampa Engagement	Off	\$1.00 Daily	20 Page Likes	563	636	\$0.28 Per Page Like	\$5.69	Ongoing	-	-	-
		Followers Friday Video views	Off	Using ad set	38 ThruPlays	238	581	\$0.13 Cost per Thru	\$4.89	Ongoing	203	2.34%	00:05
		[08/27/2019] Promoting Tampa Bay Real Estate Career Re	Off	Using ad set	Page Like	4	4	Per Page Like	\$0.01	Ongoing	-	1.66%	00:01

- 2. Click "Create"
- 3. Highlight "Create New Campaign" and Select "Lead Generation"

f III Ads Manager			Search	🔍 [🏭 Bill 👻	4 Ø	
C21 New Tampa (10610 👻	Create New Campaign Use Exis	sting Campaign 🔞				
Campaign	Campaign: Choose your objective.		Switch to Quick Creation			
Special Ad Category Objective						
	🏦 Special Ad Category 🖲		Help: Choosing a Special Ad Category			
B Ad Set	I'm creating a campaign for ads in a Special Ads related to credit, employment or housing.	Ad Category.				
Placements A Budget & Schedule A	What's your marketing objective? Help:	Choosing an Objective				
Ad Ad	Awareness	Consideration	Conversion			
Format Additional Creative	A Brand awareness	▶ Traffic	Conversions			
	🔆 Reach	Engagement	Catalog sales			
		App installs	Store traffic 🔺			
		Video views				
		▼ Lead generation				
		Nessages				

4. Select your Daily Budget then click "Continue"



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C21 New Tampa (10610 🔻	Create New Campaign 🔻				Switch to Quick Creation
Campaign Special Ad Category Objective			Lead generation Messages		
BB Ad Set Page Dynamic Creative Audience Placements Budget & Schedule		Collect	Lead generation	ed in your business.	
Ad Identity Format Media Text & Links Instant Form Tarbién		Campaig Lead generr A Create A filtent you	n Name tition N/B Test © creative, placement, audience, and deliver strategies. Learn More	Create Name Template	
- nakog		Campaign Optimite ye Ca	Budget Optimization ® Ir budget across your ad sets. Learn More mpsign Budget @ Dailty Budget * Actual amount spent of Show More Options *	S100.00 Saliy may vary. ®	
			Continue		

5. Name your Ad Set and choose the page you are advertising with

f III Ads Manager	Search	् 👗 मा 🗸 🌲 🔅 🔗
C21 New Tampa (10610 🔻	Ad Set Name Create Name Template	Switch to Quick Creation
Campaign	Saint Petersburg, FL	
└── Special Ad Category ✓ └── Objective ✓	Page Choose the Facebook Page you want to promote.	e Size Your audience is
88 Ad Set	Facebook Page 🕕 🌚 Tampa Bay's Guru 💌 🕂	Bread
Page Dynamic Creative	You've accepted Facebook's Lead Ads Terms for this D X Potential P	Reach: 24,000 people
Placements Budget & Schedule	View Terms Estimate	ad Daily Results
	Dynamic Creative	i daily results aren't available for aign since it has a budget I across ad sets.
- Identity	Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience. Learn More	

6. Choose your audience, age, and other demographics. Save the audience for future use. Set placements to automatic





7. Schedule your ads to run continuously or for a determined amount of time.

Coast Control The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get the most feeds using the lowest cost bid strategy. Schedule Perform start and end date Show More Options •	jia t & Links ant Form cking	Optimization & Spending Contr Define how much you'd like to spend, Optimization for Ad Delivery @	rols and when you'd like your ads to appear. Leads		
Show More Options +		Cost Control 🕲 Schedule 🕲	The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get th leads using the lowest cost bid strategy.	l. he most	
			Show More Options -		

8. Create an "Ad Name". Link your Instagram page and choose "Single Image or Video"

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New Tampa (10610 🔻	Ad Name	Create Name Template	Switch to Quick Creation
mpalgn	- Lead generation St Pete		
ISet Nage ✓ Symmic Creative ✓ Macements ✓ Macements ✓ Mudget & Schedule ✓	Choice how you want your business to be represented in yo Received and the second region of the second represents your Wor Facebook Page or Instagram account represents your This Sagram Account The Instagram account below is connected to the selected the Instagram account below is connected to the selected	our ad. business in ads. Facebook Page. Manage connections in Page settings.	
Control of the second s	Format Choose how yourd like to structure your ad.	Single Image or Vid	eo

9. Upload your image for the ad. A sample is below:

an



10. Insert your Text, Headline, and Link

	MyT 87	My Town Gurus Step Ahead T Official Raal Easter Touri Revel Easter Trainin ownGurus.com 7-203-9588 StepAheadRealEaster	rainir ^{op} g ^{Program}	IG TM		
🔽 Campaign		Text & Links Set up the text and links for your ad. Learn More	$\langle \rangle$	Desktop News Feed	C	
Special Ad Category ✓		Primary Text	0	🖉 Edit	① 泰	
		Get a free list of houses in Clearwater FL for \$250k and less!		Tampa Bay's Guru Sponsored - @	0k and level	
Ad Set		Headline (optional) 0	۲	FREE List	of Houses	
Dynamic Creative V		Clearwater Houses Under \$250k!	•	in Clearw	vater, FL	
Placements V		Description (optional)	Þ	OLOOK AN	d'onder	
└── Budget & Schedule 🗸		Include additional details		t, Crop Image	TOT SALE	
Ad		Display Link (ontional)				
		BrokerBillZ.com		CENTURY 21		
Media V		Call to Action 🚳		BROKERBILLZ.COM	Circulta	
Instant Form		Sign Up 🔻	U	Clearwater Houses Under \$250k!	sign up	
- Hacking		Stories Customizations	Ø	[⁽⁾ Like	Comment	
		Earl stones background colors U				

11. Click "New Form"

				WARN WARN	000
Campaign Special Ad Category	Form Name Untitled form 2/20/20, 2:11 PM	Duplicate	+ New Form Created Date Feb 20, 2020	in Clearwater, FL S25% and Under	t
Ad Set Page Page				Tampa Bay's Guru	1
Placements V Budget & Schedule V				Homes Under \$250k	
Ad				Clearwater Beach under \$250k!	
Format Media ✓ Text & Links ✓ Instant Form					
Tracking				Context Card 1 of 4 ∉	•

12. Put your offer in the "Headline"



Create Form			×
Untitled form 3	3/31/20, 1:05 PM 🖋		🐌 Save 🛃 Finish
Content Se	ttings		More Volume - Form Preview
O Form Type	e	\sim	in Clearwater, FL S250k and Under
O Intro (Opt	tional)		
Headline	Free List of Homes	42	
Image	 Use the image from your ad The image from your ad will appear with your context card Use uploaded image Recommended image size: 1200 x 628 pixels Upload Image 		Tampa Bay's Guru Free List of Homes
Layout	Paragraph		
		<i>i</i>	
Questions	3	\sim	Next \rightarrow
O Privacy Po	olicy	\sim	Context Card 1 of 4

13. Add your questions for your database (CRM). Never ask more than 3-4 questions.



Content Settings				More Volun	ne - Form Previ	ew
Custom Question	ıs				-	
Ask for responses	to questions that matter to your busine	SS.			12 11 22	
+ Add Questio	n 💌			CE	-	
				Contact Inform	ation 🕚	
Prefill Questions	0			Confirm the details	you'd like to shar	e with
Let people know w	hy you're requesting their information.			Email		
Confirm the details	you'd like to share with us:			Enter your ans	wer.	
Choose the type of	information you need.			Full name		
Question				Enter your ans	wer.	
Email		Contact Fiel		Phone number		
Quantian				0		
Full name		User Informati	on ×			
Question		Contact Fiel	×			
Phone num	ber		us			
+ Add Categor Add your Create Form	y ▪ Headline, Descr	iption, and W	/ebsite	Prefill Questions	Next 2 of 4	4 4
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Thank You Screen

Website Link BrokerBillZ.com



15. Make sure everything is the way you want it and then click "Confirm"

	Tracking			
Ad	Conversion Tracking			
- Identity - Format	Facebook Pixel			
— Media 🗸	C21 New Tampa's Pixel			
Text & Links V	ID:545609876009259			
Tracking	App Events 🖲	Set Up		
	Offline Events 🚯	Set Up		
	URL Parameters (optional)			
	key1=value1&key2=value2			
	Build a URL Parameter			
			_	
	Back		Review Confirm	

16. Check for ad results on your page under the "Ad Center" tab 2 to 3 times a day minimum.

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Page Ad Center In	box 20 Notifications 90 Insights	More •	Edit	Page Info Settings Help -
Page Ad Center In Create Ad Overview All Ads Audiences	box 20 Notifications 20 Insights Recent Ads Ads activity is reported in the time Foreclosures in Tampa Bay CENTURY 21 Leads Cent Pre-foreclosure properties in the Tampa Reach On-Facebo Leads	More +	Edit + Create Ad	Page Info Settings Help •
	View Results			
		See All		

17. Review the Overview and see if there are new leads



18. Click on "Download New Leads"



Performance

You've spent \$30.00 over 30 days.

On-Facebook Leads			Reach	1,489
18			Cost per Lead (Form)	\$1.67
Leads Activity				
Your Leads · 19			Downl	oad Leads
Ruth Nino Ruthnino39@yahoo.com · · Show more details · 6 weel	◆	Download New Leads 0 new leads since the last download on Feb 14, 2020, 10:56 AM		
Miroslav Markovic miroslavmarkovic08@gmai Show more details · 6 weel		Download by Date Range Only download leads for a specific date range		
	Q	Connect Your CRM		
Ngoc Phan phanngoc15@yahoo.com · 1	F18136	5069	9933	your reads



Download Leads X Your file for Free List Foreclosures is ready. Please click the link(s) below to download it. Interval of the link(s) below to below t

- 20. Put each new lead into your CRM. Call and send the information promised immediately.
- 21. Put lead on a follow up plan and continue to follow up.

Session ID: f3fdc8ef0834508_1585675780727