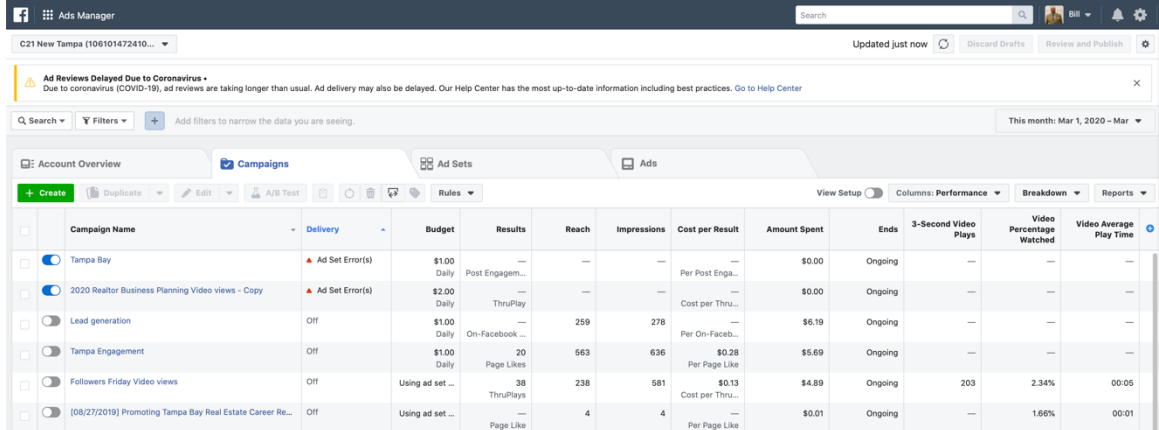


REM 102 Activity 2 Facebook Lead Generation Advertising

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

1. Go to Facebook Ads Manager

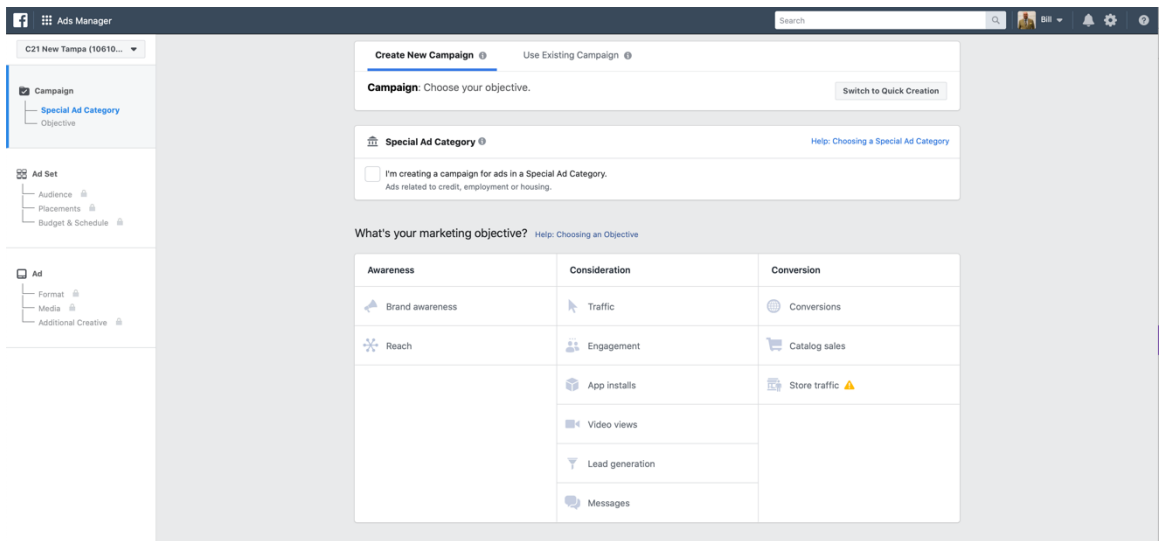


Facebook Ads Manager interface showing a list of campaigns. The table below represents the data visible in the screenshot.

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	Page Likes	20	563	\$0.28 Per Page Like	\$5.69	Ongoing	—	—	—
Followers Friday Video views	Off	Using ad set ...	ThruPlays	38	238	\$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”

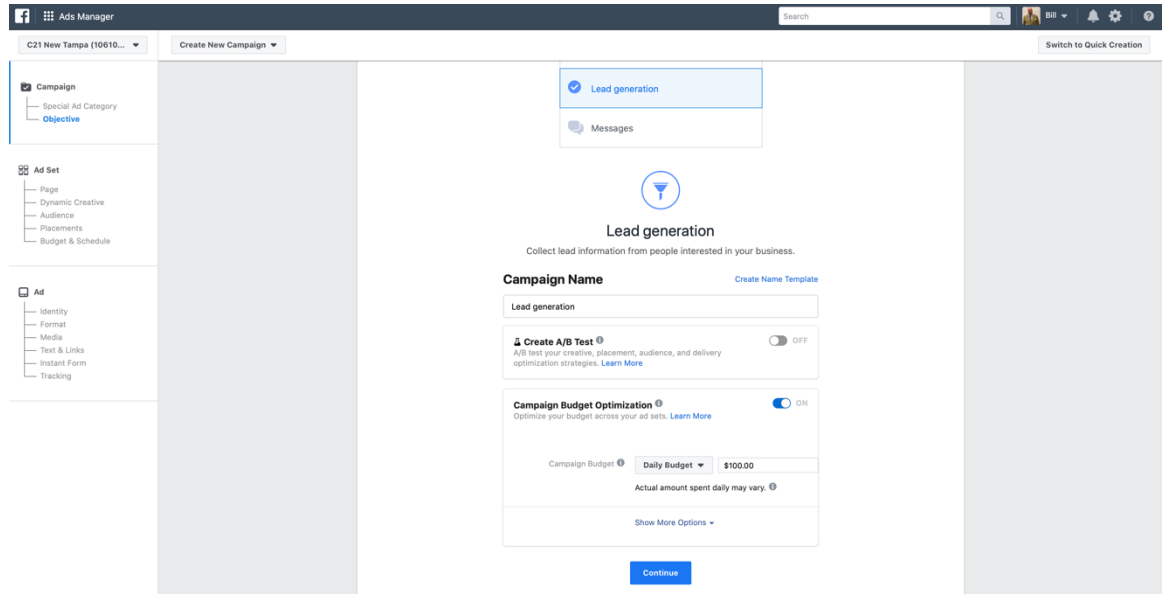


Facebook Ads Manager 'Create New Campaign' flow. The interface shows the following steps:

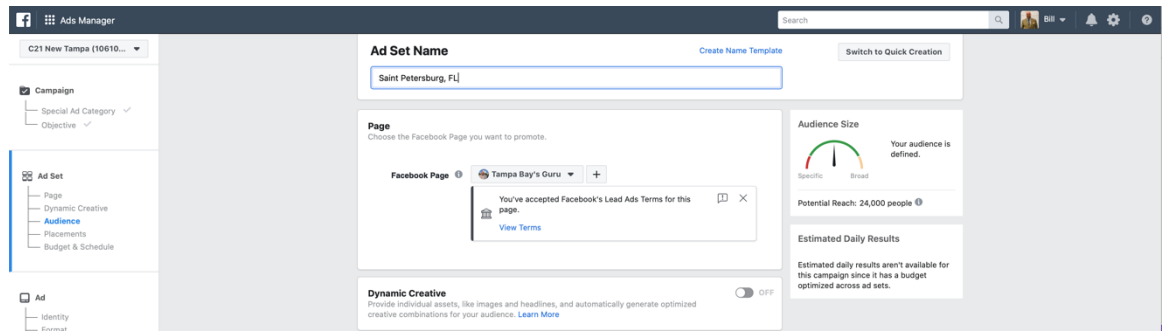
- Step 1:** Campaign: Choose your objective. (Switch to Quick Creation)
- Step 2:** Special Ad Category. (Help: Choosing a Special Ad Category)
- Step 3:** What's your marketing objective? (Help: Choosing an Objective)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

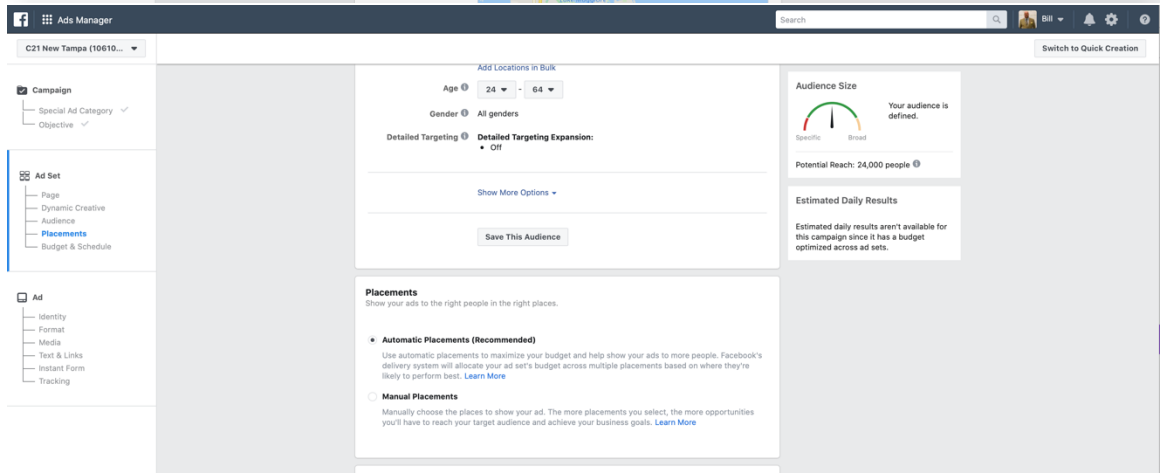
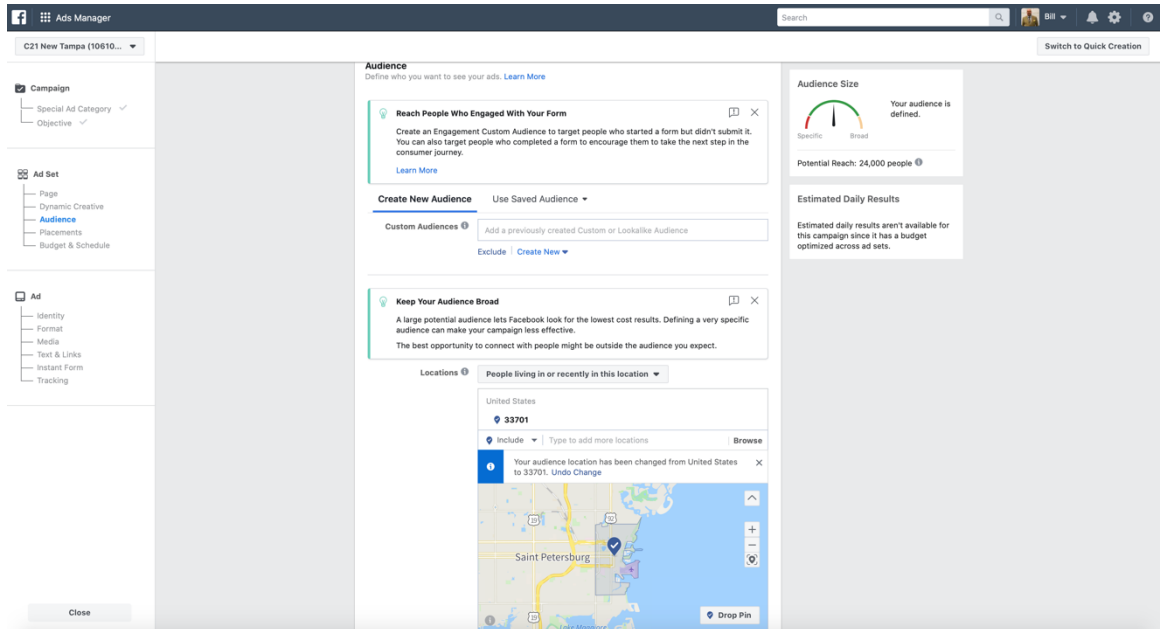
4. Select your Daily Budget then click “Continue”



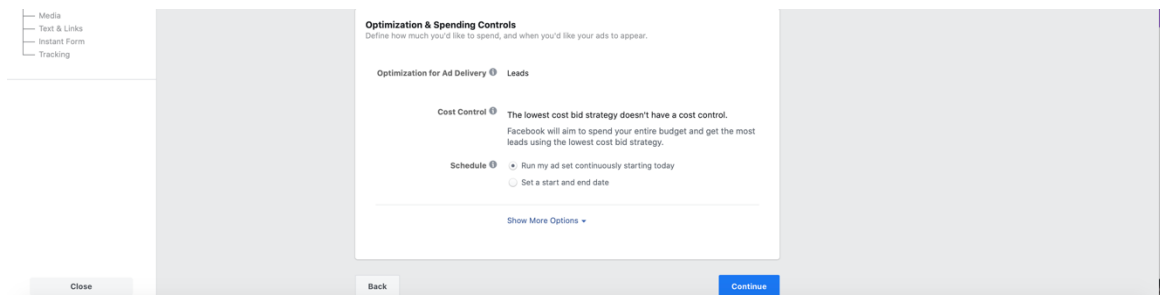
5. Name your Ad Set and choose the page you are advertising with



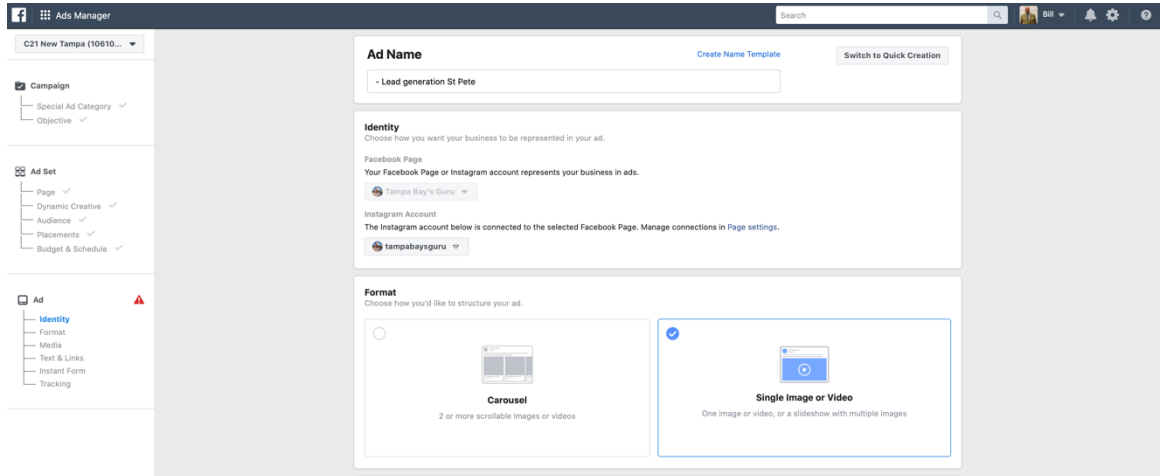
6. Choose your audience, age, and other demographics. Save the audience for future use. Set placements to automatic



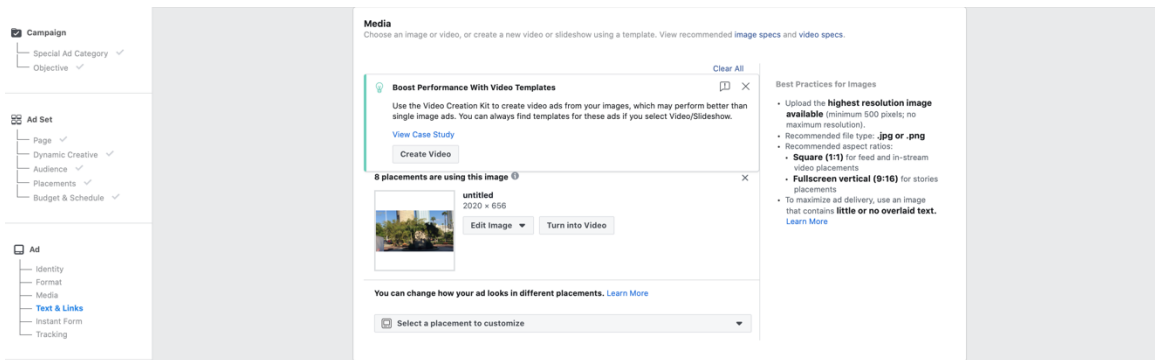
7. Schedule your ads to run continuously or for a determined amount of time.



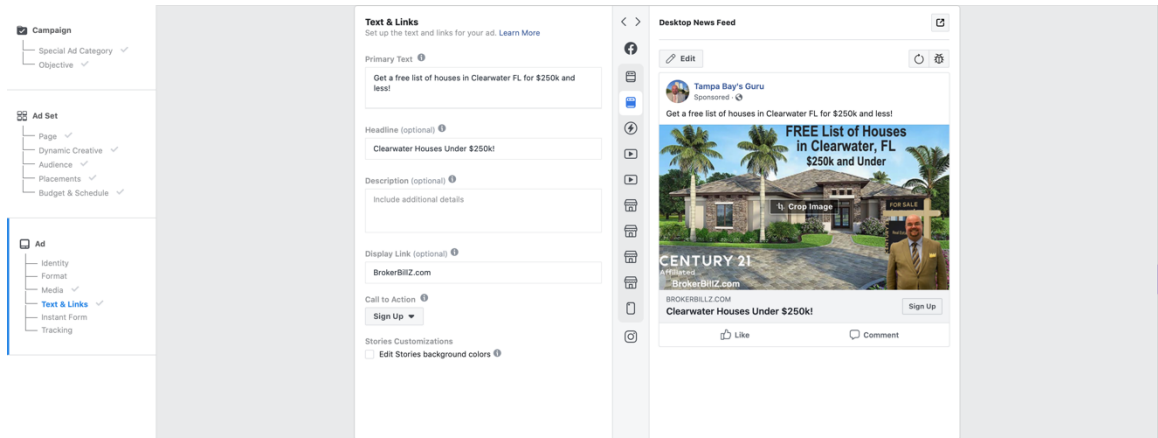
8. Create an “Ad Name”. Link your Instagram page and choose “Single Image or Video”



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



10. Insert your Text, Headline, and Link

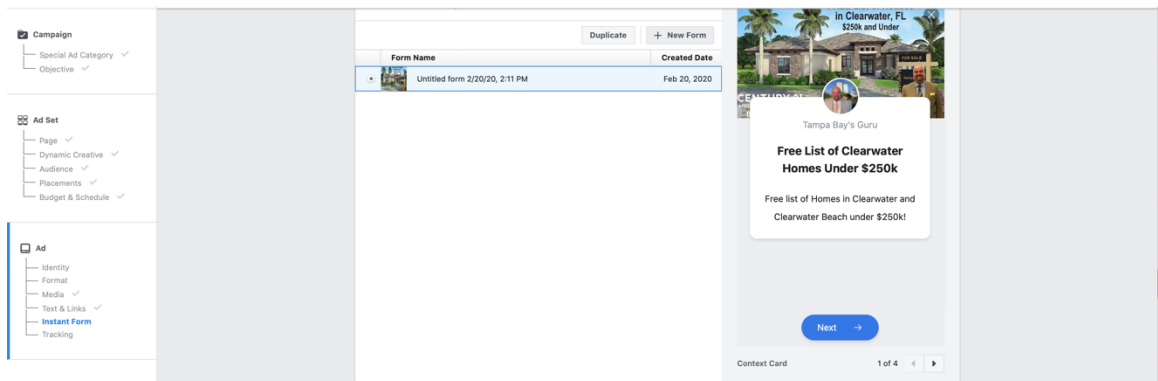


The screenshot shows the Facebook Ads Manager interface. On the left is a navigation menu with 'Text & Links' selected. The main area is titled 'Text & Links' and contains the following fields:

- Primary Text:** Get a free list of houses in Clearwater FL for \$250k and less!
- Headline (optional):** Clearwater Houses Under \$250k!
- Description (optional):** Include additional details
- Display Link (optional):** BrokerBillZ.com
- Call to Action:** Sign Up
- Stories Customizations:** Edit Stories background colors

On the right, a 'Desktop News Feed' preview shows the ad as it would appear on a desktop. The ad features a photo of a house and a realtor, with the headline 'FREE List of Houses in Clearwater, FL \$250k and Under' and a 'Sign Up' button.

11. Click “New Form”



The screenshot shows the Facebook Ads Manager interface with the 'Instant Form' section selected. The main area displays a table of forms:

Form Name	Created Date
Untitled form 2/20/20, 2:11 PM	Feb 20, 2020

Below the table is a preview of the 'Instant Form' ad. The ad features a photo of a house and a realtor, with the headline 'Free List of Clearwater Homes Under \$250k' and a 'Next' button.

12. Put your offer in the “Headline”

Create Form ✕

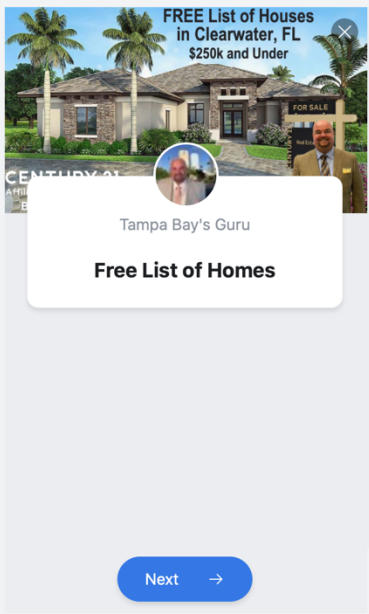
Untitled form 3/31/20, 1:05 PM Save Finish

Content | Settings

- Form Type** ▾
- Intro** (Optional) ☑ ▴
 - Headline 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
 - Layout ▾

Enter text that tells people about your product or service (Required)
- Questions** ▾
- Privacy Policy** ▾

More Volume - Form Preview



Context Card 1 of 4 ◀ ▶

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

Create Form ✕

Untitled form 3/31/20, 1:05 PM Save Finish

Content | Settings

Custom Questions
Ask for responses to questions that matter to your business.

+ Add Question ▾

Prefill Questions ⓘ
Let people know why you're requesting their information.

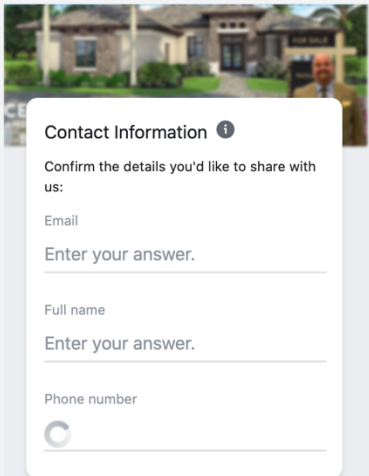
Confirm the details you'd like to share with us:

Choose the type of information you need.

- Question Email Contact Fields ✕
- Question Full name User Information ✕
- Question Phone number Contact Fields ✕

+ Add Category ▾

More Volume - Form Preview



Contact Information ⓘ

Confirm the details you'd like to share with us:

Email
Enter your answer.

Full name
Enter your answer.

Phone number

Next

Prefill Questions 2 of 4 ◀ ▶

14. Add your Headline, Description, and Website Link

Create Form ✕

Untitled form 3/31/20, 1:05 PM Save Finish

Content | Settings

Form type

- Intro (Optional) ☑ ▾
- Questions ▾
- Privacy Policy ▾
- Thank You Screen ▴

You can customize the screen your leads see after they submit the form.

Headline Thanks, you're all set. 37

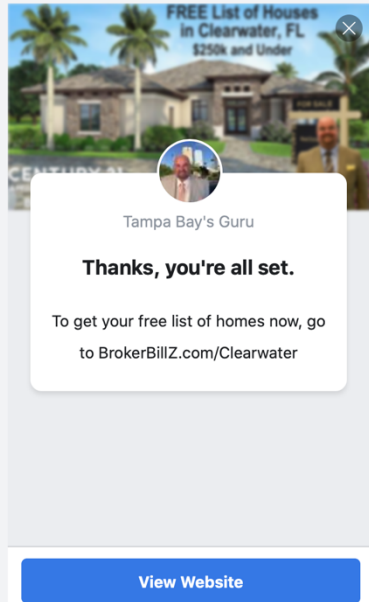
Description To get your free list of homes now, go to BrokerBillZ.com/Clearwater

Button Type View Website ▾

Button Text View Website 48

Website Link BrokerBillZ.com

More Volume - Form Preview



Tampa Bay's Guru

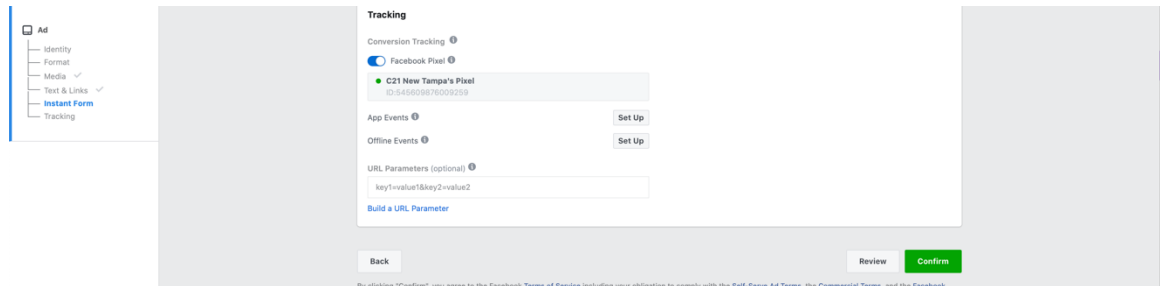
Thanks, you're all set.

To get your free list of homes now, go to BrokerBillZ.com/Clearwater

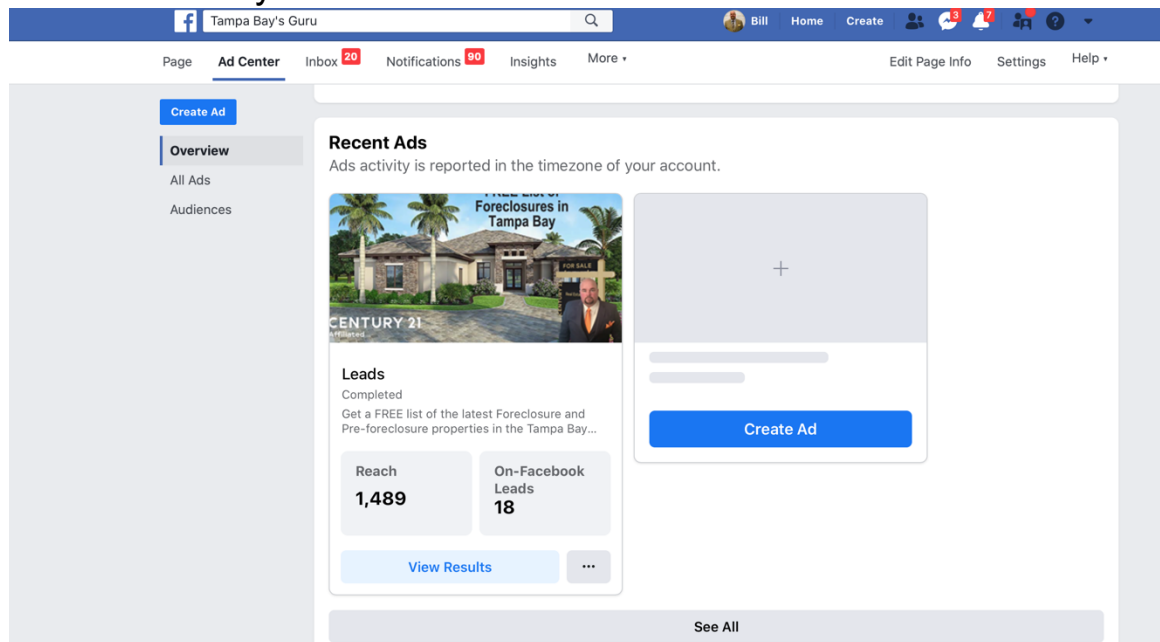
View Website

Thank You Screen 4 of 4 ◀ ▶

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



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



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

View Results ✕

Overview ✎ Edit

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 Download Leads ▾

- Ruth Nino**
Ruthnino39@yahoo.com · +18138501489
 Show more details · 6 weeks ago
- Miroslav Markovic**
miroslavmarkovic08@gmail.com · +15867464006
 Show more details · 6 weeks ago
- Ngoc Phan**
phanngoc15@yahoo.com · +18136069933
 Show more details · 7 weeks ago
- Craig Engel**
craig@southshoregear.com · +18137877260

Preview ⋮



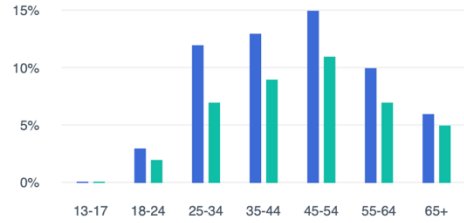
Get a FREE list of the latest Foreclosure and Pre-foreclosure properties in the Tampa Bay Area.

Audience ⋮

This ad reached 1,489 people in your audience.

People Placements Locations

59.4% **Women** 40.6% **Men**



Audience Name United States: Latitude 27.90...

[Help Center](#)

[Promote Again](#) [Close](#)

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

Download Leads ▾

Ruth Nino
Ruthnino39@yahoo.com ·
 Show more details · 6 weeks ago

Miroslav Markovic
miroslavmarkovic08@gmail.com ·
 Show more details · 6 weeks ago

Ngoc Phan
phanngoc15@yahoo.com · +18136069933
 Show more details · 7 weeks ago

Craig Engel
craig@southshoregear.com · +18137877260



Download New Leads

0 new leads since the last download on Feb 14, 2020, 10:56 AM



Download by Date Range

Only download leads for a specific date range



Connect Your CRM

Automatically retrieve your leads

19. Click the Download Link for a CSV or XLS file

Download Leads ✕

Your file for **Free List Foreclosures** is ready. Please click the link(s) below to download it.

Form	Leads Count	Download Link	
Free List Foreclosures	19	CSV	XLS

Session ID: f3fdc8ef0834508_1585675780727

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.