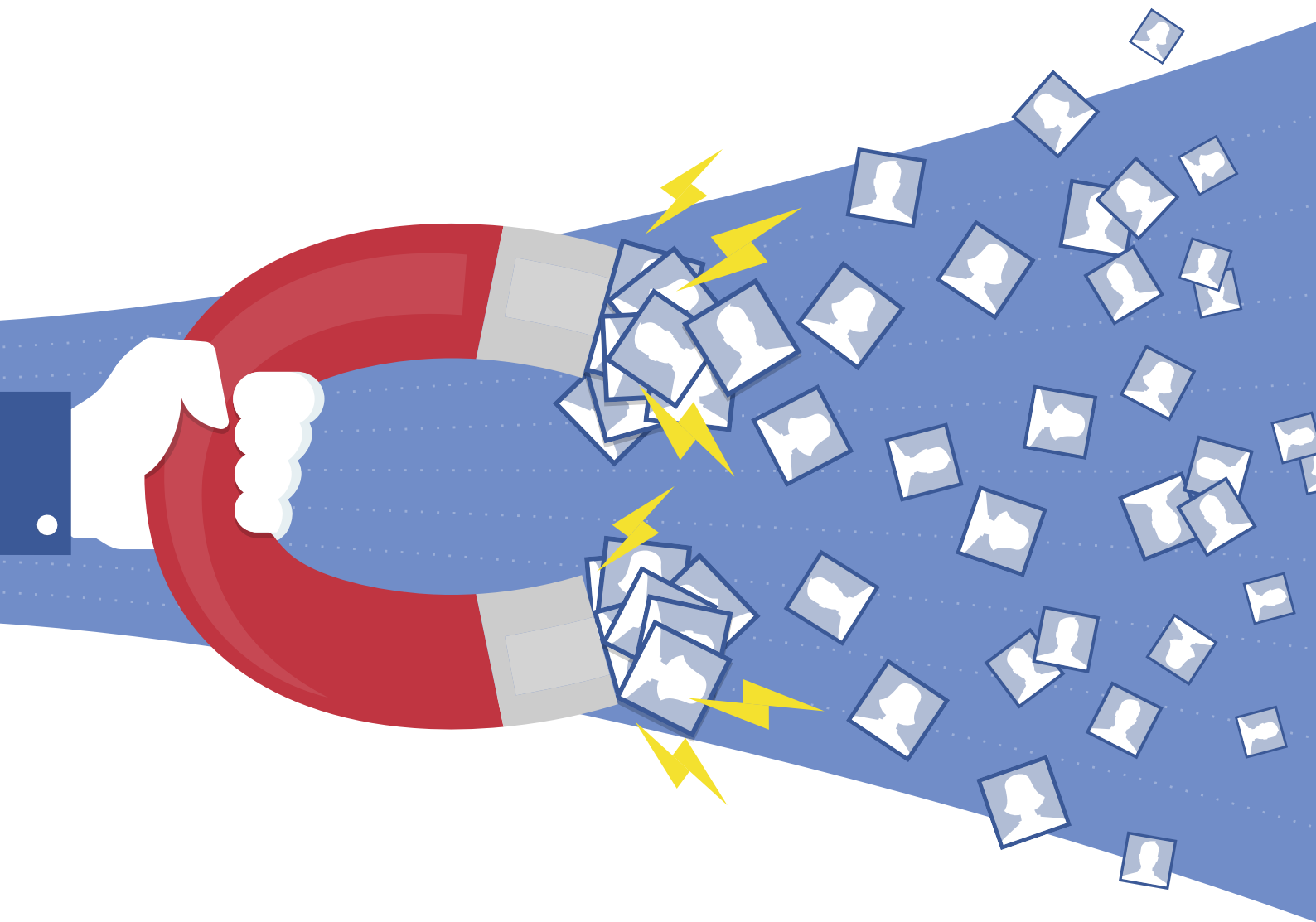


CHECKLIST

FACEBOOK AD LEAD GENERATION

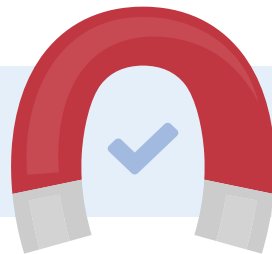


By Massimo Chieruzzi, CEO AdEspresso

FACEBOOK AD LEAD GENERATION CHECKLIST

By Massimo Chieruzzi, CEO AdEspresso

Use this checklist as a quick reference to plan, create, and promote your Facebook Ad Lead Generation Machine.



Want to learn more ?

Lead Generation with Facebook Ads
THE DEFINITIVE GUIDE

<http://adespresso.com/academy/blog/lead-generation-facebook-ads-definitive-guide>

LEAD MAGNET

Lead Magnet Title:

Lead Magnet Description:

.....

.....

Lead Magnet Type:

- eBook Webinar Article Free Tool
- Checklists/Template Discount Prizes Video Training
- Quiz/Survey Email Course

- Lead Magnet has a high perceived value
- Lead Magnet is easy to deliver and consume
- Lead Magnet solves one big problem within a specific niche

Buyer Persona:

Gender: M F Age from to Education:

Location:

Interests:

Pain point that needs to be solved:

.....

.....

LANDING PAGE

Page Title:

Software used:

- Call to Action has a contrasting, visible color
- Call to Action is above the fold
- No External Links to distract the user
- The page highlights benefits for the user, not boring features
- Blank spaces highlight the main form

- Amount of information asked for is proportional with the perceived value of the lead magnet
- "Thank you" page is not a dead-end but promotes follow-on lead generation pages or product sale

Information you want to gather from users:

- email
- Name
- Job Title
- Company
- Annual Income
- Industry
-
-
-
-
-
-

TRAFFIC ACQUISITION

With Facebook Ads

- Insert a conversion pixel in your Thank You page
- Put the retargeting pixel for Website Custom Audiences on every page of your Website
- Create 3 Images, 2 headlines and text for 2 posts to start testing your ads
- Define a Facebook Targeting based on your buyer persona
- Setup some experiments on your audience (age, gender, interests)
- Allocate a budget of at least \$10 per day (\$50 is better)
- Launch your campaign with oCPM bidding optimized for conversions
- Start analyzing your campaign's cost per conversion
- Wait a couple of days
- Start pausing under-performing Ads
- Decide what to optimize
 - If CPC is high or CTR is low, optimize the ads
 - if Conversion Rate is low, go back to optimize the landing page
- Monitor your campaign's frequency. Is > 5? Refresh the design or change the targeting

- When you have generated enough leads (at least 500/1000 across all your lead magnets) create a new acquisition campaign based on a Lookalike audience of your existing leads.

With Existing Traffic

- Add a small banner linking to your new Lead Magnet on your sidebar
- Review old blog posts related to the lead magnet and add links to it
- Add a PopUp to convert more traffic into leads
- Add a link to your best Lead Magnet in your email signature
- Bundle your new lead magnets with your existing Newsletter subscription to increase the perceived value

LEAD NURTURING

eMail

- Choose your tool for workflow emails:
- Vero Customers.io Intercom Hubspot Infusionsoft

- Set up at least 4 follow up emails to send new leads:

email 1 | Send after days
Subject:

email 2 | Send after days
Subject:

email 3 | Send after days
Subject:

email 4 | Send after days
Subject:

- Review Open Rates and Click Rates and split test to improve your emails

Facebook Ads

- Create a Custom Audience for each Lead Magnet
- Create a Custom Audience with your customers
- Double check you have a conversion pixel in place for your main conversion
- If you sell different products, customize the conversion pixel, adding the \$ amount of the conversion
- Setup a campaign to promote your main product. Target all your leads. Exclude existing customers
- Split Test multiple Ads' designs and value propositions and keep optimizing
- Analyze the Cost per Conversion of each Ad and pause the under-performing ones

Thank You Page

Upsell on your thank you page

AdEspresso

Check out the newest post on our blog (adespresso.com/academy/blog)

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