


COLLECT LEADS FOR YOU



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What's involved:

After you click to create a new ad and choose "Boost your posts," the next steps are:

1. Choose one of your Facebook Pages or enter its URL
2. Give this campaign a name

At the next step, you can set your audience and budget.

After setting audience and budget, you'll go to the ad creative. Building the ad will be the same as it

is for most other campaigns. You can customize the image and the text that appears in all places on the ad.

Where the Facebook lead ad distinguishes itself is with its Lead Form. In the ad itself, there are options for six different buttons:

- Apply Now
- Download
- Get Quote
- Learn More
- Sign Up
- Subscribe

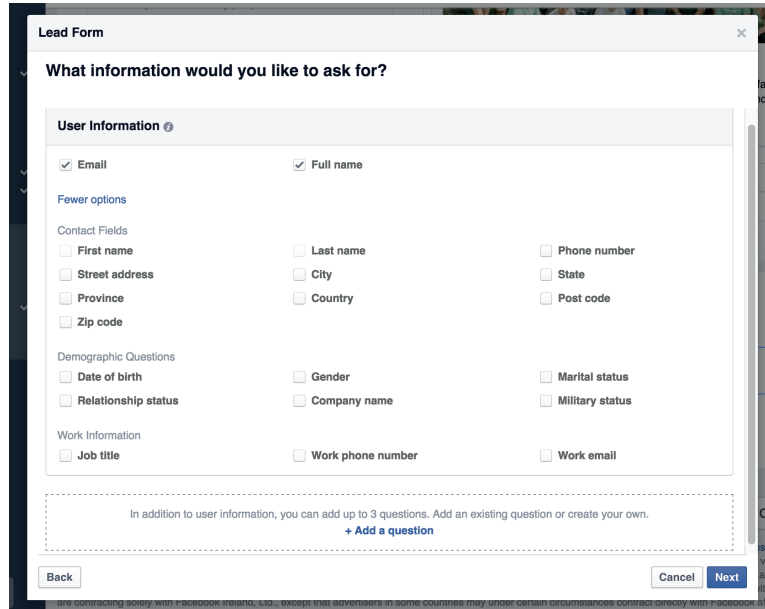
Each of these buttons will link to a form that you can create within the Facebook ad editor.

Below the customization section is the Lead Form section, and in here you can choose to attach an existing Lead Form that you've previously created or create a new one.

Here are the steps to create a new Facebook Lead Form:

1. Give the form a name and choose the primary language.
2. Select which information you'd like to receive.

By default, Facebook will suggest the email and full name of the person. You can click below these two options to expand the listing to include 19 more options (admittedly, some of them more useful than others).



The screenshot shows the 'Lead Form' configuration window. The title is 'Lead Form' with a close button. Below the title is the question 'What information would you like to ask for?'. Underneath, there is a section titled 'User Information' with a help icon. This section contains several groups of options:

- User Information:** Email, Full name
- Fewer options:** A link to collapse the list.
- 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

Below these options is a dashed box containing the text: 'In addition to user information, you can add up to 3 questions. Add an existing question or create your own.' with a '+ Add a question' link. At the bottom of the window are 'Back', 'Cancel', and 'Next' buttons.

You can also ask three custom questions in addition to the options above. Facebook suggests particular info you might wish for here, or you can type a fully custom question of your own choosing. The preset suggestions include things like buyer intent ("When do you plan to make a purchase?") to car details ("Choose a car model."). The open-ended question can be whatever you'd like.

You can customize the answers for each question, or leave it open-ended as well. After settling on your questions and information, you'll then be asked for a link to the privacy policy of your website and any legal disclaimers.

And (final step) you can include a link to your website for people to visit upon completing the Lead Form.