



The Definitive Guide to **Lead Generation** with Facebook Ads

by *AdEspresso*
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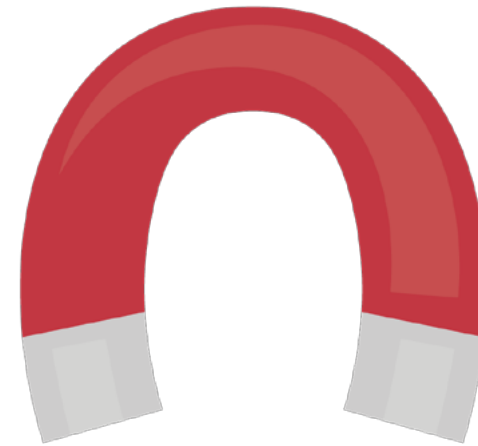
CEO, AdEspresso

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Lead Generation is a hot topic and every time I find myself discussing it on a call I wonder why I have not written about it yet on our blog. It's a topic I am very passionate about and it is incredibly easy to generate leads using a Facebook ad campaign.

So here I am, writing this valuable guide for you! Together we'll see how you can bring your campaigns to the next level, and set up a winning lead generation process.





Chapter One

WHAT IS LEAD GENERATION AND WHY DOES IT WORK?

In marketing, lead generation is the generation of consumer interest or inquiry into products or services of a business. For the purpose of this article, **lead generation refers to the generation of consumer interest.** A list of qualified leads is a priceless asset for your company. It's cheap to build and works great for every kind of business, including "boring" B2B companies.

Here are two reasons why Lead Generation is so important:

It's cost efficient

Getting someone's email is much easier and cheaper than trying to close a sale right off the bat. It's also a great way to start building a relationship with a potential

customer.

Think of your relationship with someone you want to turn into a customer in terms of a romantic interest. **If you fancy someone, it's not standard procedure to immediately go up to them and ask for their hand in marriage.** You want to talk to the person, ask them to a date or a few dates and make sure that you are both truly compatible and then maybe you will ask them to be your life partner.

It's the same with online sales. You talk to your users with a blog post, or a Facebook Ad. You get to know each other through lead generation and finally, if there's a fit they'll become customers, and you have your happy ending.

It builds Brand Awareness and Loyalty

Who would you rather buy from- An unfamiliar brand that shows you an ad that pushes their product and agenda, or a brand that you trust, that has constantly provided you valuable information for free and invested time into a relationship with you?

This answer is usually the latter. AdEspresso's customers who have engaged with our Facebook Ads blog and eBooks in the past have a significantly higher LTV (lifetime value) than customers who immediately subscribed without an underlying relationship with us and our content.

Rand Fishkin at [Moz](#) noticed the same trend:

"Those who visit organically and are part of our community (social followers, subscribed to our blog, getting the Moz Top 10 emails, etc) tend to have a much longer customer lifetime value (CLTV) than others"

Rand Fishkin, Wizard of Moz



Here's an example (based on one of our customer's

data) of what you may achieve with Lead Generation:

Direct Advertising

Cost to Acquire a customer: \$15

Average Lifetime Value: \$167

Lead Generation

Cost per lead: \$1.5

Conversion rate from Lead to Customer: 20%

Cost to acquire a customer: \$7.50

Average Lifetime Value: \$237

Can you see the difference? Through lead generation he managed to halve the cost to acquire a customer while also increasing the revenue generated by each customer!





Chapter Two

HOW TO USE THIS GUIDE

The best way to use this guide is to put it in practice. Follow Facebook's motto: "**Done is better than perfect**".

I've tried to make this guide as digestible and actionable as possible. I'll guide you step by step through every tool you need to get started with lead generation.

I've also created a downloadable checklist you can use to track your progresses and help you define your first Lead Generation campaign.

[Download it now!](#)

Read the guide, and take some time to think

about it. When you are ready, open up our checklist and start working on it! **Within a week, you can have your lead generation machine all set up, and that is a promise.**

Don't aim for perfection, you can start improving and fine-tuning every single step the day after your first lead magnet is online. But first, you need to get it done.

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Chapter Three

FIND YOUR LEAD MAGNET

A lead magnet is anything that your potential customers will find valuable. You're going to offer it for free in return for their email and consequently a chance to develop a relationship with them.

Most advertisers automatically think of eBooks while brainstorming for lead magnets. While eBooks are a great lead magnet, they're also extremely time consuming to write.

A lead magnet does not need to be a 50 page book. It can be as short as a 1 page PDF or an Excel template. As long as it provides value to your users, a less bulky lead magnet can be a great

thing.

- It will provide immediate gratification to your users
- They'll be immediately ready to move to the next phase of the funnel and become customers
- They will take less time and effort on your end to create

Here are some great examples of Lead Magnets you can offer.

eBooks: One of the most classic lead magnet, we use it a lot with our [Facebook Ads eBooks](#) and it works great. On the downside they take a long time for the user to read and even longer for us to write.

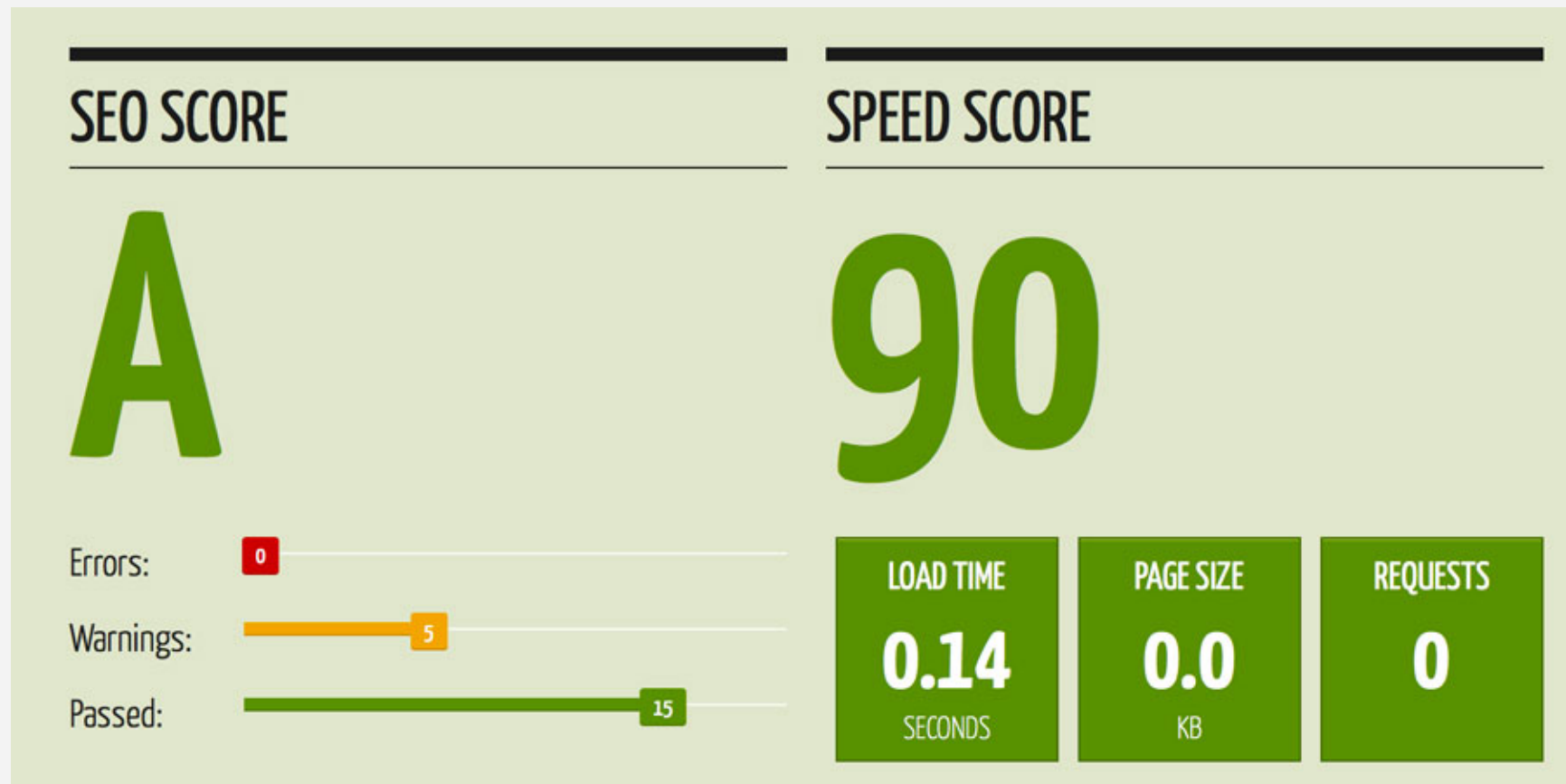
Articles: Often you don't need to write a whole book. Offer users a downloadable .pdf version of your top articles for future reference. They'll love it. Brian Dean at [Backlinko](#) use this tactic a lot.



Then I've got just the thing for you: [Keyword Research: The Definitive Guide](#).

PDF Download: [Click here](#) to get a downloadable **PDF** version of this guide that you can print out and use as a reference.

Free Tools: Offer you users a free tool (online or downloadable). This Lead Magnet has a very high perceived value and you can ask more information about the user in return for it. We have successfully used it with [Facebook Ads Compass](#), Hubspot has a free [Marketing grader](#) and Neil Patel a [Website Analyzer](#)



Checklists/Templates: We're doing this right on this page with our Checklist for creating a Lead Magnet. It takes little time to create these magnets and they're valuable for the user to apply what they've read. Other examples include excel templates of reports and so on.

Discounts: Widely used by eCommerce websites. Sign up to the newsletter and immediately receive a 10% discount. They can be somehow less performing but they take virtually no time to implement!



- **Prizes:** Contests with prizes are quick to setup, easy to promote and can go viral. Be sure to give away prizes strictly related to your industry, not a Ferrari (unless you sell luxury cars) or you'll end up with totally useless leads.
-
- **Video Training:** What I love about video training is that it's extremely personal. It creates loyalty and a strong connection with your potential customers. The downside is that they are very time consuming and unless you are very good at it, can make you seem an amateur so practice a lot before creating one.
-
- **Quiz & Surveys:** Some users love Quizzes & Surveys. We tried this kind of magnet with our Facebook Ads Test. I have to say it was not one of our biggest success. The perceived value is usually pretty low.

- **Email Courses:** This format is just great for repurposing. Have a great post or ebook? Just split it up in 10 parts and offer it as a daily/weekly course on the subject. It's super easy to create but the downside is the user won't be ready to move to the next step immediately.



The graphic features a dark blue background. On the left is an orange circular badge with a scalloped edge. Inside the badge, the text "HOW TO DOUBLE YOUR" is at the top, "Lead Flow" is in the center in a white script font, and "IN 30 DAYS" is at the bottom. There are small icons of two people and a decorative flourish. To the right of the badge is the HubSpot logo in white. Below the logo, the text "Double Your Lead Flow in 30 Days" is written in a large, bold, white sans-serif font. At the bottom right, the text "4 week email course" is written in a smaller, white, italicized sans-serif font.

There are so many different Lead Magnets that you can offer! This is an absolutely partial list, the options are only limited by your creativity.

Now that you know some of the options you have, it's time to better define what the ideal lead magnet looks like. **Your ideal lead magnet should:**

- address a very specific niche of users
- solve a problem they have
- be extremely easy to consume
- be perceived as highly valuable

The first point is the most important here. **Targeting a very specific niche of users or a very specific problem is the key for success.**

The more specific you are, the easier it will be to drive traffic to your lead magnet through Facebook Advertising and the higher your

conversion rate will be.

Let's say you want qualified leads about cooking. Recipes are the most obvious lead magnet. Yet, the internet is flooded with recipes. Adding to your site something like *"Subscribe to our newsletter and receive our Free Recipes"* won't be so tempting. You're not addressing a specific problem your users have and you're not identifying a specific and highly relevant niche to target for Facebook Ads leads generation.

You could instead offer *"27 easy vegetarian recipes to eat before a test"* Now this is something specific! We have a buyer persona for our lead magnet. Young students who lives away from their families and love vegetarian food!

With such a laser-focused targeting you'll be able to drive cheap traffic from Facebook Ads and you'll have a great conversion rate on your landing page!

4 Chapter Four CREATE YOUR LANDING PAGE

Awesome, you now have a Lead Magnet!

All you need now is a Landing Page where users will be able to fill-in their data and download the magnet.

If you have a professional team backing you, it will be easy to setup a custom built landing page. However, more often than not this is a time consuming process if you frequently release new lead generation offers.

At AdEspresso, we have an amazing team and yet we prefer to rely on third party tools for a faster turnover when it comes to landing pages.



The screenshot shows a landing page for AdEspresso. At the top, the AdEspresso logo is in a blue bar. Below it, the headline reads "Free Facebook Ads Inspiration for You!". The main content area is divided into two columns. The left column features a section titled "500+ amazing Facebook Ads examples to get inspired" with a sub-headline "Designing a great, appealing Facebook Ad can be tough and using the wrong image or copy could cost you a lot of money. Get inspiration now from this huge collection of 500+ Facebook Ads examples from top brands around the world." Below this is a list of categories: Brands, Digital Products, eCommerce, Mobile Apps, Mobile Games, Services, and Others. To the right of the list is a small image of a book cover titled "500+ Facebook Ads that will inspire you". The right column contains a form titled "Get the Free eBook Now!". The form fields include: "FIRST NAME *" with the value "Massimo"; "EMAIL *" with the value "massimo@adespresso.com"; "ADVERTISING BUDGET" with a dropdown menu showing "- Please Select -"; "BUSINESS TYPE" with a dropdown menu showing "- Please Select -"; and "PHONE NUMBER" with an empty input field. At the bottom of the form is a checkbox labeled "Send me weekly updates with top Facebook Ads news" and a green "Download eBook" button.

Here's a selection of tools you can use to quickly build your landing pages.



LeadPages

Pricing: \$37 – \$97 – No Trial

Lead Pages is the rising star in the landing page builders market. The product is specifically designed for lead generation and improving conversion rates. Included in the price is a vast selection of templates and they offer a good marketplace to acquire new themes.

Advanced features include integration with GoToWebinar for Webinar registration forms and pop-up forms to generate leads directly inside any page of your website. You can also use their landing pages within a Facebook page's tab.

Unfortunately, the cheapest plan does not include most of the advanced features.



UnBounce

Pricing: \$49 – \$199 – 30 day free trial

UnBounce is a veteran in the landing page space. One of most professional and trusted tools in the market. Includes advanced A/B Testing features, a great selection of templates, and an endless supply of partners for easy integration and data syncs.

Even though the price is accessible, UnBounce seems to target professional users with many exciting features specifically designed for agencies managing multiple customers.

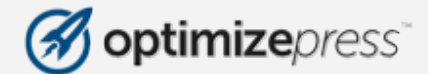


Instapage

Pricing: \$29 – \$179 – Free Trial

Instapage offers a selection of more than 70 templates and integrates with 20 marketing softwares for lead generation and sending automated emails when someone subscribes.

The landing page editor looks pretty simple and you can run split tests on your Landing Pages, which is great for finding out which landing pages will perform better. It's one of the cheapest solutions, though the base plan only supports 5,000 visitors to your pages. This is great for when you are starting out, but as you begin scaling your traffic, you will need to move past the base plan.



OptimizePress

Pricing: Starts at \$97

OptimizePress is the most unique of the crowd and will require some more work on your side. It's infact a WordPress plugin + templates. This comes with its benefits and disadvantages. You don't have a monthly cost but just an upfront one. On the other side you'll have to deal with hosting, wordpress setup, etc.

OptimizePress is a great solution for coaches and anyone selling digital goods as it allows you to create a membership site with protected contents and accept payments in your landing pages.

Hubspot



Pricing: \$200 – \$2,400 – 30 day free trial

I'm including Hubspot because is the system we use at AdEspresso. However, Hubspot is much more than a landing page builder, positioning itself as a Marketing Automation tool. This is reflected in the pricing. Much higher than all the competitors listed above.

Using Hubspot, you won't need any other tools. You can create and a/b test landing pages, create email workflows to do lead nurturing or send spot marketing emails to your list. It also manages all your contacts and social presence.

In three words: Powerful, Complex, Expensive.
I'd recommend going with Hubspot only if it fits in a broader plan.

These are all great tools and, in the end, any of them will do the job. Some have better pricing, some nicer templates.

The two most important elements to consider is if they integrate with your email marketing software (or handle mailing themselves) and the quality/ quantity of templates if you don't have an internal design team.

That said, your success, or failure will be determined by the quality of your lead magnet, and your ability to drive traffic to the landing page. The tool you pick will make little difference, don't get too obsessed with it and just pick one. Don't forget, done is better than perfect.

TIPS FOR A GREAT LANDING PAGE TO GENERATE LEADS

There are endless articles on Landing Page optimization and this is outside the scope of this Lead Generation guide. Yet, I see many AdEspresso customers with pretty good Facebook Ads campaigns whose efforts are totally wasted by a bad landing page which does not convert traffic into leads.

Let's go through some basic principles of a successful landing page for lead generation.

Remove Distractions

The goal of your Landing Page should be Lead Generation: delivering your lead magnet and getting users' data.

Remove anything that is not focused on this goal. This means no website navigation, no external

links, and no secondary action.

The user is here to get your lead magnet and that's the sole purpose of the page. Check out how clean [this landing page](#) from WordStream is:



Balance your form size

Based on the perceived value of your lead magnet you can ask more or less information about your users in exchange for it.

Usually the less you ask, the higher the conversion rate will be. On the other side you'll also have less qualified leads.

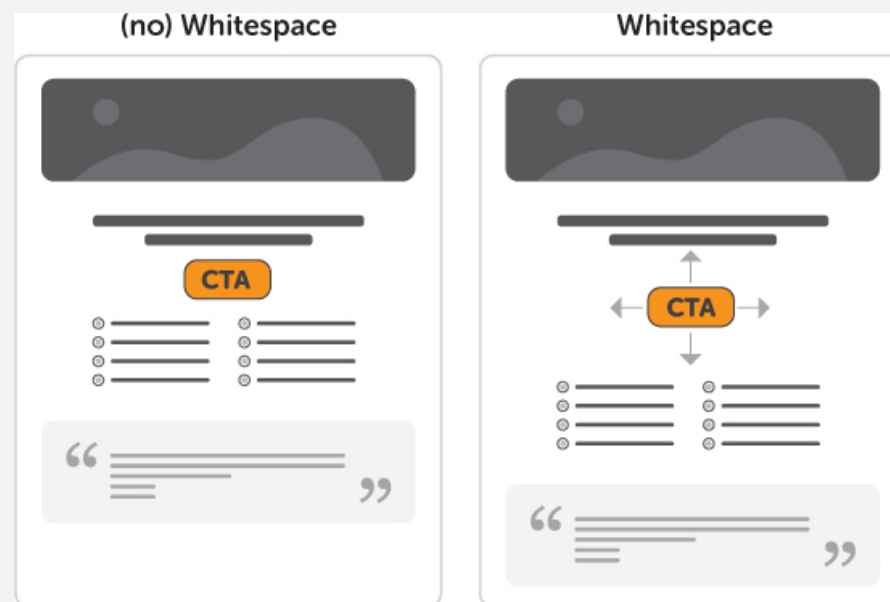
In our [eBooks landing pages](#) we ask the user to fill in up to 7 information about himself and still have an healthy 53% conversion rate. That's because our eBooks are very high quality and have an high perceived value.

If your Lead Magnet is a 1 page checklist or an email tips you may want to stick with just the name and the email.

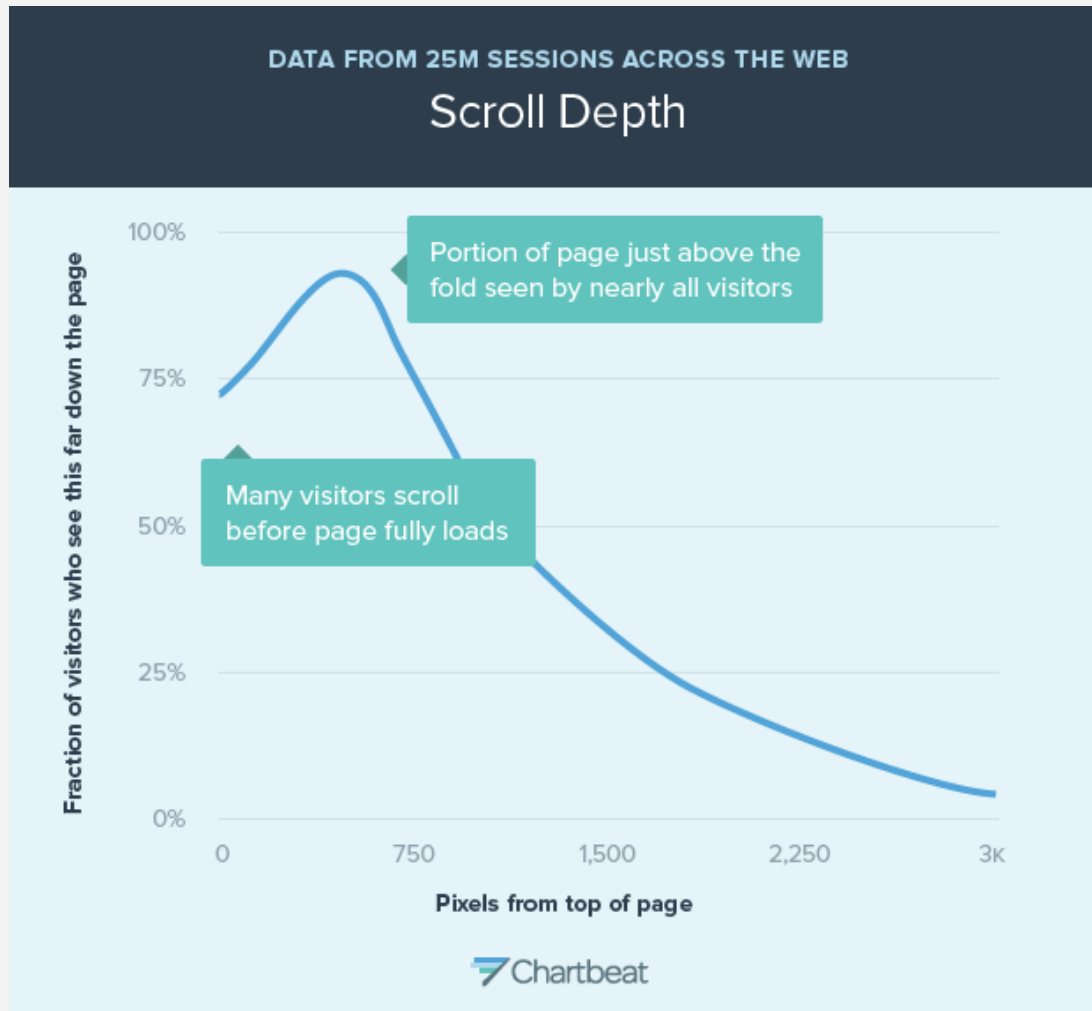
Use blank Space to focus attention

Blank space is a great way to draw attention to a specific area of your landing page (usually the main landing form/call to action).

In this [example from UnBounce](#) you can immediately see how the CTA immediately stands out in the right image (ignore the arrows).



Keep the form above the fold



Many visitors won't scroll down your page and will decide what to do in few seconds based on what they can immediately see.

Whenever is possible keep your form, **call to action** and most important benefits above the fold (usually this means within the first 700px of height).

Encapsulation & Contrast

Kingsley Judd

Client login

Wine Investments

59.4% Yield in just 3yrs!

- ✓ Dividend paid within 30 days of purchase
- ✓ Packages starting from 10,000 GBP
- ✓ Commission-Free trading
- ✓ Capital gains Tax Free

Learn how you can profit from an investment in fine wine with Kingsley Judd's En Primuer Investment Program.

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Petrus

CHATEAU LATOUR

CHATEAU AUSONE

CHATEAU CHIVAL BLANC

CHATEAU LAFITE

Encapsulating your form and call to action inside a box will help users focus in that area creating a sort of tunnel vision effect.

You should also use colors that stand out from the rest of the page and can make your box and call to action more visible.

This landing page is a great example. The blue box create a sharp contrast from the rest of the page immediately catching the eye's attention. The cta button also stand out with a contrasting color.

Remember that while colors are important what really matter is the visual contrast you create with them.

You look where they look

Finally, you should create pathways that direct the users' attention right where you want it. This can be achieved in many ways.

You can use arrows pointing at your form, you can play with colors and, of course, you can use humans looking exactly where you want to focus the attention. Look at this example:

A small change to the model's eye position brought much more attention to the product's name and brand.

Here are some amazing resources to learn more about Landing Page Optimization:

- [The Landing Page](#)
- [CourseConversionXL Blog](#)



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Chapter Five

DRIVE TRAFFIC TO YOUR LANDING PAGE

Ok, we've got our Lead Magnet, we got our landing page ... what's missing to start our lead generation effort?

Traffic!

The big problem with Landing Pages is they're not content reach so you have little chances to get much traffic from search engines.

They're also asking for personal data so, unless you've a strong reputation, users are unlikely to share on social networks your landing page before checking out the lead magnet (and after checking it they'll usually forget to share).

In this guide we'll focus on two of the most effective way to drive traffic to your landing pages for lead generation:

- Facebook Advertising
- Capitalizing your existing traffic

Let's start with the one I love the most, Facebook Advertising.

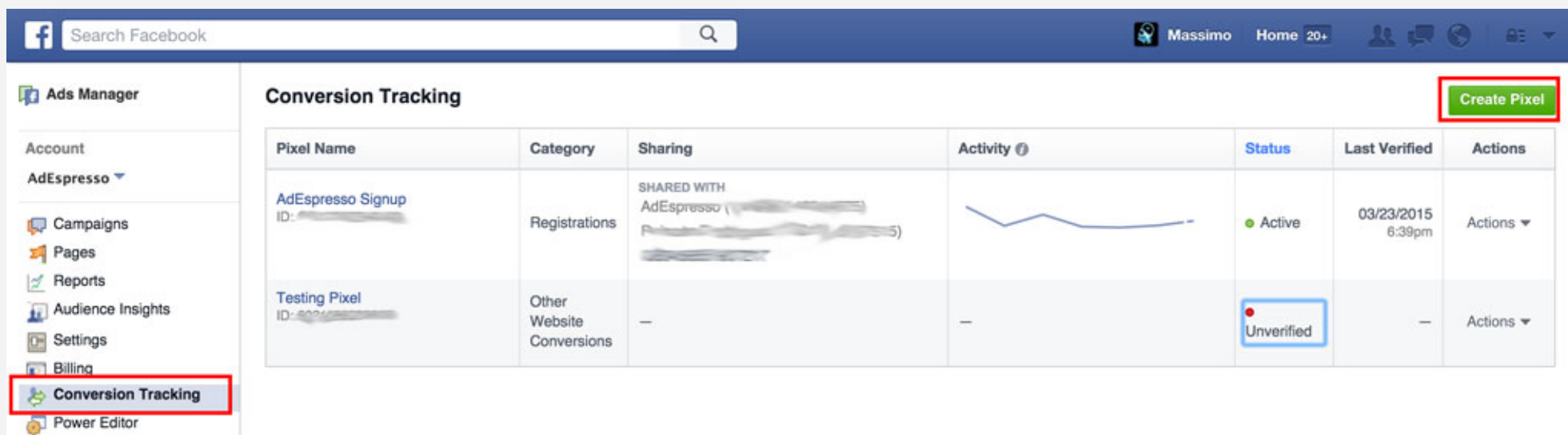
5.1 Chapter Five.One LEAD GENERATION WITH FACEBOOK ADS


Before you start, to successfully advertise on Facebook and be able to optimize your campaigns you want to be sure you're able to track your most important metric: How many leads you are generating.

To do this you need to track conversions. It's

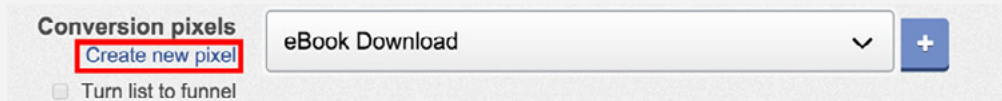
extremely simple, you just need to insert a conversion pixel in your Thank you page, the page that users will see after completing your form.

In Facebook Ads Manager you can create your pixel here: just copy the code in the page's html.

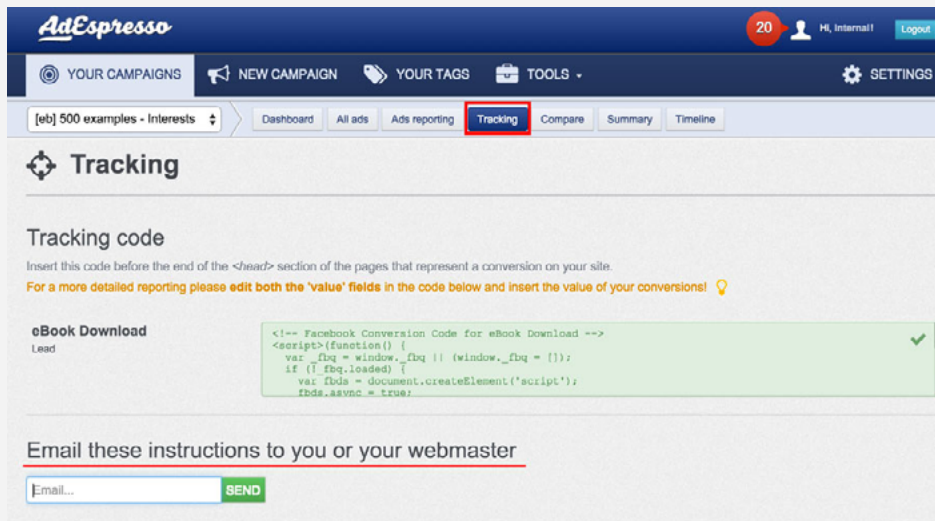


Pixel Name	Category	Sharing	Activity	Status	Last Verified	Actions
AdEspresso Signup ID: [REDACTED]	Registrations	SHARED WITH AdEspresso ([REDACTED])		Active	03/23/2015 6:39pm	Actions
Testing Pixel ID: [REDACTED]	Other Website Conversions	—	—	Unverified	—	Actions

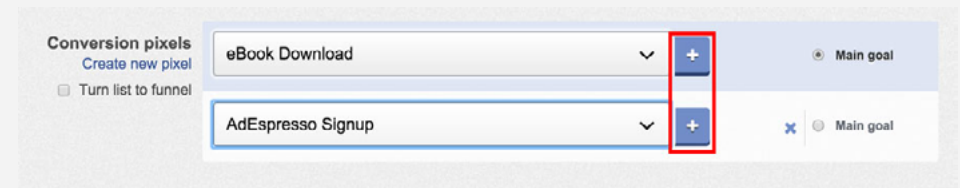
If you're using AdEspresso, you can create a conversion pixel on the fly while creating your campaign:



At any time you can also get the code for the pixel from the tracking page.



If you're using your thank you page to cross promote another lead magnet or the purchase of your main product, you'll want to track follow-up conversions as well. It's extremely simple to do so in AdEspresso:



This way you'll have a broader view on the real results you are generating!

Create a Great Facebook Ads Design

First of all you'll need to take care of your design.

Digital Marketer Facebook Ad LeadGenThe key here is testing multiple options to come up with the best one. Ideally you'll want to test at least 3 pictures, a couple of Headlines and a couple of Facebook post's text. That'll results in (3*2*2) 12 different Ads that you're going to test (Hint: [AdEspresso makes it super simple to run these tests](#)).

Remember that this is not about you, it's about your users. Immediately explain to them why this is useful for them.

Highlight benefits, not features. **No one really wants to learn 101 gym exercises. What they want is be in better shape, lose weight and be more fit.**

Highlight that your lead magnet is free and they



can have it in less than a minute (immediate gratification). If possible add a **sense of urgency** to improve your ads performances. Phrases like “Only 24 hours left to join our webinar!” really works well (but don't lie or you'll lose credibility).

For more details check out our recent post on [how to create great Facebook Ad designs](#).

Target your Facebook Ads to the right Audience

If you've followed this guide, you should have a laser-targeted Lead Magnet and a very clear idea of the buyer persona you're addressing.

Now it's just a matter of describing your audience using Facebook's endless targeting options. Is your lead magnet gender specific? What's the age range of your users? What interests do they have?

For example, for our "27 easy vegetarian recipes to eat before a test" lead magnet we'll want to target young people, who are interested in "Vegetarian" and "Cooking".

We could also use Education targeting to focus on specific education levels or use advanced demographic options to target students "away from home" who don't have parents cooking for

them.

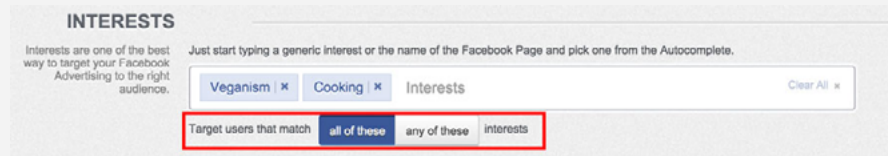
Whenever you're not sure who your target audience is, just run a split test. Will men perform better than women? What will drive the lowest cost per conversion, people aged 18-25 or 26-35? Just test it! **The relevance score is a great metric** to understand how good is your targeting!

Interests are the most important element of your targeting. If you have a very well focused lead magnet it should be simple to come up with a bunch of highly targeted interests.

Remember that when targeting multiple interests, by default Facebook will target anyone who has ANY of those interests. This can result in a very broad audience with lackluster performance. Using AdEspresso, you can target only users who

have ALL of the interests you listed. This is much more precise!

There's no perfect numbers in terms of how big



your audience should be, but assuming you're using oCPM bidding, **an audience between 500,000 and 1,000,000 users is standard.**

Assuming you're also doing some split tests on the targeting, you'll be able to refine it with time.

Don't create audiences that are too small, like 20,000 users. What's more likely to happen is:

- Your campaign may not even start. Maybe

your bid is too low, or most of those users are not active in this period.

- If your campaign starts, you'll saturate your audience really fast. You'll enjoy a great conversion rate for a day or two and then it'll quickly become too expensive due to the high frequency

Bidding

In 99% of the cases, my suggestion is to use oCPM optimize for website conversions. This will tell Facebook to optimize the delivery of your ads to drive more visitors that are likely to convert.

To use this kind of bidding, you'll need the conversion pixel installed so Facebook can understand the perfect profile of users that are becoming leads.

If you have few leads per day (less than 10) or for some reason this strategy does not seem to work you can use oCPM optimized for website clicks.

Finally, if you think you have something extremely viral, you may want to optimize for engagement. This way Facebook will try to generate as many likes, shares and comments possible for your ads. If done properly, this could result in a huge organic reach.

Check out our [guide to Facebook Ads Bidding](#) to know more about it!

How to test and optimize your campaign

Assuming you're testing your campaign's element like we described you're probably testing anything between 12 and 50 ads (for example: 3 Images * 2 Headlines * 2 Post Texts * 2 Genders * 2 Age

Ranges = 48 Ads).

First of all you need data. Don't start optimizing your campaign after 2 hours:

- You won't have enough data to base your optimization on. Even if something seems really expensive, it could quickly change and become very cheap. Data is not yet statistically relevant.
- Facebook optimization has not yet kicked in. Before oCPM can be effective and optimize the delivery of your ads Facebook will likely need to analyze at least 50 conversions.

My suggestion is usually to **wait at least a couple of days or until you've 10 leads generated for each experiment that you're running.** How long this will take is really up to your budget and

conversion rate.

Check out these experiments! As you can see for the first couple of weeks data were pretty much random. Just when we had enough data we started to see clear trends to identify the most effective pictures.



Once you see this happening you can start stopping under performing Ads and enjoy a

healthier conversion rate. The main metric to watch here to understand what works and what not is the the Cost Per Conversion.

Once you've stopped most of the Ads and are left with only 5-10 winning ads it's learning time. You should have now understood what kind of audience react better to your lead magnet and which ads are working better.

If the campaign still works great, just let it run until you see the cost per conversion going up. In the meanwhile, you can create another smaller campaign and further refine your design and targeting.

Are men working better? Great, in the new campaign only target men and start testing if men with an high education level will perform better or

not.

Never stop testing. There are no magic strategies to quickly identify your audience, it's all about building a repeatable and measurable learning process that will drive you to success.

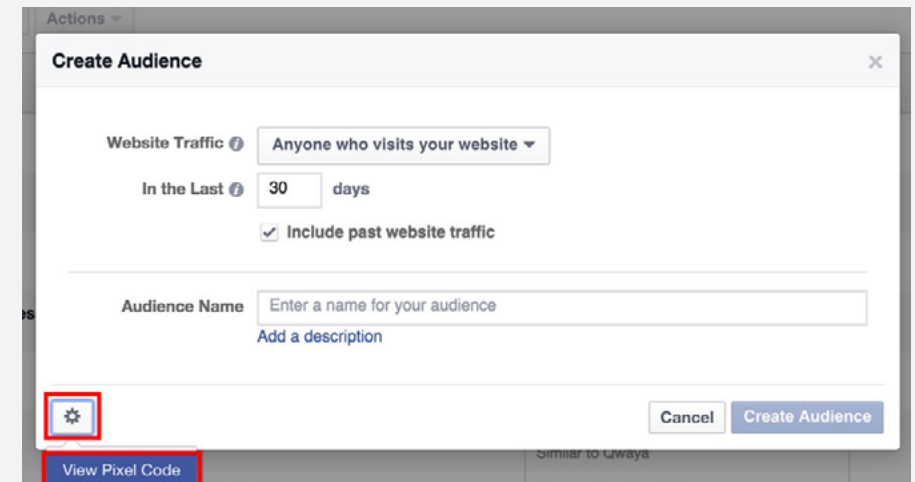
Advanced Tips

From day 0 include in your website Facebook's pixel for website custom audiences.

You can get the pixel code from Facebook's Audience Manager by clicking on *Create Audience* -> *Website Traffic* and then selecting *View Pixel Code*:

Insert this code in each page of your website, it'll allow you to create website custom audiences to target (or exclude from targeting) users who have visited your website.

This is extremely useful. Here are three ideas:



- Target your website traffic: users who already know you are more likely to convert. The audience is likely limited but it's a low hanging fruit, you'll generate a lot of leads for really low prices.
- Exclude people who already converted: create a website custom audience with everyone

who saw your thank you page. There's no point in spending money to advertise to someone who's already a lead.

- Retarget people who visited the landing page but did not convert: People get easily distracted and may leave your landing page without converting. Create a Website Custom Audience with everyone who visited the landing but not the thank you page. Remember them they were interested in your product with a copy like: "Did life get in the way? Don't forget to download our FREE eBook..."



5.2 Chapter Five.Two GENERATE LEADS OUT OF EVERYTHING

While Facebook Advertising is probably the best and fastest way to generate leads, this does not mean that you should not try to use your new Lead Magnet to generate leads out of every interaction you have with your users!

Here are some strategies to increase your lead generation without spending a single penny:

Link your Lead Magnets in your website

While it seems obvious, many websites don't do this. And there's a reason. Banners in the sidebar and these kinds of promotions usually generate an extremely low traffic. It's still worth doing it, at least for SEO purposes.

You can also make your lead generation boxes more visible and place them at the beginning of the page.



PopUps



Who doesn't hate popups? Well, I don't care, and neither should you. The truth is that they work extremely well. And if they're well configured and highly targeted they won't bother your users too much.

Using tools like SumoMe, Exit Intent, Optin

Monster, Optkit, you can display a popup to your users after a given amount of time, when they visit specific pages or when the tool detects that they want to leave the page.

I strongly suggest you try this!

Emails

You already send out a lot of emails, why not using

—
Ceo & Founder, AdEspresso

Need Help? Signup to our [Weekly Webinar](#)

Want to become a Facebook Ad Expert? [Check out our blog!](#)

them for lead generation?

I always link our webinar or some other lead magnet in my emails' signature. We also link our new lead magnets in our weekly newsletter. This

helps us get more information on our users (we already have their email from the newsletter) and better understand who's a better fit to become a customer.

Blog Posts

While users rarely look at the sidebar of your website or blog to click on banner, they're really focused on whatever it's written in your blog posts.

There's so much you can do here. The easiest way is to simply link the lead magnet from your post if it's relevant. You can also insert, inside the post, some Call to Actions like we do in AdEspresso Blog:

Finally, what about turning every blog post in a lead magnet? People often don't have time to read a long post, but they'd be happy to keep a copy of it for future reading.



Chapter Six

LEAD NURTURING... CLOSE THE SALE!

By now you should have your Lead Generation campaign up and running with Facebook Ads bringing in traffic to boost your effort.

But wait... **I assume you want customers, not leads right?**

That's what Lead nurturing is all about. You've established a connection with your users, this means they're likely interested in your product/industry and they trust you enough to leave you their personal information.

Now it's your job as a marketer (unless you have a sales team) to convert them into customers.

According to the complexity and pricing of

your product you may try to have them buy immediately after the first contact or you may want to take a more conservative approach and keep growing the engagement and trust before pushing for a sale.

As an example, with AdEspresso our usual customer lifecycle is a bit longer:

1. Blog discovery
2. Newsletter subscription
3. **eBook download**
4. **Free Facebook Ad campaign analysis with AdCompass**

5. Free Trial

6. Demo Webinar

7. Paid Subscription

This is something that really depends on your business. If the price point is low and the product is an easy sell you can go for it much faster.

There are a number of different options when it comes to lead nurturing. Here are the more commonly used:

eMail

eMail is by far the most commonly used way to do lead nurturing. While of course you can spot send some marketing emails to users that converted as leads in your pages, my suggestion is to create from day 0 a workflow of emails that your users

will receive after they sign up.

Remember, before you ask, you should give... and build trust. When a user download one of our eBooks, first of all we send them a thank you email, with the download link and we ask them to let us know if they enjoyed the eBook and how can we help them further.

After 3 days we send another email pointing them to all the other useful eBooks we offer.

After another 3 days, we suggest them to try AdCompass to better understand what's working and what's not working in their Facebook Ads campaigns.

Finally we remind him that on top of all these freebies, we also offer an amazing Facebook Ads

Manager and propose them to start the 14 days free trial.

All these eMails are automated of course but are sent from my personal email address and I get back to everyone sending a comment or asking for help. This is how you build trust. They may not be ready to buy today, but when they are... guess who they'll remember!

There are many tools that can make this email process extremely simple:

- [Vero](#)
- [Customer.io](#)
- [Intercom](#)
- [Hubspot](#)
- [Infusionsoft](#)

Facebook Ads

Since most of the traffic to your landing page will be coming from Facebook Advertising, it makes total sense to keep the conversation inside Facebook.

Using both Website Custom Audiences and Custom Audiences, you can create a set of campaigns that will automatically advertise to your new leads. Why going crazy with 100 targeting options when you can convert for a much cheaper price users that already know you?

Retargeting often reach a small audience and is not scalable, but its extremely effective to get the most out of the traffic you already have.

Target users that left you their emails (through Custom Audiences) or that visited the thank you

landing page (through Website Custom Audiences) with a highly targeted ads. They already know you, make the design personal and make it easy for them to recognize your brand (insert your name or logo or product shot) somewhere.

Directly address the fact they know you! Something like "Did you like our vegetarian recipes? Don't miss next week webinar ... we'll show you 20 ways to cook carrots!"

Spoiler alert: we'll soon organize a webinar exactly on this topic: building Facebook Ad Funnels to convert perfect strangers into loyal customers.

Don't under-estimate your Thank You page

This is an error I see really often... actually we're doing this very error in AdEspresso as well.

You fill a form to subscribe to a newsletter or download an ebook, and everything you get is a page telling you "Thank you for subscribing, here's the link to the eBook/Webinar".

It sucks. I've just showed you interest for your product, I gave you trust leaving my personal data... and I end up in a dead-end street with no links, no suggestions... nothing, just a thank you.

These pages are actually a great spot to "upsell" more. The leads are hot, they trust you, and they want more! Why limit to just a thank you.

Check out your thank you page now and think what else you could offer your users there. Maybe they downloaded an eBook and you have another one they may like. Maybe you're hosting a webinar

on that subject soon... or maybe they could already be in for purchase.

Many advanced marketers do this! You download their lead magnet and immediately after they tell you “Thank you, but you know what, in this free eBook you’ll only find 10 tips to improve your cooking skills, why don’t you buy now our full video course with 200 tips for just \$5?”

They’re educating you to give... always a bit more. First your email, then \$5 and they’ll offer you their main, more expensive product. It works.

Up to you to decide how aggressive you want to be, but either way, you don’t want to waste your Thank you page just to say... Thank you!





Chapter Seven

YOUR TURN: DOWNLOAD THE CHECKLIST. GET THINGS DONE!

Wow... can you tell I love **Lead Generation through Facebook Ads?**

This started as a regular blog post around one week ago and I kept adding more and more content to it until it became a 6,000 words kick-ass guide!

I hope it was useful for you... now get to work on generating leads! You have all the basic information you need to start generating leads. With time you'll become an expert with it.

But guess what? The road to becoming an expert is not reading another guide... it's start testing by yourself what you've just learned... and then fine-tune the process!

[Download our exclusive checklist](#) that will guide you through the process and help you check that everything is in place. Then let me know how it goes!

Did I forget something? Have any specific question? **Please leave a comment below, I answer EVERY comment!**

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