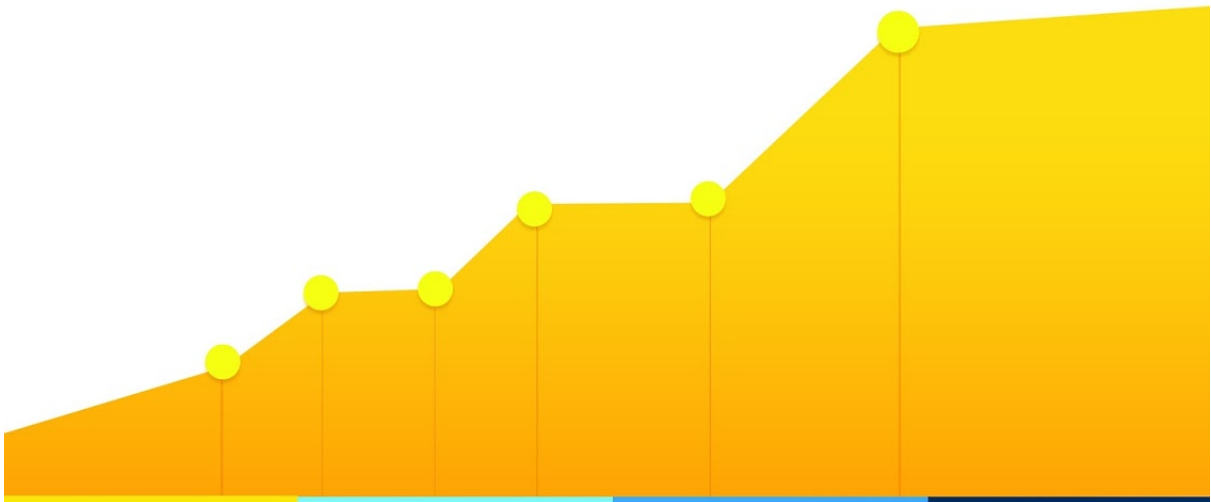




Facebook Lead Ads: A Quickstart Guide



Getting Started with Facebook Lead Ads

Facebook Lead Ads is a feature introduced to increase conversions, particularly on mobile devices. This handy-dandy Quickstart Guide will get you up and running in no time!

What are Facebook Lead Ads?

Facebook Lead Ads allow users to complete forms much more quickly by autofilling information from the user's profile. They also allow brands to customize the questions asked.

The Benefits of Facebook Lead Ads

1. Forms are notoriously difficult to complete on mobile platforms. By autofilling information, Lead Ads removes this obstacle to conversion.
2. When users leave Facebook, they often get frustrated with slow loading times. By keeping users in Facebook's ecosystem, another hurdle is eliminated.

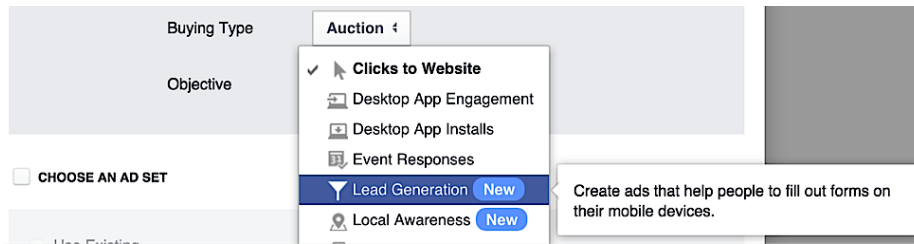
[Click here for more about Facebook Lead Ads](#)

Get Started Fast: How to Create Facebook Lead Ads

Note: Lead Ads are currently only available through the Power Editor!

Step 1: Create a Lead Campaign

When you create a new campaign, select “Lead Generation” as your objective.



Step 2: Choose the Page, Placement, Targeting, and Optimization Goal

After you create the new campaign, select the Facebook page for which you plan to advertise, the placement, target audience, and optimization goal. Facebook Lead Ads can initially be targeted only to mobile platforms. You’ll want to optimize for leads or link clicks.



[Click here for more about Facebook Lead Ads](#)

Step 3: Create the actual advertisement and CTA

This step should be comfortable to veterans of Facebook advertising. One thing to keep in mind is that a CTA button is required. Your CTA will be determined by your objective, but make sure to [split test](#) different CTAs to find the best one for your business!

You will also see a section for Lead Forms. You can use one you've already created or create a new one. Either way, it's quick, easy, and explained on the next page.

Step 4: Preview it and submit it

Make sure to check your Lead Form before submitting it - it won't show up in the preview!

[Click here for more about Facebook Lead Ads](#)


Creating Custom Lead Forms


Time to create that custom lead form.

Step 1: Create the form

For your first time, logically, you'll want to create a new form.

Lead Form

 **First time building a Lead Ad on Facebook?**
Visit the [Help Center](#) to see what you'll need before you get started.

Lead Ad Form 1 

Step 2: Descriptively name your form

Give your new form a descriptive name - something that will help you find it again when you're trying to reuse it.

Name your form.

Choose a language for your form.

This is the language your audience will see when they view your form.

[Show Advanced Option](#)

[Click here for more about Facebook Lead Ads](#)

Step 3: Select the information that you want to collect

Want more options? Facebook has you covered. (Hint: click on “Show more options.”) You can also add custom questions, and those questions can be open- or closed-ended. They are, however, limited to 50 characters. Be concise!

User Information ?

Email Full name

Fewer options

Contact Fields

<input type="checkbox"/> First Name	<input type="checkbox"/> Last Name	<input type="checkbox"/> Phone number
<input type="checkbox"/> Street address	<input type="checkbox"/> City	<input type="checkbox"/> State
<input type="checkbox"/> Province	<input type="checkbox"/> Country	<input type="checkbox"/> Post code
<input type="checkbox"/> Zip code		

Demographic Questions

<input type="checkbox"/> Date of birth	<input type="checkbox"/> Gender	<input type="checkbox"/> Marital status
<input type="checkbox"/> Relationship status	<input type="checkbox"/> Company name	<input type="checkbox"/> Military status

Work Information

<input type="checkbox"/> Job title	<input type="checkbox"/> Work phone number	<input type="checkbox"/> Work email
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Step 4: Satisfy the legal department

You are required to include a link to your site’s privacy policy. You’re also welcome to include a legal disclaimer.

Add Privacy Policy and Disclaimer

Business Privacy Policy

Your privacy policy link will appear with Facebook's default privacy disclaimer.

By submitting your info, you agree to send it to Crush Campaigns who will process and use it according to their privacy policy. View [Crush Campaigns's Privacy Policy](#)

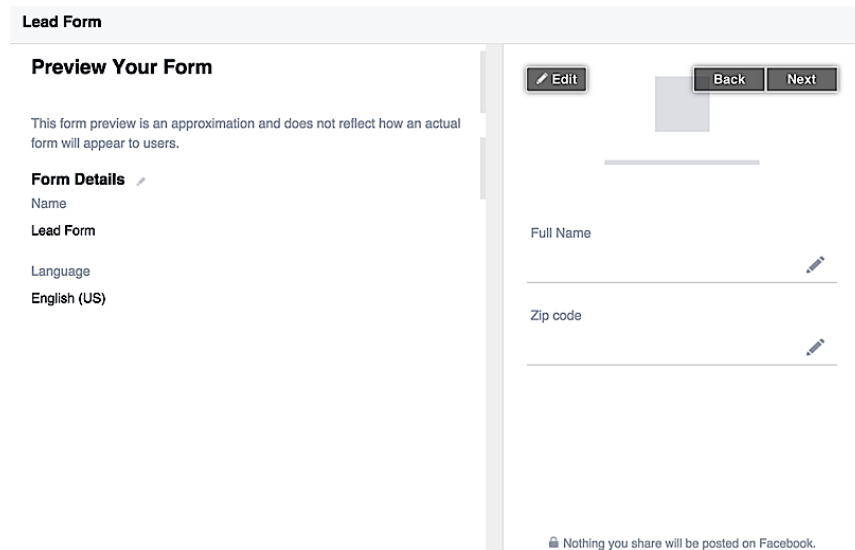
Enter the link to your privacy policy.

Legal Disclaimers (optional)

You are responsible for compliance with local law including the collection and use of phone numbers in your marketing activities. The form below may be used to provide any notice and consent disclaimers as required by applicable law.

[Click here for more about Facebook Lead Ads](#)

Step 5: Enter your URL, review it, and submit it!



The screenshot shows the 'Lead Form' preview interface. On the left, under 'Preview Your Form', there is a note: 'This form preview is an approximation and does not reflect how an actual form will appear to users.' Below this is the 'Form Details' section with the following information: Name: Lead Form, Language: English (US). On the right, the form preview shows an 'Edit' button, 'Back' and 'Next' buttons, and two input fields labeled 'Full Name' and 'Zip code'. At the bottom of the form preview, there is a privacy notice: 'Nothing you share will be posted on Facebook.'

Next Steps

Congratulations! You just created your first Facebook Lead Ad! So, what now?

Regular SingleGrain readers know our answer: test everything! Lead Ads is a great new feature, but like any other tool, successful implementation comes with regular testing, analysis, and adjustment.

But we certainly wouldn't blame you for gloating to your coworkers first.

[Click here for more about Facebook Lead Ads](#)