



Facebook Lead Generation with Jessica Huntington



SETTING GOALS AND TRACKING

Campaigns should have a goal and a way to measure its success.

1. The lead generation Facebook campaigns target people based on location and demographics for contact form submissions.
2. Managing the leads and automating the process
3. Show attribution with the Facebook Pixel and have a way to track the leads.

We use Zapier to send leads to our Gmail Streak CRM.

The Facebook Ad Set



Creating a Saved Audience that reflects your area's potential tank sales.

1. The best practice for Facebook location targeting is to target how people list their locations. For example, in America people typically list their location by the city they are in. I'm from Austin, Texas.
2. Facebook characteristic targeting is based on people's likes, posts, and groups that they are a part of. If a person is posting about beef, cattle and their ranch then that would be a characteristic that you can target.
3. Saved audiences start slow as Facebook learns how the people that you are targeting interact with your ads. It's good to start with two Audience sets with the same location targeting, but different characteristic focus to see what does best. Have a landing page specific towards the saved audience with the proper Facebook Pixel installed.



Ashlea Keith (350190550)



Create Ad

Audiences > Houston area fire protection

Audience: **Houston area fire protection**

Create Ad

Create Lookalike

Delete



Audience Details

View how this audience is defined

Audience Name Houston area fire protection

Saved Audience Details Location: United States: Conroe (+25 mi), Houston (+25 mi), Katy (+25 mi), Magnolia (+25 mi), Pasadena (+25 mi), Pearland (+25 mi), Piney Point Village (+25 mi), Richmond (+25 mi), Spring (+25 mi), Sugar Land (+25 mi), The Woodlands (+25 mi), Tomball (+25 mi), Waller (+25 mi), Kingwood (+25 mi) Texas

Age: 27 - 65+

People Who Match: Interests: Agribusiness, Construction permit, Rural area, Livestock, Irrigation management, Sustainable agriculture, Water tank, Irrigation, Rainwater harvesting, Water well, Fire suppression system, Sustainable development, Fire protection, Fire Engineering, Construction, Green building, Home construction, Rural development or General contractor, Job title: General contractor, Builder, Building Contractor or Construction Project Manager

Interest expansion: Off

Edit

Audience

OVERVIEW

Size: 980,000

Type: Saved Audience

Created: 07/16/2018 11:51am

Last Updated: 07/16/2018 11:51am

Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

[Create a Pixel](#)

Customer Relationship Management



Track your customers and projects for organization and optimization.

1. In our office, we use Streak CRM for Gmail. As leads come in, we use Zapier to automatically add them to a designated pipeline to track all events with the client and project.
2. In the past, people would use spreadsheets. There are now tools that make this process more automated. The more automated your process, the less work there is to do which is necessary to process the maximum of amount of leads.
3. We track our phone calls, email, contact with leads on the Streak CRM. The marketing initiative is also automatically noted when the lead is listed on the proper pipeline.

Thank you for reaching out End now Vacation Settings

Acer Website Leads 2017 652 Count



Name	Phone Number	Email	Contacts and Organiz...	Summary	Assigned To
Lead					
scott lowry	9543726929	scott@scottlowry.biz		0 0 0 0 0 0 0	Jessica H
Jeff Johnson	4173344191	jjohnson@oldmatt.com		0 0 0 0 0 0 0	Richard D
Mike Eubank	+12817884519	mikeeubank@earthlink.net		0 0 0 0 0 0 0	Richard D
Sandra Betancourt		san_betancourt@hotmail.com		0 0 0 0 0 0 0	Richard D
Ron smith	8172530777	ronsmith3040@gmail.com		0 0 0 0 0 0 0	Jessica H
Roland Garcia	2108544269	ascservices11@yahoo.com		0 0 0 0 0 0 0	Richard D
Clinton R. Sinderud Jr.	+12817316873	csinderud@gmail.com		0 0 0 0 0 0 0	Richard D
MARK LEMOS		MLEMOS@NEWAGESECURI		0 0 0 0 0 0 0	Jessica H
Mike Willow	+13613180011	mike.willow@co.bee.tx.us		0 0 0 0 0 0 0	Richard D
David Fohn	+12104141289	dafohn@yahoo.com		0 0 0 0 0 0 0	Richard D
Aubrey Glenn Fuqua	+14322703219	fuquaag@gmail.com		0 0 0 0 0 0 0	Richard D
Ottmar M Schmidt	561-707-2811	omsracecorp@netzero.com		0 0 0 0 0 0 0	Richard D
Robert Fernandes	2094950708	Robert@jfcinc.com		0 0 0 0 0 0 0	Richard D
janet	916-761-2226	yang_mor@yahoo.com		0 0 0 0 0 0 0	Richard D

Showing Attribution



See what marketing brought in leads and how it can be optimized.

1. Google Analytics track your website and can show how many people the marketing campaign brought to the specific landing page.
2. Every marketing initiative needs to have a metric for success to show the returns of your investment.
3. See what works, what doesn't, and how it can be improved.
4. Having a landing page for the campaign that is offered at the end of the contact form submission. The Facebook Pixel should be installed on the page to show attribution.

- Search
- Texas Fire Protection Lead genera...
- Texas fire protection2
- TexasPTWA Fire Protection...**
- Texas Fire Protection
- Texas fire protection - Lead...

Texas Fire Protection Lead generation > Texas fire protection2 > TexasPTWA Fire Protection - Lead generation

Ad Name
TexasPTWA Fire Protection - Lead generation

Advanced Options

Identity

Facebook Page
Your business is represented in ads by its Facebook Page.

PIONEER WATER TANKS AMERICA

Advertise on Instagram
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Add Instagram Placement

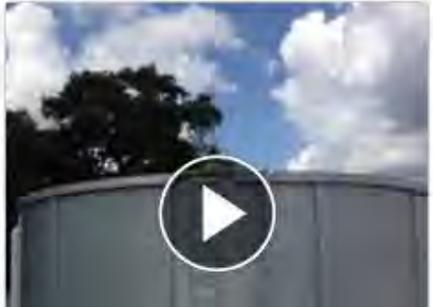
Creative

Ad Preview 1 of 1 Ad

Mobile News Feed 1 of 3

Pioneer Water Tanks America Sponsored

Texas water storage tanks for fire protection, drinking water and more. We're offering Pioneer Water Tanks at our lowest prices ever. Our anti-vortex firefighting nozzles are engineered to NFPA requirements.





Pioneer Water Tanks America ✓



Written by Jessica Huntington [?] · August 7 at 8:56 AM · 🌐

Texas water storage tanks for fire protection, drinking water and more. We're offering Pioneer Water Tanks at our lowest prices ever. Our anti-vortex firefighting nozzles are engineered to NFPA requirements.



**Tank and Liner Include
Warranty**

[✓ Learn More](#)



Ready for delivery and install



Thank you

Texas Pioneer Water Tanks will be contacting you with your lowest price possible on water storage for fire protection.

Water Storage for Fire Protection Systems

Approved for Use in Texas with Anti-Vortex Firefighting Adapter Options



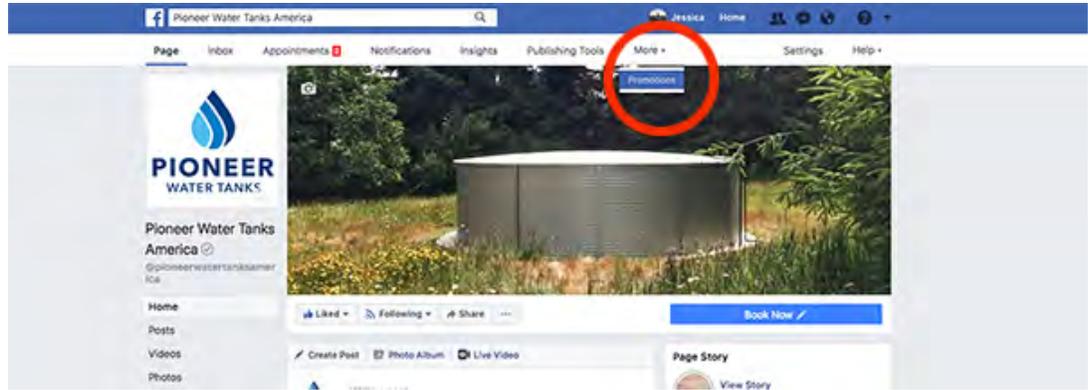
Call Now [512-667-6451](tel:512-667-6451)
7 am – 5 pm CST

Name (required)

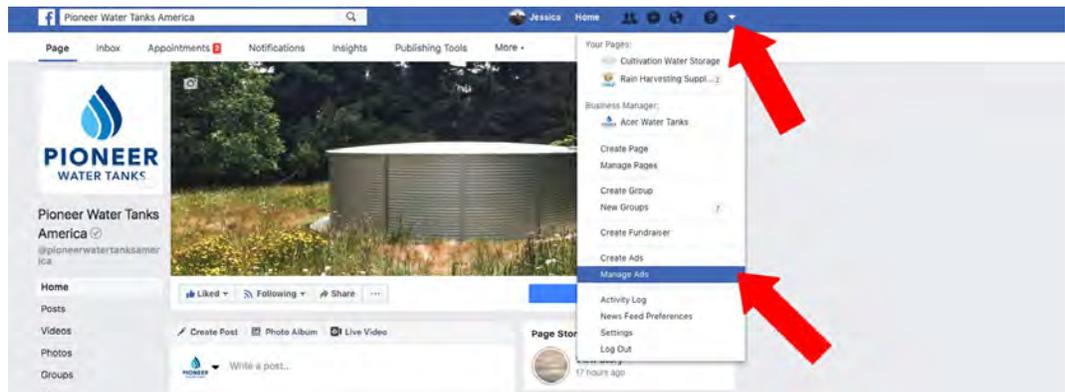
Email (required)

Step by Step Facebook Lead Generation Campaigns

1. Determine your goal and targeted locations for potential leads.
 - a. Goals:
 - i. Promote Facebook Business Page
 - ii. Increase website traffic from Facebook business page
 - iii. Post more on Facebook
 - iv. Generate qualified leads
 - b. Targeted locations
 - i. Austin
 - ii. San Marcos
 - iii. Wimberely
 - iv. Dripping Springs
2. Write out a few customer profiles to know who to target.
 - a. Best customer ever
 - i. Builder
 - ii. General Contractor
 - iii. Architects
 - iv. Chicken farmers
 - v. Property development
 - vi. Commercial farmers
 - vii. Large irrigation
 - viii. Fire tanks
 - ix. Commercial projects
 - x. Engineers
 - xi. NFPA 22 spec needs
 - xii. Commercial projects
 - xiii. People who spec tanks
 - xiv. 27 - 65+ years old
 - b. Mid customer
 - i. Small to medium farmers
 - ii. Less informed but still know what they are looking for
 - iii. Irrigation systems
 - iv. Rainwater systems
 - v. Small acreage
 - vi. Home systems
 - vii. Smaller capacity needs
 - c. Worst customer
 - i. Poly tanks
 - ii. Not informed, not ready to buy
 - iii. Can't pay
3. Go to your Facebook Business Page, Click on either the "Promotions" tab or the down arrow, and then to "Manage Ads".

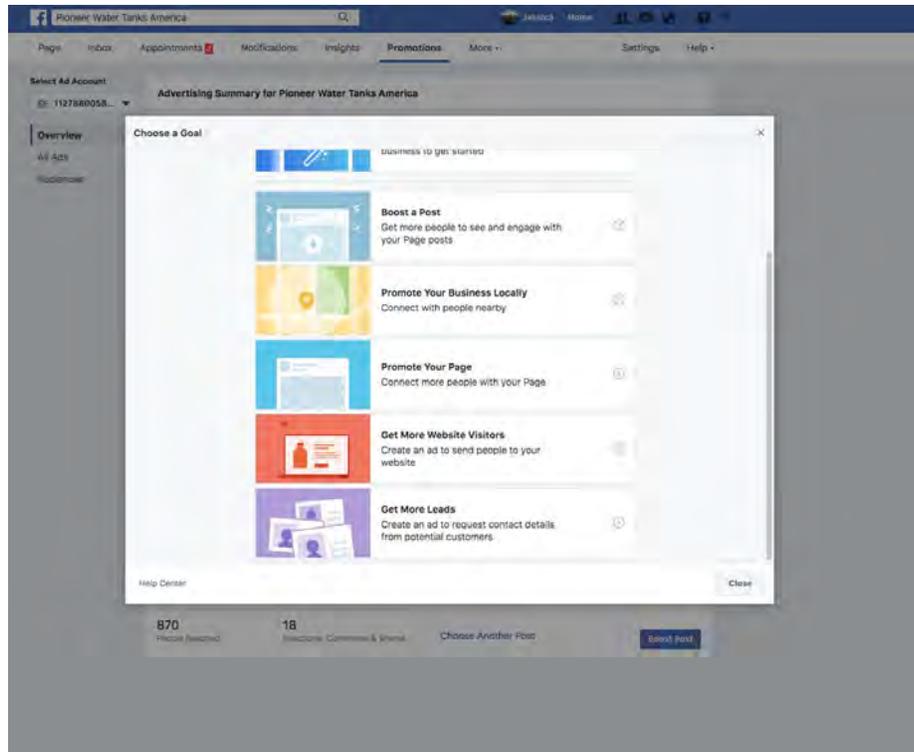


a.



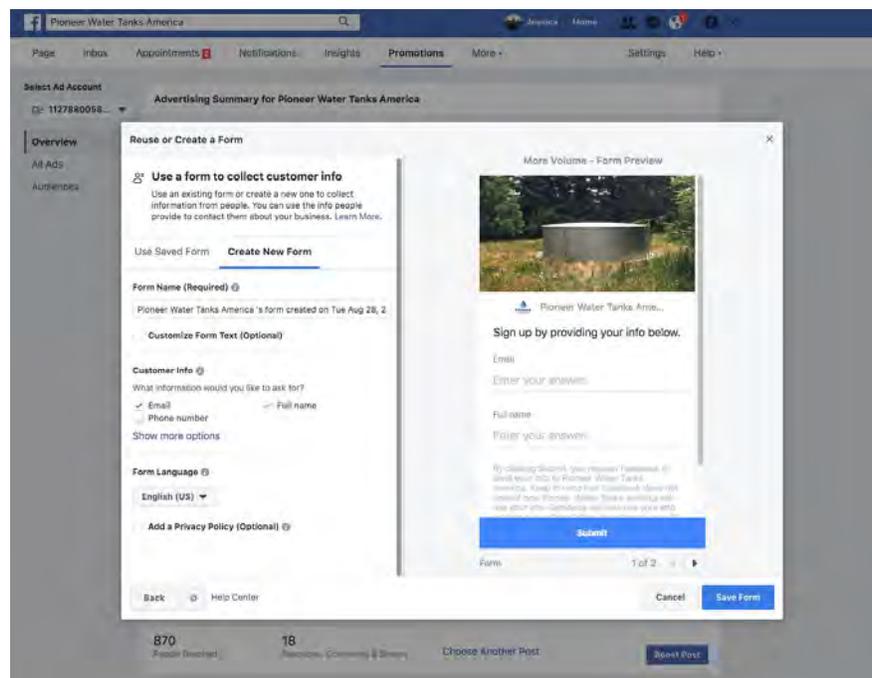
b.

4. Click on “Create Ad” to see all of the campaign types. I choose to use the last one on the list, “Get More Leads” with the purple color.



a.

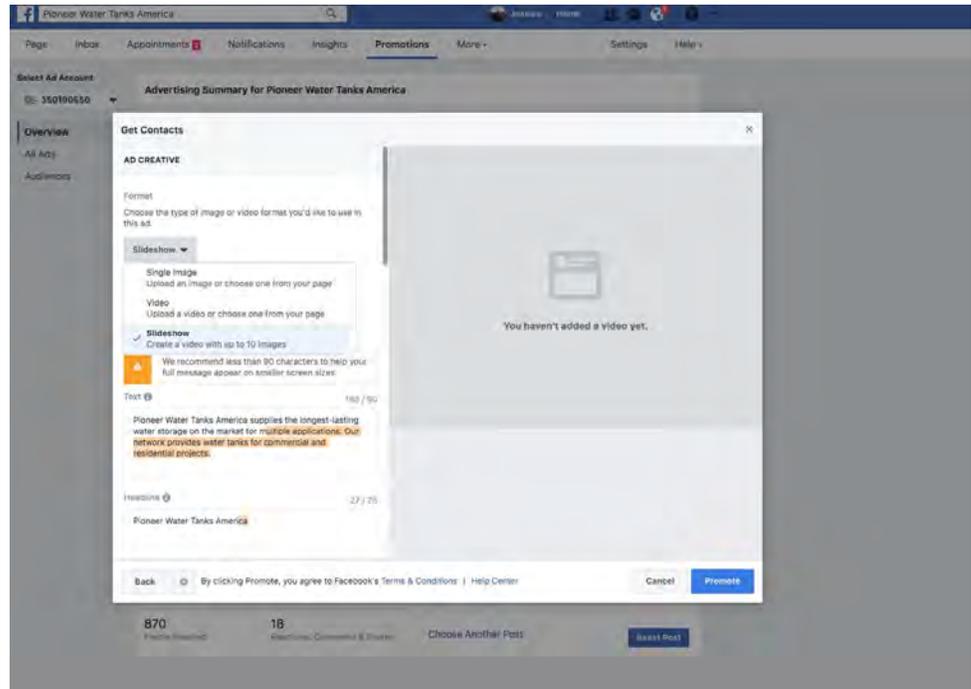
- b. Get More Leads type of campaign creates an audience to target, an ad to show in the Facebook feed (as well as your Instagram unless you deselect it) and collects contact forms with people's information for your to contact them. Learn more about the different types of Facebook campaigns that there are in the Facebook Ads Guide link. <https://www.facebook.com/business/ads-guide>
5. Create a contact form that people will fill out to be contacted by your business. The form name should reflect the audience that you are targeting. For example, the customer profiles that were made earlier could be labeled "Builders Commercial Needs NSW". Email and Name are automatically selected, click on "Show More Options" to add Phone Number (and address or capacity of the tank if you want). I typically ask for the person's Name, Email address, Phone number, City and Capacity of tank that I list as a multiple choice question.



- a.
6. Next, you will create the actual ad that will show up in people's Facebook feeds if they qualify for the audience targeting. The audience targeting is also on this page. Make sure that you label and save this audience so that you can track it's progress, and re-use it if it's successful.
- a. Creating the Ad Creative (what shows up in the feed).
 - i. Under the title Ad Creative, you can choose the format of your ad. Experts agree that a video or a slideshow have a better response than a single image so that's what I recommend. I'd choose 8 - 10 images to ad to the slideshow that exemplify your best projects for your targeted audience. Text should be avoided in videos as well as in images.
 - ii. The Text underneath the Ad Format is what shows up in people's feeds above your ad creative. Keep it short and to the point - you can solve water storage for this targeted audience.

1. Example of text for a Texas Fire Protection campaign: Pioneer Water Tanks are approved for use in Texas for firefighting, drinking water and more. The longest-lasting water storage tank at our lowest prices ever, we handle everything and include a 20-year warranty.

- iii. Write a headline. This is typically your company name or goal. Examples: Pioneer Water Tanks America or Get Water Storage Now.



- iv.

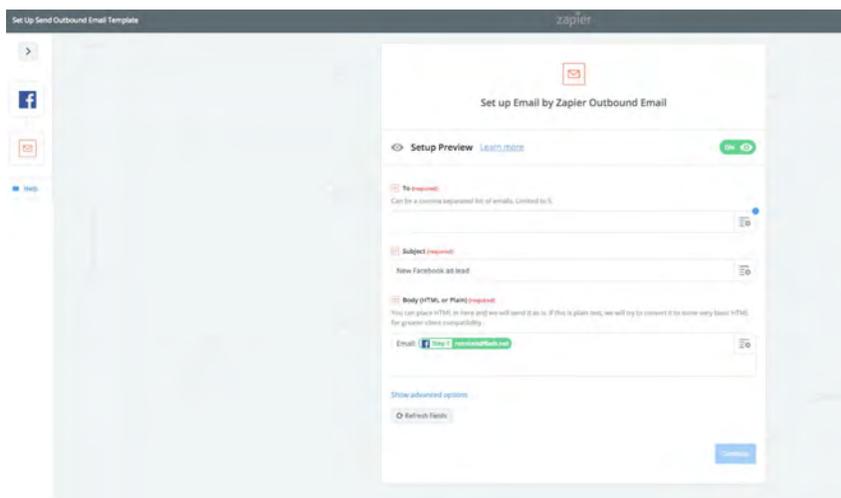
- b. Creating the Audience (who is targeted with this Ad).

- i. Your location targeting should always stay the same as your constant since your distributor area doesn't change. Vast areas are better to include more possible people that can see your ad.
- ii. Detailed Targeting is the characteristics that were determined in step two. People are grouped based on what they post about, what they like and the groups that they are a part of. Examples that I have used to target: Builder, Building Contractor, Construction Project Manager, Water tank, rainwater harvesting, Rural area, Irrigation management, Agriculture
- iii. You can exclude your worst customer if they are very specific (i.e. banana farmers) but it may exclude farmers in general if your audience is too specific so I'd be cautious.
- iv. Name your audience and save it.

7. Determine your budget and how long that your campaign should run.

- a. Facebook shows ad campaigns based on how people interact with it. If a campaign is posted for a week during which, nobody clicks or likes it, it will be less likely to be shown than a campaign that people like or even hate.
- b. It's because of this that Facebook campaigns should run at a minimum for two weeks, preferably for a month. (Unless after two weeks, it hasn't produced a result. Then you would need to reevaluate your ad content and try it again.)

- c. Even for just \$5 a day for a month, a budget can be \$155 - \$200.
- 8. Click Promote and then give it some time to be reviewed by Facebook for approval. Check in with your ad by going back to your Promotion tab or with the down arrow, and to Manage Ads.
 - a. Ads can be disapproved for so many reasons but it's mainly anything that could be construed as being spam or for being political.
- 9. Facebook lead generation campaigns don't automatically notify you when you receive someone filling out the contact form. Instead, you have to go to the Ad and download the leads as a .csv file that can be opened up in Word, Google Sheets or Excel (or any similar programs). What I recommend is to set up a Zapier automation that can email you the lead contact form information, as well as give you many other options.
 - a. Go to <https://zapier.com/> while being logged into your Facebook Business Page
 - b. Sign up for a free account.
 - c. Click on Facebook Leads Ads in Apps that you can choose from. <https://zapier.com/help/facebook-lead-ads/>
 - d. Click on the zap "Get emails with new Facebook Leads Ads leads"
 - e. Click on Create This Zap
 - f. New Lead is the only trigger option, choose it and click continue.
 - g. Connect your Facebook Leads Ads. If it won't connect, make sure that you are logged into your Facebook Business Page.
 - h. Test the connection until it's successful and then continue.
 - i. Choose your Facebook Business Page that has the Lead Generation campaign.
 - j. Choose the contact form that was created with Step Five and continue.
 - k. Test the connection, reconnect if it's not successful.
 - l. Click on Send Outbound Email if it's not already selected as the Action.
 - m. Write the email addresses of the people who will be directly handling these leads. For example, I have Richard Dunfield and myself added here to receive these emails.



- n.
- o. The Subject Line should notify you exactly what the email is. For example, "New Facebook Lead from the Builders Commercial Needs NSW Campaign"

- p. The body of your email is creating an outline that will be filled out automatically with the Facebook contact form. I typically will write out the field information, example Name: and then click on then + on the right corner to add the corresponding field.

 **Setup Preview** [Learn more](#) **ON** 

 **To (required)**
Can be a comma separated list of emails. Limited to 5.

Jessica@pioneerwatertanksamerica.com, Richard@pioneerwatertanksamerica.com 

 **Subject (required)**

New Facebook Lead from Texas Fire Protection Facebook Campaign 

 **Body (HTML or Plain) (required)**
You can place HTML in here and we will send it as is. If this is plain text, we will try to convert it to some very basic HTML for greater client compatibility.

New lead from Texas Fire Protection Campaign 

Name:  Step 1 Joseph Reznicek

Email:  Step 1 reznicek@flash.net

Phone:  Step 1 +12812364335

City:  Step 1 Anderson

Capacity of Tank:  Step 1 Model XL08/02 with 9,907 gallon capacity and a 15' 5" diameter

Lead submitted contact form:
 Step 1 2018-08-25T19:29:06+0000

[Show advanced options](#)

 Refresh Fields

Continue

- q.
- r. I also add the date submitted to see when the person filled out the contact form.

- s. Continue and send a test email. If you receive it with the “dummy data”, then it’s good to go.
 - t. You can “Add a Step” that can add more functionality to this. For example, you can have these leads sent to a Google Sheets form to keep a running spreadsheet on all leads received. Set up a Leads Google Sheets before setting this up. Click on Action > Google Sheets > Create Spreadsheet Rule > Connect your Gmail Account > Test > Choose the Spreadsheet and Worksheet > Put the corresponding field in each column.
<https://zapier.com/apps/google-sheets/integrations>
10. Once you can target a saved Facebook audience, it can be used for boosted posts as well. This ensures that the \$5.00 or whatnot that you spend on a boosted post will be shown to the right people. Building a Facebook Business Page means weekly to daily posting to continue the conversation. If you choose to only post once a month, people will have fewer chances to interact with your page and so it will lose relevance. In the next presentation, we will cover optimizing your posts on a Facebook business page.

Thank you!

Jessica Huntington

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Facebook Ads Resources:

- Facebook Ads Guide: <https://www.facebook.com/business/ads-guide>
- Facebook Lead Generation:
<https://www.facebook.com/business/learn/facebook-create-ad-lead-ads>