

DIGITAL MARKETING BLUEPRINT

GENERATE LEADS
ONLINE FOR
YOUR
BUSINESS
IN 2020

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01/ Introduction

- On top of the trending topic list, a lead (or 'lead generation') is definitely one of those terms we, as business owners, have become accustomed to.

Among many definitions, a lead is a contact in the form of a name, phone number, email etc... that has showed interest in a specific offer, product or service.

- Essentially, a lead is a potential customer.

Hence why the debate is so fierce around this particular topic, and the main reason why is actually very simple:

Every business need customers.

- In this E-Book, we will guide you step-by-step on how to generate targeted and qualified leads using Digital Marketing.



02 / Why You Need To Generate Leads Online?

- Gone are the days when advertisement was as simple as passing a few flyers around town, hitting the front page of a popular magazine/journal, or winning bids on the billboard warfare.

The truth is, customers attention can no longer be bought, **it must now be earned.**

- The growing internet user population, and the rapid advancement of technology has created a new wave of consumers.

As of 2020, "there are 7.7 billion people in the world, with 3.5 billion of us online. This means social media platforms are used by one-in-three people in the world, and more than two-thirds of all internet users..."

- Simply put, you need to generate leads online because there is a growing chance that your competition is, or probably will!

It is by far the most current and effective way to generate quality leads.

03 / Where & How To Generate Leads?

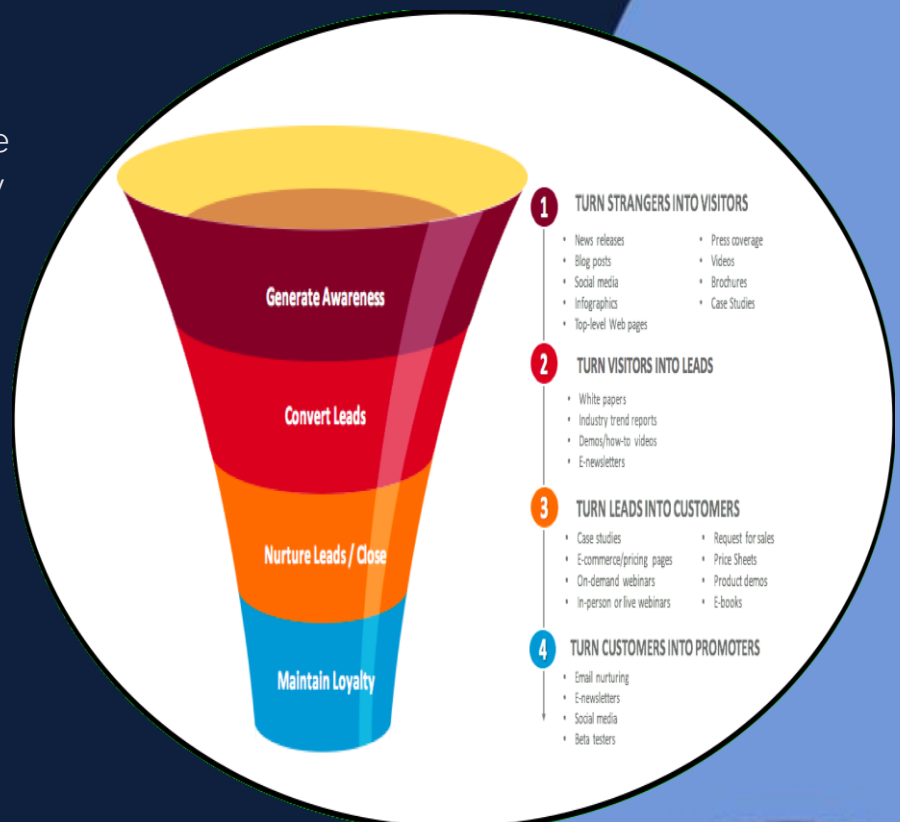
➤ Where and how are very synergetic when it comes to lead generation.

Each platform demands its own approach, and these can vary immensely depending on the audience. The perfect example of this is **Google vs Facebook**.

On Google, people are more “intentional” about their browsing. They navigate it with a preconceived idea of what they are looking for.

However, on Facebook people have more of a “discovery” mindset. They navigate it while being served with suggested content based on their interests.

The good news is, in both cases, the process of converting a lead into sales is the same.



04 / The Mechanics of Lead Generation Online

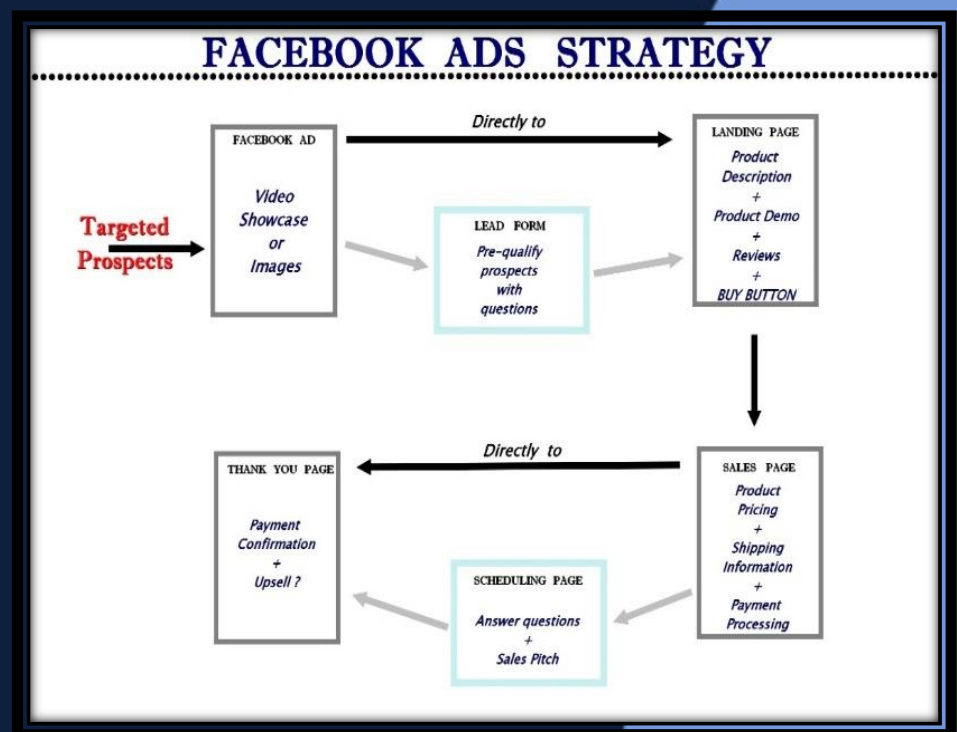
➤ The previous diagram shows a simple process called the “funnel”.

It basically portrays the journey your leads take on to become paying customers

In these upcoming sections, we will focus on the actual step-by-step set up to create advertising campaigns that generate quality targeted leads on auto-pilot.

➤ Our focus will be directed to Facebook (and Instagram), one of the world’s largest social media platform to existence, with over 2.2 billion active users daily.

Needless to say Facebook is, and will remain a great source of engaged customers for the years to come.



05 / Setting Up Your Business Account

➤ Facebook is a gold mine for businesses. Chances are that your competition is already using it, which is good news for you!

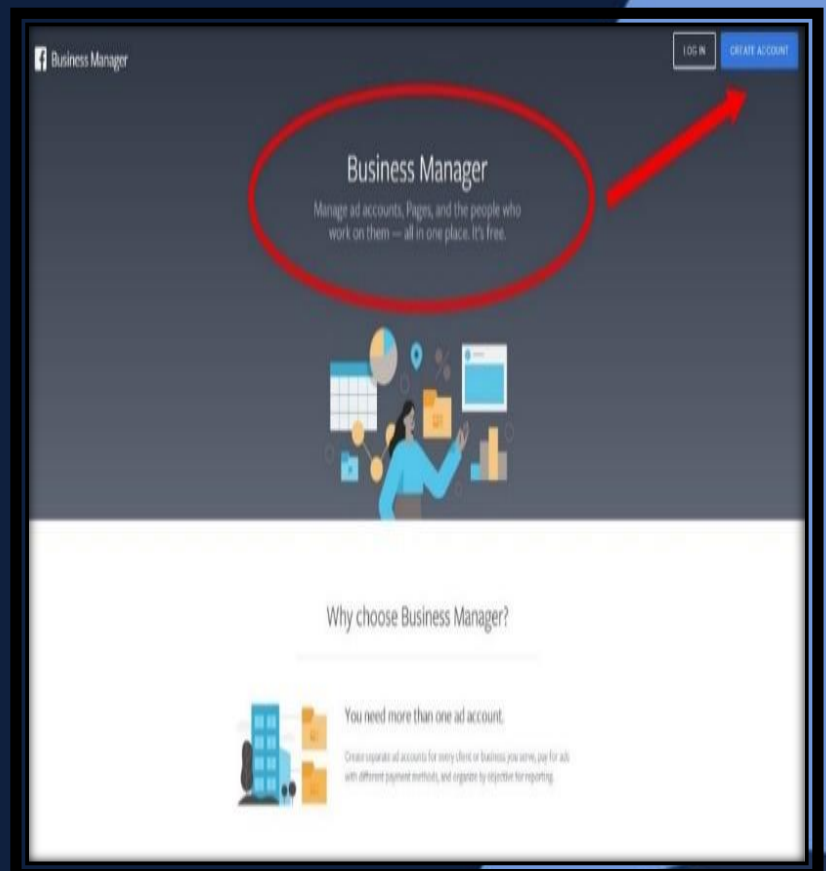
It means that if it works for them, so it can work for you too.

Advertising on Facebook can be tricky at first, but with this guide we hope to make it beginner friendly.

- Create your **Facebook Business account** and set it up in order to be able to advertise on the platform.

Simply head over to <https://business.facebook.com> to get started.

You will need a “page” to create a Business account. Facebook does a great job of providing guidance regarding account set up, so make sure to access those resources, or go online to find detailed information.



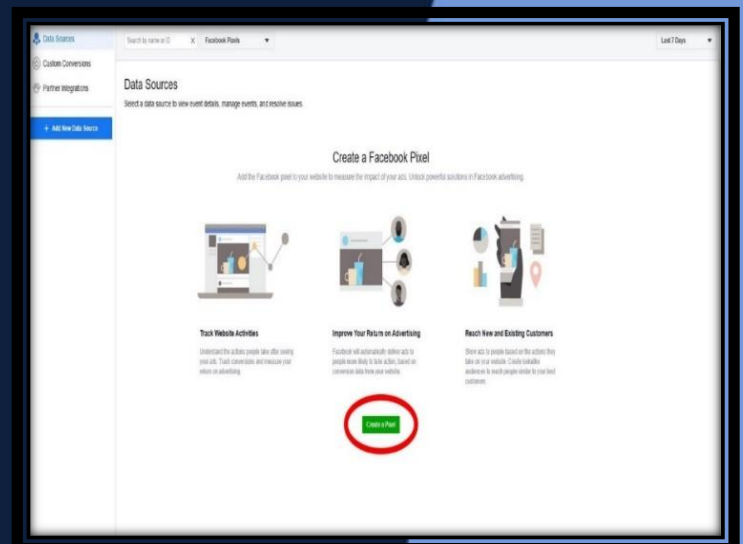
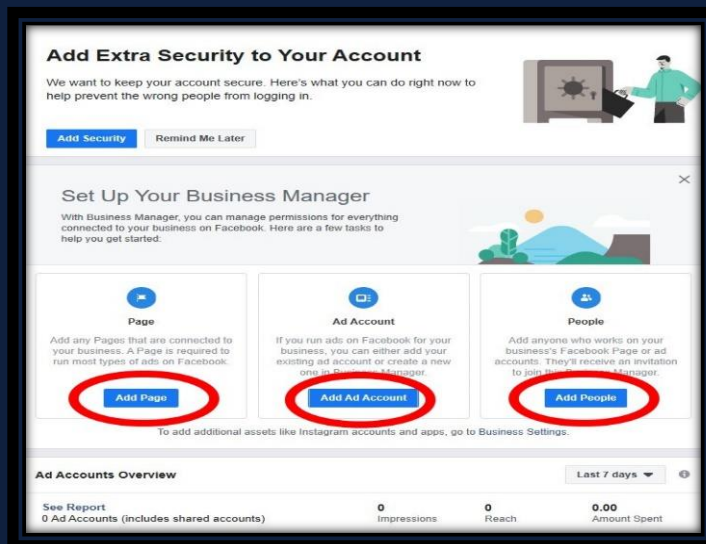
Please note: If you already have an account set up, you may skip to Section 7 of this E-book.

06 / Setting Up Your Pixel

This step is crucial if you have a landing page. The pixel is the brain behind all the data you will be collecting. It is imperative to have it set up correctly so that Facebook's algorithm can work in your favor by showing your ads to the relevant crowd.

Please note: If you do not have a landing page or website, do not worry. You are not required to have one in order to generate leads with Facebook.

- Set up your Ad account's Facebook Pixel in order to track all events (visitors, form completion, appointment, leads, sales, etc...).
- Set up your Facebook page for business



Please note: Pixel installation instructions depend on your website/landing page provider.

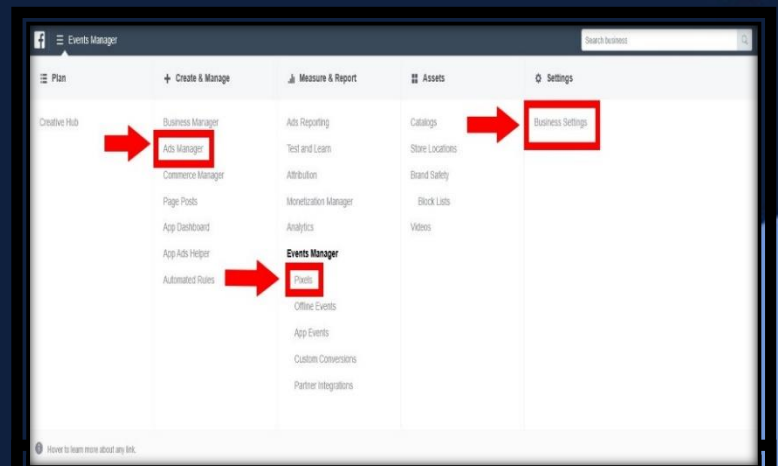
Please visit <https://www.facebook.com/business/m/pixel-setup-get-started>

to find more information on pixel installation.

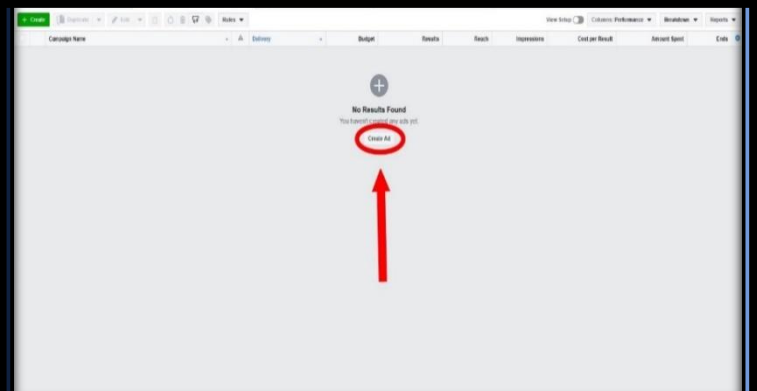
07 /

Start Your Lead Generation Ad Campaign

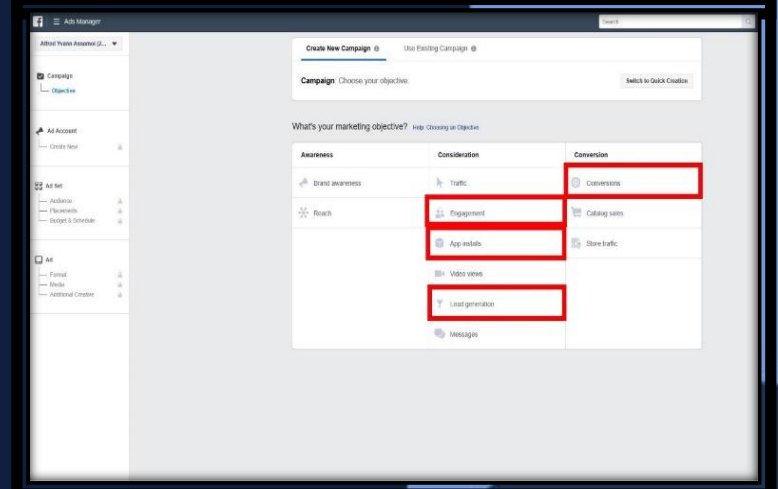
- Once your pixel is installed, and that you have confirmed that is properly working, the last step would be to enter your banking information in the "Billing" section, under Business Settings on the menu bar.



- From the menu bar, head over to "Ads Manager" to set up your lead generation ad. Click on "Create Ad"



- At this point, you will be shown different Ad objectives. Facebook has made it very simple to generate leads by creating a "Lead Generation" objective, designed to do just that; generate leads.

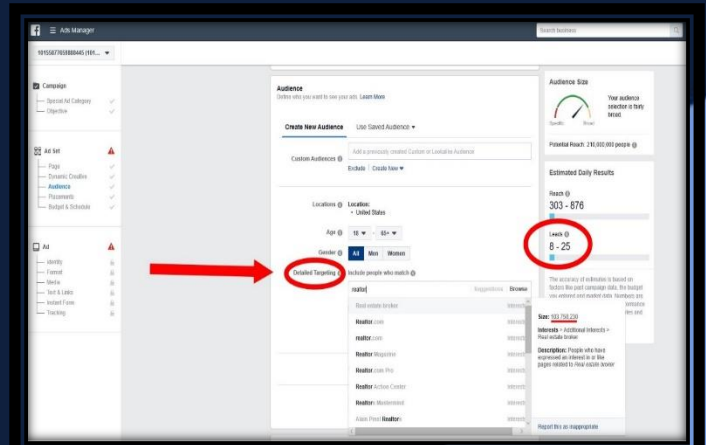


08 / Setting Up Your Ad Campaign

After you select the Lead Generation objective, make sure to turn on "Campaign Budget Optimization". It is a new bidding system Facebook is imposing to all advertisers.

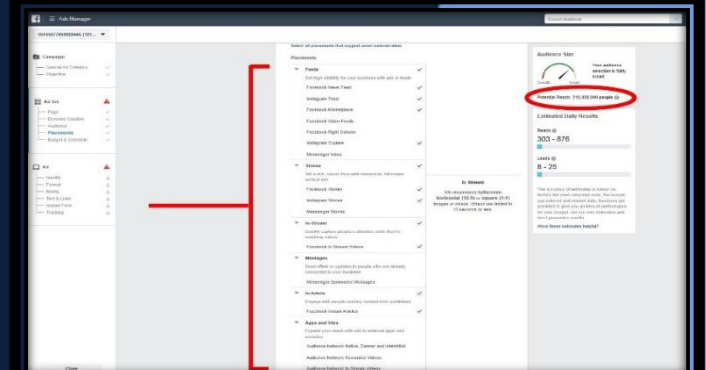
- Ad campaigns on Facebook are segmented in three parts:
Campaign > Ad Sets Level > Ad

It is in the Ad Set section that you define your targeting (age, location, interests...). For lead generation campaigns, it is best to target **multiple interests at once, locally, with a preferred audience between 500,000 and 5 million.**



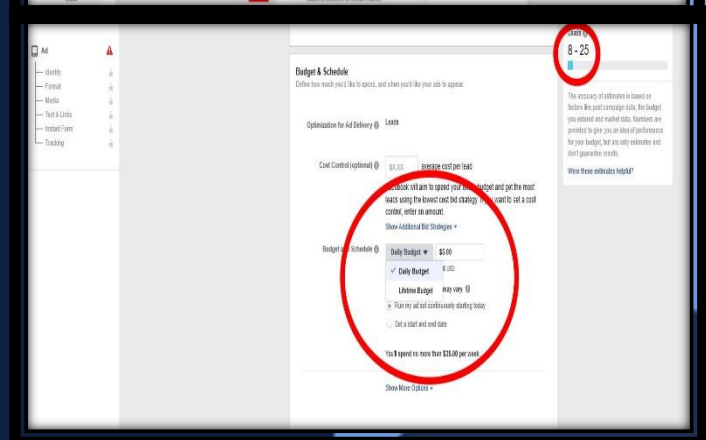
- You will also be able to choose where on Facebook or Instagram you want your ads to be shown (feed, stories, articles...)

It is important to choose based on data, but it is even more important to test all these options and monitor the results to determine what works best for you and your business.



- Lastly, set up your budget.

Facebook algorithm has gotten very smart over the years and is able to predict results based on the campaign set up. Note that these predictions are not always accurate, but they can be used that information to choose the appropriate budget.



09 / Launching Your Ads Live

Having chosen the Lead generation objective, we will be required to create a "Lead Form" on the "Ads" level of the campaign. These lead forms will help you get relevant information about customers interested in your offer, product or service.

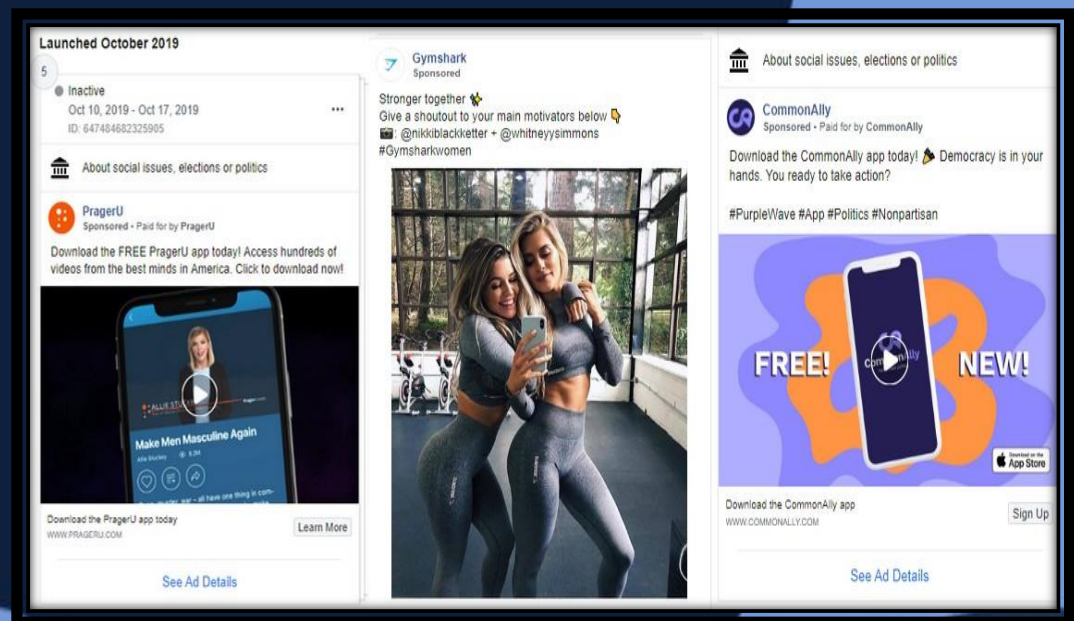
Below we'll briefly run through the main steps to get started. The most important thing to keep in mind is that you truly only need one offer on one landing page to start generating leads. As your experience grows and your time allows, you can create more offers and advance your lead generation strategy.

Steps:

1. **Create a valuable offer:** Whether this is a coupon, an ebook, or a webinar, you only need one offer to start generating leads. The goal here is to establish contact with your prospects, and possibly giveaway something of value to them in exchange for their information. Nothing beats a great offer!

You might not get them to buy from you right away, but the fact that they show interest is enough for you to turn them from stranger to leads.

Now, how you treat these leads from the moment you get them, will determine if they will ever buy from you or not.



The great thing about generating leads on Facebook is that we do not need a landing page. However, these can help tremendously into converting and nurturing these leads.

2. **Build landing page & form:** for your completed offer. Be sure to include a form on the landing page that visitors will need to complete in exchange for the featured offer.

3. **Build thank-you page & kick-back email:** Provide a way for your leads to receive the offer they filled out the form for by redirecting them to a thank you page where the offer is hosted or by sending a confirmation email with the offer.

4. **Build thank-you page & kick-back email:** Now that your offer is created and ready for download from your landing page, start promoting the landing page URL on your various promotional channels.

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Learn the core principles and tools that the world's greatest financial minds utilize.

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YOUR FINANCIAL FREEDOM PLAYBOOK
CREATING PEACE OF MIND IN A WORLD OF VOLATILITY
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Inactive
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There are 28 Million small businesses in the U.S...

I wanted to personally invite you to a FREE masterclass to learn how you can tap into this amazing market...

On This Exclusive Masterclass You Will Learn:

A VINCE REED PRODUCTION

How To Launch A "Local Business Advertising Agency" And Have My Team Do All The Work
WWW.ADSAGENCYNETWORK.COM

Learn More

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This ad has multiple versions.

Redfin
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Here are some homes in McHenry you may like. Book a tour and see them ASAP, even same day.

Home in McHenry
4 BD | 3.5 BA | \$549,900
HOME IN MCHENRY

Learn More

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Redfin
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Save \$8,400 on average when you buy and sell with Redfin.

Miami
2 BD / 2 BA | \$345,000
MIAMI

Book Now

See Ad Details

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This ad has multiple versions.

Redfin
Sponsored

Check out these homes for sale near you. Book a tour online, even same day. | Redfin Listing by Matt Cliney

Dunedin
2 BD / 1 BA | \$234,000
DUNEDIN

Book Now

See Ad Details

10 / Conclusion & Next Steps

Let your marketing add value.

And there you have it! Now you're equipped with all the tools necessary to begin generating qualified leads for your business on Facebook.

Follow the steps outlined in this ebook and be prepared to take your potential leads through every step laid out in our lead generation process.

And remember, **the results are found in the follow-ups**: meaning that you must nurture and keep your leads engaged in order to turn them into sales.

Make sure to set up CRMs with automated emails that will keep your leads warm.

Facebook is based on "Interruption Marketing" which means that your content will need to be attention-grabbing in order to generate a positive response.

By aligning with our Lead Generation methodology, you'll create valuable content that people love, thereby opening the pathway for communication for the next step of the process, which is *the sale*.

For additional information or further assistance please refer to the links below:

- [Click here](#) for detailed information on how to set up Lead Generation campaigns.
- [Click here](#) to get our team to set up your Next Lead Generation campaign.
- [Click here](#) to get a 100% FREE Consultation & Advertising audit for your business.