

# Facebook Lead Ads Idea Guide

Welcome Back! Today's idea has to do with utilizing Facebook Lead Ads.

In a world where people are glued to their favorite social network more often than not, now is the time to get into that ad space.

Facebook Lead Ads gives you a way to capitalize on the world of social networks and get right out in front of your potential customers. But here's what's really great about Facebook Lead Ads, it uses a feature they call "lookalike audiences" to ensure that you're getting out in front of the 'right' potential customers. It does this by identifying your current customers and finding others like them to display your ads to. Who better to target than people who have the same interests as your current customers?

It then makes the process as simple as possible for your customers by auto filling personal information that it accesses right from their Facebook account.

Now remember people scroll through their feeds pretty fast, so you need to make sure that you grab their attention quickly with engaging content. Facebook recommends utilizing their carousel or video features to make yourself stand out. Get creative with it and make sure you illustrate why that person should be completing your lead form.

But where does that information go? And how do I use it?

That's where PlusThis comes in to help you out.

Let's say I was offering a free 30 min consultation for people who click on my Facebook Lead Ad. After they fill out the form, PlusThis is able to take that information using Facebook Lead Triggers and add it to my marketing automation system account automatically. Once it does, not only are they now in my account, but I can start them in a sequence that I've defined through email, text messaging, etc. to schedule them for an appointment. I'll have my sequence automatically send them a link to sign up for an available time slot. And then follow up with them the day before the appointment to verify that they don't need to reschedule.

Facebook Lead Ads is a great way to increase your customer base, but your time is too valuable to spend exporting and importing data and manually firing off your campaigns. Let PlusThis do that for you, so that you can get back to what really matters.

To learn more on how to set up Facebook Lead Ads with PlusThis, follow the link next to this video to visit our support center.