

Facebook Triggers Implementation Guide

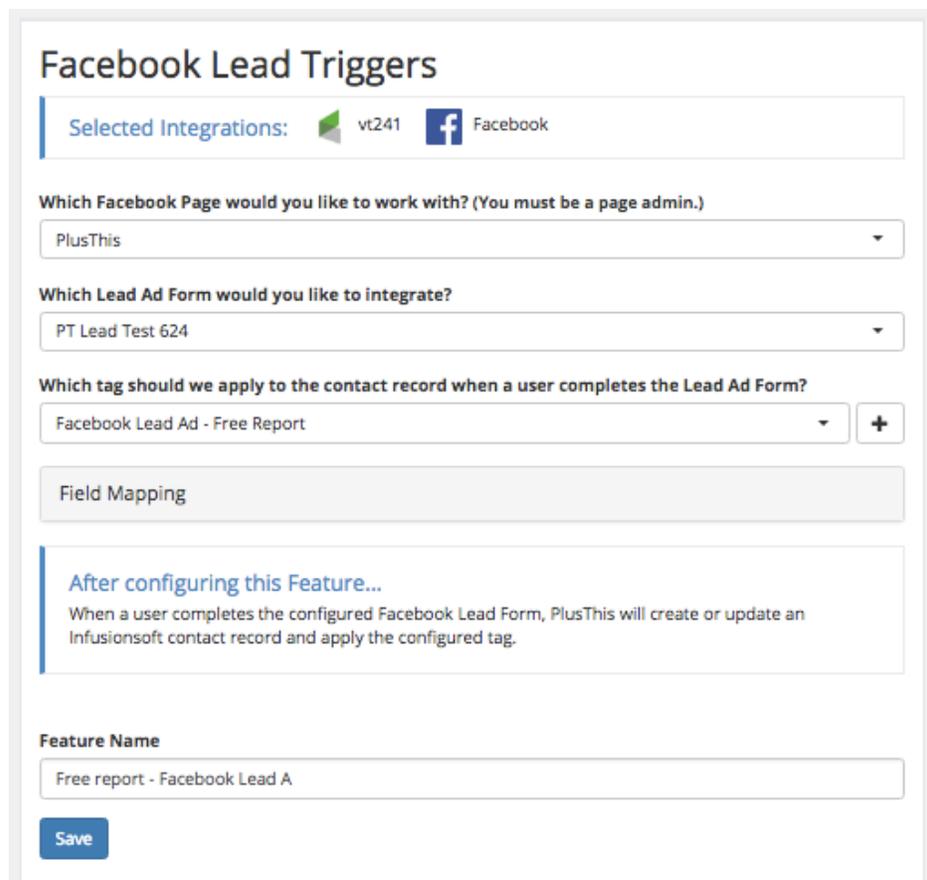
What does it do?

As leads are collected in Facebook, PlusThis will import Lead Ad records to your CRM and, optionally, apply a tag to the contact record. There is no CRM implementation necessary, PlusThis will create and tag records per your configuration. **Important:** Before creating this feature you will need to have created your Lead Ad in Facebook first.

Facebook Audience Triggers allows you to automate the adding and removing of customers to Facebook Custom Audiences based on action that they have taken to progress in your funnel. The moving from one Custom Audience to another is done within seconds, not minutes or hours, of the designated action taking place. That way your contacts don't have to look at the old ad's once they are past that point in the funnel.

PlusThis Integration:

1. Set up your "Facebook Lead Triggers" Feature
2. Select the Facebook Page you have created your Lead ad for.
3. Then select which Lead Form you would like to integrate
4. Then you select which tag you'd like to apply when the lead form is filled out
5. You can configure specific fields to be mapped to your contact record if you have unique fields created on your Facebook Lead form.
6. Name your feature and save
7. You won't need any further integration, as now when the lead form is filled out – PlusThis will automatically create a contact and store



The screenshot shows the 'Facebook Lead Triggers' configuration page. At the top, it displays 'Selected Integrations' with a green checkmark icon, 'vt241', and the Facebook logo. Below this, there are three dropdown menus: 'Which Facebook Page would you like to work with? (You must be a page admin.)' with 'PlusThis' selected; 'Which Lead Ad Form would you like to integrate?' with 'PT Lead Test 624' selected; and 'Which tag should we apply to the contact record when a user completes the Lead Ad Form?' with 'Facebook Lead Ad - Free Report' selected. There is a plus sign icon to the right of the tag dropdown. Below the dropdowns is a 'Field Mapping' section. A blue box contains the text: 'After configuring this Feature... When a user completes the configured Facebook Lead Form, PlusThis will create or update an Infusionsoft contact record and apply the configured tag.' At the bottom, there is a 'Feature Name' field with 'Free report - Facebook Lead A' entered and a blue 'Save' button.

the form fills as configured in the Field Mapping section on the contact record. PlusThis will apply a tag once the contact is created so that you can trigger automation on the newly added contact.

8. Next, set up your “Facebook Audience Triggers” Feature
9. Select which Facebook Ad Account you want to work with from the drop down
10. Click the “+” next to the field selector for which Facebook Audience to add the person to

Which Facebook Audience(s) would you like to add the contact to?

Drive to Webinar
+

Which Facebook Audience(s) would you like to remove the contact from?

Please Select
+

Which data should we use to find your contact records on Facebook?

Email Address

Phone Number

Which Phone field should we use to try to find a match?

Try All Standard Phone Fields
▾

11. **IMPORTANT NOTE! PlusThis can only update Facebook Audiences that were created via PlusThis.** All available Custom Audiences are displayed here, regardless of whether or not they were created in PlusThis. For this feature to function properly, please only select audiences that were created via PlusThis.
12. Create a custom audience for your Facebook Account
13. Under “Which Facebook Audience(s) would you like to add the contact to?” Select your newly created audience.
14. If you would like to remove people from an audience they may be in – you can select the audience to remove the contact from in the “Which Facebook Audience(s) would you like to remove the contact from?”.
15. Name and Save your Feature.
16. On the following screen you will see CRM specific instructions to implement the feature.
17. To add people to this first step, use the “Run This Feature Now” option underneath the Event Name and select which tag in your app fulfills the requirement for being in the audience and hit Run Feature Now. This will search Facebook for matches between the contact record and Facebook accounts. If it finds a match, it will add that Facebook User to your Custom Audience.

18. We will need to create additional “Facebook Audience Triggers” for each step in the process where you would like a new ad to be (ie. Each move from one “bucket” to another “bucket” needs an Audience Trigger)

Facebook Audience Push to Webinar Facebook Audience Triggers

Run This Feature

Feature Custom Event Name (For use in Drip as a Custom Event Name)

5602-eGruA12FKs32kDObFnkFbcAsFC1jaCBWpYS7L3g2 

Feature will always run on the custom event.

Additional Run Options Run this feature on a Tag action Off

[Need help? Click here for implementation instructions.](#)

Run This Feature Now

Use this to *initially* sync your drip records with Facebook. This is helpful if you already have a number of contact records who should be in the audience you've just configured. This initial sync should only be necessary to get started and an HTTP Post action should be configured in your drip campaign for the long term. The HTTP Post should be configured to occur following a goal that indicates a record should be added/removed from your configured audiences.

Select a tag and PlusThis will execute the feature on everyone with the tag.

Please select 

Run Feature Now