

Lead Form Magic ✨ Transcript

How do Lead Forms work?

This is Miranda and welcome to Lead for Magic. As you can see, it's lead generation for all businesses and yes, that totally means you.

So I'm a big believer in lead generation. I feel like I'm always banging on about it to small businesses and the reason why I do is because it works.

Not everyone is going to buy from you immediately. Lead generation really works. If your sales process involves talking to your team, for example, hey, you use this this course to build a list of interest of inquiries in your curtain business.

However, all of your appointments are booked by someone who talks to you. So lead generation just really works to get in front of people before they're starting to Google and think about who they're going to choose for their curtains.

Lead generation also works when you want to grow your subscriber base. That is the people who are signed up to your mailing list, who you communicate regularly with to sell them on special offers, invite them to book in, all the things.

Maybe lead generation will work for you because you need to warm people up. You're selling a high ticket item and people need a bit of time to get to know you and know that you really know your stuff in order to purchase.

Maybe you'd like to use competitions such as win a free piece of art and knowing that the people who enter that competition are then also going to be interested.

You're interested in buying your art down the track. Maybe you've struggled to recruit people in a certain area or for a certain job and you need to try a new approach.

It's a campaign that you're going to learn in Lead for Magic, works for new leads, new inquiries, competitions, recruitment, tourism accommodation, real estate, car sales, beauty therapists, local businesses, professional services, pretty much all if most if not all businesses.

This type of campaign will really work when you follow up those new leads or inquiries. There is no point setting up this ad campaign and then never doing anything with those people ever again.

Trust me, I say this, it sounds ridiculous, happens all the time. Okay. You need to download your new leads from Meta Business Suite.

I'm going to just give you a video on how to do that. It's pretty simple. You set yourself like a regular time that you're going to do that, whether it's once a week, once a day, maybe not once a month.

Come on! People are going to forget that they signed up. They forgot about it two days ago. So pretty regularly.

Lead Form Magic ✨ Transcript

How do Lead Forms work?

They also work well when you're willing to try new things and learn how to create engaging ads. And you've got a pretty open mind.

You understand that not every lead or inquiry you're going to get from Facebook ads is going to turn into a customer.

But this totally is a numbers game. And we all know that ultimately more leads is going to lead to more sales.

So when you set up your ad what's going to happen to you? They're going to be saved in a business suite.

You're going to download them from there. And that's where the follow-up starts to begin. You might follow them up with a personalized email.

Maybe you've asked for their phone number when you set up the lead form and you're going to give them a call.

Maybe you're going to just pop them straight away into your email management system like MailChimp, ConvertKit, ActiveCampaign. If that's all not making sense, just go with the personalized email follow-up.

And down the track you can automate this process using Zapier. But these are some separate sources. Software that you have to look up, everyone's system's different, I don't go into details in this.

But just know that it's out there and the average cost is about 50 Australian dollars per month. So how does the lead form campaign work?

Well, someone's scrolling along on their Instagram or Facebook feed. They see your amazing ad, there's a popup to enter their details and they end up on the thank you page, maybe there's an offer, maybe there's a link to visit your website, maybe they're going to download the the card that you're giving them and then you're going to follow them up via phone or email. So this is what it looks like. They see an ad and they say yes, I want to sign up for this, they click on learn more, shop now, enter details, whatever it is and then they don't leave.

This means zero tech on your website, zero tech for you to set up. There is just like a couple of minor things that I'm going to go through and you can ask for their name, email. And phone number. And then from there, they have to read through the terms and conditions. This is where you're going to link to a privacy policy on your website.

If you don't have one, just Google one, pop it on your website. It's a new page. You can always direct them to your contact page as well.

Lead Form Magic ✨ Transcript

How do Lead Forms work?

And then when they reach the final page, so they've clicked through our Facebook and Instagram, they're going to direct, you're going to direct them towards your special offer of your upcoming events.

Booking their time with you you know, grab the video, get the guide, all the things really easy to do and you are going to be able to do this in under an hour.

So to create your first lead form campaign. You're going to need a Facebook page, Facebook ad account, privacy policy on your website, the very least a contact page.

I would prefer privacy policy so that you are adhering to Facebook standards. You're going to decide on what you're going to promote.

Remember, nobody. If you want a nonspecific ad going nowhere, I'll go into more details on this and decide where you will send them after they submit your form.

They can download a PDF or to your website to buy. And an optional extra is a welcome email sequence.