

# Lead Form Magic ✨ Transcript

## How do Facebook & Instagram Ads work?

Before we go any further I thought I'd explain how Facebook and Instagram ads work so you know what happens when you put your money into Facebook.

It's not just a matter of throwing money at Mark Zuckerberg that your money is actually sort of going into some sort of system and also how we select sort of things like placements and targeting and set up our ad creative before we jump into ads manager.

So the way that they work is that it's through an auction system. So your daily budget or your lifetime budget is your bid to have your ads displayed to a specific target audience.

This is what makes them so powerful. We can select who you want to show your ads to, whether it's based on where they live their age, their gender, what their interest is.

As I said, you can target people based on their interest, location, age, and gender, and each ad campaign type has a different objective. For this campaign, our objective is leads. So we want to show these ads. To the type of people who are interested in signing up to for more information.

These are the types of people who interact with lead form ads. So out of all the people who are on Facebook and Instagram at any one time, Facebook is trying to show your ads to the very best person.

How they do this is the thing called the algorithm. So the algorithm is whether you like it or not, tracking everything that you're doing on, or on Facebook on other websites.

What actions you take so that they know, okay, this person A is really interested in purchasing things. So we're going to show them lots of purchase ads.

This person B is interested in blog posts. We're going to show them lots of blog post ads and your people are lead formats.

Now you might be thinking, but I've never seen one of these lead formats. That's okay. There's still people out there who are interested.

And that might be also based on where they live. They might see you're at or the fact that they were looking up some other trade and that trade has a pixel on their website that tells Facebook this person is interested in trade.

So they're going to see your ads. It's not just based on what action they take on Facebook. So when you jump into ads manager, which is what you'll be doing as part of lead form magic.

We will have our campaign that we're going to choose and under the campaign. So that's the objective. There are these things called ad sets and that's where we're able to do that really powerful targeting.

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So we can select the placement. Whether we want them on Facebook or Instagram, pre-warning. It's really easy. You don't do either of them. You just let Facebook show your ads to the right people. You set your budget. I'll talk about budget in a later video targeting and also your conversion objective. Yours will be instant forms. And under that, we always want to test a few different ads. So the reason why I say we want to do this is because, you know what, sometimes it is the most random things that end up being the best performers.

We don't want to put all our eggs in the one ads basket. So we want to test a few different images, maybe some different texts to go with those images or an image versus video.

These are called ad variations and yes, we will be going through those and sort of. How do you create these? It's your best practice in the next video. So things can get a little bit complicated. You can add in lots of different ad sets if you wanted to kind of like test different targeting.

Say you want to promote a vegan event and you wanted to test the vegan interest versus the vegetarian to see which one performs better.

That's just a very normal example. Very sort of simple. Or yours might be you target Brisbane and the Gold Coast separately and you want to see which one performs better.

So then you can have ads on each of them things to consider if you are getting that complicated depending on how your campaign set up.

But you might be doubling your budget, so you add \$10 here for Brisbane, then you're also got \$10 for the Gold Coast and all of a sudden you're spending \$20 a day, you might not want to do that.

So it's just something to be aware of, but for this course we're going to keep it simple and sexy. We're going to have one type of campaign, which is going to be the lead form campaign.

We're going to have one ad set where we're going to select our budget, our targeting, and where our conversion event will be instant forms.

And yes, we will have some ad variations so things will get a little bit different at the end there. But honestly, you're still going to be setting up a really powerful ad.