

Lead Form Magic ✨

How to Set Up a Lead Form Campaign in Ads Manager



Before we begin:

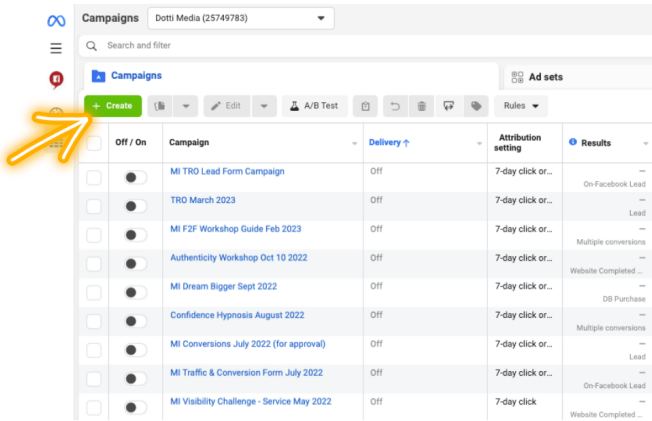
Here's what you'll need to have ready for your Lead Form Creative:

- Know who you're going to target with your ads - age, gender, location, interest
- Know your budget - no less than \$10 per day!
- Write out 2 x ad copy variations
- 2 or 3 images or videos to test
- Privacy Policy on Website (required for setting up the Instant Form)

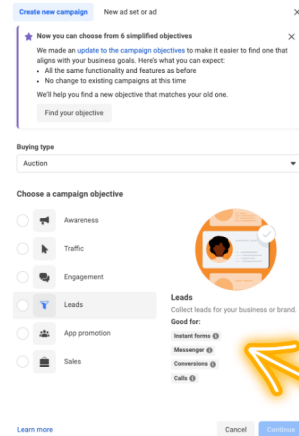
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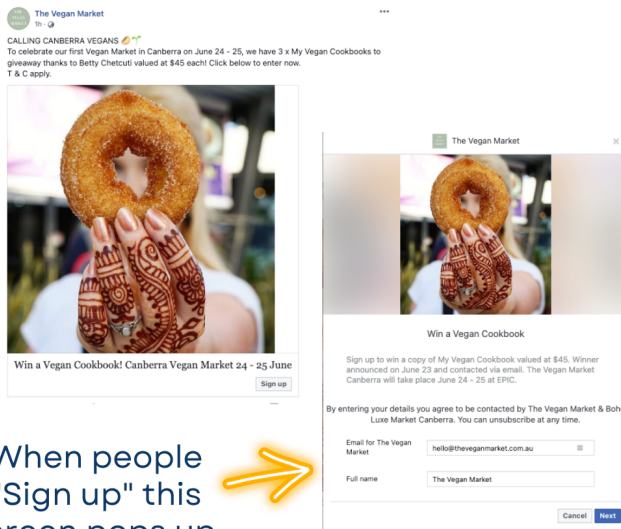
Navigate to facebook.com/ads/manage



Select **+Create** in Ads Manager



Select **"Leads"**



When people "Sign up" this screen pops up. →

Lead Forms are great because you don't have to send people off Facebook in order to get their email addresses.

Great for competitions, recruiting and general information

If you want people to have an instant email in their inbox, you will need to use Zapier.

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Name your Campaign

If Advantage Campaign Budget is on, turn it off

Advantage campaign budget + On
Advantage campaign budget will distribute your budget across ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget
Daily Budget: \$25.00 AUD

Campaign bid strategy
Highest volume
[Show more options -](#)

Campaign details

Buying type
Auction

Campaign objective
Leads
[Show more options -](#)

A/B Test Create A/B Test
To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

Advantage campaign budget + Off
Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Close Verifying your edits... **Next**

Once you do this, select **"Next"** to go to the **Ad Set**

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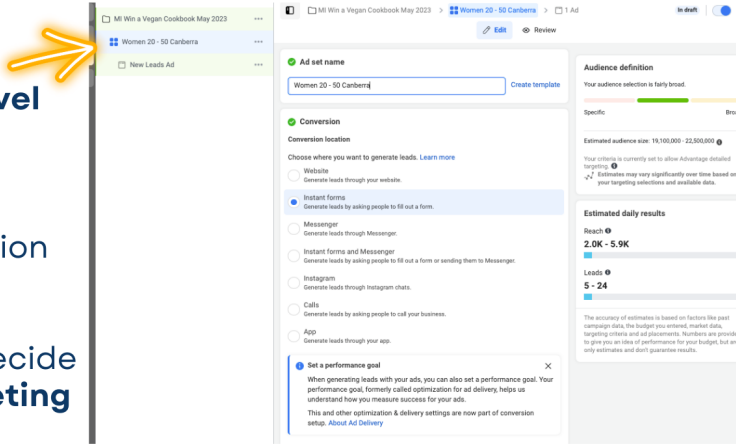
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This is the **Ad Set level**

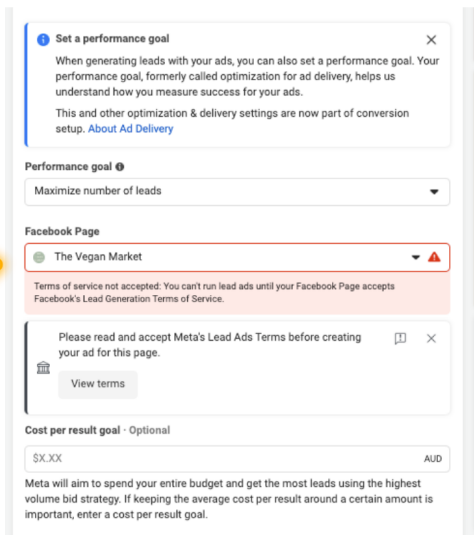
Name your **Ad Set**

Choose the Conversion **"Instant Forms"**

Then scroll down to decide on your **budget, targeting & placement**



You will have to accept the **Terms and Conditions** before you can publish your Ad Set.

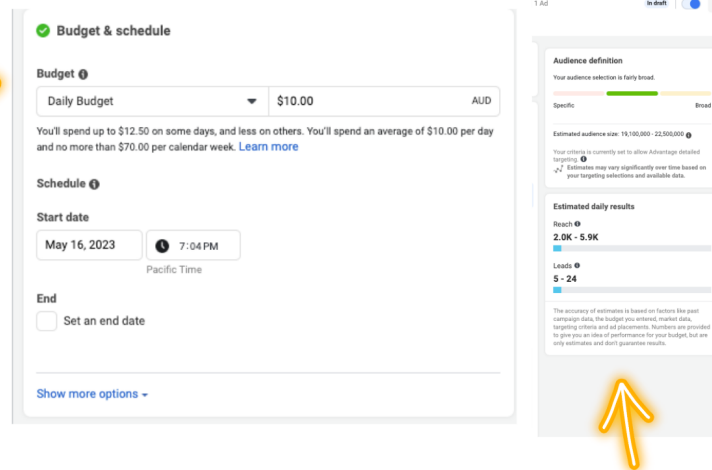


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Select your **Daily Budget** or use the dropdown to select the **Lifetime Budget**

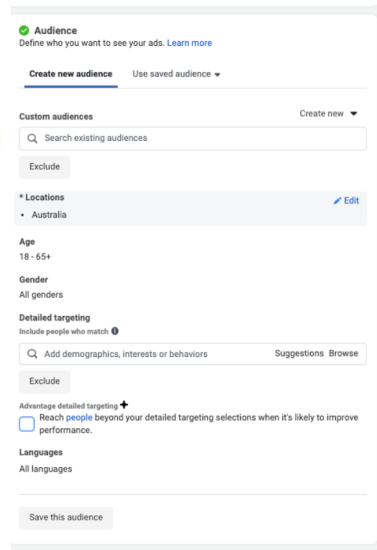
Add in an **End** date if you want to



Your estimated daily results will change based on budget

Custom audiences are audiences created of your mailing list, website visitors & people who engage with you.

This will be covered later.



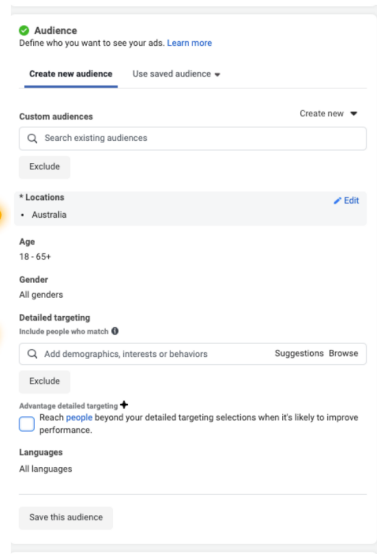
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Choose your **location**, **age** and **gender** (this is the important stuff!)

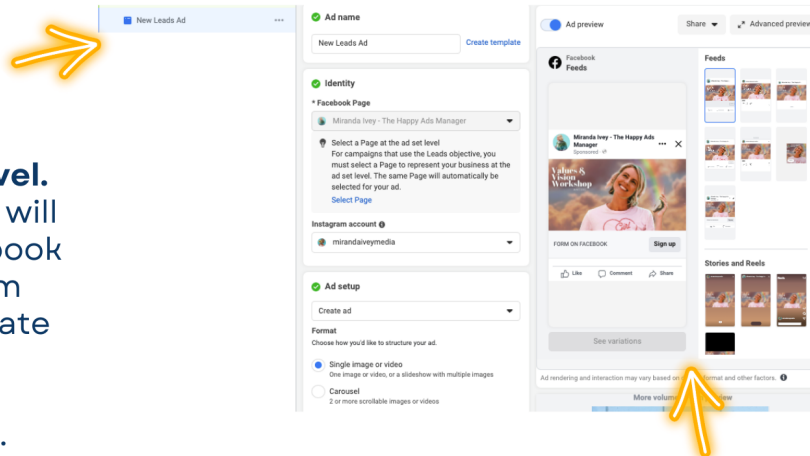
Every time you hover over an option "**Edit**" will appear on the right hand side.

Detailed targeting = start writing in what interests you want people to have. They must be broad and not everything will appear.



This is the **Ad Level**. This is where you will select your Facebook Page, Instagram Account and create your Ad

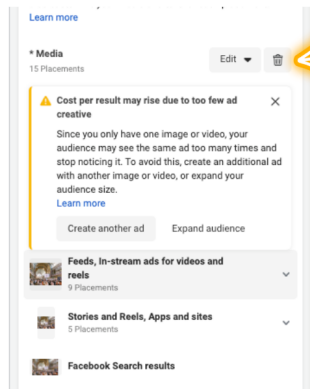
Name your Ad.



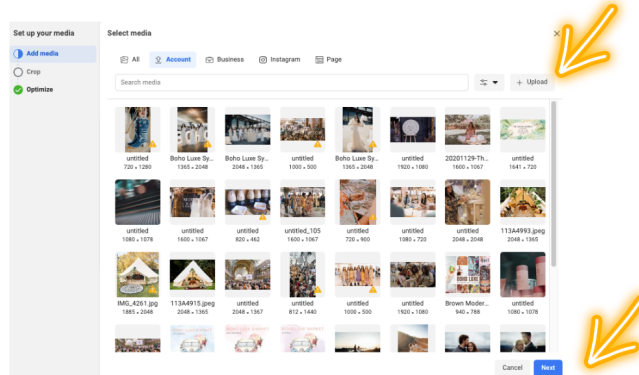
When you add in your Ad Creative, you will see how it looks on different devices here. Click on any of the images to review.

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To add in your Image / Video select **"Edit"** or **"Add Media"**

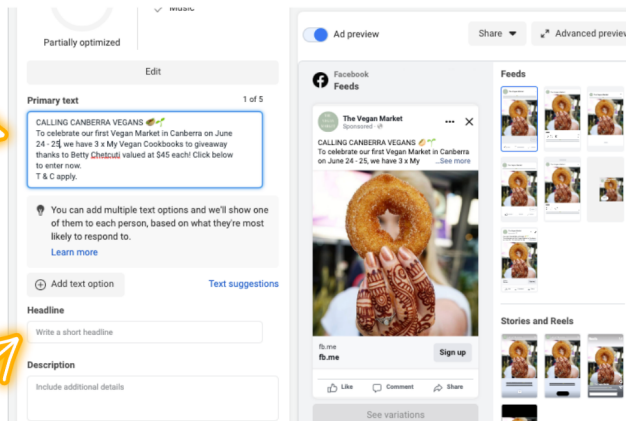


Navigate to your Instagram or Business page or **Upload**. Choose your selected media and select **"Next"**.

Paste in your first copy variation. **Edit** as required based on the Ad Preview. →

To add in Emojis on a Mac use Command, Shift and Space Bar all at once.

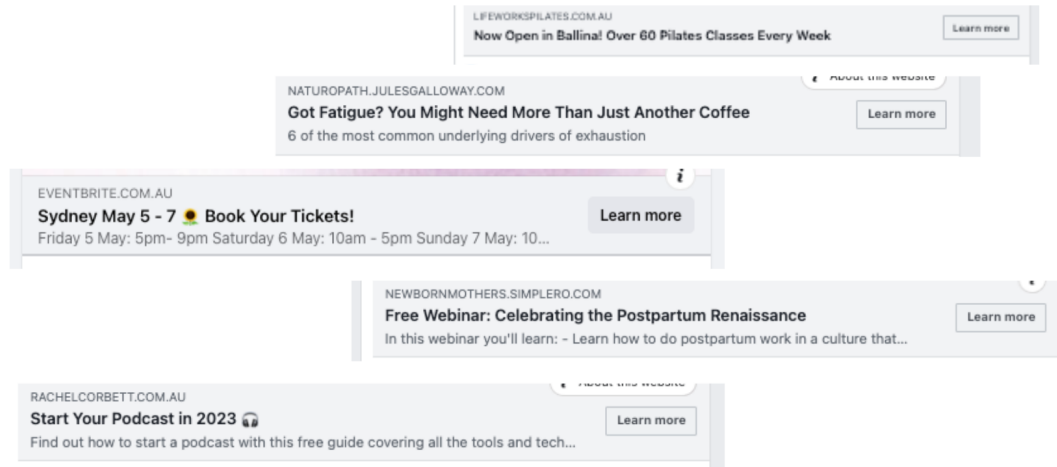
Add in your Headline - What is the **most important** info e.g. Dates, Who this is for - add this in. →



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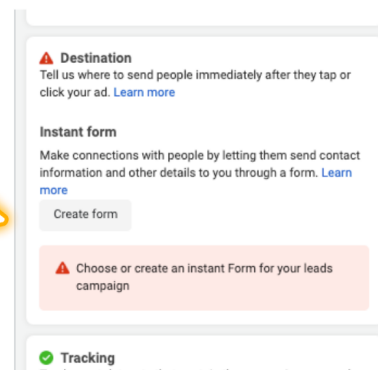
Examples of Headlines: FYI They are not visible on Instagram



Scroll down to **Destination** and **Instant Form**

Select **Create Form**

This is how you will create the pop up form



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Each of these names in bold text are a step in creating your Instant Form.

- 1. Form Name**
- 2. Form Type**
- 3. Intro** - this is the page when someone clicks on your ad. Upload an image, write your headline & description.

Form name: Win a Vegan Cookbook

Form type: Lead form

Intro

Background image: Upload Image (Recommended image size: 1200 x 628 pixels)

Greeting: Recommended (Let people know why they should complete your form and any relevant details.)

Headline: Win a Vegan Cookbook (20/50)

Description: [Empty]

Save draft | Publish

Write what they are signing up for.

E.g. By entering your details you agree to be contacted by... about You can unsubscribe at any time.



+ Add question

Prefill questions: Ask for user information. This will be prefilled from their Facebook account.

Description: Let people know how the information they give you will be used or shared. See examples. [By entering your details you agree to be contacted by The Vegan Market & Boho Luxe Market Canberra. You can unsubscribe at any time]

Choose the type of information you need

Email (Contact Fields)

Full name (User Information)

+ Add category

Save draft | Publish

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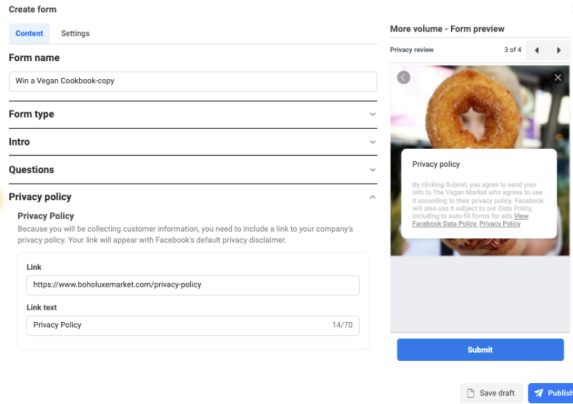
Add in your Privacy Policy link.



Link text "Privacy Policy"

Don't have a Privacy Policy page on your website? You need to! It's the law!

Here's a template:
<https://business.vic.gov.au/tools-and-templates/privacy-policy-template>



Message for Leads

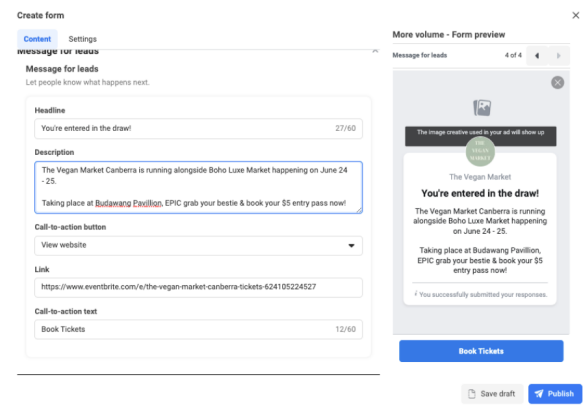
Make the most of this page!



What action do you want them to take? buy a ticket, see the upcoming dates, get a special offer?

You can add a link to your website & custom call to action text.

Select **Publish**



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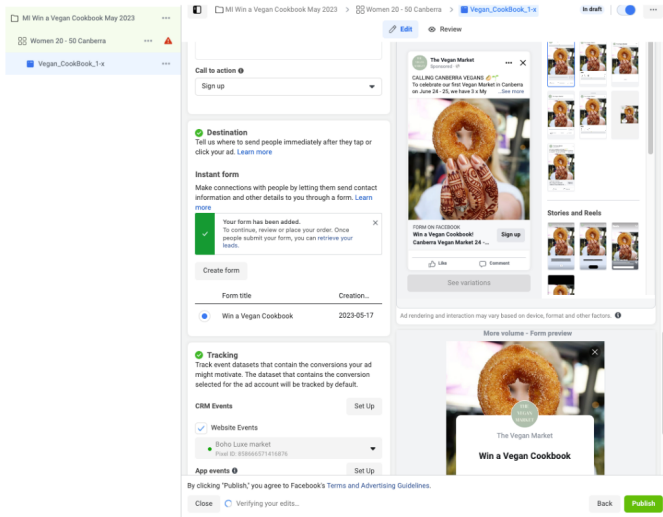
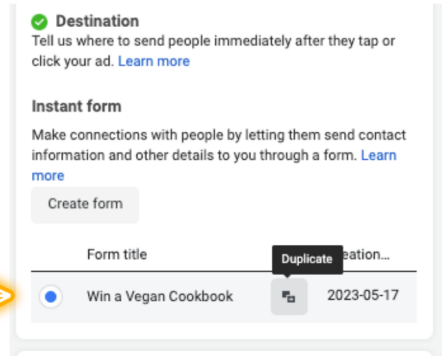
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Forms

Your new form will now be selected

If you make a mistake or need to edit your form, you will need to Duplicate your form and make changes.

You cannot edit an existing form.



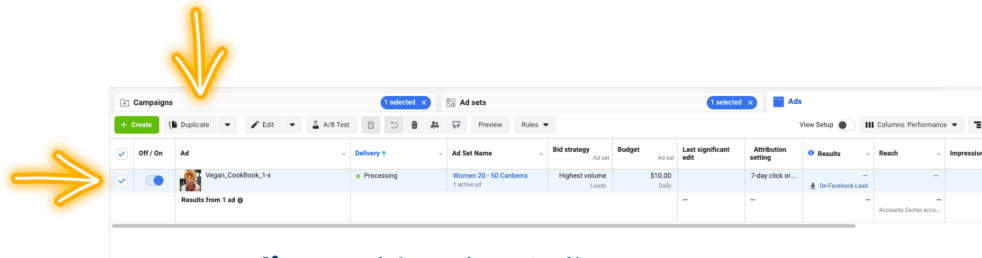
Once you are happy with your ad, hit **Publish**.

Congratulations you've just made a Lead Form Ad!



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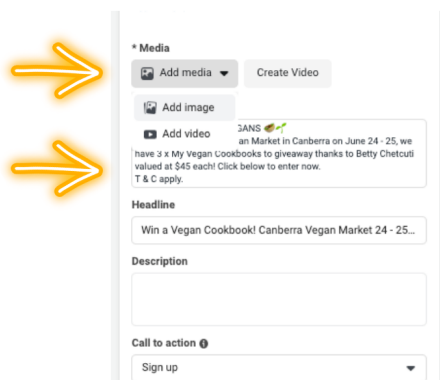
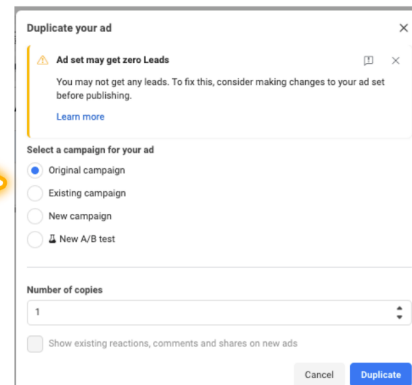


Now we can **Duplicate** this Ad to Split Test

At the Ad Level, select the Ad as above.
Then select Duplicate

In the Pop Up select "**Original Campaign**"

Select **Duplicate**



You can split test

- Different images
- Different videos
- Different copy

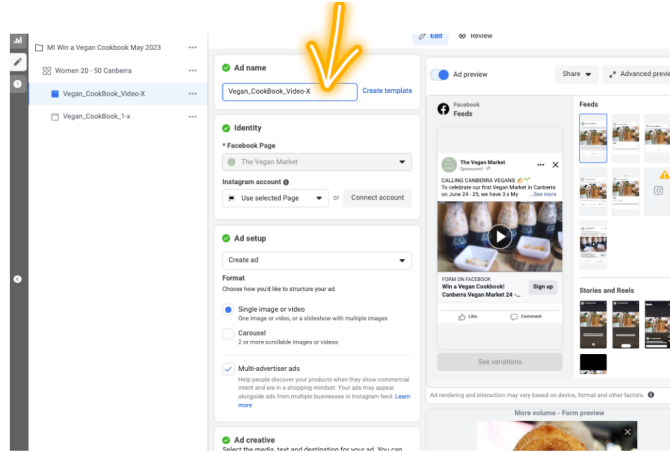
Each time, you simply follow the process to "Duplicate" and then delete the image and upload a new one.

Or delete and paste in your new copy.

I recommend a maximum of 4 ads to split test on a small budget.

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Give each of your new ads a different name so you know what you've changed.

Hit **Publish** in the Bottom right corner.

Your Ad Level will look like this depending on how many ads you created.

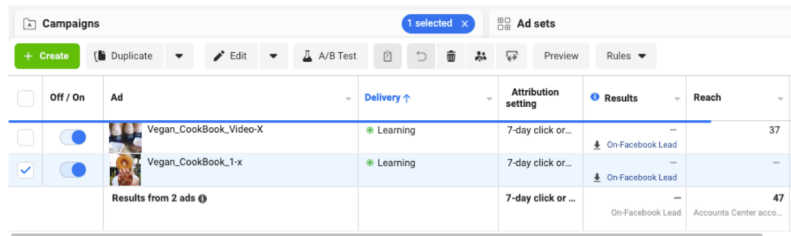
Off / On	Ad	Delivery	Attribution setting	Results	Reach
<input type="checkbox"/>	Vegan_CookBook_Video-X	Learning	7-day click or...	On Facebook Lead	37
<input checked="" type="checkbox"/>	Vegan_CookBook_1-x	Learning	7-day click or...	On Facebook Lead	—
Results from 2 ads			7-day click or...	On Facebook Lead	47

After your ads go through the Processing & Review phase they will be Published! They will be in the Learning phase until they receive enough conversions. Your ads will still be delivered.

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What happens now?



The screenshot shows the Facebook Ads Manager interface. At the top, there's a 'Campaigns' header with '1 selected' and 'Ad sets'. Below this are various action buttons: '+ Create', 'Duplicate', 'Edit', 'A/B Test', 'Preview', and 'Rules'. The main table displays campaign details:

Off / On	Ad	Delivery	Attribution setting	Results	Reach
<input type="checkbox"/>	Vegan_CookBook_Video-X	Learning	7-day click or...	On Facebook Lead	37
<input checked="" type="checkbox"/>	Vegan_CookBook_1-x	Learning	7-day click or...	On Facebook Lead	—
Results from 2 ads			7-day click or ...	On Facebook Lead	47

Your ads will start to be shown to your target audience. You will gain information about which ads are more popular based on how many "leads" your budget acquires.