

Lead Form Magic ✨ Transcript

Create Your Instant Form

In this video, we are going to create your instant form within the ads manager. So that you can start collecting people's email addresses, names and even phone numbers. As you know, a huge part of this course is getting people's email addresses, that's why you're all here!

Now I'm going to show you how that works without needing to, you know, do anything, any changes to your website. You're going to start getting people's email addresses. It's very cool.

It's called Instant Form. When you're at the Ad Level, we're going to select Create form and you're going to give it a name. Again, choose something that makes sense to you. In future, you'll be able to duplicate this form, should you want to do that.

Use a name so that when you go to download your leads from Meta Business Suite, you know what they've signed up for. I've got my form name and then the back of the image is the image from my ad.

I don't need to upload anything if I don't want to. I can change the image, but it will just automatically choose the image from my ad behind here, but I just thought I'd upload it so it looks nicer for you.

Then enter the details of what they're signing up for. So for your ones. It can be a repeat of what's in the ad just so you know. It doesn't have to be completely new. I'm going to have a little play with this but again you can write it before you jump in but there's always going to be this headline section.

Get people's attention. Win this. Subscribe as a VIP. Book your free consultation now. Just be in their face. We've got our intro, so we've written our headline.

We've written our description. Key points in your face. Don't hide any of the good bits is my suggestion. And then we need to enter a bit of a description. So I often say by signing up, you agree to be contacted by our camp.

It's really simple and it allows them to feel like you're not just going to take the details and run away with them. We've got email and full name. You can also add in phone number if that's relevant for your business.

Don't ask them too many more things! Sometimes the postcode is relevant, but you just want to make sure that they are feeling really confident in that, you know, you know, you're not asking too many questions.

And also that if you do ask too many questions sometimes it can mean that people don't feel that we are sending people to a privacy policy on your website.

Right now, I want you to set up your privacy policy on your website ASAP so that people can feel confident in giving you your information and that you know what you're talking about.

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You may also want to add a custom disclaimer. Sometimes if I'm running competition, I'll say this has nothing to do with Meta. This is the value of the prize. This is when it's going to be announced. This is how you need to take it. Whether it's transferable, all of those things.

The Final page is where the magic happens. So this is where we're going to really give them what they need for their website.

You are not going to say thanks, you're all set. I'm not going to say you can visit our website.

You're going to say we're taking bookings now. It's really important information if you're selling tickets to something, send them to the link.

If you're sending them to a website, you want to put the link in. Give them a discount to take action. All of that is really important in terms of making this lead form magic.

I know that, you know, like it's up to like, we're giving them some really good reasons to take action and then we can change our, call to action text to download view website, which, whatever we want it to be

And then we're going to, or you might send them over to book now. And then you're going to pop the link in and then you're going to hit create form.