

3 Things That Matter

1 - Mindset

2 - Generating Calls

3 - Making Calls

What We're Going To Cover

- Buyer Retargeting Ad
- Targeting The Right Audiences
- Creating the Buyer Retargeting Lead Form












Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign. Choose your objective.












Switch to Quick Creation

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views ⓘ	
	 Lead generation ⓘ	
	 Messages	

Create New Campaign ▾

Campaign: Choose your objective.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views 	
	<input checked="" type="checkbox"/> Lead generation	
	 Messages	



Lead generation

Collect lead information from people interested in your business.

Campaign Name ⓘ

Buyer Leads (Remarketing)

Create Split Test ⓘ



A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization ⓘ



Optimize budget across ad sets

Continue

Campaign Spend Limit ⓘ

Set a Limit (optional)

Create New Ad Set ⓘ

Create Multiple New Ad Sets ⓘ

Ad Set Name ⓘ

Warm Market - Retargeting

Advanced Options

Switch to Quick Creation

Page

Choose the Facebook Page you want to promote.

Facebook Page ⓘ



ⓘ You've accepted Facebook's Lead Ads Terms for this page. ...

[View Terms](#)

Catalog (Optional)

Select a catalog and product set from which to fill your ad creative. We'll automatically show the item that's best for whoever is viewing your ad.

Catalog ⓘ

Select a Catalog

Product set ⓘ

No options selected

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations

[Browse](#)

Audience Size



Your audience selection is fairly broad.

Potential Reach: 220,000,000 people ⓘ

Estimated Daily Results

Reach

280 - 1,800 ⓘ

Leads

6 - 40 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Catalog ⓘ Select a Catalog ▼

Product set ⓘ No options selected ▼



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Potential Reach: 220,000,000 people ⓘ

Audience

Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States

📍 _____

📍 Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ⓘ

Connections ⓘ Add a connection type ▼

Save This Audience

Estimated Daily Results

Reach
280 - 1,800 ⓘ

Leads
6 - 40 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

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Catalog ⓘ Select a Catalog ▼

Product set ⓘ No options selected ▼



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Audience

Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

All Lookalike Audience Custom Audience

Locations ⓘ

Viewed FB Intro Video	Engagement - Video
Engaged W/ Facebook Page	Engagement - Page
Watched [Name of Video]	Engagement - Video
All Leads	Customer List
All Website Visitors	Website
Lookalike (US, 1%) - HubSpot - All website visitors	Lookalike
HubSpot - All website visitors	Website
Lookalike (US, 1%) - All Website Visitors	Lookalike
Agency Auto Registrant	Website

Age ⓘ

Gender ⓘ

Languages ⓘ

Enter a language...

Size: Fewer than 1000

Name: Viewed FB Intro Video

Type: Engagement - Video

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors **Suggestions** **Browse**

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ⓘ

Connections ⓘ

Add a connection type ▼

Save This Audience

Catalog ⓘ

Select a Catalog ▼

Product set ⓘ

No options selected ▼



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Website

All Website Visitors

Customer List

All Leads

Engagement - Page

Engaged W/ Facebook Page

✓ X

Viewed FB Intro Video

Watched [Name of Video]

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States



Include ▼

Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions

Browse

Estimated Daily Results

Reach ⓘ

230 - 630

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ⓘ

Connections ⓘ

Add a connection type ▼

Save This Audience



Audience definition is unavailable. ⓘ

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Reach ⓘ

230 - 630

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Daily Budget ▼

\$20.00

\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

Run my ad set continuously starting today

Set a start and end date

You'll spend no more than \$140.00 per week.

Optimization for Ad Delivery ⓘ

Leads - We'll deliver your ads to the right people to help you get the most leads at the lowest cost.

Bid Strategy ⓘ

Lowest cost - Get the most leads for your budget

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Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ
\$2.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$17.50 per week.**

Optimization for Ad Delivery ⓘ **Leads** - We'll deliver your ads to the right people to help you get the most leads at the lowest cost.

Bid Strategy ⓘ **Lowest cost** - Get the most leads for your budget
 Set a bid cap
 Target cost - Maintain a stable average cost per lead as you raise budget

When You Get Charged ⓘ **Impression**

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Delivery Type ⓘ **Standard** - Get results throughout your selected schedule
[More Options](#)

[Hide Advanced Options](#) ⌵



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Reach ⓘ
24 - 120

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Ad Name ⓘ

- Lead generation

Advanced Options

Switch to Quick Creation

Identity

Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.



Instagram Account ⓘ

The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.



Format

Choose how you'd like your ad to look.



Carousel

Create an ad with 2 or more scrollable images or videos



Single Image

Create up to 6 ads with one image each at no extra charge



Single Video

Create an ad with one video or turn images into a video



Slideshow

Create a looping video ad with up to 10 images



Images

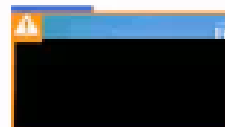
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images

Add more images

Ad 1



untitled
851 x 315



Crop Image

Change Image

Customize for Instagram. [Learn more.](#)


Recommended Image Specs

- Recommended image size:
1,200 x 628 pixels
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)




Format

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Images

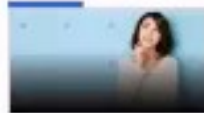
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#)

[Free Stock Images](#)


Add more images

Ad 1




untitled
1000 x 667



[Crop Image](#)

[Change Image](#)

[Customize for Instagram. Learn more.](#)

 [Use a different image for Instagram](#)

Recommended Image Specs

- Recommended image size: **1,200 x 628 pixels**
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Text

Enter the text for your ad. [Learn more.](#)

Text

Ad Preview

1 of 1 Ad < >

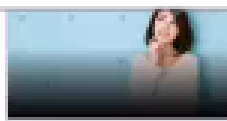


Mobile News Feed ▾

1 of 5



Add more images



1000 x 667

Crop Image

Change Image

Customize for Instagram. [Learn more.](#)

Use a different image for Instagram

Text

Enter the text for your ad. [Learn more.](#)

Text

🤔 Thinking of buying a new home?

Here are 6 red flags to look out for when choosing a mortgage broker or lender...

🚩 #4 may surprise you

Tap 'Learn More' below to learn what to look for in a lender

Display Link (optional) ⓘ

Enter the link as you want people to see it in your ad

Headline ⓘ

News Feed Link Description ⓘ

Call To Action ⓘ

Sign Up ▾

[Hide Advanced Options](#) +

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

[Build a URL Parameter](#)

[Conversion Tracking](#)

Ad Preview

1 of 1 Ad < >



Mobile News Feed ▾

1 of 5 < >

Sponsored · ⓘ

🤔 Thinking of buying a new home?
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Sign Up



Like

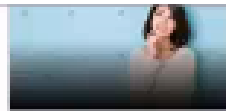


Comment

ⓘ Watermark won't appear in the final ad image.

[Refresh preview](#) • [Report a problem with this preview](#)

Add more images



uploaded
1000 x 667

Crop Image

Change Image

Customize for Instagram. [Learn more.](#)

Use a different image for Instagram

Text

Enter the text for your ad. [Learn more.](#)

Text

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Ad Preview

1 of 1 Ad < >



Mobile News Feed ▾

1 of 5 < >

Sponsored · @ · ...

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6 Red Flags to look out for when choosing a lender [Learn More](#)



Like



Comment

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[Refresh preview](#) • [Report a problem with this preview](#)

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

Build a URL Parameter

Conversion Tracking

Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel ⓘ

● **Default Pixel**
ID:652557901548374

App Events ⓘ

Set Up

Offline Events ⓘ











Set Up

Lead Form

Choose a form to use in your ad.

Duplicate

+ New Form

	Form Name	Created Date
<input checked="" type="radio"/>	 Seller Leads Remarketing	Sep 11, 2018
<input type="radio"/>	 123 Main St. Open House	Sep 6, 2018
<input type="radio"/>	 Test Lead Form	Jan 17, 2018
<input type="radio"/>	 FB Ad Templates	Apr 7, 2017
<input type="radio"/>	 Email Templates	Apr 7, 2017
<input type="radio"/>	 Buyer Leads Check	Mar 24, 2017
<input type="radio"/>	 Buyer Leads Checklist	Dec 17, 2016
<input type="radio"/>	 Untitled form 2018-12-17	Dec 17, 2018
<input type="radio"/>	 53 Leads/Day Webinar-copy	Nov 27, 2016
<input type="radio"/>	 53 Leads/Day Webinar	Nov 27, 2016

More Volume - Form Preview



Top 5 Things to Know Before Selling Your Home

There are 5 VITAL things you need to know before selling your home.

Enter Your Information Below To Get The Free PDF

First name

Enter your answer.

Email

Submit

Create Form ✕

Buyer Leads Retargeting ✎

Save Finish

Content | Settings

User Information ⓘ

- Email Full name
- Fewer options**
- Contact Fields**
- First name Last name
- Phone number Street address
- City State
- Province Country
- Post code Zip code
- Demographic Questions**
- Date of birth Gender
- Marital status Relationship status
- Military status
- Work Information**
- Job title Work phone number
- Work email Company name
- National ID Number ⓘ**
- CPF (Brazil)

Custom Questions (Optional)

Request additional information with custom form questions.

+ Add Custom Question

More Volume - Form Preview

6 Red Flags To Look Out For When Choosing A Lender

Thinking of buying a new home? Here are 6 red flags you should know about before committing to a lender.

Enter Your Info Below To Get This Free Download

First name
Enter your answer.

Email
Enter your answer.

Phone number
Enter your answer.

By clicking Submit, you agree to send your info to [Leads Wizard](#) who agrees to use it according to [their privacy policy](#).

Submit

Form 1 of 2 ◀ ▶

	Buyer Leads Check	Mar 24, 2017
	Buyer Leads Checklist	Dec 17, 2016
	Untitled form 2018-12-17	Dec 17, 2018
	53 Leads/Day Webinar-copy	Nov 27, 2016
	53 Leads/Day Webinar	Nov 27, 2016

before selling your home.

Enter Your Information Below To Get The Free PDF

First name
Enter your answer.

Email

Submit

Create Form



Buyer Leads Retargeting

Save

Finish

Content Settings

Form Type

Intro (Optional)

Questions

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link Text

Link URL

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

Add custom disclaimer

Thank You Screen UPDATED

More Volume - Form Preview

6 Red Flags To Look Out For When Choosing A Lender

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Enter Your Info Below To Get This Free Download

First name

Email

Phone number

By clicking Submit, you agree to send your info to [Jason Weston](#) who agrees to use it according to [their privacy policy](#).

Form

1 of 2

	Buyer Leads Check	Mar 24, 2017
	Buyer Leads Checklist	Dec 17, 2016
	Untitled form 2016-12-17	Dec 17, 2016
	53 Leads/Day Webinar-copy	Nov 27, 2016
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before selling your home.

Enter Your Information Below To Get The Free PDF

First name

Email

Create Form



Buyer Leads Retargeting

Save

Finish

Content Settings

- Form Type
- Intro (Optional)
- Questions
- Privacy Policy
- Thank You Screen UPDATED

You can customize the screen your leads see after they submit the form.

Headline Thanks! I just sent the download to your email 14

Description If you have any further questions, feel free to call/text me at: 888-666-1234

Button Type View Website UPDATED

Button Text View Website 40

Website Link <https://www.google.com/>

More Volume - Form Preview



Thanks! I just sent the download to your email

If you have any further questions, feel free to call/text me at: 888-666-1234

View Website

Thank You Screen

2 of 2



	Buyer Leads Check	Mar 24, 2017
	Buyer Leads Checklist	Dec 17, 2016
	Untitled form 2016-12-17	Dec 17, 2016
	53 Leads/Day Webinar-copy	Nov 27, 2016
	53 Leads/Day Webinar	Nov 27, 2016

before selling your home.

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First name

Enter your answer.

Email

Submit