

What We're Going To Cover

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

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

Seller Retargeting Campaign

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

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](#)

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 (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

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

Viewed FB Intro Video

Watched [Name of Video]

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

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 ⓘ

170 - 490

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?

Add Locations in Bulk

Age ③ 18 ▼ - 65+ ▼

Gender ③ All Men Women

Languages ③

Detailed Targeting ③ INCLUDE people who match at least ONE of the following ③

| [Suggestions](#) | [Browse](#)

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ③

Connections ③

[Save This Audience](#)



Audience definition is unavailable.

Potential Reach: Unavailable ③

Estimated Daily Results

Reach ③
170 - 490

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 ③

\$20.00 USD

Actual amount spent daily may vary. ③

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Budget & Schedule

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

Budget ⓘ **Daily Budget** ▼ **\$2.50**
\$2.50 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](#)



Audience definition is unavailable.

Potential Reach: **Unavailable** ⓘ

Estimated Daily Results

Reach ⓘ
17 - 87

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

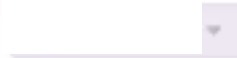
Advanced Options

Switch to Quick Creation

Identity

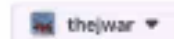
Facebook Page

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



Ad 1



untitled
851 x 315

X

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


Instagram Account

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

thejwar


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
1000 x 868

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

Text

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

Ad Preview

1 of 1 Ad < >



before selling your home.

Tap the 'Learn More' button to get my tips.



Home
Top 5 Things to Know
Before Selling Your Home

[LEARN MORE](#)

[Like](#)

[Comment](#)

[Share](#)

Video
0 - 11am

Midway Summer
- Spr

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 668



[Crop Image](#)

[Change Image](#)

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

[Use a different image for Instagram](#)

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Text

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

Text

Enter text that clearly tells people about what you're promoting

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](#) ▼

Ad Preview

1 of 1 Ad < >



Mobile News Feed ▼

1 of 5 < >

shared a link. ...



[Sign Up](#)



Like



Comment

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

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

Text

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

Text

Hey Dallas! 🗣️

👉 Don't be SHOCKED when it's time to sell your home.

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

Tap the 'Learn More' button to get my tips

Display Link (optional) ⓘ

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

Headline ⓘ

Top 5 Things to Know Before Selling Your Home

News Feed Link Description ⓘ

Call To Action ⓘ

Learn More ▾

Hide Advanced Options +

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 ⓘ

Ad Preview

1 of 1 Ad < >

Mobile News Feed ▾

1 of 5 < >

Sponsored -

Hey Dallas! 🗣️

👉 Don't be SHOCKED when it's time to sell your home.

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

Tap the 'Learn More' button to get my tips



Top 5 Things to Know Before Selling Your Home

Learn More

Like

Comment

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

before selling your home.

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fb.me
Top 5 Things to Know Before Selling Your Home

LEARN MORE

Like

Comment

Share

● **Default Pixel**
ID:552587801548374

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"/>	 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 2016-12-17	Dec 17, 2016
<input type="radio"/>	 63 Leads/Day Webinar-copy	Nov 27, 2016
<input type="radio"/>	 63 Leads/Day Webinar	Nov 27, 2016

More Volume - Form Preview



Open House This Sunday From 4-6pm!

- 4 beds/3 baths
- Stainless steel appliances
- Game Room For The Kids
- Built In BBQ

Enter your information for more details,
address, & pictures!

First name

Submit

Form

1 of 2



Back

Review

Confirm

By clicking "Confirm", you agree to the Facebook Terms of Service including your obligation to comply with the Self-Serve Ad Terms and the Facebook Advertising Guidelines. We do not

Content

Settings

Form Type

Intro (Optional)



Headline Top 5 Things to Know Before Selling Your Home

15

Image Use the image from your ad

The image from your ad will appear with your context card

Use uploaded image

Recommended image size: 1200 x 628 pixels

Upload Image

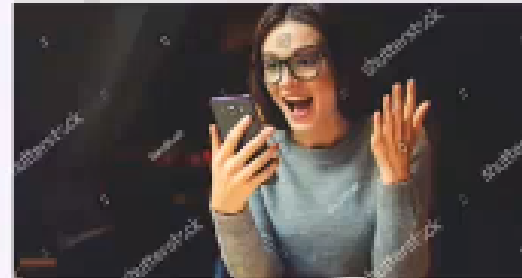
Layout Paragraph

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

Questions

Privacy Policy

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

Form

1 of 2





Back


Review

Confirm

Create Form

Untitled form 2018-09-11 

 Save

 Finish

Content Settings


Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn more](#)

Options

 **More Volume**
Use a form that's quick to fill out and submit on a mobile device.

 **Higher Intent** NEW
Add a review step that gives people a chance to confirm their info.

Intro (Optional) 

Questions

Privacy Policy

Thank You Screen UPDATED

More Volume - Form Preview



Headline Text

Learn more by providing your info below.

Email

Enter your answer.

Full name

Enter your answer.

Submit

Form

1 of 2

Back

Review

Confirm

Create Form

Seller Leads Remarketing 

 Save

 Finish

Content Settings

Form Type 

Intro (Optional)  

Questions 

You can customize the headline on the top of questions. (Optional) 

Headline

What information would you like to ask for?

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

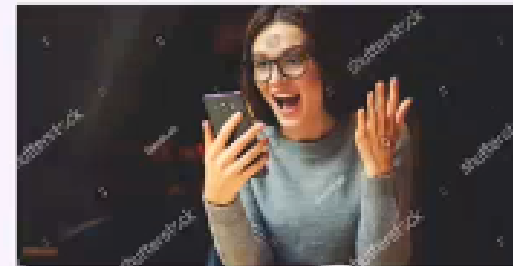
Demographic Questions

Date of birth Gender
 Marital status Relationship status
 Military status

Work Information

Job title Work phone number
 Work email Company name

More Volume - Form Preview





Top 5 Things to Know Before Selling Your Home

Learn more by providing your info below.

By clicking Submit, you agree to send your info to Jason Wardrop who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [View Jason Wardrop's Privacy Policy](#).

Submit

Form

1 of 2  

Back

Review

Confirm

Form

1 of 2  

Create Form



Seller Leads Remarketing

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 56

Link URL

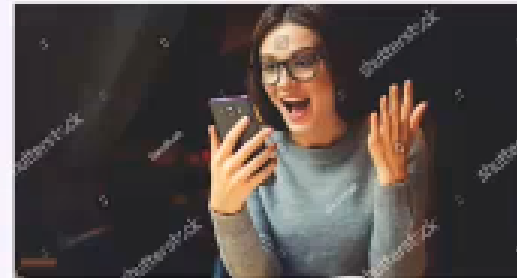
Custom Disclaimer

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



Top 5 Things to Know Before Selling Your Home

Enter Your Information Below To Get The Free PDF

First name

Email

Form

1 of 2

Back

Review

Confirm

Create Form



Seller Leads Remarketing

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 6

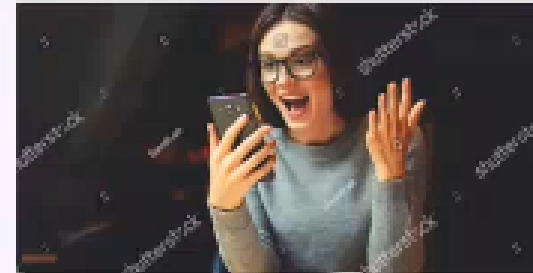
Description

Button Type UPDATED

Button Text 40

Website Link

More Volume - Form Preview



Thanks so much! I just sent the
download to your email

If you have any questions, don't hesitate to
call/text me at: 888-555-1234

[View Website](#)

Thank You Screen

2 of 2



Back

Review

Confirm

Form

1 of 2



ID:552587901546374

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
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More Volume - Form Preview



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First name

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Last name

Submit

Form

1 of 2

<

>

Verifying Your Changes

Back

Review

Confirm