

Lead Fire

Step-By-Step Guide To Getting
Email Leads FAST!



Lead Fire

Introduction

The first thing you need when you're building a list is traffic - and there are very few places that you can get started that are as easy (and as cheap) as Facebook.

With Facebook Advertising, you can pinpoint your exact target market for quick testing, and then scale your campaign smartly targeting only the folks who will respond to your ad and convert onto your list!

In this report, you'll discover:

- 2 pages you'll need for Facebook traffic
- The crucial points of information you need to have on your landing page so that it gets approved (and stays approved)
- How to place conversion pixels so you know whether or not your audience is converting, right from the ad interface!
- How to target your perfect audience in Facebook - folks who are looking for what you provide...
- How to create your FB ad, from start to finish!
- Plus a LOT more!

Go ahead and get started.

The ad you see below is the one that we're going to set up! As you'll notice, it's in the dog training niche, which is incredibly profitable on Facebook... This method will work no matter what you're advertising!

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**Happy & Healthy Puppies**
Sponsored · 

 Like Page

I almost gave up trying to train my dog - until this...



3 Essential Commands (And How To Train Them!) >>

3 Essential Commands

In this free video, you'll learn how to start training your dog with three simple commands; no matter how stubborn or 'set' he is in his ways!

K9WELLBEING.COM

[Learn More](#)

[Like](#) · [Comment](#) · [Share](#)

1: Landing Page

You NEED to have a landing page set up to start collecting leads.

There are some other, more advanced ways of list building that involve linking to blog posts and content, and then including 'in-post' links to your landing page, but for the purposes of this tutorial, we're going to drive traffic directly to the lander.

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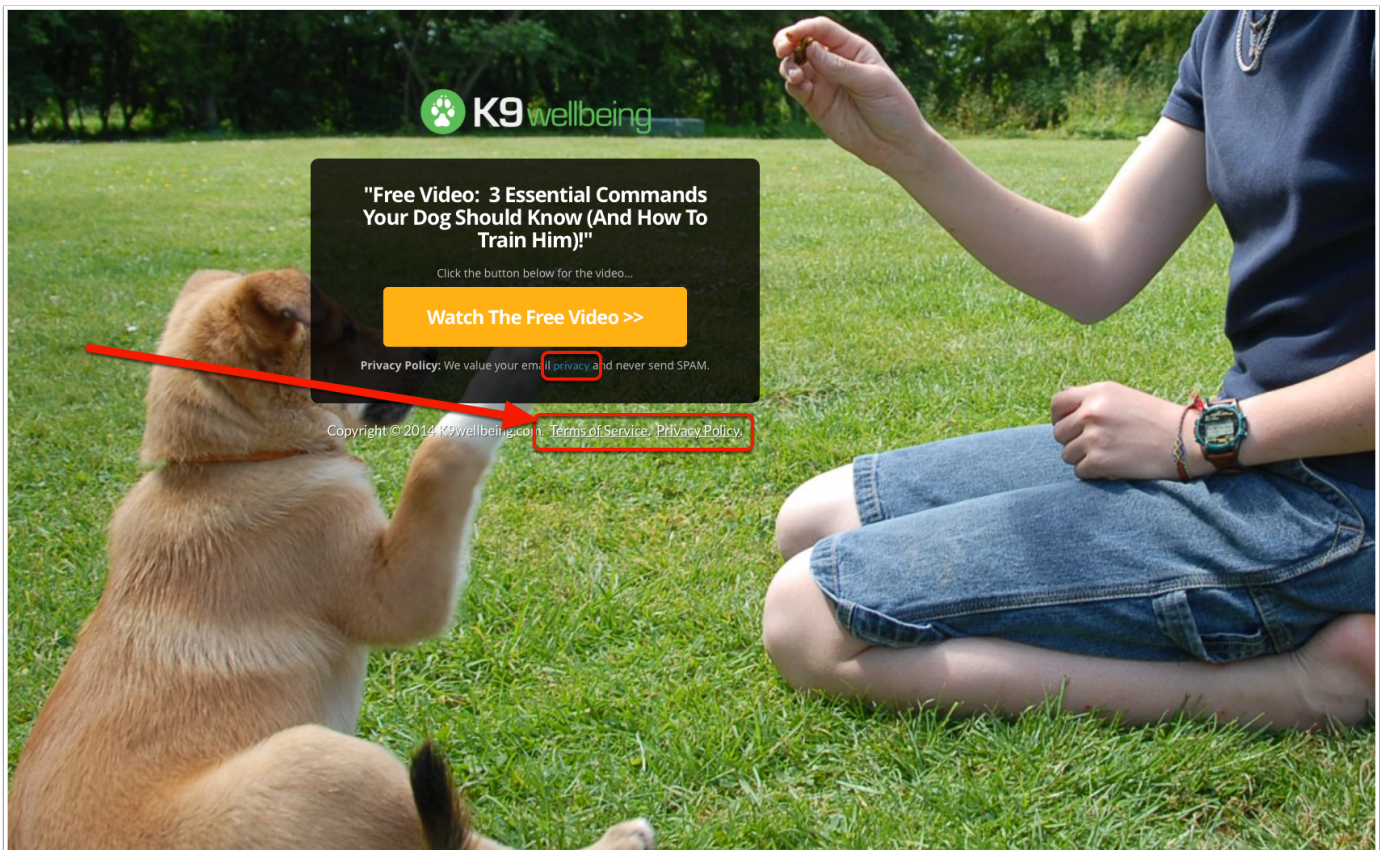
This page was built with OptimizePress 2, the paid WordPress theme. Another landing page builder we love is LeadPages.

For tutorials on creating an awesome landing page with either of these tools, there's free resources here:

<http://scriptly.org/courses/clinic/3-creating-landing-pages-that-convert/>

There are two things here that you need to include in your landing page: **a Privacy Policy and a Terms of Service**. Facebook has been denying ads that link to pages without those two items for quite sometime.

In fact, if you had an account banned in the past, it might very well be due to one of those two things...



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2: Thank You Page

The next page you must have set up is a "Thank You" page...

This is the page that your new leads are sent to right after they optin.

In most cases, whatever your visitors opt-in for on the lander, will be delivered on the Thank You page.

Here, you can do a number of things:

- You can post surveys or questionnaires for your audience to fill out, with a message that their download is in their email.
- You can deliver the video or content that they signed up for, which ultimately asks for a sale.
- You can tell them that their download is in their inbox, and proceed on to the next part of the sales process.

And really, the Thank You page is important for two reasons...

1. To make good on the promise of content, training, worksheets, software or whatever else you intended on giving them, and...
2. The post a 'conversion pixel' from Facebook, which tells you who converted to a lead!

... That part is next...

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3 ESSENTIAL Commands Your Dog Must Learn (And How To Teach Them!)

How would you like to have your
dog race back to you every time you
called for him?



FROM: Tara Felder
TO: Loving But Frustrated Dog Owners
RE: The 3 Essential Dog Commands And How To Teach
Them

3: Conversion Pixels

Inside your Facebook Advertising dashboard, in the lefthand sidebar, there is an option for 'Conversion Tracking.'

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It's important, so that you can track who converts from your ads, both from a data side and also from an advertising side.

We want to make sure that our ads are working, and we also want Facebook to know who converted so they can send us more traffic!

You see, Facebook has an option in the Ad Platform for 'Conversions,' which means they'll send you highly qualified traffic, who they think will convert, and you'll pay per CONVERSION.

That means that Facebook will ONLY show your ad to the people who they think will convert, based on who has converted in the past...

You still pay, even if no one converts, but it's a way to significantly lower your cost per lead, once 25 or so people are in this conversion pixel!

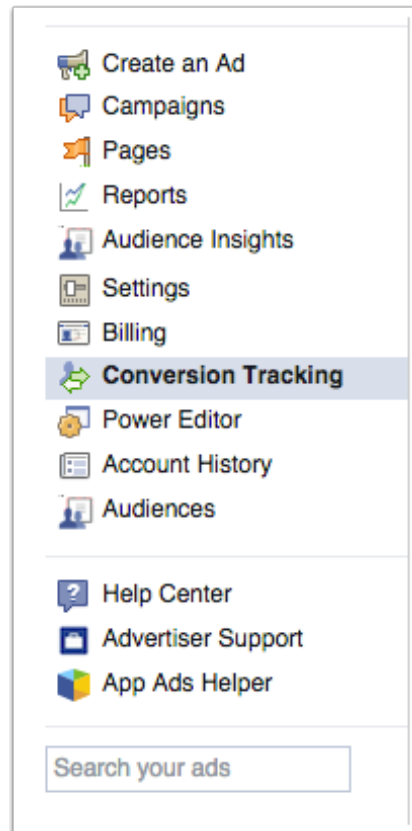
So, let's start setting it up...

Go to your Facebook Ads Dashboard: <http://facebook.com/ads/manage/>

In the left sidebar, click on 'Conversion Tracking.'

Then, proceed to the next step!

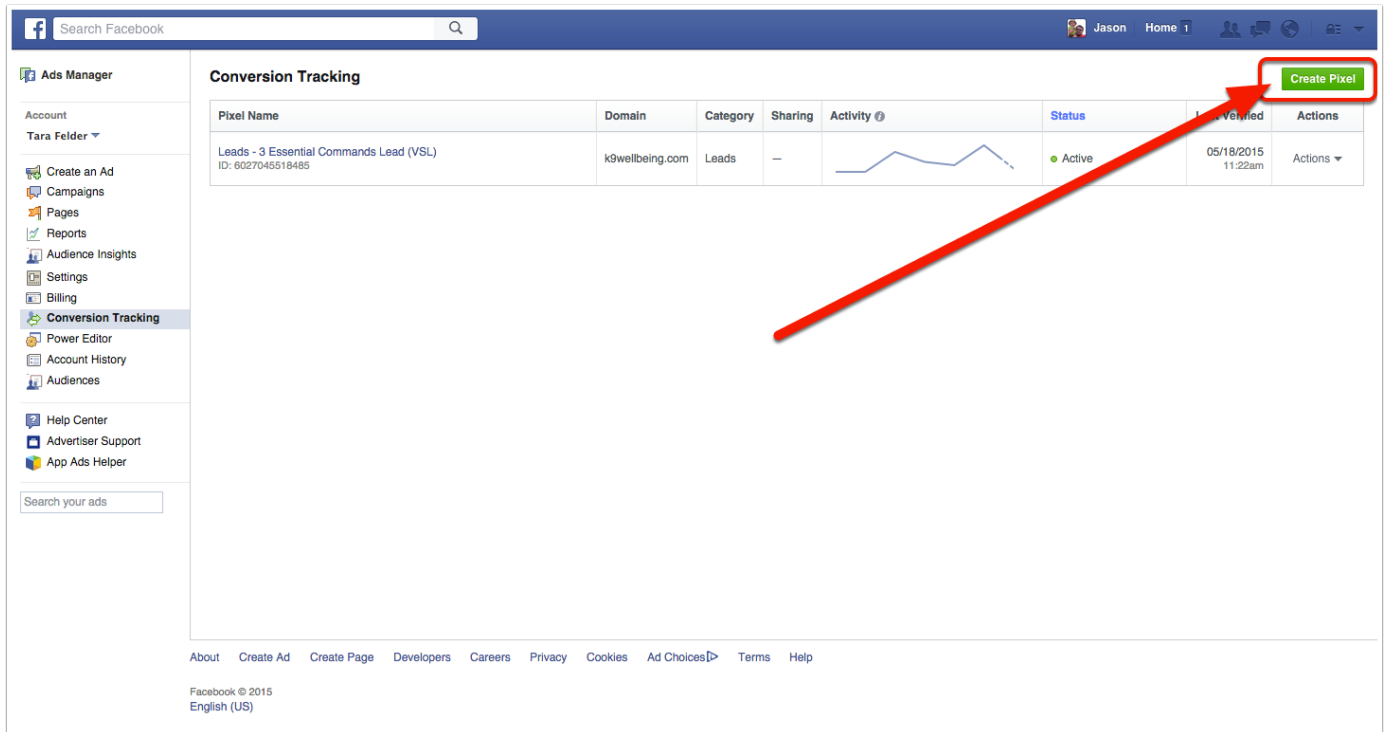
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4: Create A Conversion Pixel

Now, hit the 'Create Pixel' button on the upper right...



The screenshot shows the Facebook Ads Manager interface. On the left is a sidebar with navigation options: Account (Tara Felder), Create an Ad, Campaigns, Pages, Reports, Audience Insights, Settings, Billing, Conversion Tracking (selected), Power Editor, Account History, Audiences, Help Center, Advertiser Support, and App Ads Helper. The main area is titled 'Conversion Tracking' and contains a table with one entry: 'Leads - 3 Essential Commands Lead (VSL)' with ID 6027045518485, domain k9wellbeing.com, category Leads, and status Active. A red arrow points from the bottom right towards the 'Create Pixel' button in the top right corner of the main area.

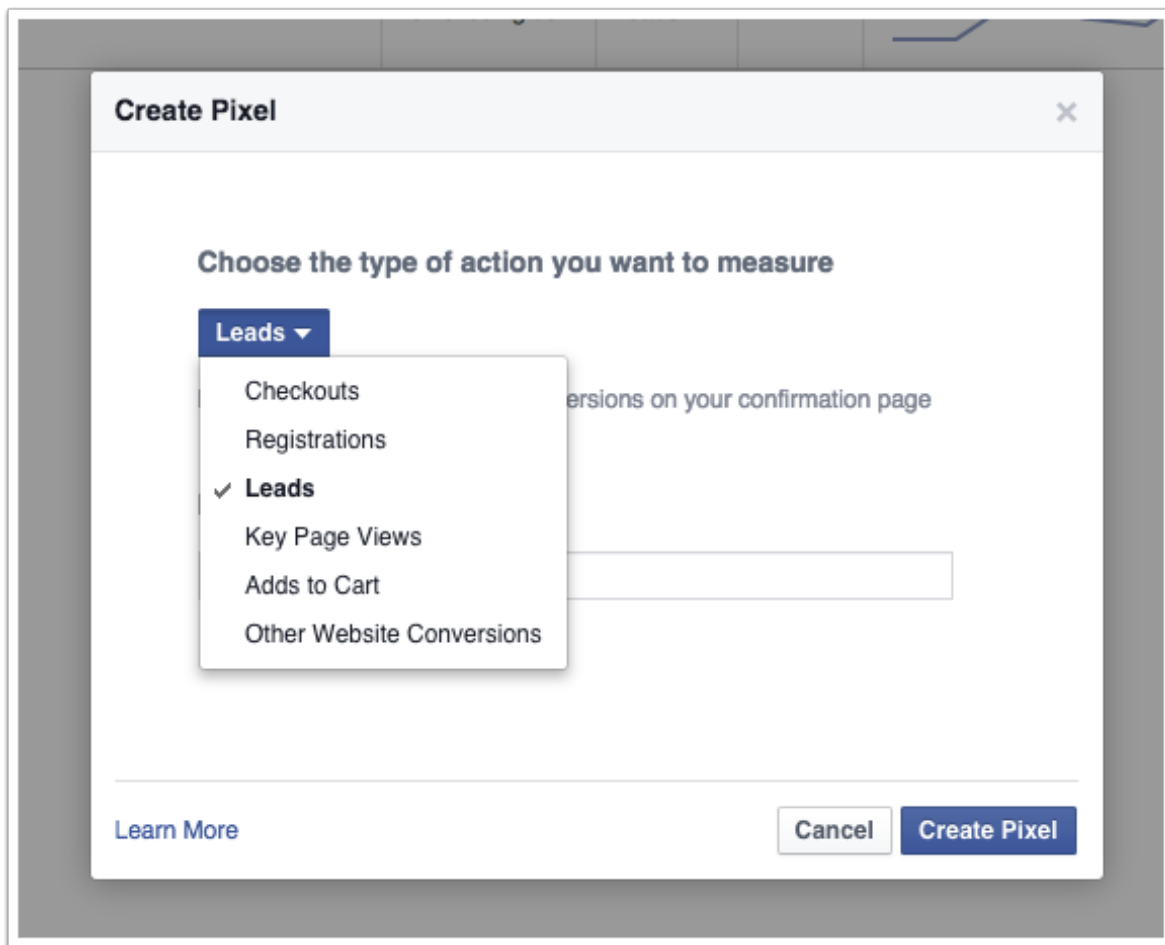
Pixel Name	Domain	Category	Sharing	Activity	Status	Last Verified	Actions
Leads - 3 Essential Commands Lead (VSL) ID: 6027045518485	k9wellbeing.com	Leads	—		Active	05/18/2015 11:22am	Actions

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5: Choose The Type Of Conversion

From the dropdown, select the type of conversion you'll be tracking.

In our case, for list building, we'll choose 'Leads.'

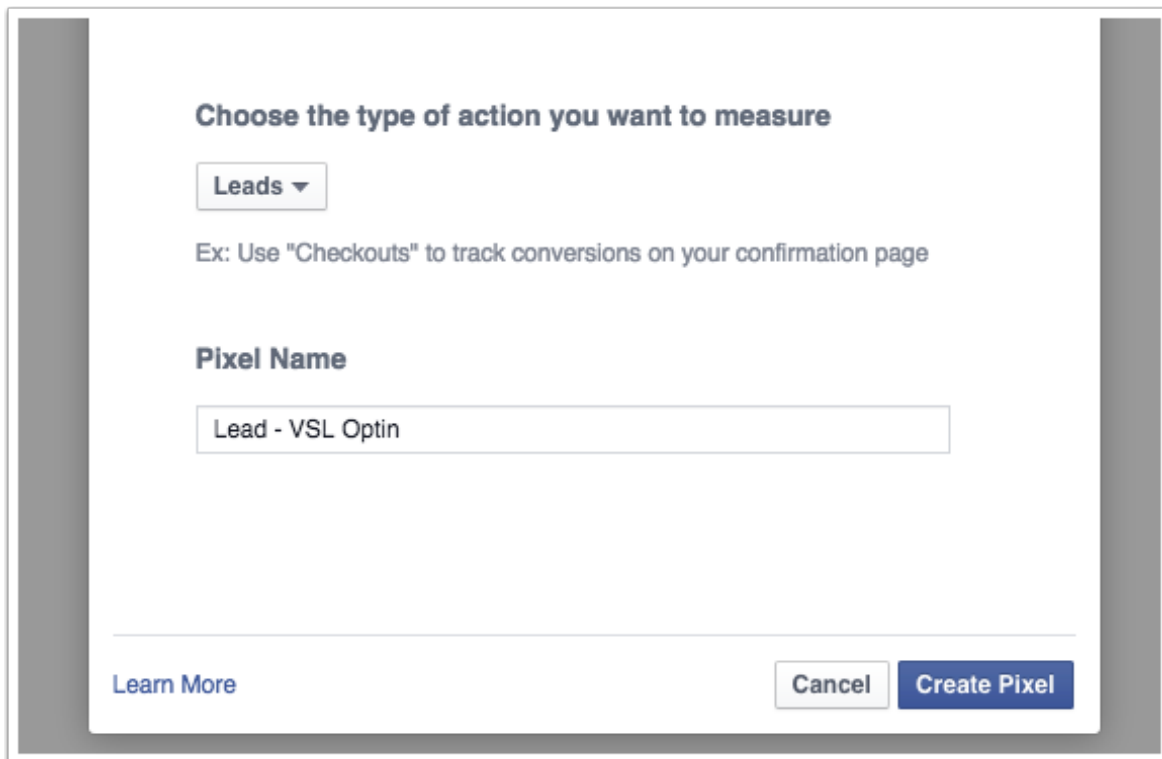


6: Name Your Pixel

Now, give your pixel a name!

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This will help you identify it in your list of pixels, and we'll be attaching it to the FB ad itself in a few steps...

A screenshot of a Facebook Pixel creation modal. The modal has a white background with a gray border. At the top, it says "Choose the type of action you want to measure". Below this is a dropdown menu with "Leads" selected. Underneath, it says "Ex: Use 'Checkouts' to track conversions on your confirmation page". Then, it says "Pixel Name" followed by a text input field containing "Lead - VSL Optin". At the bottom left is a "Learn More" link. At the bottom right are two buttons: "Cancel" and "Create Pixel".

Choose the type of action you want to measure

Leads ▾

Ex: Use "Checkouts" to track conversions on your confirmation page

Pixel Name

Lead - VSL Optin

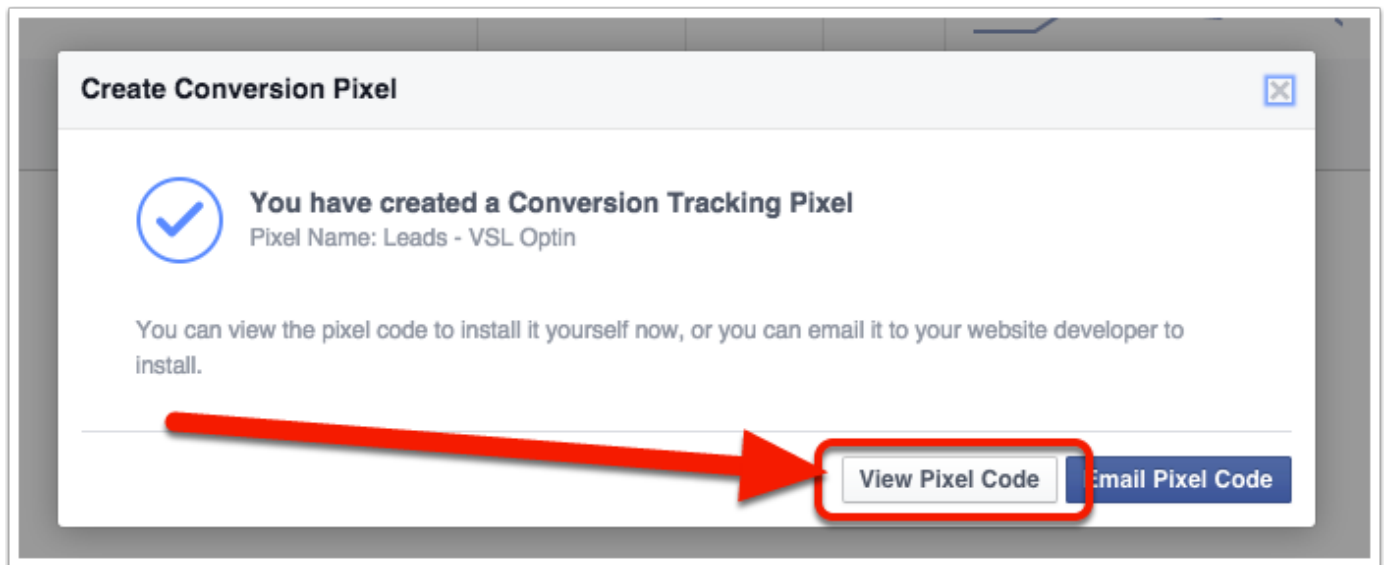
[Learn More](#) Cancel Create Pixel

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7: Success!

Awesome, we just created the tracking pixel.

Now, let's hit the "View Pixel Code" button so we can put it in on our website...

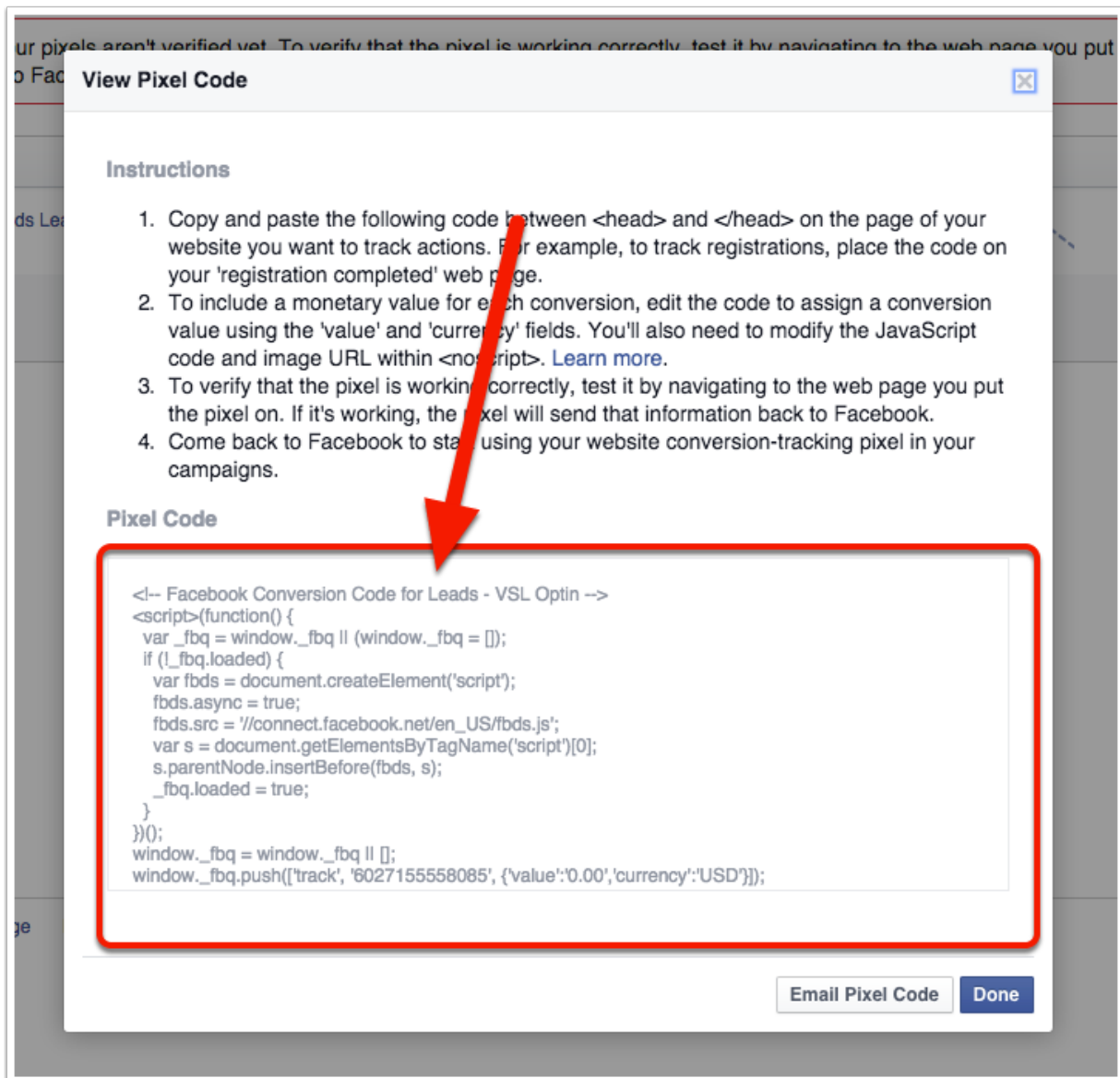


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8: Pixel Code

Here's the code that you need to put on your website...

For now, just copy and paste it into a text file or somewhere on your computer. We'll place the code here in a minute..



View Pixel Code

Instructions

1. Copy and paste the following code between `<head>` and `</head>` on the page of your website you want to track actions. For example, to track registrations, place the code on your 'registration completed' web page.
2. To include a monetary value for each conversion, edit the code to assign a conversion value using the 'value' and 'currency' fields. You'll also need to modify the JavaScript code and image URL within `<noscript>`. [Learn more](#).
3. To verify that the pixel is working correctly, test it by navigating to the web page you put the pixel on. If it's working, the pixel will send that information back to Facebook.
4. Come back to Facebook to start using your website conversion-tracking pixel in your campaigns.

Pixel Code

```
<!-- Facebook Conversion Code for Leads - VSL Optin -->
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', '6027155558085', {'value':'0.00','currency':'USD'}]);
```

Email Pixel Code Done

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9: List Of Pixels

And here, we have a list of pixels for our account...



Notice how the new one, "Leads - VSL Optin" is not active yet. That's because we haven't placed it on our thank you page!

We'll get to that in a minute...

Conversion TrackingCreate Pixel



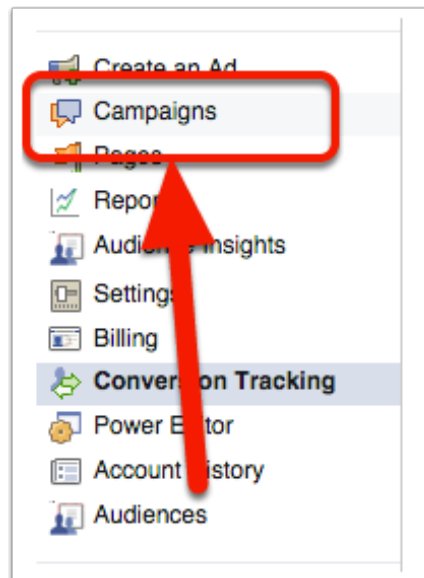
One or more of your pixels aren't verified yet. To verify that the pixel is working correctly, test it by navigating to the web page you put the pixel on. If it's working, the pixel will send that information back to Facebook. You can install the **pixel helper tool** to help troubleshoot (Chrome only). [Learn more.](#)

Pixel Name	Domain	Category	Sharing	Activity 	Status	Last Verified	Actions
Leads - 3 Essential Commands Lead (VSL) ID: 6027045518485	k9wellbeing.com	Leads	—		● Active	05/18/2015 11:22am	Actions ▾
Leads - VSL Optin ID: 6027155558085	—	Leads	—	—	● No Activity Yet	—	Actions ▾

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10: Ad Dashboard

Now, let's go to our Ad Dashboard... Click the 'Campaigns' link.

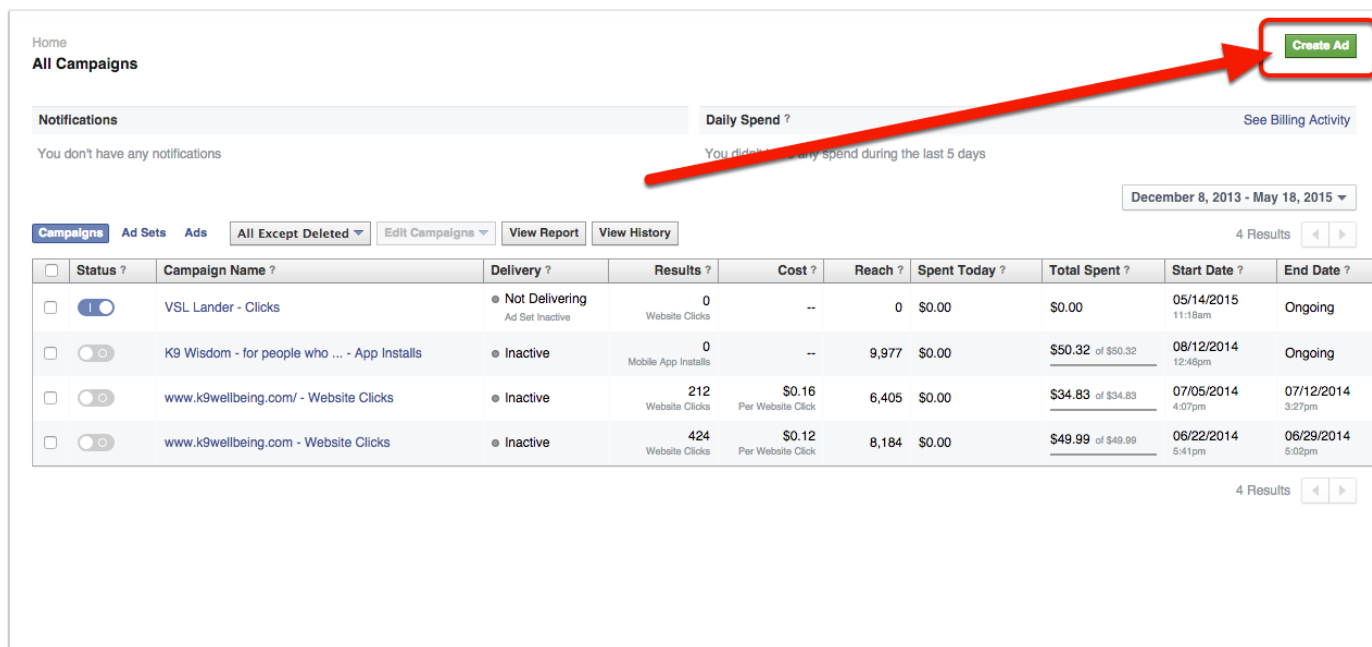


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11: Create A New Ad

Here's we'll create a new ad for your landing page...

Click the 'Create Ad' button.



The screenshot shows the Lead Fire dashboard interface. At the top right, a green 'Create Ad' button is highlighted with a red rectangular box and a red arrow pointing to it. The dashboard includes a navigation bar with 'Home' and 'All Campaigns'. Below this, there are sections for 'Notifications' (stating 'You don't have any notifications') and 'Daily Spend' (stating 'You didn't spend any spend during the last 5 days'). A date range selector shows 'December 8, 2013 - May 18, 2015'. Below the date range, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is active, showing a table of campaigns. The table has columns for Status, Campaign Name, Delivery, Results, Cost, Reach, Spent Today, Total Spent, Start Date, and End Date. There are four campaigns listed: 'VSL Lander - Clicks' (Not Delivering), 'K9 Wisdom - for people who ... - App Installs' (Inactive), 'www.k9wellbeing.com/ - Website Clicks' (Inactive), and 'www.k9wellbeing.com - Website Clicks' (Inactive). At the bottom right of the table, it says '4 Results' with navigation arrows.

Status ?	Campaign Name ?	Delivery ?	Results ?	Cost ?	Reach ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>	VSL Lander - Clicks	● Not Delivering Ad Set Inactive	0 Website Clicks	--	0	\$0.00	\$0.00	05/14/2015 11:18am	Ongoing
<input type="checkbox"/>	K9 Wisdom - for people who ... - App Installs	● Inactive	0 Mobile App Installs	--	9,977	\$0.00	\$50.32 of \$50.32	08/12/2014 12:46pm	Ongoing
<input type="checkbox"/>	www.k9wellbeing.com/ - Website Clicks	● Inactive	212 Website Clicks	\$0.16 Per Website Click	6,405	\$0.00	\$34.83 of \$34.83	07/05/2014 4:07pm	07/12/2014 3:27pm
<input type="checkbox"/>	www.k9wellbeing.com - Website Clicks	● Inactive	424 Website Clicks	\$0.12 Per Website Click	8,184	\$0.00	\$49.99 of \$49.99	06/22/2014 5:41pm	06/29/2014 5:02pm

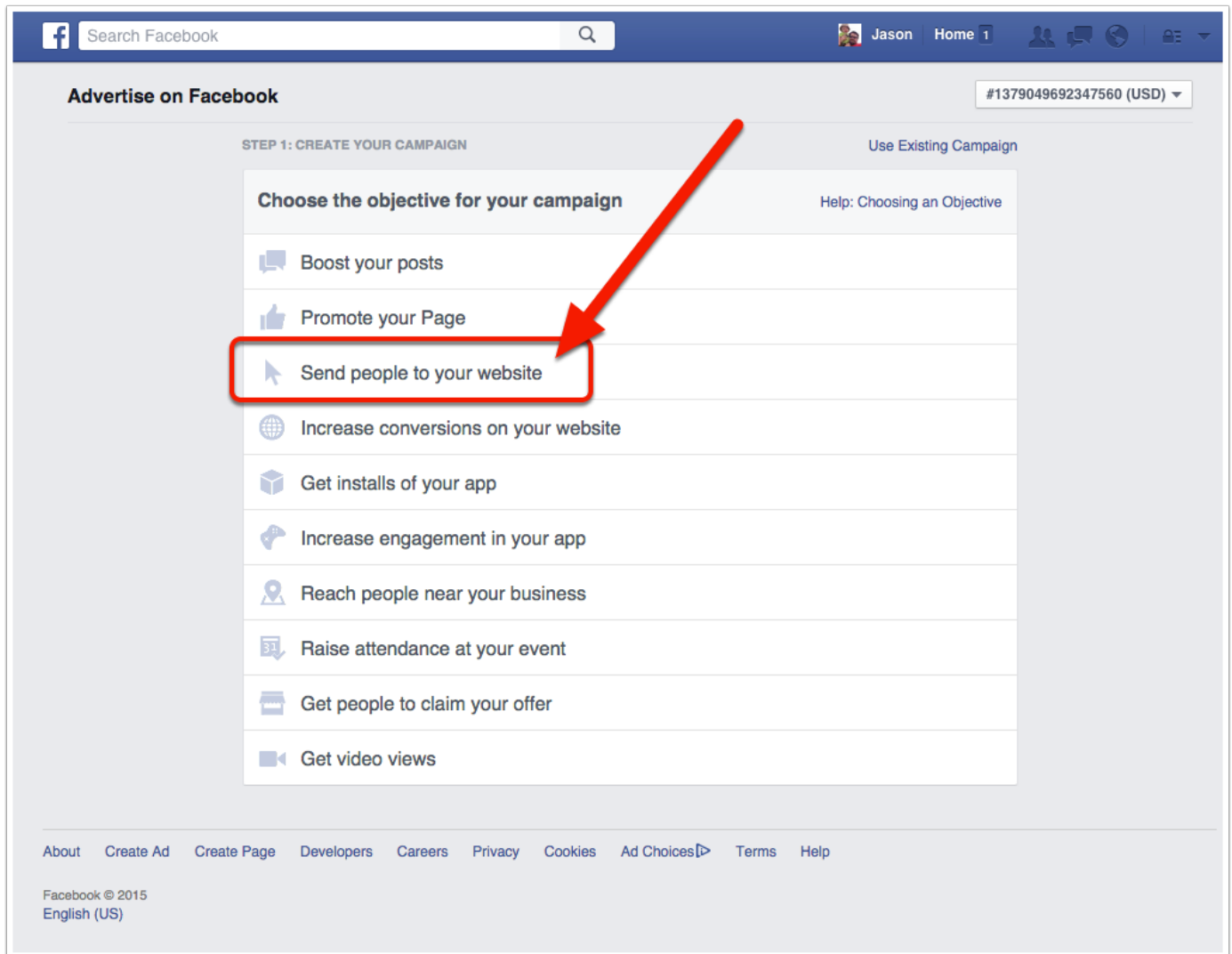
12: Send People To Your Website

Now, choose the type of ad you want to run.

- If you're just starting out, choose 'Send people to your website.'
- If you've already got 25 or more people in a Conversion Pixel, choose 'Increase conversions on your website.'
- And, if you're promoting a blog post, advertorial, or another piece of content; choose 'Boost your posts.'

For this tutorial, we're going to pick 'Send people to your website.'

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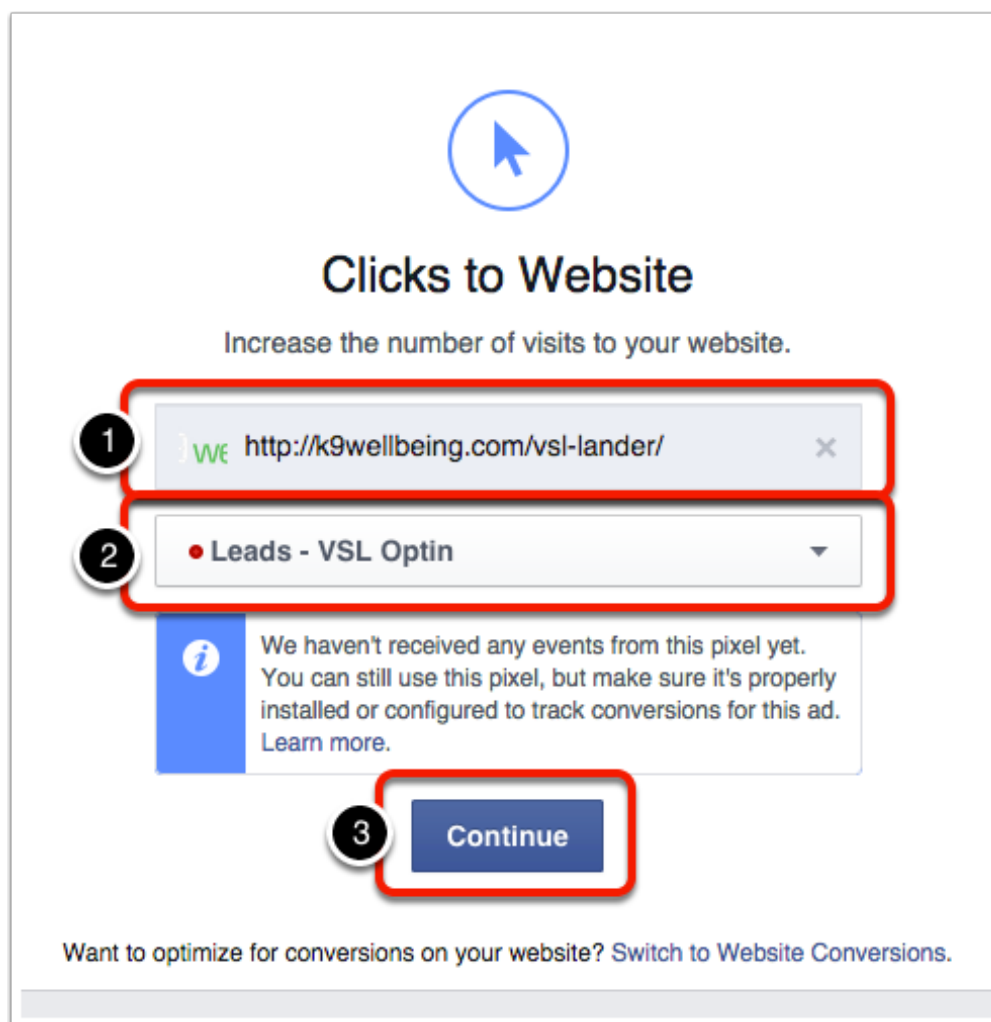
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13: Your URL

Now, add in the URL that you want to send your traffic to - your landing page.

Then, choose your conversion pixel from the dropdown list.

Then, hit 'Continue.'



The screenshot shows the 'Clicks to Website' setup interface. At the top, there is a blue circular icon with a white cursor arrow. Below it, the title 'Clicks to Website' is centered, followed by the subtitle 'Increase the number of visits to your website.' The main form area contains three numbered steps highlighted with red boxes: 1. A text input field containing the URL 'http://k9wellbeing.com/vsl-lander/' with a green 'WE' icon on the left and a close 'X' button on the right. 2. A dropdown menu showing 'Leads - VSL Optin' with a red dot icon on the left and a downward arrow on the right. 3. A blue 'Continue' button. Below the dropdown menu, there is an information box with a blue header and an 'i' icon, containing the text: 'We haven't received any events from this pixel yet. You can still use this pixel, but make sure it's properly installed or configured to track conversions for this ad. [Learn more.](#)' At the bottom of the form, there is a link that says 'Want to optimize for conversions on your website? [Switch to Website Conversions.](#)'

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14: Create Your Ad

Now, it's time to create your ad!

You'll notice, after you hit continue, all of your targeting options unfolded down below...

We'll go through each of the next sections, one by one.

The screenshot displays the Facebook Ad creation interface, divided into two main sections: Step 1 and Step 2.

Step 1: CREATE YOUR CAMPAIGN

- Choose the objective for your campaign:** The objective is set to "Clicks to Website". A URL is entered: `http://k9wellbeing.com/vsl-lander/`. The conversion event is set to "Leads - VSL Optin". A message states: "We haven't received any events from this pixel yet. You can still use this pixel, but make sure it's properly installed or configured to track conversions for this ad. [Learn more.](#)"
- Campaign Name:** The name is "k9wellbeing.com/vsl-lander/ - Website Clicks".

Step 2: CREATE YOUR AD SET

- Who do you want your ads to reach?:** This section is highlighted with a red box and a red arrow pointing to it from the Step 1 section.
- Locations:** Set to "All".
- Age:** Set to "18 - 65+".
- Gender:** Set to "All".
- Audience Definition:** A gauge shows the audience selection is "fairly broad".
- Audience Details:** This section is partially visible at the bottom.

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15: Your Audience

After you set up the URL of your campaign, next up is adding in demographic information...

This is stuff you already know about your prospect, most likely. Regardless of the market, usually 30 to 60 year olds are the most actionable though... They spend the most money online, so pay very special attention to them!

Here's a walkthrough of this part:

1. *(Optional) If you have custom audience data, you choose it here. It'll start to segment down your available target market.
2. Pick the locations you service. If you're local, stick with cities. If you're international, choose countries. The 5 big ones I openly target are Australia, Canada, New Zealand, United Kingdom and the United States.
3. Choose the ages of the audience you're advertising to. Stay between 30 and 60.
4. Choose the gender of your audience.
5. Choose the language of your audience.
6. If you have more demographic information, such as household income, houses with kids, or anything else that will further segment your audience, add it in here...
7. Enter your target market's interests... Be creative! Good ones are informercial type products that your customers would be interested in, magazine subscriptions, TV shows, celebrities they'd follow, books they would have liked... In our example below, Cesar Millan is a world famous dog trainer!
8. Click the 'browse' button and see if there are any additional behaviors that you'd like to target... Some of the ones we'll go after are 'Small Business Owners' and 'FB Page admins.' There is a LOT of third party data in there, like what kind of cars they drive, whether they have Diner's Club credit cards and a lot more... Plus, it's added to quite often!
9. If you want to only target people connected to one of your pages, or 'friends of friends,' make your selection in the 'connections' tab...
10. ** Now, on the right, check out your potential reach! For starters, we pick a HUGE audience, 1,000,000 plus. Then, if the add works, we start deconstructing it to scale.

Notes:

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* Custom audiences are VERY powerful. We'll have a new report for custom audiences as they're easy to set up, help you target your advertising to the exact 'type' of person that you're going after, and help reduce your ad costs significantly...

** Other people might tell you to start with a small audience, but we've found it's better to make sure there's interest and then move back through the segmenting process. This also helps us start building conversion data early, so we can flip the ads to 'website conversions' and let Facebook optimize our campaign for us!

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STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach?

Help: Choose Your Audience

Custom Audiences | Browse **1**

Create New Custom Audience...

Locations **2**

- All United States
- New Zealand
- All New Zealand
- Canada
- All Canada
- United Kingdom
- All United Kingdom
- Australia
- All Australia

Add a country, state/province, city, ZIP or address

Everyone in this location ▾

Age - **3**

Gender ☒ All ☐ Men ☐ Women **4**

Languages **5**

More Demographics ▾ **6**

Interests **7**

- cesar millan
- Cesar Millan

Search interests | Suggestions | Browse

Behaviors | Browse **8**

Connections ☒ All ☐ Advanced connection targeting **9**

Audience Definition

Specific | Broad

Your audience is defined.

Audience Details:

- Location:
 - Australia
 - Canada
 - United Kingdom
 - New Zealand
 - United States
- Interests:
 - Cesar Millan or cesar millan
- Age:
 - 40 - 60

Potential Reach: 1,600,000 people **10**

16: Your Ad Budget

Now, we set up our budget for the campaign.

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You don't need a lot of money. In fact, some of my best tests are ones I'll start on \$5/day campaigns, and see that it's either killing it or totally not working!

Here's some explanation:

1. Add your starting budget. \$5 or \$10 a day is fine to start with.
2. Choose how you'll be charged. 'Clicks to Website' is fine to start with.
3. Pick your pricing option. Again, I let Facebook optimize my bidding for at least the first few days so I can see how much traffic is, and how far I can push it.
4. On the right, you'll see your 'Estimated Daily Reach' which is approximately how many people will see your ad, every day.

The image shows the Facebook Ads setup interface with four numbered callouts highlighting specific settings:

- 1. Budget:** Set to "Per day" with a value of "\$5.00 USD".
- 2. Optimize For:** Set to "Clicks to Website".
- 3. Pricing:** The selected option is "Get the most website clicks at the best price - You'll be charged for impressions".
- 4. Estimated Daily Reach:** Shows a range of "1,200 - 3,000 people" out of a total audience of "680,000".

Other visible settings include:

- Schedule:** "Run my ad set continuously starting today" (selected).
- Ad Scheduling:** "Run ads all the time" (selected).
- Ad Set Name:** "18+".

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17: Choose Your Ad Format

The old, standard ad format was one image and that's it. Just recently, FB introduced a new type of ad that contains multiple ads, all sliding left.

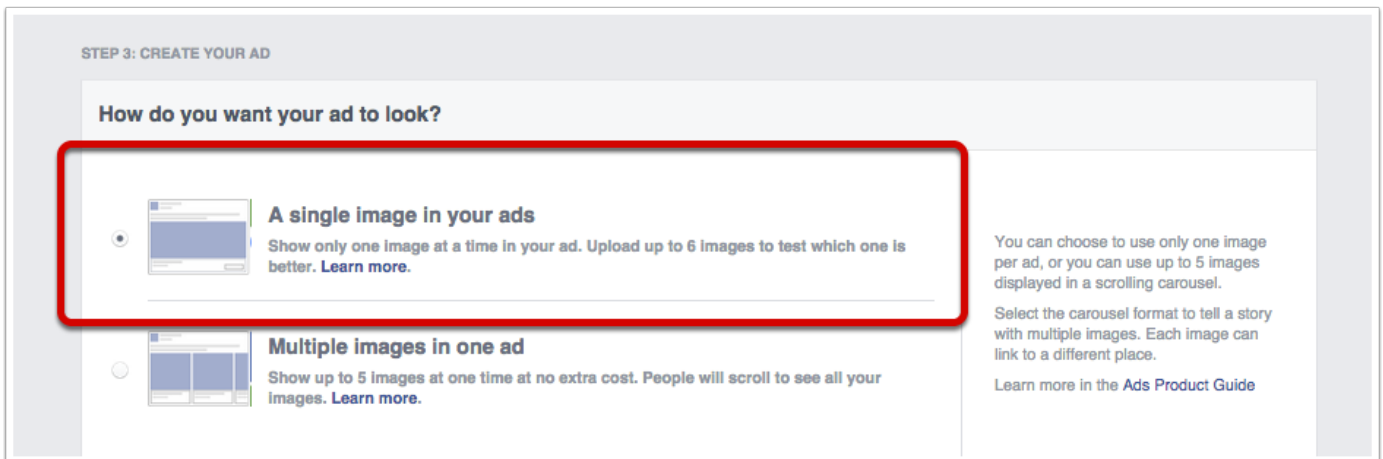
We haven't done much testing with the Multi-Image ad, but we've seen that it works very well.

For now, upload a 'single image ad' for your campaign...

Our baseline ad is a very simple format, with a Flat UI color as a background, an icon faded into the background, and text right in the middle of the ad.

If you'd like to download the Photoshop file of it, click the link below:

[Click here to download the Ad Build File \[.PSD format\]](#)

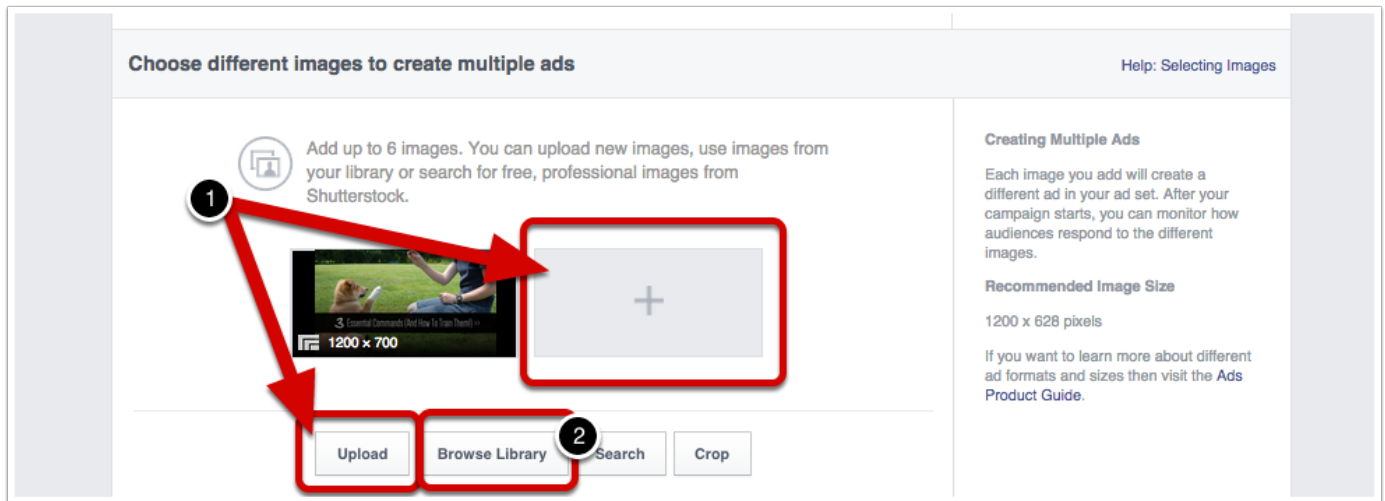


18: Upload Your Image

Now, upload your image for your ad...

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1. Click either the + or the 'Upload' button and a window will pop up on your screen. Find your image on your computer and upload it...
2. If you've already got an image in your library that'll work, click 'Browse Library.'



19: Write Your Ad Copy

Here's the tricky part.... Writing ad copy.

Really, the only way to get good at this is to write a bunch and see what works, and what doesn't.

To shortcut the process for you a little bit, here's a few killer tricks:

Start your ad with a question. It forces a prospects brain to answer and pause a split second on your ad.

If you're giving away a report or something, tease a part of it out subtly. In this case, the ad copy says '#7 is by far my favorite.' In order for them to find out what #7 is, they have to download the report!

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Now, let's walk through this:

1. Pick (or create) a Facebook Page to attach to your ad.
2. Write a headline, which will appear under the image.
3. Fill in the 'text' box, which will add copy above the image. Ask your question here!
4. Choose a call-to-action button like, 'Download.'
5. Add a newsfeed link description. Tell what they're going to see once they click through, and what they're expected to do. In this case, we're leading off with 'Enter your email address to download...'
6. Choose your conversion pixel, if you have one set up.
7. De-activate Mobile Ads, Partner ads and Right Column ads. If you want to run them, run them each in a separate campaign.

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The screenshot shows the Facebook Ads creation interface. On the left, under the heading "What text and links do you want to use?", there are several input fields. On the right, under "AD PREVIEW AND PLACEMENTS", there is a preview of the ad as it will appear in a desktop news feed. Numbered callouts (1-7) point to specific elements:

- 1: Connect Facebook Page (Happy & Healthy Puppies)
- 2: Headline (3 Essential Commands)
- 3: Text (I almost gave up trying to train my dog - until this...)
- 4: Call-to-Action Button (optional) (Learn More)
- 5: News Feed Link Description (In this free video, you'll learn how to start training your dog with three simple commands; no matter how stubborn or 'set' he is in his ways!)
- 6: Conversion Tracking Pixel (Leads - 3 Essential Commands Lead (VSL))
- 7: Add button (bottom right)

The ad preview on the right shows the following content:

- Page: Happy & Healthy Puppies (Sponsored)
- Text: I almost gave up trying to train my dog - until this...
- Image: A person sitting on grass with a dog, with a text overlay "3 Essential Commands (And How To Train Them!) >>"
- Text: 3 Essential Commands
- Description: In this free video, you'll learn how to start training your dog with three simple commands; no matter how stubborn or 'set' he is in his ways!
- Link: K9WELLBEING.COM
- Button: Learn More
- Footer: Like · Comment · Share

At the bottom right, there are three "Add" buttons for different placements: Mobile News Feed, Right Column, and Audience Network.

20: Go Live!

The last step is to hit the 'Place Order' button and wait for approval of you ad!

Once the powers that be at Facebook approve your ad, it'll go live and you'll start getting traffic within a few hours...

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Which means, you could start to get leads in as little as 120 or so minutes!

It's a big day for you!!

You've got your first paid traffic campaign up and running...

Some notes:

- Watch your campaign like a hawk. Do more of what works, and less of what doesn't.
- Don't be afraid to switch out your ad images. Sometimes, split testing ad images will drop lead costs by as much as 50%, meaning you can send twice the traffic for the same price!
- On your landing page, make sure to include both a Privacy Policy page and a Terms of Service page. This is INCREDIBLY important!

21: Track Conversions

Now, all that's left is tracking conversions and managing your ad campaign, and I don't EVER start a new campaign without at least a few versions of a landing page...

If you've ever heard of 'split testing,' you know what I'm talking about. Basically, we test the original, control page against a second page with small changes made to it.

Sometimes, those small changes can mean a double-digit bump in conversions!

[Click here to learn how to set up split testing >>](#)

Split testing helps you extract the absolute best conversion out of your landing page!

Some of the things you should be testing are:

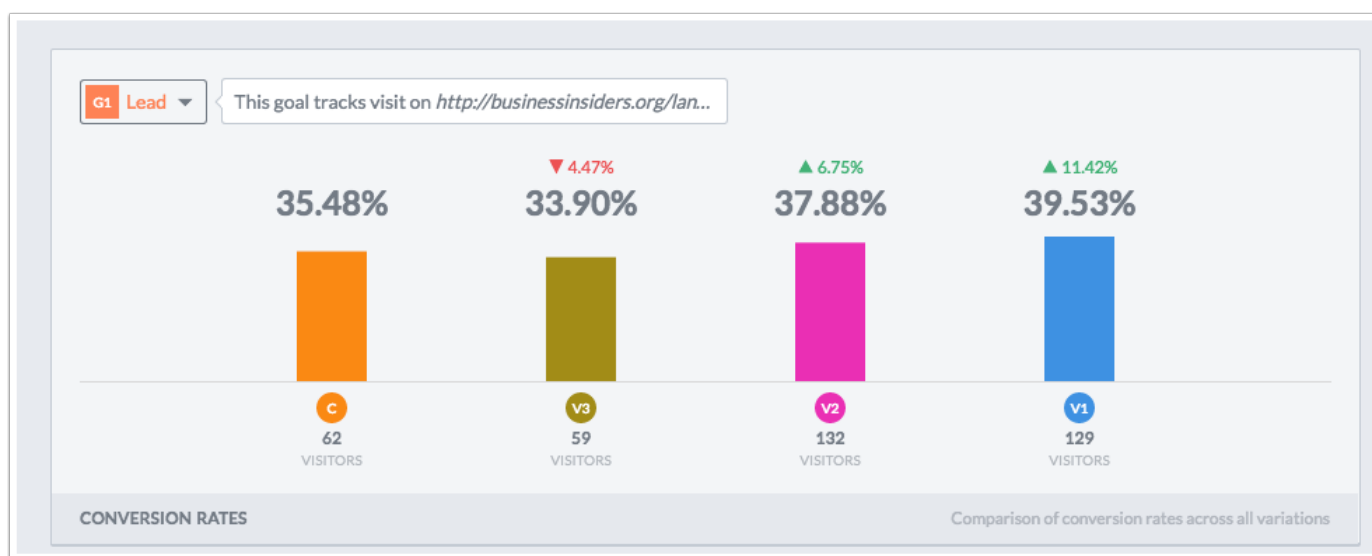
- Graphics
- Headlines

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- Content
- Button colors
- Ecover graphics

Just make sure not to test too many things at once! You won't know what's working and what's not.

The image below is one page with 4 different headlines... Notice how Version 1 is the winner? All that's changed is 5 words on each page...



22: Have Fun!

Now that your campaign is live and you're going to be getting traffic...

Have fun! This is perhaps the single best thing that you could possibly do for your business.

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Trust the process and learn from everything you test and try...

Talk soon,

-- Jason