



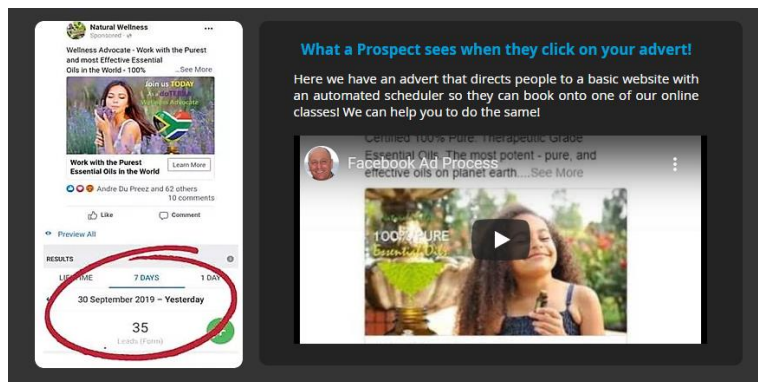
Creating a Facebook Targeted Advert

Before you attempt to set up and advert, you must be prepared. There are some Things you need to do and be aware of:

The information you will need to be aware of is on the team resource site under the tab Targeted Facebook ads!



1 – watch this video which shows you what you are looking to create!



2 – watch this video it shows you What you can expect from the ad



3 View this doc, it shows you What not to say or your ad wont Get approved



- Remember you cant set up an advert if you have not set up a Facebook business page first!
- Having your Calendly scheduler set up to direct people to book onto a class is advisable



Use a form to collect customer information

Use an existing form or create a new one to collect information from people. You can use the information that people provide to contact them about your business. [Learn more.](#)



Customer or Product Consultant?

CUSTOMER: Whether you are simply looking to find out more about our 100% pure therapeutic grade essential oils - what they can be used for - how to use them safely and effectively - and how to purchase them at discounted prices.

OR:

PRODUCT CONSULTANT: You are interested in how you can work with us as a Product Consultant - sharing our oils with others - work flexible hours - home based - receive unlimited help/support and ongoing training - hugely rewarding in all aspects.

After you submit this form you can receive INSTANT INFORMATION - Please follow the instructions on the next page - Thank you

Have you used essential oils before?

Confirm your interest: Customer or Consultant?

Any experience? please state

Email

Full name

Phone number

Next



1 - Create a Facebook Lead-Form to Capture the enquires

This is not the advert, it works hand in hand with the advert, it's what people see when they click on your ad, and it captures their contact details automatically to find out more!

2- We will create the Advert, and then connect them together

Certified Pure Essential Oils

Sponsored ·

Do you love essential oils?

If so have you considered sharing your passion with others?

As a industry leading global company, we are looking for independent product consultants to work remotely - and be provided with full online support & training ... [See more](#)

WWW.INTRODUCTIONTOESSENTIALOILS.ONLINE

Online Product Consultants Wanted

[Learn More](#)

8

2 Comments

Go to your Facebook Page

Click on MORE – go to Publishing tools

The image shows a screenshot of a Facebook page for 'Natural Wellness'. The page header includes the Facebook logo, the name 'Natural Wellness', and a search bar. Below the header, there are navigation tabs: 'Page', 'Ad Center', 'Inbox 20+', 'Leads Center 458', 'COVID-19', 'Appointments', 'More', 'Edit Page Info', 'Settings', and 'Help'. A large red arrow points from the 'More' tab to a dropdown menu. The dropdown menu contains the following options: 'Manage Jobs', 'Notifications 7', 'Insights', 'Publishing Tools', and 'Page Quality'. A red arrow points to 'Publishing Tools'. The main content area features a post with a background image of natural wellness products (lemons, flowers, essential oils) and text that reads 'Start Your Natural Wellness Business'. There are two yellow callout boxes: one says 'Please SHARE Thank You' and the other says 'FOR INFO Click Learn More'. A blue button at the bottom right of the post says 'Learn More'. The left sidebar shows the page profile picture, name 'Natural Wellness', and handle '@NaturalWellnessBusiness'. Below that are tabs for 'Home', 'Posts', and 'Events'.

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can
Crosspost

Sounds

Sound Collection 

Branded Content

Posts to Review





Your Posts

Lead Ads Forms

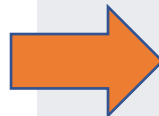
Forms Library

Draft Forms Library

Published Posts

- Posts
-  re you interested in Aromatherapy? Let me introduce you to doTERRA...
- 
-  Example2 updated their cover photo.
-  Example2 updated their profile picture.

Click on
Forms Library





Example2



Peter

Home



Page

Inbox

Notifications

Insights

Publishing Tools

Settings

Help ▾

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can
Crosspost

Sounds •

Sound Collection

Branded Content

Posts to Review

Your Posts

Lead Ads Forms

Forms Library

Draft Forms Library



Leads will be available for download for up to 90 days from the time they are submitted by a user. You can learn more in the [Help Center](#).

Forms Library

Then Click on Create



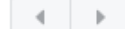
+ Create

Search...



Actions ▾

Filters



<input type="checkbox"/>	Name	Status	Created	Leads Count	Sharing	Leads	Boost
--------------------------	------	--------	---------	-------------	---------	-------	-------



You haven't created any Lead Ads yet. [Learn more](#)

Create a Lead Form

New Form
Create a new form and enter in all new information.

Duplicate an Existing Form
Duplicate one of your existing form and change only what you want.

Click on New Form




Then Click on Next




Next

Lead Form



Untitled form 2018-02-27 


Content Settings


Form Type You'll get more enq on more volume! 


Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost. [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.

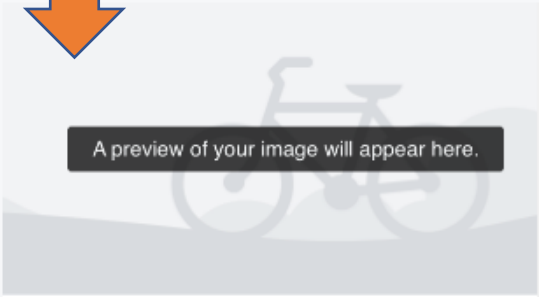
Intro (optional) 


Questions 

Privacy Policy 

Thank You Screen 

More Volume - Form Preview


A preview of your image will appear here.

 Example2

Headline Text

Sign up by providing your info below.

Email
Enter your answer.

Full name
Enter your answer.

By clicking Submit, you agree to send your info to Example2 who agrees to use it according to their

Submit



Edit to give Form a Name

Down the right side of the page you will start to see your form as you are creating it

Click on Intro To start adding Form Content + Image



This INFO here is VERY important, it's what will make people **want** to click 'submit' Remember this is the FIRST thing your prospect sees after clicking on your ad on Facebook to learn more!

Intro (Optional) 29

Headline Book onto our FREE ONLINE CLASS 29

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

[Change Image](#)

Layout Bullets ▼

Learn more about 100% Pure Therapeutic Grade Essential Oils to support health	3
How to join our community of Wellness Advocates sharing our oils with others	4
Work Flexible hours to suit yourself from your own residence	19
Full help and support and ongoing training will be provided to assist you	6
When you submit your details you'll be directed to a bookings page + FREE Ebook	1

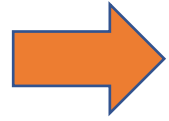
Questions ▼



Next →

Context Card 1 of 4

This page defaults with only two sets of info being gathered email and name, so click Add Category To be able to select the MOST IMPORTANT piece of info the TELEPHONE NUMBER! You can also click ADD Question To gather a little more info, only ask 1 or 2 more will result in less people submitting the form



Questions

Custom Questions

Ask for responses to questions that matter to your business.

+ Add Question ▾

Pre-fill Information ⓘ

Let people know how the information they give you will be used or shared. [See Examples](#)

Your details will only be used to respond to your enquiry, they will not be shared with anyone else.

Choose the type of information you need.

Question
Email

Contact Fields

Question
Full name

User Information

+ Add Category ▾



Contact Information ⓘ

Your details will only be used to respond to your enquiry, they will not be shared with anyone else.

Email

Enter your answer.

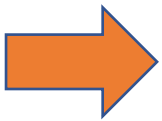
Full name

Enter your answer.

Phone number

Enter your answer.

Next



Click on CONTACT FIELDS and select Phone Number from drop down menu

Prefill Information ⓘ

Let people know how the information they give you will be used or shared. [See Examples](#)

Will only be used to respond to your enquiry, this will not be shared with anyone else.

Choose the type of information you need

- Contact Fields >
- User Information >
- Demographic Questions >
- Work Information >
- National ID Number ⓘ >

+ Add Category ▾

- Email
- Phone number
- Street address
- City
- State
- Province
- Country
- Post code
- Zip code

Contact Fields





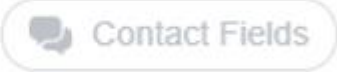


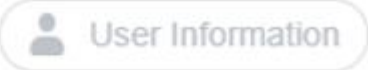


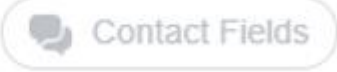
User Information




Privacy Policy

This information is Auto Populated by Facebook so sometimes the email address may not be current as it is the email address used when they set up Facebook! The phone number is 9 times out of 10 correct

Choose the type of information you need.

-   Question
Email  ×
-   Question
Full name  ×
-   Question
Phone number  ×



Questions

Custom Questions

Ask for responses to questions that matter to your business.

+ Add Question ▾

Aa Short Answer

Multiple Choice

↳ Conditional

🕒 Appointment Scheduling

Information they give you will be used or shared. [See Examples](#)

Information they give you will be used or shared. [See Examples](#)

Choose the type of information you need.

⋮ Question
⋮ Email

🗨 Contact Fields

×

⋮ Question
⋮ Full name

👤 User Information

×



Contact Information ⓘ

Your details will only be used to respond to your enquiry, they will not be shared with anyone else.

Email

Enter your answer.

Full name

Enter your answer.

Phone number

Enter your answer.

Custom Questions

Ask for responses to questions that matter to your business.

Question

 Multiple Choice

Answers

×

×

×

+ Add

Short Answer, Appointment Scheduling and Native Dealer Lookup can only be placed after other types of custom questions.

Question

 Aa Short Answer

Do you want to earn an income with us?

YES

NO

MAYBE

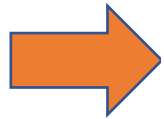
What experience do you have with essential oils?

Enter your answer.

Next

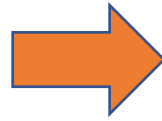
Custom Questions 1 of 4

Now we complete Privacy Requirement!



- Privacy Policy
- Thank You Screen

We get this off doTERRA website.
copy link and paste it into Link URL



<https://www.doterra.com/US/en/usa-online-privacy-notice>

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.

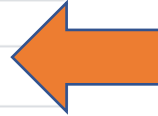
Link Text

This can be left blank or put in your page name

70

Link URL

<https://www.doterra.com/US/en/usa-online-privacy-notice>

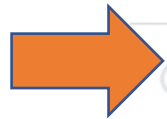


Custom Disclaimer

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

Add custom disclaimer

Ok Now we do the Thank you Screen



Thank You Screen

Privacy Policy

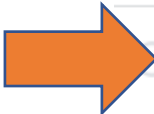
By clicking Submit, you agree to send your info to Natural Wellness who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [View Natural Wellness's Privacy Policy](#).

Submit

Privacy Policy 3 of 4

****Default Screen – see next page to customise it****

Privacy Policy

 **Thank You Screen**

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

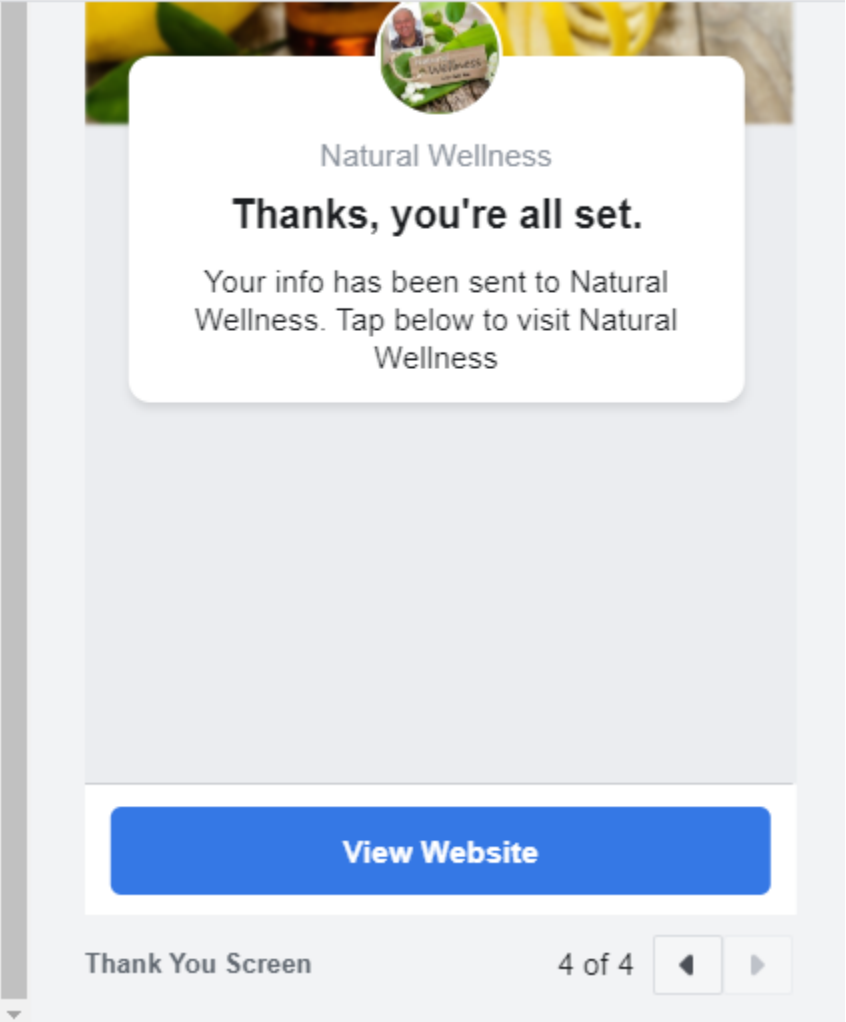
Headline 37

Description

Button Type

Button Text 48

Website Link



The preview shows a mobile screen with a white card on a grey background. The card has a circular profile picture of a woman with a sign that says 'Natural Wellness'. Below the profile picture, the text reads: 'Natural Wellness', 'Thanks, you're all set.', and 'Your info has been sent to Natural Wellness. Tap below to visit Natural Wellness'. At the bottom of the card is a blue button with the text 'View Website'. Below the card, the text 'Thank You Screen' is visible, followed by '4 of 4' and navigation arrows.

A preview of how your 'Thank you' screen will look – remember this is my ad yours can say whatever you want

Questions

Privacy Policy

Thank You Screen

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

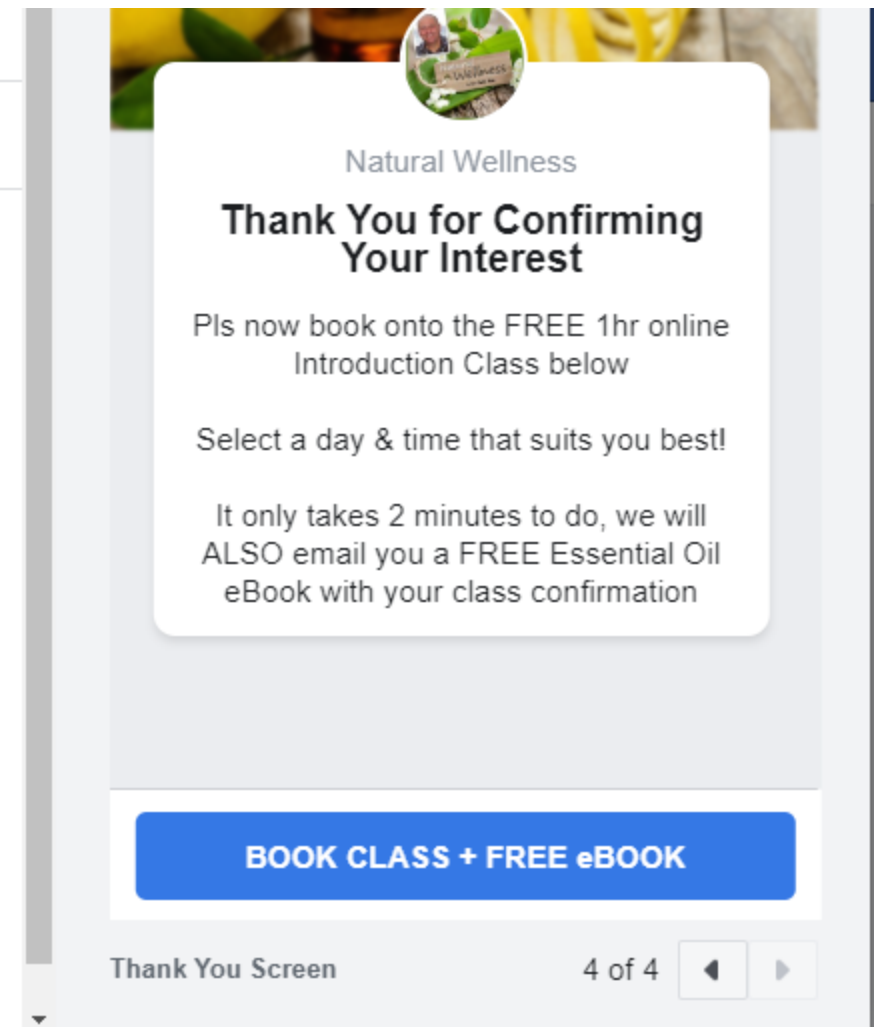
Headline Thank You for Confirming Your Interest 21

Description
Select a day & time that suits you best!
It only takes 2 minutes to do, we will ALSO email you a FREE Essential Oil eBook with your class confirmation

Button Type View Website ▼

Button Text BOOK CLASS + FREE eBook 36


Website Link <https://calendly.com/pete-rea/intro-to-essential-oils-1>



Then Click Save, it will take a few minutes then It will save it as a draft. You can make sure you Look over it to make sure it is as you want as You CANT edit a FINISHED FORM, you would need to Click create duplicate and then edit that one. If you are happy with the form click FINISH



Create Form ✕

Seeking a change 

Content | Settings

Form Type ▾


Intro (Optional) 🔴 ▴


Headline 29

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

More Volume - Form Preview




Natural Wellness

**Book onto our FREE
ONLINE CLASS**

The Next Step is to CREATE the Ad

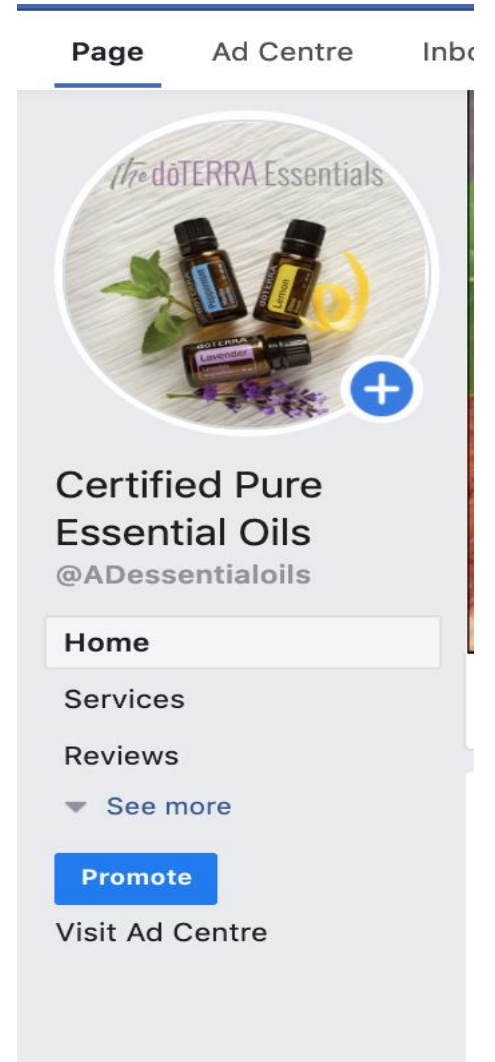
*Important

To create a "TARGETED" advert please **DO NOT** click the "ad centre" button, or the **Promote** or visit Ad Centre **NO TO ALL**

INSTEAD go directly to the Facebook Ads Manager website which can be found by clicking on the link below.



<https://www.facebook.com/business/tools/ads-manager>



Do NOT click here, it links you back to your facebook PAGE



FACEBOOK for Business Get Started Learn Insights Solutions Resources Support COVID-19 resources Create an ad ▾ 🔍

Ads Manager

Welcome to your ad campaign command centre.

Go to Ads Manager

CLICK HERE to Create your Advert



*please note this page could change or update over time and could look different

This is the PAGE you are looking for to Create the Advert

Your Accounts in Pete Rea

Account	ID	Status
10150900946510728	10150900946510728	Active

Click on the long number

Then this loads, then click green button 'Create'

Ads Manager Search Updated just now Discard Dra

Search Filters + Add filters to narrow the data that you are seeing.

Account overview Campaigns Ad sets Ads

+ Create Duplicate Edit A/B test Rules View Setup Columns: Performance

Click Create - to start the advert process

It may also look like this – it can look different when viewing on different devices

Click create ad



A screenshot of the Facebook Ads Manager interface. The top navigation bar is dark blue and contains the Facebook logo, 'Ads Manager', a search bar, a user profile for 'Peter', and various utility icons. Below this, a white bar shows the account name 'Peter Rea (10150900946510728)' and a green 'Create Ad' button. The main content area below has a white background with a 'Account: Peter Rea' dropdown, and filters for 'Search', 'Filters', and a date range 'This month: Feb 1, 2018 - Feb 27, 2018'.

There are different objectives, you want to click on LEAD GENERATION to be able to use the 'Facebook Form' you have created to capture prospects contact details

The screenshot shows the Facebook Ads Manager interface. At the top, there is a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and a user profile for 'Peter'. Below the navigation bar, the user's name 'Peter Rea (10150900946510728)' is displayed. The main content area is titled 'Campaign: Choose your objective.' and includes a 'Use Existing Campaign' link. Below this, the question 'What's your marketing objective?' is followed by a help link 'Help: Choosing an Objective'. A table of marketing objectives is presented, categorized into Awareness, Consideration, and Conversion. The 'Lead generation' objective is highlighted with an orange arrow.

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

Set daily budget, £5 per day is a good starting budget, any less than £3 will not produce much.

10150900946510728 (101...)

Create New Campaign

Campaign

- Special Ad Category
- Objective

Ad Set

- Page
- Dynamic Creative
- Audience
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- ...

Campaign Name

Create Name Template

Seeking a Change

Create A/B Test OFF

A/B test your creative, placement, audience and delivery optimization strategies. [Learn More](#)

Campaign Budget Optimization ON

Optimize your budget across your ad sets. [Learn More](#)

Campaign Budget

Actual amount spent daily may vary.

Campaign Bid Strategy

Show More Options

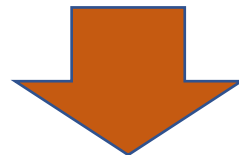
Continue

Cost per lead will fluctuate – in the UK £2-3 per lead is common so at £5 per day you may only get 2 leads... if you're ad is perfect maybe 4 to 5 leads on this daily budget. Some Countries the leads Can work out cheaper.

Give Ad Set an internal name for your reference

The screenshot shows the Facebook Ad Set creation interface. On the left is a sidebar with a campaign ID '10150900946510728 (101...)' and a navigation menu including 'Campaign', 'Special Ad Category', 'Objective', 'Ad Set', 'Page', 'Dynamic Creative', 'Audience', 'Placements', and 'Budget & Schedule'. The main area is divided into sections: 'Ad Set Name' with a text input field containing 'Seeking a Change Ad Set' and a 'Create Name Template' link; 'Page' with the instruction 'Choose the Facebook Page you want to promote.' and a dropdown menu showing 'Natural Wellness'; 'Audience Size' with a gauge showing 'Broad' selection and text 'Your audience selection is fairly broad.'; and 'Estimated Daily Results' with 'Potential Reach: 42,000,000 people'. A notification banner at the bottom of the main area states 'You've accepted Facebook's Lead Ads Terms for this page.' with a 'View Terms' link. Three red annotations with orange arrows point to the 'Ad Set Name' field, the 'Natural Wellness' dropdown, and the notification banner.

Continue to scroll down to create targeted audience



Ignore this CREATE NEW AUDIENCE unless you are creating a lookalike audience or a previous audience you have created.



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

Create New Audience Use Saved Audience ▾

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | [Create New](#) ▾

Locations ⓘ Location:
• United Kingdom

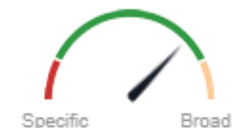
Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All genders

Detailed Targeting ⓘ All demographics, interests and behaviors
Detailed Targeting Expansion:
• Off

This is where to START creating your Targeted Audience from scratch

Audience Size



Your audience selection is fairly broad.

Potential Reach: 42,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

10150900946510728 (101... ▾)

Switch to Quick

- ✓ Campaign
 - Special Ad Category ✓
 - Objective ✓

- Ad Set
 - Page
 - Dynamic Creative
 - Audience**
 - Placements
 - Budget & Schedule

- Ad
 - Identity
 - Format

Close

Campaign

- Special Ad Category ✓
- Objective ✓

Ad Set

- Page
- Dynamic Creative
- Audience**
- Placements
- Budget & Schedule

Ad

- Identity
- Format

Close

United Kingdom

United Kingdom

Type in Country (Countries)

Include

Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

27 ▼

- 50 ▼

Type in Country age group

Gender ⓘ

All genders

Select Gender

Detailed Targeting ⓘ

Include people who match ⓘ

Interests > Additional Interests

Aromatherapy

Essential oil

Holistic health

Wellness (alternative medicine)

Type in interests (not too many)

Add demographics, interests or behaviors

Suggestions

Browse

and must also match ⓘ

×

Add demographics, interests or behaviors

Suggestions

Browse



You can refine your interests if you wish
I have not done this, so cannot advise.

Audience Size



Your audience selection is fairly broad.

Potential Reach: 3,100,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

- ✓ Campaign
 - Special Ad Category ✓
 - Objective ✓

- Ad Set
 - Page
 - Dynamic Creative
 - Audience**
 - Placements
 - Budget & Schedule

- Ad
 - Identity
 - Format

Add demographics, interests or behaviors | Suggestions | Browse

and must also match ⓘ X

Add demographics, interests or behaviors | Suggestions | Browse

Exclude people who match ⓘ X

Interests > Additional Interests

DoTerra No need for other doTERRA people to see your ad

Add demographics, interests or behaviors | Suggestions | Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn more.](#)

Detailed Targeting Expansion ⓘ
 Reach people beyond your detailed targeting selections when it's likely to improve performance. ***optional**

Languages ⓘ

English (All) Useful if you are targeting other countries and You need them to be able to speak in English? X

Enter a language...

Audience Size



Your audience selection is fairly broad.

Potential Reach: 2,900,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

I leave this on Auto Placements and leave it to FB to maximise



10150900946510728 (101... ▼)

Switch to Quick

- Campaign
 - Special Ad Category ✓
 - Objective ✓

- Ad Set
 - Page
 - Dynamic Creative
 - Audience
 - Placements**
 - Budget & Schedule

- Ad
 - Identity
 - Format
- Close

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

Optimization & Spending Controls

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

Optimization for Ad Delivery ⓘ Leads

Cost Control ⓘ The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get the most leads using the lowest cost bid strategy.

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

[Show More Options](#) ▼

Ad Set Spend Limits ⓘ None added

Audience Size



Your audience selection is fairly broad.

Potential Reach: 3,100,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

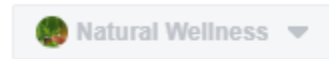
I leave my ad to run continuous, you can still pause it Whenever you want

Identity

Choose how you want your business to be represented in your ad.

Facebook Page

Your Facebook Page or Instagram account represents your business in ads.



Instagram Account ?


Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in [Business Manager](#).



Format


Choose how you'd like to structure your ad.

*Either or, I tend to select single image, I've not used video, if you do it needs to be literally seconds
Not minutes*



Carousel

2 or more scrollable images or videos



Single Image or Video

One image or video, or a slideshow with multiple images

- ✓ Campaign
 - Special Ad Category ✓
 - Objective ✓

- Ad Set
 - Page ✓
 - Dynamic Creative ✓
 - Audience ✓
 - Placements ✓
 - Budget & Schedule ✓

- Ad
 - Identity
 - Format

Close

2 or more scrollable images or videos

One image or video, or a slideshow with multiple images

Media

Choose an image or video, or create a new video or slideshow using a template. View recommended [image specs](#) and [video specs](#).

[Clear Images](#)

Ad 1 + Add Image

It will default onto your PAGE image header, so click edit image and CHANGE

8 placements are using this image ⓘ



untitled
960 × 720

Automatically Crop to Square ⓘ

Edit Image ▾

Turn into Video

Change Image

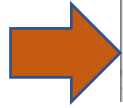
Crop Image

You can change how you use this image in different placements. [Learn More](#)

Best Practices for Images

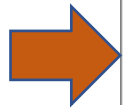
- Upload the **highest resolution image available** (minimum 500 pixels; no maximum resolution).
- Recommended file type: **.jpg or .png**
- Recommended aspect ratios:
 - **Square (1:1)** for feed and in-stream video placements
 - **Fullscreen vertical (9:16)** for stories placements
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn More](#)

Then click on ACCOUNT images and SELECT Stock Photo's you can do a SEARCH i.e. Essential Oils, you have An amazing selection of images



Select Images ✕

Account Images ▼ + Upload Sort by newest ▼



Select Images

- Account Images ▼
- Account Images
- Page Images
- Instagram Images
- Stock Photos



Select Images ✕

Stock Photos POWERED BY SHUTTERSTOCK

i Watermark won't appear in the final ad image.
Some stock images may not comply with Facebook policies. Read our Advertising Policies before selecting an image.

1000 × 660	1000 × 667	1000 × 667	1000 × 667	1000 × 667	1000 × 662	1000 × 667	1000 × 667

Cancel Continue



Select Images

Account Images ▼ + Upload

When you have selected and clicked **UPLOAD** image it will appear down the right side of your page

The screenshot displays the Facebook Ads Manager interface. On the left, there are three main sections: 'Campaign' (with sub-options for Special Ad Category and Objective), 'Ad Set' (with sub-options for Page, Dynamic Creative, Audience, Placements, and Budget & Schedule), and 'Ad' (with sub-options for Identity and Format). A 'Close' button is located at the bottom of the left sidebar.

The central area is titled 'Text & Links' and contains several text input fields:

- Primary Text:** A text box with the placeholder 'Tell people what your ad is about'.
- Headline (optional):** A text box with the placeholder 'Write a short headline'.
- Description (optional):** A text box with the placeholder 'Include additional details'.
- Display Link (optional):** A text box with the placeholder 'Enter the link you want to show on your ad'.

To the right of the text fields is a vertical toolbar with icons for Facebook, a document, a lightning bolt, video, and mobile devices.

On the far right, there is a 'Mobile News Feed' preview. It shows a sponsored post from 'Natural Wellness' with a vibrant image of various herbs and flowers in small bowls. Below the image is a 'SIGN UP' button. An orange arrow points from the top of the page down to the 'Mobile News Feed' section.

Now we start adding in the wording!

Please use your own wording, or a variation of something you have seen! If everyone uses the same wording
With the same images, it spoils it for everyone.

The image shows the Facebook Ads Manager interface. On the left, there are three main sections: Campaign, Ad Set, and Ad. The Campaign section includes 'Special Ad Category' and 'Objective'. The Ad Set section includes 'Page', 'Dynamic Creative', 'Audience', 'Placements', and 'Budget & Schedule'. The Ad section includes 'Identity' and 'Format'. A 'Close' button is at the bottom of the left sidebar.

The main area is divided into two columns. The left column is for editing the ad content, and the right column is for previewing the ad. The editing column has the following sections:

- Primary Text:** A text box containing the ad copy: "Therapeutic Grade Essential Oils are truly Gifts from the Earth... 100% Pure grade oils can be used for a wide range of emotional and physical wellness applications. Would you like to find out more about us - our oils - and how you can work with us to positively impact your life and the lives of others?"
- Headline (optional):** A text box containing: "Attend our FREE 'Online' Class to find out more! Select a time..."
- Description (optional):** A text box containing: "Include additional details"
- Display Link (optional):** A text box containing: "Enter the link you want to show on your ad"

The preview column shows the ad as it will appear on a mobile device. It includes the Facebook logo, an 'Edit' button, and a 'Natural Wellness' profile with a 'Sponsored' label. The ad text and image are identical to the editing view. A 'LEARN MORE' button is visible at the bottom right of the ad preview.




Two blue arrows point from the editing view to the preview view. One arrow points from the Primary Text field to the ad text, and the other points from the Description field to the ad image area.

Description and Display link I tend to leave blank


This is where you now connect the Facebook FORM you previously created to your advert

Instant Form ⓘ
Choose a form to use in your ad.

Duplicate + New Form

	Form Name	Created Date
<input checked="" type="radio"/>	 NEW Seeking a change	May 23, 2020
<input type="radio"/>	 Seeking a change	May 23, 2020
<input type="radio"/>	 Webinar	Feb 23, 2020

More Volume - Form Preview



Natural Wellness

Then you can REVIEW you ad make sure it is ok before You click confirm. The Confirm will submit it to Facebook for them to REVIEW your ad prior to it being approved or disapproved!

Review Confirm

Here you can see it is in review in your ad manger i.e where you started to create the ad



<input type="checkbox"/>	<input checked="" type="checkbox"/>	Seeking a Change	✓	● In Review	Lowest cost	\$5.00 Daily
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When it is approved you will see it in your ad manager, it will say ACTIVE

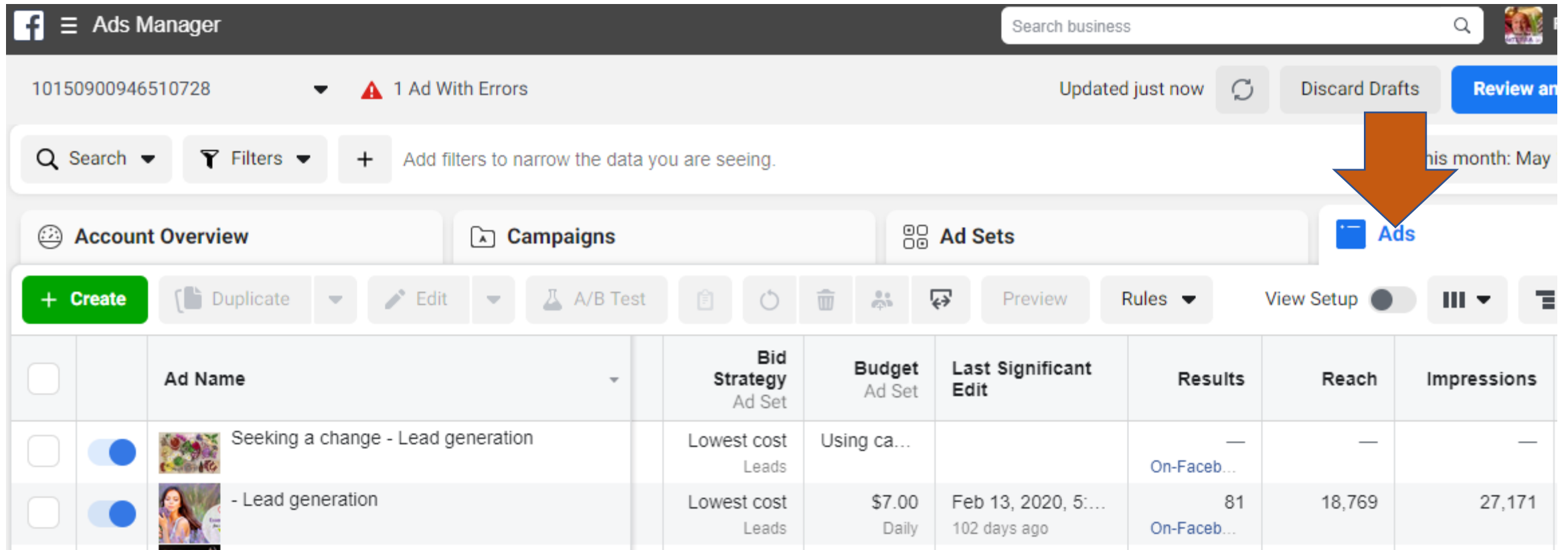
The screenshot displays the Facebook Ad Manager interface for the account 'Peter Rea'. At the top, there are search and filter options, and a date range set to 'This month: Feb 1, 2018 – Feb 27, 2018'. Below this, there are two notification banners: a red one about VAT information and a blue one about metric updates. The main navigation bar shows 'Account Overview', 'Campaigns' (with 1 selected), 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. A toolbar contains buttons for 'Create Ad', 'Edit', 'Duplicate Ads...', 'Preview', 'Create Rule', and 'More'. The table below lists ad performance metrics. The first row shows an ad named '- Lead generation' with a status of 'Active'. A large orange arrow points to the 'Active' status. The second row shows 'Results from 1 ad' with a total spent of '\$0.00'.

	Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Button Clicks
<input type="checkbox"/>	- Lead generation	● Active	—	—	—	—	—	—	—
▶ Results from 1 ad			—	—	—	—	\$0.00 Total Spent	—	—



IMPORTANT: if your ad does not get APPROVED, ask your sponsor to look over your Advert before resubmitting! Facebook provide a vague explanation why they have denied

The advert, a more experienced set of eyes will help. If you get a few ads denied it can effect The likely hood that Facebook will allow you to run ads as they see you as a threat to their Advertising policies. A Denied Ad, new facebook page, low page activity, they are cautious!

Now your ad is running, please note that any enquiries You receive they are NOT automatically sent to you, you have to retrieve them!



The screenshot displays the Facebook Ads Manager interface. At the top, the account ID is 10150900946510728, and there is a warning for '1 Ad With Errors'. The interface includes navigation tabs for Account Overview, Campaigns, Ad Sets, and Ads. A toolbar contains various actions like Create, Duplicate, Edit, A/B Test, and Preview. Below the toolbar is a table of active ads.

		Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Seeking a change - Lead generation	Lowest cost Leads	Using ca...		— On-Faceb...	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 - Lead generation	Lowest cost Leads	\$7.00 Daily	Feb 13, 2020, 5:... 102 days ago	81 On-Faceb...	18,769	27,171

Feb 13, 2020, 5:...	On-Faceb...	81	On-Faceb...
102 days ago			

1



Download Leads ×

i Leads will be available for download for up to 90 days from the time they are submitted by a user.

Manage your generated leads online:

Use Leads Center
Instantly view and manage your leads in the Leads Center

Choose how you want to download your leads:

- ↓ **Download New Leads**
2,637 new leads
- 📅 **Download by Date Range**
Only download leads for a specific date range

Session ID: f11a2f5e0777d3c_1590479952557

2



Download Leads ×

i Leads will be available for download for up to 90 days from the time they are submitted by a user.

Downloading leads for - **Lead generation** by date range.

Date Range Last 7 days ▾

27 leads are available for May 19, 2020 - May 25, 2020

LEADS BREAKDOWN	
Allow retrieval of untargeted lead	No
Targeted	27
Untargeted	0
Downloading	27

Session ID: f11a2f5e0777d3c_1590479952557

3



Download Leads ×

Your file for - **Lead generation** is ready. Please click the link(s) below to download.

Ad	Leads Count	Download Link	
- Lead generation	27	CSV	XLS

Session ID: f11a2f5e0777d3c_1590479952557

4



Cancel **Download**

Back

Close

Alternative way to get your leads!

See separate Training Tutorial for this.



Hubspot is a **FREE**, CRM (**customer relationship management**) system
connecting it to your **FACEBOOK** lead inbox is the most effective way to

CONNECT WITH YOUR FACEBOOK LEADS

