

# FACEBOOK ADS DOMINATION

## GUIDE 10:

HOW TO CREATE A FACEBOOK LEAD CAPTURE FUNNEL



# How To Create A Facebook Lead Capture Funnel

Everywhere you go in the marketing world, whether it be online or offline marketing, you'll hear the words 'lead generation funnel' or 'sales funnel'. But what do these terms really mean? And why is it important for you to know what a funnel is and how it works?

Well, read on because in this guide, you're going to be learning all about the lead funnel, specifically how you can use Facebook Ads to create the perfect lead capture funnel for your business.

## What Is A Lead Capture Funnel?

No matter the product or service you're offering, it's important that all of your customers and clients go through a sales funnel. You need to know each step of the funnel so you can guide your customers through it and lead them to the bottom of the funnel, which is where product purchase occurs.

Essentially, a lead capture funnel will guide your lead from being a *potential customer* to a *paying customer*.

Here is a good example of what a lead capture or sales funnel looks like:



(Image Source: [ImpulseCreative.com](https://www.impulsecreative.com))

While many marketers call the different funnel stages by different names, the idea is the same. Let's go through each stage here:

- At the **top of the funnel** (ToFu), your prospects are total strangers to your business. They don't know who you are, but they found you on social media or Google or wherever. At this point, you want them to be **aware** of your business and what you can do for them.

For instance, if you are selling a weight loss product, you want people at the top of the funnel to know your brand exists, so you try to offer them something of value to help them retain your brand in their minds.

- At the next stage of the funnel – the **middle of the funnel** (MoFu) – you try to convert your visitors from being strangers to becoming leads. At this point, you want them to seriously **consider** your business for whatever pain point you can help them with or provide a solution to.

To continue our previous example, at this stage, you want your potential customers to start engaging with your brand by hooking them in with valuable posts, ebooks, white papers, and more. In short, make your brand stand out from your competitors.

- At the **bottom of the funnel** (BoFu), your leads are ready to be **converted** from potential customers to paying customers. Since you already gained their trust, this is the right time to ask them for the sale.
- Lastly, as you can see on the sample funnel image above, once you've converted your leads into customers, and you provide them with excellent service or product, they'll help create buzz around your brand by promoting you to their own networks.

While there are many tools you can use to drive your visitors from the top of the funnel to the bottom, in this guide, we will be focusing on using Facebook every step of the way. We'll discuss the different Facebook ad strategies you can use to create a successful lead capture funnel.

## Why Are Lead Funnels Important?

Understanding how a lead funnel works is important so you can optimize your adverts for your potential customers' sales journey. For instance, if you're targeting a cold audience, they would be at the top of the funnel.

They don't know you and they don't trust you, so if you try to sell them something, they're most probably not going to buy from you. This is especially true for high-ticket products that require a relatively hefty investment – say anywhere from a few hundred to several thousands of dollars.

You can probably make some sales to a cold audience if you're selling a product that's relatively cheap and doesn't require too much thinking. If your price range fits within an impulsive buyer's budget, and your target audience has a good number of impulse buyers, then you're off to make some hefty profit even with top of the funnel customers!

## **How To Structure Your Funnel And The Right Ads To Use**

In this section, we'll cover a few strategies you can use to move your leads from being a potential customer to a paying buyer.

### ***Top Of The Funnel Facebook Ad Strategies (Awareness)***

At the top of your sales funnel, you want people to get to know more about your brand or your business. You want to gain their trust, and you want to appear as an authority in your niche.

The best way to hook a cold audience is by using the following campaign objectives:

- Brand Awareness
- Reach

With these objectives, you're letting people know you exist and you're basically establishing your presence in their minds. Give them something of value so they'll remember you.

*At this point, you should also be adding the Facebook pixel to your website.*

The pixel will start tracking people who land on your site, and you can then retarget them later on in the sales funnel. The pixel plays a huge role in the success of your sales funnel so make sure you set it up correctly.

You should also add events to relevant pages so that you can further segment your audience and target the most relevant people later on.

The number of people you reach with your awareness ad will depend on the size of your target audience as well as your budget. The higher your budget, the faster you can get your ad in front of a large number of people, and the more people you have at the top of your sales funnel.

In some cases, you may get lucky and have a few sales here and there from your Brand Awareness and Reach ads. But generally, conversion rates are low at this point. Again, you're just introducing yourself to your target market – you're not selling anything.

In real life, most of us are turned off by people who try to sell something to us the first time we meet them. We generally think people who do these are sleazy salesmen and we tend to keep our distance from people like these. To use another analogy, consider this your 'first date' with your potential customer.

### ***Middle of Funnel Facebook Ad Strategies (Consideration)***

In the middle of your funnel, the people you are targeting are already aware of your brand. After all, this is already your 'second date' or even the third, fourth, or fifth date (this depends on how you structure your funnel).

You introduced yourself and offered them something valuable in the previous stage, and now it's time to get them to consider your business. The marketing objectives you should choose at this point are the following:

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

We covered these different objectives in detail in *Guide 1: How To Get Started With Facebook Ads*. The important thing to note here is that at this stage, you have to continue giving your leads plenty of value so they'll move forward to the next stage – the bottom of the funnel.

When you give people value, they'll be more willing to click on your ads to visit your website, engage with your posts and your page, install your app, view your videos, fill out your lead generation form, and send you inquiries and messages on Facebook.

Should you ask for the sale at this stage? You certainly can. However, don't expect a huge amount of sales. Your leads are still getting to know you, some may already even trust you, and a few may be willing to part with their cash at this stage. But most of them won't be buying anything from you yet. You'd need to work a little bit more to encourage them to move down to the bottom of the funnel.



## ***Bottom of Funnel Facebook Ad Strategies (Conversions)***

You've done a lot of work on the top and middle stages of your sales funnel. Now here comes the fun part – asking people for the sale. This is where you ask people to decide to commit to your business – either as a one-time customer or as a subscriber.

Going with the dating analogy, you're asking your leads to commit themselves to a relationship with you. You've gained their trust, and they've gotten to know you very well over the previous 'dates.' With just a little more push and persistence, you can ask them to commit and give you their money in exchange for your product or service.

This stage is also known as the Conversion stage because, well, you're asking your leads to *convert* from being potential customers to paying customers. Facebook makes it easy for you to choose the right campaign objectives for your bottom of the funnel leads, these are:

- Conversions
- Catalog Sales
- Store Visits

Facebook already knows your leads' behaviors and will help you optimize your ad to increase your conversion rates. However, Facebook can only do so much. You have to use some very persuasive copy and ad materials to sway your leads over to your side.

No matter how interested your leads are, and no matter how engaged they are with your ads, if you don't give them an incentive to sign up or buy from you, then chances are you're not going to get any sales.



Most experts suggest using customer testimonials and product demos to get your leads to convert. Testimonials or endorsements are very powerful tools because it helps reassure your leads that you are trustworthy. Testimonials will help put their mind at ease that you're not going to be running away with their money and they're going to get the product exactly as advertised.

Product demos, on the other hand, help assure your leads that your products are in fact going to work. If you're selling a novelty kitchen product, you want to show your leads exactly how they can use the product.

If your product can be used outside the kitchen, make a demo video as well. Show as many possible uses of your product in real life. Make your leads see the value they'll receive by investing or buying your product.

When you've painted a very convincing image of your product in your leads' minds, then it's going to be easier for them to convert and buy from you. You'll get people buying your products on your website, on your app, or in your store(s) in no time at all. You'll not only get higher conversion rates, but Facebook may also reward you with lower ad costs.

## **What's Next After Creating A Successful Lead Funnel?**

Getting your leads from the top to the bottom of your sales funnel will take a lot of hard work and probably a lot of money as well. But your work doesn't stop there. Facebook Ads may help you capture and convert your leads into customers, but at the end of the day, you'd still need to provide your customers with good service.

If you invested a lot into getting people to buy your product, you better make sure your product actually works. There are far too many sleazy salesmen nowadays all trying to make a quick buck off of unsuspecting customers – don't be one of them!

Provide your customers with excellent service, give them excellent value for their money, and you'll have plenty of testimonials and social proof soon.

And what can you do with happy testimonials? You can use them in your next round of Facebook Ads, of course! Scaling your business is much easier if you've got hundreds or thousands of satisfied customers. They'll help spread your word about your business, and you'll have even more people at the top of your sales funnel.

Thanks to Facebook Ads, your business will be growing at top speed, and you could soon be on your way to dominating your niche!