

25 TOP TIPS

TO GET MORE

LEADS FROM

FACEBOOK

25 Top Tips to Get More Leads from Facebook

Facebook is one of the most popular social media platforms with over 2.9 billion active users as of 2021. This means that Facebook provides a large and diverse audience to tap into, and with the right marketing strategy, businesses can generate a significant number of leads from the platform.

Generating leads from Facebook can also be more cost-effective than traditional advertising methods, as Facebook's advertising platform offers a range of targeting options that allow businesses to reach their ideal audience without wasting resources on uninterested individuals. Leads generated from Facebook tend to be of higher quality compared to leads generated from other sources, as Facebook allows businesses to target individuals based on their interests, demographics, behaviours, etc. This means that businesses can connect with individuals who are more likely to be interested in their products or services, resulting in a higher conversion rate and a more profitable marketing campaign.

Create a compelling Facebook page

With so many businesses vying for attention on the platform, it's important to create a Facebook page that stands out and captures the attention of potential customers.

Optimise your Facebook Page for search engines

Search engine optimisation (SEO) is the practice of optimising a website or online content to rank higher in search engine results pages (SERPs). While Facebook is not a traditional search engine, optimising your Facebook Page for SEO can help you appear higher in Facebook's search results and increase your visibility to potential customers. To optimise your Facebook Page for SEO, make sure you include relevant keywords in your Page name, About section, and posts. This will help Facebook understand what your Page is about and match it with users searching for related content. You can also use hashtags to categorise your content and make it easier to find. Additionally, make sure your Page is categorised correctly and includes all relevant contact information, such as your website URL, phone number, and email address. This will help potential customers find your business outside of Facebook and increase your overall online visibility.

Use high-quality images and videos

Visual content is a powerful tool for capturing the attention of potential customers and conveying your brand message. To create a compelling Facebook Page, use high-quality images and videos that showcase your products, services, and brand identity. When selecting images and videos for your Facebook Page, choose ones that are visually appealing and relevant to your business. You can also use custom graphics and designs to create a consistent and professional brand image. In addition, make sure your images and videos are optimised for Facebook's format and size requirements. This will ensure that your content displays correctly on all devices and is easily shareable by your audience.

Create engaging content

Engaging content is key to building a strong and loyal audience on Facebook. To create engaging content, focus on providing value to your audience by sharing informative and interesting posts, as well as promotions and special offers. When creating content for your Facebook Page, keep your target audience in mind and tailor your content to their interests and needs. You can also use Facebook's targeting features to reach specific demographics and interests, ensuring that your content is seen by the right people. Additionally, encourage engagement on your Page by asking questions, responding to comments, and running contests or giveaways. This will help build a community around your brand and increase the likelihood of your content being shared and seen by a wider audience.

Use Facebook Ads to reach your target audience

Facebook Ads are a powerful tool for reaching your target audience and generating leads. To create effective Ads, start by defining your target audience and setting clear goals for your campaign. When creating them, make sure to use compelling images or videos, engaging copy, and a clear call-to-action. You can also use Facebook's targeting features to reach specific demographics and interests, ensuring that your ads are seen by the right people.

Showcase customer reviews and testimonials

Customer reviews and testimonials are powerful social proof that can help build trust and credibility with potential customers. To showcase customer reviews and testimonials on your Facebook Page, create a dedicated section or use Facebook's reviews feature.

Use targeted Facebook Ads

Facebook ads are a powerful tool for generating leads and increasing sales for businesses. With over 2.9 billion active users, Facebook provides a vast audience for businesses to reach with targeted ads. With so many businesses advertising on the platform, it's essential to create targeted Facebook ads that resonate with your audience and drive leads.

Define your target audience

To create effective targeted Facebook ads, it's essential to define your target audience. Start by creating buyer personas that represent your ideal customers, including demographics, interests, behaviours, and pain points. Use this information to create custom audiences on Facebook, allowing you to target your ads to specific groups of people. For example, if you sell skincare products, you might create a custom audience of women aged 25-45 who have expressed an interest in natural beauty products. By targeting your ads to this specific group of people, you increase the likelihood of your ads resonating with your audience and generating leads.

Use retargeting to reach warm leads

Retargeting is a powerful technique for reaching people who have already shown an interest in your business.

By using Facebook's retargeting features, you can target people who have visited your website or engaged with your content on Facebook. For example, you might create a retargeting ad that showcases a product someone has viewed on your website but not yet purchased. By reminding them of the product and offering a discount or free shipping, you increase the likelihood of converting them into a lead.

Create compelling ad creative

Compelling ad creative is essential for capturing the attention of potential customers and driving leads. To create effective ad creative, focus on using high-quality images or videos, clear messaging, and a strong call-to-action. For example, if you're running an ad for a new product, use an eye-catching image or video that showcases the product and highlights its benefits. Use messaging that speaks directly to your target audience's pain points, and include a clear call-to-action that encourages them to take action.

Use Facebook's ad targeting options

Facebook offers a range of ad targeting options that allow you to reach your ideal audience. These options include demographics, interests, behaviours, location, and more. By using Facebook's ad targeting options, you can ensure that your ads are seen by people who are most likely to be interested in your business. For example, if you're running an ad for a local restaurant, you might target people who live within a specific radius of your restaurant, have expressed an interest in food, and have a high income.

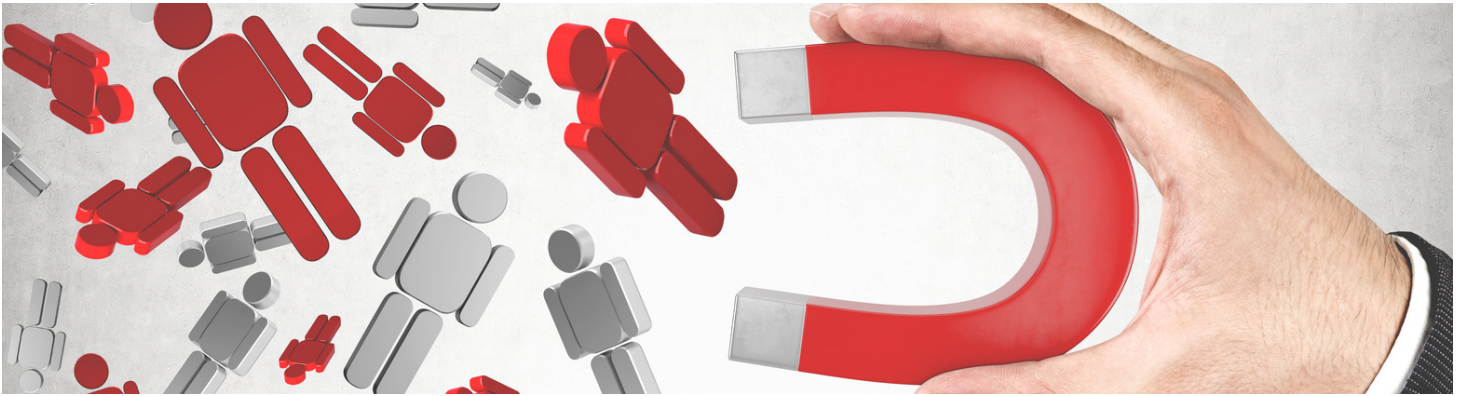


With over 2.9 billion active users, Facebook provides a vast audience for businesses to reach with targeted ads.

Test and optimise your ads

Testing and optimising your ads is essential for improving their effectiveness and driving more leads. Start by testing different ad creative, messaging, and targeting options to see which performs best with your audience. Use Facebook's ad analytics to track the performance of your ads, including click-through rate, cost-per-click, and conversion rate. For example, you might test two different ad creative options and compare their performance to see which generates more leads. Once you've identified the best-performing ad creative, continue to optimise it by testing different variations of the messaging or call-to-action.

Targeted Facebook ads are a powerful tool for generating leads and increasing sales for businesses. By defining your target audience, using retargeting, creating compelling ad creative, using Facebook's ad targeting options, and testing and optimising your ads, you can drive more leads and grow your business on the platform.



Offer lead magnets

Lead magnets are an effective tool for generating leads on Facebook. A lead magnet is an incentive that businesses offer to potential customers in exchange for their contact information, such as their email address or phone number. By offering a lead magnet, businesses can entice potential customers to share their information, allowing them to follow up and nurture the lead into a sale.

Create a valuable resource

To create an effective lead magnet, start by creating a valuable resource that is relevant to your target audience. This resource could be an ebook, whitepaper, checklist, or guide that offers helpful information or solves a problem for your potential customers. For example, if you're a marketing agency, you might create an ebook on how to create a successful marketing campaign. This resource would offer valuable insights and advice to your potential customers, making them more likely to provide their contact information in exchange for the ebook.

Offer a free trial or sample

Another way to offer a lead magnet is to offer a free trial or sample of your product or service. This allows potential customers to try out your offering before making a purchase, increasing the likelihood of converting them into a lead. For example, if you sell skincare products, you might offer a free sample of one of your best-selling products in exchange for contact information. This allows potential customers to try out the product and see its effectiveness, making them more likely to make a purchase in the future.

Provide a discount or promotion

A discount or promotion is another effective lead magnet that businesses can offer on Facebook. By offering a discount or promotion, businesses can incentivise potential customers to make a purchase, while also collecting their contact information for future marketing efforts. For example, if you're an e-commerce store, you might offer a 10% discount on a customer's first purchase in exchange for their email address. This allows you to follow up with the potential customer and encourage them to make a purchase while also building a relationship with them.

Host a webinar or event

Hosting a webinar or event is another way to offer a lead magnet on Facebook. By hosting an informative webinar or event, businesses can offer valuable insights and knowledge to their potential customers, while also collecting their contact information for future marketing efforts. For example, if you're a financial advisor, you might host a webinar on how to plan for retirement. This webinar would offer valuable information to your potential customers, while also allowing you to collect their contact information for future follow-up.

Create a quiz or assessment

Creating a quiz or assessment is another way to offer a lead magnet on Facebook. By creating a fun and engaging quiz or assessment, businesses can collect contact information while also providing valuable insights and information to their potential customers. For example, if you're a nutritionist, you might create a quiz that helps potential customers determine their ideal diet plan. This quiz would offer valuable insights and information to the potential customer, while also allowing you to collect their contact information for future follow-up.

Offering lead magnets is an effective way to generate leads on Facebook. By creating a valuable resource, offering a free trial or sample, providing a discount or promotion, hosting a webinar or event, or creating a quiz or assessment, businesses can entice potential customers to provide their contact information, allowing them to follow up and nurture the lead into a sale.

Use Facebook groups

Facebook groups are a powerful tool for businesses looking to generate leads and build a community around their brand. Facebook groups allow businesses to connect with potential customers and engage with them in a more meaningful way than traditional advertising methods.

Create a group for your target audience

The first step to using Facebook groups to get more leads is to create a group that is specific to your target audience. This group should be centered around a specific topic or interest related to your business and offer value to its members. For example, if you're a fitness coach, you might create a Facebook group for people interested in fitness and healthy living. This group would offer valuable insights and advice on exercise and nutrition, while also allowing you to connect with potential customers.

Engage with members regularly

Engagement is key to building a community around your brand and generating leads from Facebook groups. To engage with members regularly, start by sharing informative and helpful content, answering questions, and providing feedback. Additionally, encourage members to engage with each other by asking questions, running contests or challenges, and offering exclusive discounts or promotions to group members. This will help build a sense of community and increase the likelihood of your content being shared and seen by a wider audience.

Use the group to gather feedback and insights

Facebook groups are also an effective tool for gathering feedback and insights from potential customers. By asking questions and conducting surveys, businesses can gather valuable insights into their target audience's pain points, interests, and needs. For example, if you're a software company, you might use your Facebook group to gather feedback on a new feature or product. This feedback can then be used to improve your product or service and better meet the needs of your target audience.

Offer exclusive content and promotions

Offering exclusive content and promotions is another effective way to use Facebook groups to generate leads. By offering group members exclusive content or promotions, businesses can incentivise potential customers to engage with their brand and provide their contact information. For example, if you're an e-commerce store, you might offer a group-exclusive discount code or early access to a new product. This incentivises group members to engage with your brand and provide their contact information, increasing the likelihood of converting them into a lead.



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Use the group to network with other businesses

Finally, Facebook groups can also be a powerful networking tool for businesses. By connecting with other businesses in your industry, you can share insights and best practices, collaborate on projects, and refer potential customers to each other. For example, if you're a marketing agency, you might join a Facebook group for small businesses in your area. This group would allow you to connect with other businesses, offer your services, and refer potential customers to each other.

Facebook groups are a powerful tool for businesses looking to generate leads and build a community around their brand. By creating a group for your target audience, engaging with members regularly, using the group to gather feedback and insights, offering exclusive content and promotions, and using the group to network with other businesses, businesses can leverage Facebook groups to grow their business and increase their customer base.



Engage with your audience

Engaging with your audience on Facebook is a critical component of generating leads for your business. By engaging with your audience, you can build trust, establish a relationship, and create a loyal following for your brand.

Respond to comments and messages

One of the most effective ways to engage with your audience on Facebook is by responding to comments and messages. When someone comments on your post or sends you a message, it's essential to respond in a timely and personalised manner. This demonstrates that you value their opinion and care about their experience with your brand. Additionally, responding to comments and messages can help build trust and establish a relationship with your audience. This can lead to increased engagement, loyalty, and ultimately, more leads for your business.

Post engaging content

Posting engaging content is another effective way to engage with your audience on Facebook. Engaging content can be anything that captures your audience's attention and encourages them to interact with your brand. This could include videos, images, infographics, or written content. When creating engaging content, make sure to keep your target audience in mind and tailor your content to their interests and needs. You can also use Facebook's targeting features to reach specific demographics and interests, ensuring that your content is seen by the right people.

Run contests or giveaways

Running contests or giveaways is another way to engage with your audience on Facebook and generate leads for your business. Contests and giveaways incentivise your audience to engage with your brand and provide their contact information, increasing the likelihood of converting them into a lead. When running a contest or giveaway, make sure to set clear rules and guidelines and promote it heavily on your Facebook page. Additionally, make sure that the prize or reward is relevant to your target audience, increasing the likelihood of engagement and leads.

Provide valuable information and resources

Providing valuable information and resources is another effective way to engage with your audience on Facebook. Valuable information and resources can be anything that offers helpful insights or solves a problem for your audience. This could include blog posts, ebooks, webinars, or infographics. When providing valuable information and resources, make sure to keep your target audience in mind and tailor your content to their interests and needs. Additionally, make sure that your content is easy to read and shareable, increasing the likelihood of engagement and leads.

Host live events or Q&A sessions

Hosting live events or Q&A sessions is another way to engage with your audience on Facebook and generate leads for your business. Live events and Q&A sessions allow your audience to interact with your brand in real-time, establishing a relationship and building trust. When hosting live events or Q&A sessions, make sure to promote it heavily on your Facebook page and provide clear guidelines and instructions for participation. Additionally, make sure to engage with your audience and answer their questions in a timely and personalised manner, increasing the likelihood of engagement and leads.

Engaging with your audience on Facebook is critical to generating leads for your business. By responding to comments and messages, posting engaging content, running contests or giveaways, providing valuable information and resources, and hosting live events or Q&A sessions, businesses can engage with their audience, build trust, and create a loyal following for their brand.



A bit about us...

What is ActionCOACH?

Created in 1993 by CEO Brad Sugars, ActionCOACH is the world's number one business coaching company. ActionCOACH has successfully delivered its proven business growth models to over 750,000 business owners across the globe and currently operates offices in over 90 different countries. Your ActionCOACH will become your mentor, confidant and your compassionate yet uncompromising friend, and will be there to guide you through the tough times and celebrate with you as you achieve your successes.

Who is Mark Dilks?

✓ An accomplished business leader

With his MBA, Mark's had numerous leadership roles in a variety of organisations ranging from very large multi-national organisations such as Audi, BP, ExxonMobil, Goodyear and Delphi, to much smaller owner operated businesses. Mark brings a 30 year highly successful track record in business to the role of helping other business owners fulfil their aspirations and dreams. This level of experience enables Mark to have a deep understanding of the challenges that business leaders like you face on a day to day basis.

✓ With wide ranging experience

Having lead large, disparate and diverse teams across multiple continents whilst working at some of the world's largest and most recognised brands, Mark has broad and deep experience of leadership in all areas of business. Experiences include helping to disband one of the worlds largest joint ventures, supporting the merger that created the world's largest company, and a founding member of the team that created the most successful automotive brand re-invention in the last 20 years.

✓ An experienced coach, mentor and business builder

Mark has supported business owners, executives and teams in all aspects of building profitable high growth businesses, from start-up phase all the way through to maturity and divestment. No matter what challenges you are facing, Mark will invariably have encountered a similar situation previously and will be able to support you to quickly and efficiently overcome your business hurdles by sharing examples of how other business have solved similar problems that you are experiencing. He is motivated, driven and tenacious. He is able to get the very best out of all the resources available to his clients and to ensure that the maximum results possible are achieved.

Our 12 month guarantee

Our guarantee to you is that if all sessions are attended and required tasks are completed on time as agreed and your business does not generate a return on investment on the programme within the minimum term of 12 months, we will refund double the difference between the investment made and the incremental gross profit generated.

