

INTERMEDIATE

HOW TO

GENERATE LEADS USING FACEBOOK

A Guide to Using Content & Advertising
on Facebook to Generate Sales Leads



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Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Click here to read our introductory-level ebook, [How to Use Facebook for Business](#).

INTERMEDIATE THIS RESOURCE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.



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EMAIL

Send personalized, segmented emails based on any information in your contact database.



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

HOW TO GENERATE LEADS USING FACEBOOK

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Introduction

Everyone loves traffic — except for the “rush hour” kind. The more eyeballs you can get on your website, the more likely you are to convert those eyeballs into leads and eventual sales.

But with over two billion internet users, where can business owners go to find a potential population of visitors to their website? Well, you could try the top U.S. website: Facebook.

Facebook captures 10% of all internet visits, with visitors spending an average of 28 minutes on the site. Even more revealing, 50% of Facebook Fans prefer brand pages to company websites.

Stats like these have left many people wondering if they really should give up their website and only focus on Facebook as their business hub. But focusing your main web attention on Facebook means relying on an entity that you have no control over. Facebook can change its platform, shut down Pages (not that they would do that!), or discontinue apps on a whim, without any input from you.

You have absolute control over your website. Don't build your empire on property you don't own. Rather, use Facebook as your marketing strategy for sending traffic and leads to your website. This ebook will cover how to successfully do just that.

CHAPTER 1

THE TYPE OF CONTENT YOU SHOULD POST ON FACEBOOK

Content is king on Facebook, too.

Content isn't the key to your Facebook strategy -- it IS your Facebook strategy. Without content you wouldn't be able to:

- Update Your Facebook Status
- Launch Facebook Ads
- Share Information With Fans

Within these three buckets and more, think about why you would visit a website. Usually, it's to find answers or tips for some question or curiosity consuming your time. Use Facebook Pages as your means for answering such questions or curiosities through any variety of the following content types:

1. Blogging

Blogging can be extremely helpful in these content creation efforts. Fresh content not only engages your Facebook community, but it also has the potential to bring more SEO love to your website. Google loves fresh posts and will display them higher in the search results. A blog also gives you a reason to send people to your website on a regular basis, which is why many corporate brands blog.

2. Frequently Asked Questions

Every business has ten or more frequently asked questions. Rather than retyping the answers every time someone posts the question on your Facebook Page or asks you via email, list the answers on an easily accessible page on your website.

3. Relatable Examples

Examples are a great way to connect with your audience. Whether this is a case study on how to use your product better, an inspirational example of how to be a more efficient cookie eater, or a testimonial left on your website.

4. Visuals

Just one month after the introduction of Facebook Timeline for brands, [visual content — photos and videos — saw a 65% increase in engagement](#). Whether this means creating images, purchasing images, or sharing graphics with proper attribution, there's endless opportunity for image variety. You can see some examples of visual variety in our [Facebook photo stream](#).

5. Pose Questions

Here's the thing with questions: They give as much as they take. Asking questions on Facebook, [according to research from Social Media Scientist Dan Zarrella](#), is an excellent way to generate more comments. Just keep in mind that while questions do encourage comments, they tend to garner fewer Likes and shares.

6. Videos

Videos involve a longer commitment from your Facebook audience. But when it comes to having content variety on your page, a video can be a nice change of pace. Just be sure that when you do post a video, it's good enough to merit a reader's time.

7. Quotes or Facts

Sometimes the easiest way to garner attention from your audience is to simply post a statistic relevant to your industry or a quote from an influencer in your industry. This type of short-form content is very low commitment for the reader, making it easier for them to accept and act on the message via a Like, comment, or share.

CHAPTER 2

HOW TO CAPTURE LEADS FROM FACEBOOK

WHAT IS A LEAD?

The term “sales lead” has a cornucopia of definitions. Definitions vary between companies, and the “sales funnel” can look different for different niches.

In general, a lead is defined as someone who has an interest in your product and has the authority to purchase your product. A lead is not just a Facebook ‘Like’ since someone who likes your page may not have the authority or means to actually purchase your product.

Before someone can purchase from you, they must also have a need for your product. They may be interested in your product and have the means to purchase it, but they may not need it at this time. For instance, they may already have a similar product or they could be hesitant to change their current processes. That’s why a lead is so important!

How to Capture Leads From Facebook

Now that we have an established definition of a lead, let us dive into how to start generating these sales leads from Facebook.

You can generate leads from Facebook in one of two ways:

- Direct Leads
- Indirect Leads

Direct leads are generated by sharing content that links directly back to a form on your website where visitors can share information in exchange for an offer — whether that be an ebook, coupon, or so on. This form is housed on a landing page dedicated to that specific offer.

Indirect leads are generated by using Facebook as an influencer on the path to conversion. For example, if you shared a blog post that had a call-to-action to a landing page at the bottom of the post, your initial Facebook share is helping ultimately direct visitors to that landing page.

While directly promoting landing pages is an instant gratifier of leads generated, providing content without a form makes your Facebook presence a friendlier home for content that your fans will want to come back for. Let’s dive into five ways you can capture leads, whether direct or indirect.

1 EMPLOY CALL-TO-ACTIONS

Earlier this year, Facebook removed a clause from its Facebook Page guidelines that prohibited users from using calls-to-action on, or in the caption of, cover photos.

This change unveiled various opportunities for you to call your Facebook fans to action with your cover photos. Here's an example from Element Three, a brand and marketing strategy firm, promoting an event it's hosting:



INCLUDE LINKS IN CAPTIONS

Late last year, we analyzed 8,800 Facebook posts from B2B and B2C companies' Facebook Pages. The analysis revealed that [photos on Facebook Pages received 53% more Likes than the average post](#).

Now while this calls on the importance of using visuals in your Facebook strategy, be sure that you're making these photos lead gen opportunities, when appropriate, by including a link back to your website. Here's the difference in appearance that triggers higher conversion:

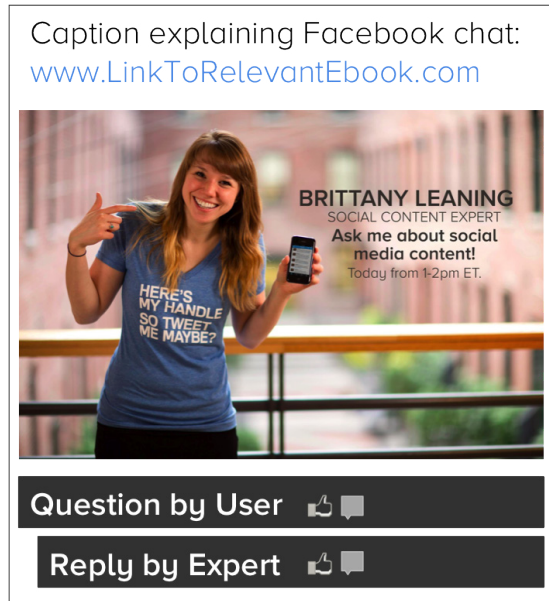


3 HOST A FACEBOOK CHAT

Similar to a Twitter Chat, a Facebook Chat is a virtual gathering of Facebook users to discuss a common topic. You can use a Facebook Chat to bring fans together around a conversation topic you selected. The lead gen component comes in when you share a landing page with a relevant resource throughout the chat.

Whenever a question is posed that can be answered in a blog article, ebook, or other resource you have on your website, use it for an opportunity to link to that site page. That will give your Facebook fans various places to ultimately become a lead from. You can also accomplish this by participating in other Facebook Chats -- just be sure you offer resources where helpful and not in a spamming technique.

The wire frame to your right shows what a Facebook Chat looks like. You can get further [instruction in this blog post](#).

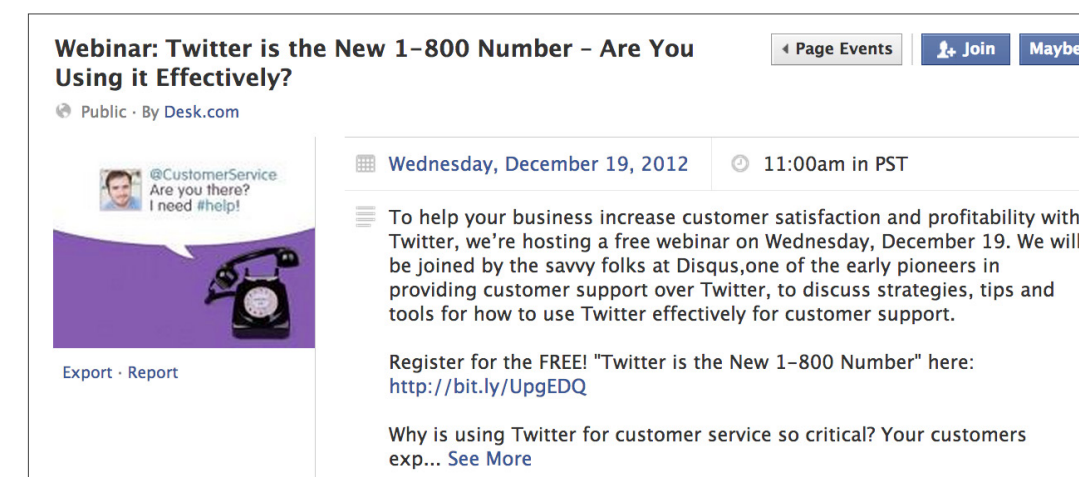


MAKE EVENTS FOR WEBINARS

While we've already covered sharing landing pages with dedicated content offerings such as ebooks or coupons, another lead generating content type is webinars. Hosting webinars where visitors can come and receive valuable information is a great way to generate leads.

If you decide to host a webinar, capture leads from Facebook by creating a custom event page for that webinar. There are a couple advantages to this strategy. One is that when you invite someone to an Event, they will then receive notification for popular activity on that Event page. A Facebook Event is also more visible than a standard Facebook post.

Here's an example webinar Event page created by our friends over at Desk.com:



5 BUILD FORMS ON TABS

Another viable option for collecting information on Facebook is to have your forms live right on the platform. Forms can be built on a custom tab on the Page.

Since forms on Facebook pages serve the same goal as landing pages, they offer some incentive for the information exchange: give your email to get a coupon, deal, or a free content. These custom tabs can be built with Facebook applications. When you add certain Facebook applications to your Page, you'll be able to create a custom tab on your Page that appears on your left sidebar. Here's an example from the [Facebook Marketing for Dummies Facebook Page](#):

FB Marketing All-in-One f... Free Chapter! ▾

Like us for proven tips, tools and strategies to take your Facebook marketing to the next level!

Like · 1.6k Share

Our Book is being edited for its **second printing!** In the meantime, Phyllis has donated a free chapter from her book that will help you develop a marketing plan.

As soon as our second printing is ready to go we will replace this with a chapter from the new-and-improved **Facebook Marketing All-In-One for Dummies.**

Amazon Video

Free Marketing Plan Chapter!

First Name

Email Address

6 MAKE EVENTS FOR WEBINARS

According to a [Vizu/Digiday study via eMarketer](#), 64% of U.S. advertisers are upping their social ad budget in 2013. This is likely due to the targeting options Facebook can provide due to the database of information Facebook gathers from users' profiles. These targeting options help you narrow down your audience to help increase the ROI of the Facebook ads.

While we'll cover advertising on Facebook in more depth in the next chapter, here's an example Facebook ad that appears to the right of a user's Facebook Page with targeting based on interests:

Sponsored  Create Ad

Pretty Little Liars

Don't miss the summer premiere of **Pretty Little Liars TONIGHT** at 8/7c on ABC Family!

Najmah Taliep and Sarah Sanousi like **Pretty Little Liars.**

CHAPTER 3

HOW TO START ADVERTISING ON FACEBOOK

How to Start Advertising on Facebook

Facebook advertising works on a bidding model similar to Google ads. You bid on the price you are willing to pay to have your ad shown, and then you are charged in either one of two ways:

- **Cost-per-click (CPC):** This method is as simple as it sounds, charging you for when someone clicks on your ad.
- **Cost-per-mile (CPM):** This method charges you per 1000 people who see your advertisement.

Google advertising uses keywords in your Google searches to determine which ads to display. With Facebook ads, you bid on target demographics and keywords that appear in user profiles.

To describe Facebook ads further, we'll display a blueprint for every component of a Facebook advertising campaign on the next page.

FACEBOOK ADVERTISING CAMPAIGN PLAN

GOALS

What do you want from your campaign? If you are directing all traffic to your website, what does success look like? A newsletter signup? A product purchase? If you are sending all traffic to your Facebook Page, your conversions to 'Likes' are tracked in the stats.

AD CAMPAIGN PLAN

Set up a formal campaign that outlines different types of ads to split test. Split testing involves changing one piece of the ad, such as the photo, and keeping the other elements the same to see which ad performs better. Rotate your ads every couple days to keep them fresh. No one wants to see the same ad over and over again.

TARGETING

Research your targeting options before running an ad. Watch how the Estimated Reach and the Suggested Bid changes as you add different targets. Optimize your bid price and reach to get the best price.

BUDGET

How much are you going to spend per day? For the whole campaign? Keep in mind the CPC and CPM payment options discussed earlier.

TRACKING

Setting goals and understanding Facebook metrics will help you determine whether your ads were successful. Make sure you know how to determine if the sale came from the Facebook ad versus other traffic. Trackable links, special coupon codes, and custom landing pages are good options for tracking sales.

i Once you understand the various parts of a Facebook advertisement for your own advertising, you can get your campaign started at facebook.com/business/connect

i The “Choose Your Audience” section of the ad creation process will be where you select the demographics and keywords of the Facebook profiles that will potentially see your ad.

LOCATION

You can target by country, state, city, or zip code.

AGE

You can choose a range, or no upper bound maximum. Facebook gives you the option to require an exact match within an age range if you select the Require Exact Age Match box. This means that if a user turned 51 yesterday, that user will not be shown the ad for which you selected the age range of 25 to 50.

However, it’s better not to require an exact match because Facebook will give you a “discounted bid” for people who click your ad but are slightly outside the range (although Facebook does not provide an exact idea of “slightly” and it doesn’t specify its definition of “discounted bid”).

GENDER

Straightforward choices of men, women, and all.

INTERESTS

Interests are displayed in a person’s profile and are drawn from the keywords used in their information. When you start typing, you may notice the # symbol next to some words. Facebook

refers to this as “topic targeting.” For example, there may be many pages or interests around the term “bicycle.” And by selecting #bicycle, you are including all of those keywords so you don’t have to individually select each one. If you want the specific term and not a broader match, choose the term without the # symbol in front. You can also click the Switch to Broad Category Targeting link to use a broader range of general terms to target, such as “Outdoor Fitness Activities.”

CONNECTIONS

Here, the radio button is defaulted to “anyone,” but you can choose to include or exclude fans of the Facebook Pages where you are the admin of.

ADVANCED DEMOGRAPHICS

Many of these selections will limit your audience heavily, so only choose these options if you have a very specific purpose.

Pricing, Scheduling & Measuring Your Traffic

Group your ads by campaign in order to compare statistics for relevant ads. When you choose your Daily Budget, your ad will automatically shut off when that budget is reached. You can also run the campaign for a certain amount of time — three days, five days, etc. — so you don't have to worry about your campaign going over budget.

On the bid, we suggest bidding in the middle of the Suggested Bid range or higher. If you bid too low, your ad won't show up. If your ad gets more clicks, you will be rewarded with a lower click price. Give your ad the best chance to get more clicks by bidding high.

To inspire your own ad creation, you can look at what other Facebook Pages are doing at facebook.com/ads/adboard.

Campaign, Pricing and Schedule

Campaign and Budget New Campaign · Use Existing Campaign

New Campaign Name [?]

Campaign Budget [?] Per day [?]

Campaign Schedule [?]

Run my campaign continuously starting today

Set a start and end date

Optimization

Your bid will be optimized to get more likes on your Page

Optimize for clicks

Automatically optimize my budget to get more clicks

Manually bid for clicks

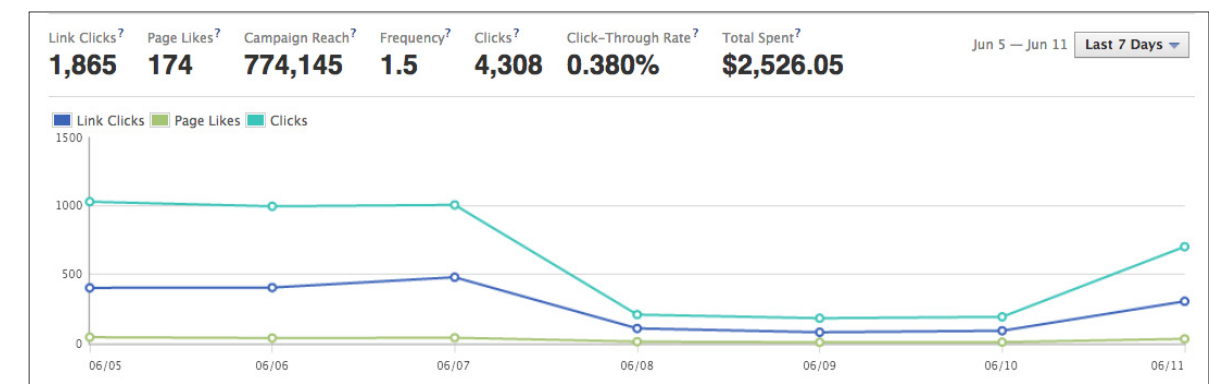
Optimize for impressions

Pricing You will be charged every time someone sees your ad or sponsored story (CPM). [?]

Facebook will provide you with a dashboard to monitor ad performance.

This will include:

- Link Clicks
- Page Likes
- Campaign Reach
- Frequency
- Clicks
- Clickthrough Rates
- Total Spent



CHAPTER 4

HOW TO MEASURE YOUR FACEBOOK MARKETING SUCCESS

How to Measure Your Facebook Marketing Success

We've covered the importance of using content and advertising to generate Facebook leads . Now we'll dive into how you can measure your Facebook efforts in respect to your content and advertising strategies.

● How to Use Facebook Insights to Analyze Your Content Strategy

In chapter two, we discussed the different content types you could post on your Facebook page. But how do you know which of these formats is working best for your business? Facebook Insights, Facebook's free native analytics tool, can provide insight, no pun intended, into your content strategy.

To learn how to analyze these insights to improve your content strategy, watch the video below, or jump to the next page for the written tutorial.



● Export With the Right Settings

First, we need to export the data. Go to your Facebook Insights tool and click the “Export Data” button above the graph and to the right. Choose the following settings, specifying the date range you want to analyze:

Export Insights Data

Export data directly to Excel (.xls) or comma-separated text format (.csv). Choose either Page level data or Page post level data. You may select any date range, with a maximum of 500 posts at a time.

Select Data Type:

Page level data

Post level data

Select File Format:

Excel (.xls)

Comma-separated values (.csv)

Select Data Range:

Start Time:

End Time:

Insights data is not available before July 19, 2011.

Download
Cancel

● Trim the Useless Fat

Facebook provides you with an overwhelming amount of data. In fact, there are so many columns of different data points, that it goes beyond the alphabetically categorized columns in Excel, which must start marking columns using two letters. Here’s a list of columns you can go ahead and delete from the exported sheet for the purposes of this analysis:

- | | |
|----------------------------|--------------------|
| *People Talking About This | *Impressions |
| *Page Stories | *Logged-In Users |
| *Lifetime Total Likes | *Page Consumers |
| *New Likes and Unlikes | *Page Consumption |
| *Friends of Fans | *Negative Feedback |
| *Engaged Users | *Check-Ins |
| *Reach | |

You’re now left with three data points: Lifetime Total Likes, Daily Friends of Fans, and Daily Page Consumption. This is the meat of your data; the figures that will help you understand how your content is performing on Facebook. Lifetime Total Likes tells you exactly how many people like your page, Daily Friends of Fans tells you how many friends of those total likes can be reached — your true total reach. And, Daily Page Consumption tells you the number of people (out of the possible number of people who could have been reached) that were actually reached.

Note that each of the data points we recommend deleting above come split into three separate data points in your exported insights: daily, weekly, and 28 days.

● Fine-Tune the Metrics You Need

Now that we've narrowed down that massive sheet to three main data points, let's insert a new column next to your "Daily Friends of Fans" column, and name it "Total Daily Reach."

Click the first row of your newly created column and start typing =SUM into the row. Then click on the first data point in your "Daily Friends of Fans" column, insert a plus sign, and click the first data point in your "Lifetime Total Likes" column.

Hit enter, and you will have the sum of those two metrics. Then highlight the sum, hit copy, and drag the corner of the box down to populate the entire column with data (Check [~4:30 in the video tutorial](#) if you need more help with this step).

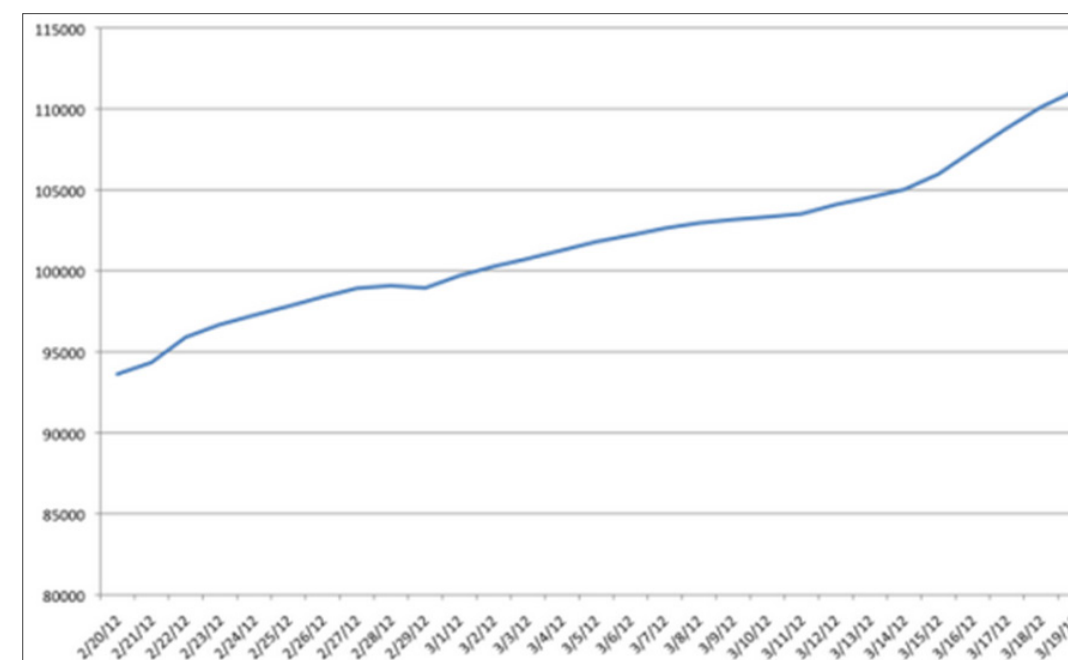
You'll see that Lifetime Total Likes and Daily Friends of Fans have now totaled to represent the Total Daily Reach your Facebook Page has — every single person who could possibly see your content. Now we have two key insights:

- 1) The total number of people who could have possibly consumed your content, and
- 2) The actual number of people who consumed it.

● Organize Your Data

Now you can go ahead and create a visual representation of your two key metrics to understand the full picture of what is going on.

First, highlight the "Date" column as well as the "Daily Total Reach" column. Click Charts —> Line Chart —> Stacked Line. You should get something like this, which will indicate the growth of your total Facebook reach:



Now repeat these steps, instead highlighting the "Date" column as well as the "Total Post Consumption" column. The resulting chart should be much more interesting, as it represents trends in how people are either increasingly or decreasingly clicking on and consuming the content you're publishing to your Facebook page.

- **Extract Conclusions and Keep Measuring**

By taking the time to relate individual posts with their clicks, you can analyze which types of content perform well on your page. In HubSpot's case, by doing so, we were able to get our act together, cut out what wasn't working, and post more of what was working, helping us to spike up our engagement rate once more.

For example, the chart on the former page revealed that there was a constant increase in our total Facebook reach. We don't have much to be concerned with since the reach number is steadily increasing (which doesn't imply that we're perfect at Facebook marketing, we have plenty of other areas to improve!), but if that chart was inconsistently jumping up and down, showing a decrease, or showing no change, then we would want to test new Facebook content campaigns to try to figure out how we could positively impact our reach growth.

Now that you have this system in place, don't just leave it at the one-time analysis. Assess your content strategy using Facebook Insights on some consistent basis, whether that be daily, weekly, or monthly.

And remember, more engagement with your Facebook content leads to better potential for traffic and leads from Facebook. Which brings us to the second method for measuring your Facebook marketing success ...

● How to Track Leads Generated From Facebook Campaigns

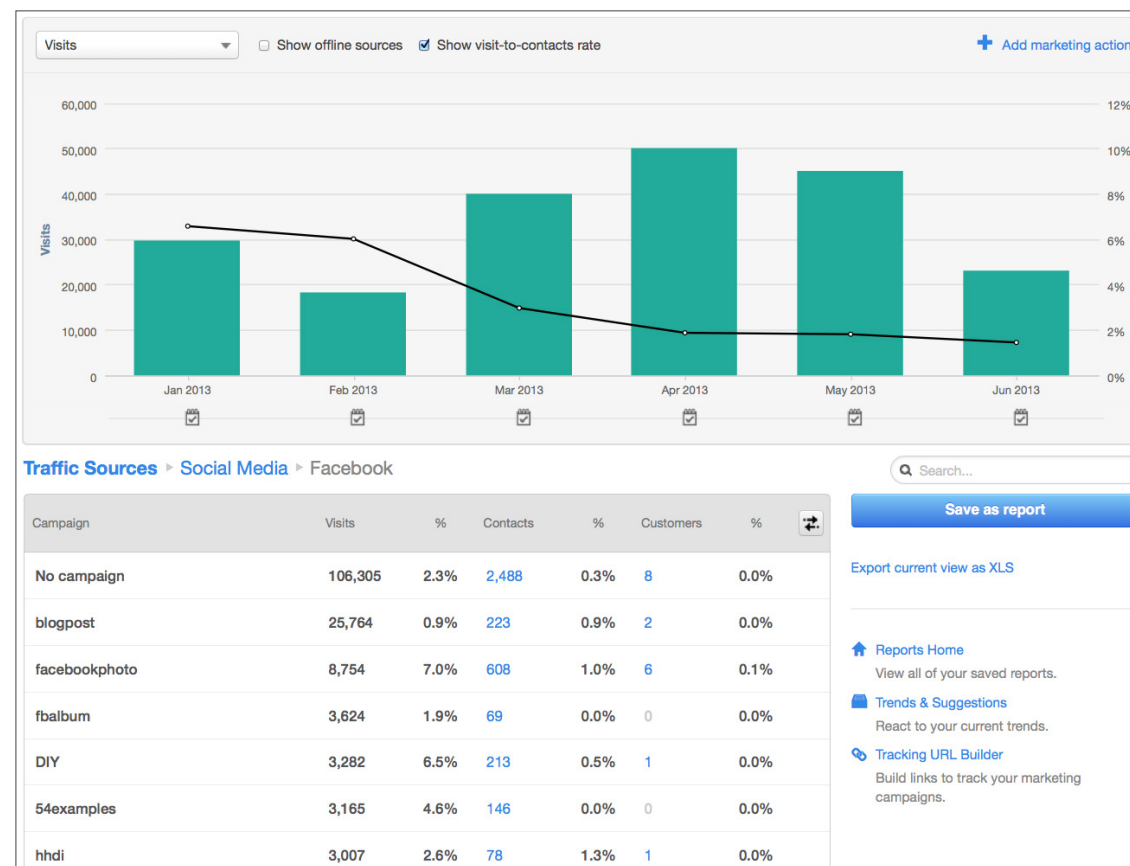
In chapter three, we reviewed how to build a Facebook advertising campaign. To understand the success of your overall Facebook marketing, and the efforts powered by the advertising campaigns, you'll want to analyze three metrics:

- **Unique Visits to Website:** Track the volume of overall traffic Facebook is sending your website.
- **Net New Leads (Contacts):** Track the number of new leads, also called contacts, your generating from your Facebook marketing and advertising efforts.
- **Customers Converted:** Over time, you'll want to assess the overall percentage of customers generated through your Facebook marketing.

Site	Visits	%	Contacts	%	Customers
Facebook	206,135	3.1%	6,342	0.6%	40

For HubSpot customers, the [HubSpot Sources tool](#) allows you to easily view these three metrics.

You can also drill down on your various Facebook campaigns. For example, by adding a specific campaign tag when publishing through the social media tool, you can monitor the success of your Facebook photo updates versus your Facebook status updates. You can see how this works, and more campaign possibilities, in the screenshot below:



Additional Resources

With 74% of all marketers saying Facebook is important to their lead generation strategies, according to our [2013 State of Inbound Marketing](#) report, we're confident that the techniques shared in this ebook will be valuable to your overall marketing strategy.

While the focus of this guide was content and advertising, we wanted to leave you with additional resources to benefit your overall Facebook marketing. The list below is an amalgam of resources from both Social Media Examiner and HubSpot.

- [How to Create a Facebook Page Vanity URL](#)
- [9 Ways to Become a Better Facebook Community Manager](#)
- [10 Brands Whose Visual Facebook Content Tickles Our Funny Bone](#)
- [How to Optimize Your Facebook Page for Facebook Graph Search](#)
- [How to Optimize Your Social Content for the Facebook Mobile App](#)
- [9 Fun Facebook Page Examples to Spark Your Creativity](#)

Enjoy,

Andrea and Anum

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Either write something worth reading or do something worth writing.” - **Benjamin Franklin**