

Facebook Lead Gen Blueprint

How To Create An Automated
Online Sales Machine



By International Number One Best
Selling Author

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Facebook Lead Gen Blueprint

How To Create A Lead Generation Marketing Machine That Creates Leads and Drives Sales
To Your Business Automatically 24/7/365 Even While You Sleep.

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Dedication And Gratitude

This publication is dedicated to all the hustlers and grinders in the world. The dedicated men and women that get up early work their butts off, take on all the risks, pays everyone else first, sacrifice their health, their marriages and their families to keep our world moving. We dream big, we work long after everyone has gone to sleep and we do it all over again every single day because we are entrepreneurs. We are crazy that way. But in the end we are living our dream and would have it no other way.

At the time of this writing, we are going through an unprecedented time in human history. The world has shut down due to the Covid-19 pandemic. This microscopic and highly contagious foe has shut most of us down. This is a time to pause and pivot your business, but not to panic and hide. It is my hope that when you are finished reading this Blueprint, you will be able to launch a lead gen campaign, but a strong email list, drive traffic to your website and most importantly drive much needed sales.

It is to you, the entrepreneur that faces insurmountable odds, but determined to fight on, that I dedicate this book.

Of course I need to call out and thank my wife, life and business partner Lisa Bachynsky, for her love, support and encouragement and taking my scattered thoughts, typos, overuse of adverbs like the words So and Literally and cleaning it up into its final form.

Finally, I need to thank Michael Bhowani. It was preparing his initial proposal on creating this exact same blueprint lead generation machine for his business that inspired this book.

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What Are Facebook Lead Gen Ads

I love using lead gen ads with Facebook. Why? Very simple. They deliver affordable results fast, unlike SEO which can take days, weeks or even months to show tangible results or traffic ads that send eyeballs to your site and then leave once they scan through a couple of pages.

With Lead Gen ads, you present people with an irresistible offer right on the ad, and the person interested in your offer will click the button, fill out the form to capture the information you want and submit their request. The only time you pay Facebook is when they submit the form.

To put that into perspective, when you buy traffic by the click and send someone to your offer page if you do all things right and you have a high converting offer of 2% (yes that would be considered high but a reasonable expectation), then you know you need to bring 50 visitors to your site to create a sale.

Now it becomes a math formula. The number of visitors needed to make the sale x the cost per click = the ad cost per sale. So, if you convert at 2% and you get website traffic for ten cents a click your ad cost per sale is now \$5. A dollar a click is \$50, and \$5 clicks are \$250 dollar ad cost per sale. So, unless you have a high-ticket product or service for sale or a strong repeat buyer program for continuity, buying traffic can be an expensive way to create a sale.

That is the reason why I love lead gen ads, as it creates lower lead costs. Let me share what happens.

There are three possible positive outcomes in running a lead gen ad. The first and most obvious is you get a lead with a name, email address, phone number and pretty much any other info you request. This is the holy grail of any ad campaign, to create a lead that in turn becomes a sale and customer.

In addition to that, you will have people engaging with you on your Facebook page. I have seen people share the ad on their feed giving you social exposure. I have seen people tag those they felt would benefit from the offer. I have seen interested parties send Instant Messenger messages to our clients requesting more information.

This increased engagement not only provides social proof but also the engagement Facebook uses to increase the quality score of your ad and reduce your ad cost.

You can also get traffic to your website. On the ad itself, there is a link to your website, and I recommend setting up a landing page detailing your offer. That way if someone who is looking at your ad wants more information, the link to your website will provide it. The second way to get traffic to your website is the call to action button after the lead submits their info. You can send them to a Thank You or even an upsell offer page. You

can also test a click to call button on mobile-only ads that allows the lead to contact your business directly. That is an ad I recommend running during business hours only. With a lead gen ad, you can now generate leads, increase engagement on your Facebook page and drive traffic to your website.

It is no wonder why I love using Facebook Lead Gen ads. By themselves they are awesome, but when you kick it up with the system I am about share with you in this blueprint, it becomes a secret sauce to increasing conversions and ultimately sales.

How to Use This Guide

Whether you are a beginner or a seasoned pro, follow each step as outlined in this blueprint. I created it for the business owner that has never used Facebook for advertising before or has used it with disappointing results.

If you are an agency owner that assists other businesses with their digital marketing, then follow the steps outlined in this blueprint to setup Facebook Lead Gen ads for your clients. I would recommend printing this out and putting it into a three-ring binder for easy review.

Here is the most important part of this whole process. At the end of this blueprint, I included a checklist that takes you step by step from beginning to end. I use this checklist each time I create a campaign for myself or for one of our clients. It keeps me on track and ensures nothing gets missed.

The Overview

From 30 000 feet, this system uses Facebook Lead Generation ads to place your offer in front of a targeted audience. The ad will either send them to a landing page on a website to fill out a form, engage with you on your Facebook page, or fill out the lead form right there on the ad. The system is set up so you get instant notification that you have a lead. Plus, that lead is automatically put into an email marketing series that instantly follows up and engages with each lead via email or SMS message to position you as the expert.

To do that, this is what you need to have in place.

Facebook:

1. Setup Facebook business manager. Go to <http://business.facebook.com>, log in with your personal Facebook account credentials and go through the steps. This is important as this is where you can create a business page, an ad account and assign roles to those that you want to give access to. More importantly, it allows you to maintain ownership of your assets.
2. A Facebook page for your business if you haven't already had one set up. Make sure you create a business page and not a new personal page for the business as it will get you shut down. Piece of cake if you have done the first step. If your Business page has already been created and you have admin access to it, you can then claim your page in Business Manager
3. Facebook ad account. This is where you also use the business manager.

Website:

You will need to set up a standalone three-page website or create the three pages on the existing website. You will need a landing page with the offer and a web form to grab the lead's info. You will need a thank you page for them to go to after they fill out the form and submit it (great place to put an upsell or one time offer.) and you will need a privacy policy page to keep Facebook happy as they require it when you ask for info with a lead gen ad.

If you go to <https://stramelpr.com/fbblueprint/> you can see the landing page we use. If you have a WordPress website and use the Divi theme you can download the section files by filling out the form on that page.

You can also go to <https://stramelpr.com/fbblueprint-success/> to view the download page.

To model a Privacy Policy page that Facebook will accept you can go to <https://stramelpr.com/privacy-policy/>

Zapier Integration Secret Sauce Number One:

Generating leads is completely worthless to you unless you can respond to them asap. Many lose their efficacy in a matter of an hour. If you have worked with leads before, I am sure you have contacted leads that have no recollection of ever filling out a form. That is because most people have an attention span of a goldfish (about seven seconds and yes it was studied).

That is why Zapier is the Secret Sauce Number One to this process? If you have never used Zapier, it creates integrations between the tools we use online. You can get a starter account with Zapier at no charge and do this. You need to set up Zapier with both your Gmail account and Klaviyo account (I will talk about Klavyio in the next section.)

We then create what is called a zap. In this case, the zap occurs when someone fills out the lead form on either Facebook or your website and gets added to your Klaviyo email list. When that happens, it fires off a zap or instructions for that information to be sent to your Gmail email with the information you want to have on hand. That way when a new lead fills out the form, they are getting an email from you saying welcome, here is what you do next and a phone call from you as well. They will not have the time to go to the next offer they found online.

Email Marketing:

Contrary to popular belief, email marketing is alive and well and makes more revenue than any other marketing technique available. The caveat is you first need a list. As you build your list, you need a way to manage and communicate with that list and segment the people on that list, so they get the right message sent to them. That is where an ESP (email service provider) comes in. I have worked with pretty much all of them over the last 15 years of my digital marketing career, and the one I use and recommend now for this program is [Klaviyo](#). You can get started at no cost here...

https://www.klaviyo.com/partner/signup?utm_source=001d00000265RKI&utm_medium=partner

Yes, I am a partner with them, meaning I get an affiliate commission if you choose to upgrade your account. You won't need to upgrade until you have 250 subscribers. There are two reasons why I recommend Klaviyo.

1. One-click integration to your website if you use Wix or WordPress as well as most shopping carts, including Shopify.

2. More importantly, one-click integration with your Facebook page and ad account. That means as someone fills out the form on the Facebook ad or your website, they are automatically added to your leads email list for follow up.

Your email marketing should have four parts to it.

1. A welcome email telling them what to expect and what they need to do next.
2. An indoctrination email (or series of emails) that positions and brands you as the best/only choice for them to do business with.
3. An engagement email (or series of emails) that is all about the offer made in the ad. This is to push them further into the process.
4. Regular follow-ups with current offers. This allows you to stay top of mind and grow your business and career for long term stability. By continuously communicating with them, you build trust and a deeper relationship. Properly managed, the people on your list become extremely loyal and have a higher lifetime value.

What you have above is the lead generation machine. Now you need to feed it to get it running. To do that you need to run three Facebook ad campaigns. That is the fuel that runs this machine and pumps out leads. This is what I recommend.

Facebook ad campaigns:

Three campaigns to kickstart this. Each one is a \$5 a day ad spend until you decide to scale.

1. Campaign One is a Like Campaign to get page likes and engagement to your new Facebook business page. When a prospective client checks you out on Facebook you want social proof that you are for real and legit. I recommend a week and invest no more than \$5 a day to build your likes and social proof.
2. Campaign Two is a traffic campaign to your lead gen website. The purpose is to get visitors to your website to help create a targeted audience for follow up campaigns and to create what is known as a lookalike audience. This would be an audience that is demographically like those that have already visited your website. They would be high quality, targeted cold traffic. Again, I recommend a \$5 a day ad spend and run it for 30 days.
3. Campaign Three: A lead gen ad campaign. This is where you put your offer in front of targeted eyeballs. That would be those that liked your page. those that visited your website (this is often referred to as re-targeting) your targeted audience and your website lookalike audience. Again, I would run this campaign to four different audiences (four ad sets) and a \$5 a day campaign budget. Typically, when I run this style of campaign, I generate a lead for between \$5-10 each.

Setting it all Up.

Facebook Business Manager

The First step is to set up Facebook Business Manager. To do that you go to <https://business.facebook.com>. If you have it set up already you will see your business manager homepage with a list of accounts connected. Otherwise you will reach the sign-up page. Click the blue Create Account button on the top right-hand corner of your page. It will take you to a sign-in screen where you can log in with your personal Facebook account credentials. You also have an option to create an account if you are one of the last holdouts that haven't joined Facebook yet.

A word of caution. Facebook will shut down duplicate accounts and accounts without real-world names. If you create a personal account using your business name you violate Facebook's terms of service and your account will be closed and all accounts associated with it.

Once you have created your business manager account and verified it through the email sent to you by Facebook, you will land on your business manager screen mentioned above.

First-time users will see three columns asking you to create or add a business, create or add an ad account and add people.

First, let's create or add a business page.

Click on create a page and follow the prompts in setting it up. The AI that walks you through the process is very intuitive. Follow each step until you have a page built up and running. There are things you can do to optimize your page, but that is content for another blueprint

If you already have a Facebook Business Page that you are an admin of you can claim it in Business Manager. To do that you will need to open your business page in another tab and copy the URL up at the top. Then go back to Business Manager and select the claim a page option and paste in the URL when prompted. If you are the admin it will be automatic. If someone else has set it up for you (your web person, digital marketer, employee, one of your kids, niece or nephew) they will receive an email from Facebook asking them to confirm this action. So, if you know who set up your page, communicate with them your intent to move to Business Manager so they don't reject it.

Congrats you now have a Business Page set up in Business Manager. Next, we need to add or claim your ad account.

The second of the three columns are for your ad accounts. Again click to Create an Ad Account and assign the ad account to your page (that was why we created/claimed the

page first) We will go into business settings afterward to finetune a few other things like payment info, audience and targeting, as well as tracking.

If you already have an ad account you have been using from your business page, you can claim it here as well. To do so, you need to go to your business page and select ad accounts in the left-hand sidebar. You will see your ad account ID number. Copy your ID number and go back to Business Manager. Click on Claim Ad Account and enter the ID number for your ad account. Like the business page claiming process mentioned above, if you are already an ad account admin it will be automatic. If someone else is the admin they will receive a notification that you requested the ad account be added to your Business Manager.

The final step in setting up Business Manager is to add people to the account. Now if you are the only one working here, you are good to go. If you have staff or vendors working with you on Facebook advertising, then you would need to add them here and give them the permissions they need.

To get started click the button Add People. Enter the email address they used to set up their Facebook account, select their role (admin or manager), as well as what they have access to and send the invitation. Once they accept the invitation, they will automatically be added.

OK, now we are done here. Let's go to the next step and that is setting up your webpages.

Set Up Your Webpages

If you already have a website up and running you can skip past this first part and go to the page building section.

For a website, you will need to register a domain name and hosting. You can build very quickly and do both by going to WP Gateway. It is the hosting solutions I use and recommend You can get it here.

<https://amznhosting.com/deal/?1275>

Once you setup your hosting account you can register your domain name, and build your website with a simple one click install of WordPress. You can search how to build a WordPress website 2020 on YouTube for a step by step tutorial on how to build a website using Gutenberg blocks. I have included links to two YouTube videos in the Resources Section to help you build a WordPress website

Now that you have your website solution up, time to build your three pages.

Landing Page:

The landing page is where you keep your primary offer. Here is the link I provided earlier showing you the landing page style I like to use:

<https://stramelpr.com/fbblueprint/>

If you deconstruct the landing page you will find the following elements.

1. A pre-headline. (The pre-headline is an H3 title tag)
2. A benefit-driven headline (The only place on this page using an H1 tag)
3. A sub-headline with additional benefits (This is an H2 tag)
4. A short reason-why story
5. A hero image or a video on the left
6. Bullet points of benefits on the right (Bullet point heading is H3, the bullet points are regular text or h4)
7. A webform and call to action

You can add more elements below if you wish, but this is your basic landing page setup, it is a proven layout that works, and I would not mess with it until you have things up and running. Remember, you want to get this done quickly

Thankyou page

Look at the link I provided earlier to the Thank You page. This is your money-making page as this is where you not only deliver what was promised on the landing page but here you can provide an offer for an impulse buy. I recommend something small, low risk, low cost but high perceived value. If you look at the Thank You page example, I posted earlier at:

<https://stramelpr.com/fbblueprint-success/>

I offered to install all three pages on a WordPress website for \$19.97. Now if you do use an upsell here, and I recommend it, you will need to install either a shopping cart or a PayPal Buy Button. The quickest and easiest is a PayPal buy button. Again, you can get the tutorial from YouTube on setting this up.

You will notice that this page is very similar to the landing page in many ways. Here are the components of the Thank You page.

1. A success, or welcome statement (I use an h3 tag here)
2. Tell them what they now have access to as a headline (This is where you use an H1 tag)
3. Give them yet another benefit statement they will receive because they acted (Optional and if used, use an H2 tag)
4. Tell them where to get their download. Make sure you tell them to check their email for a confirmation and to check their junk mail folder if it doesn't appear in their inbox.
5. A hero image of a team celebrating success in this case. You can also use a product image here showing them what they are downloading.
6. Bullet points of what to do next
7. Download button if applicable

8. An upsell offer below with a buy button.

Privacy Policy Page:

This is a requirement of Facebook for Lead Gen advertising. As you will be asking people for their information on a lead form from the ad, Facebook requires it so your leads can see how you plan on using the information they give you. The link I provided earlier is our Privacy Policy page and I use it on my own ad campaigns, so I know it is Facebook approved. You may visit the link below to see my Privacy Policy page and if you edit it to contain your information and not mine, you may use it.

<https://stramelpr.com/privacy-policy/>

That is it for your website for now. Once we get the email marketing section set up, we will be coming back to the website to publish the webform code and the Facebook tracking code.

Email Marketing:

As mentioned earlier I use and recommend Klaviyo for the email marketing part of this program. The reason for that is simple. Easy, one-click integration with Facebook Lead Gen ads so the information captured on the Facebook ad automatically gets uploaded to your contact list and your automated follow-up campaign goes out right away. It also syncs with Zapier for the additional integration we will be using.

The reason for the email follow-up campaign is to make sure that your hot leads don't go cold and forget about you and your offer. You can sign up for Klaviyo and build your initial list up to 250 names at no cost by using this link:

https://www.klaviyo.com/partner/signup?utm_source=001d00000265RKL&utm_medium=partner

As mentioned earlier if you upgrade your account in the next 90 days, then yes there will be an affiliate commission paid to me. It's worth a few dollars for beer money.

Now once you have set up your Klaviyo account there are a few things you need to do.

The initial account setup will ask you for your website URL, (which is why we took care of the website before this), your email address where you want to send emails from, (which we also touch on in the website section), your list size and your social media links, which is why we created your Facebook page in the Business Manager section. The setup section is also very intuitive. Follow along and it is a piece a cake.

Once the setup is done, the next step is to integrate Klaviyo to Facebook and your website. To do that click on Integration on the left-hand sidebar. Scroll down to Facebook and click the Integrate button. Select the page you want to integrate and select the ad account you want to integrate. Three clicks and you now have Facebook integrated with Klaviyo.

After that, you need to connect the Klaviyo app to your website. Now if you use Wix, there is an API library you can use to connect the API key. Wix support can help walk you through that as truthfully, I have not done this with Wix yet. WordPress has a plugin for that. Go to your plugin page on your website admin panel and click the Add New button. Then search for Klaviyo. Install and activate the Klaviyo plugin.

Once activated you can go to the Klaviyo setting page where it will ask for the public API key. Go into your Klaviyo account and click on integrations on the left-hand sidebar. Click on API. On the top right-hand corner, you will see your public API key. Copy it and then paste it into the Klaviyo plugin settings. Save the settings and your site is now connected. For some reason when I tested the connection after doing this, it tells me that it failed, on every single install. However, once I install the form, it does connect. Now you can create your list.

The next thing you need to do is create your list. To do that, you click on Lists on the left sidebar again and click on the Create New List button. In this case you want to create a list not a segment. Name your list and save.

Once your list is created, the next step is to create a sign-up form. There is a tutorial on how to do this on the Klaviyo site, under Support. The form builder uses simple, drag-and-drop elements. Unless you are delivering something to someone's home, I recommend requesting minimal info initially as the more info you request the bigger the barrier it is. Name, email address and phone number are the most I would ask for.

Now to integrate the form to your website. You need to complete the actions for the button. When someone clicks the button, it should send them to a URL. The URL you send them to is your Thank You page. That way once the form is filled out and they click submit, you capture their info and they instantly go to your Thank You page. That is your first integration to your website.

The second integration is installing the form on your landing page.

Once your form has been built and you are happy with it, it is time to publish the form. When you click on Publish you will get a segment of code to install onto your site. Copy this code and go back to the landing page you built earlier. The only difference now is you need to select text instead of visual on the editor. Paste the code snippet and save and publish the page.

Go back to Klaviyo and finish the publishing step and it should show up as a live form. Open your landing page and check. If you are happy with the form, you are good to go. If not, go back to Klaviyo and edit the form. Once you publish the changes, it will be live on your site. Refresh the landing page to confirm.

The next steps are to create your Email Follow-Up campaign. The purpose of the campaign is to welcome them, engage them, and indoctrinate them into your business or tribe.

Welcome Email:

The welcome email is sent out immediately after your lead signs up on either the Facebook lead form or on your website landing page. A welcome email should be just that - Welcoming. You have one chance to make a good first impression so make sure you create it. Here are your key components to a good welcome email:

1. Introduce yourself and welcome them to your tribe, community or organization.
2. Tell them what they can expect when they receive emails from you.
3. Tell them to whitelist your email address, and domain name to bypass all the spam filters their ISP or email service providers (such as Hotmail or Gmail) may have in place.
4. Tell them what to expect next.
5. Have a PS. with a bonus or freebie of some kind and a reason to go back to your website.

So, you may be wondering why you are telling them what to do and telling them what to expect. It is a subtle Jedi marketing mind trick that is being used for their benefit. You see, when you give someone a small, simple direction to follow and they follow it, you establish yourself as an authority. This is your first position of trust creation as you move your new subscriber through their value journey.

Indoctrination Email Series:

When someone is first exposed to your business or offer, they know nothing about you, your company or the members of your team. Right now, you are a stranger to them. You established enough trust with your offer for them to give their name, email and possibly their phone number. You created authority with them in the welcome email by telling them to whitelist your email with their email service provider (you did do that right?) Now it is time to increase your trust score with them.

How?

I am glad you asked. Through the indoctrination email series:

Many will say it is the natural progression from the welcome email you sent out initially and you want to send the first indoctrination email the next day. Think of this as a first date for a moment. This is where you want to deliver the very best-of-your-best content to them. This could be a link to a blog post, a video you did, awards, a testimonial letter from a very satisfied client. You want them to grow to like and trust you. So, this is where you put your very best foot forward and show off.

You could leave it at that, but you can also send them a gift on day three. Like sending someone flowers after a great date or a Starbucks card to someone who did you a favour.

The gift should be of high value but also low-cost. It could be an investment of your time into the relationship. It could be more relevant content as a continuation of the best-of-your-best from the day before. Whatever you send them, it should be relevant to the offer they signed up for. For example, a lawyer certainly would not be talking about landscaping unless it is relevant to a lawsuit they recently won.

The indoctrination series run concurrently with the engagement series which I will be getting into next. The key thing here is you want to train your subscriber/lead to expect and open emails from you as it is relevant, useful and most importantly, is not pitch after pitch after pitch. Try to minimize the campaign to no more than 3-5 emails over 5-7 days so as not to overwhelm your new subscriber/lead. The final email is my favourite. It is the How Can I Help email. In this email you ask two simple questions. One question is what was it that motivated you to take advantage of this offer? The second is how can I help you with that?

I have over 500 000 emails in my inbox right now that I have accumulated over the last five years. Most are unread but surprisingly many are read. A lot of them are all pitch fests that have become annoying and has made me not blind to their offers but have also ignored their emails. Eventually, they end up going to spam. Why? Because I ignored them, did not open their emails and they most likely did not instruct me to whitelist their email address initially.

The point of the last paragraph is to look at the emails you received. Model the ones you like and don't make the mistake the email marketers whose emails you left unopened made.

Engagement Series:

The Engagement Series runs concurrently with the Indoctrination Series. Where the Indoctrination Series was all about you, your company, and your brand and building trust and deepening the relationship, the Engagement Series is all about what your lead signed up for and how to get the most benefit from it. Going back to the lawyer example used earlier, you may have received a lead to put together a will as a foot in the door strategy.

Then as a part of your engagement, you may want to offer a consultation preparation checklist, so they get the most benefit of the time they booked. Depending on how you segmented your list you may want to provide them information on Living Wills, DNR (Do Not Resuscitate) Orders for End-of-Life, pre-nuptial or cohabitation agreements for newly formed domestic partnerships, steps in selecting guardians for dependent children or pets. Again, this series is about enhancing the use and value of your original lead gen offer that your subscriber responded to. So, for this example sending them information about corporate law would most likely not be congruent to the offer, but tax law might.

I typically send three engagement emails and I like to use what is called the Gain-Logic-Fear formula as it is a proven email marketing workhorse.

The first email is the Gain email. People love something for nothing, particularly if there isn't a catch. So, give them something of value with that first email. I used some examples above. It should be something extra and unexpected to enhance what they originally signed up for. In my carpet cleaning business, I would at times offer to clean a chair for free. I would also make sure they knew the value of the free chair and that it was good for only a short time, so act now.

That was the Gain email.

The Logic email was telling them why their favourite chair should be cleaned for free. I would talk about how the clothes on our bodies were essentially identical fabrics on our furniture. I would talk about how we would not wear our clothes every single day without washing them occasionally, yet we wear our furniture every single day sometimes for years without washing them. And we wonder why they start to have this funky odour after a while.

That was the Logic email

The third email was the most effective. When you give something to someone, they get very possessive and will take action to keep and not have it taken away. So, this email was typically used near the expiration date of the offer stating that if you don't have me clean your chair, then I will have to give it to someone else. My phone would ring off the hook with that one as no one wants anything taken away from them and given to someone else.

The Gain-Logic-Fear campaign is typically run on days 2, 3, 4 after the lead subscribes, but you can space it out how you like so you don't come across as too sales-y.

When running an engagement series, I like to provide an upsell offer to the original lead magnet they signed up for. At this point you have given nothing but value over the last few days with all your best stuff in your Indoctrination series plus a bonus offer to enhance what they already got from you initially. You have at this point earned the right to ask them to buy from you. All relationships have a give and take component to them. Up to now you have been giving and giving and giving. Now it is time for your lead to give and for you to take. That is typically a transaction.

At this point, you can go further into email marketing if you wish with segmentation emails, re-engagement emails and segmenting your email list, but that goes beyond the scope of this blueprint as it is a whole other system.

Congratulations! You now have your email marketing configured to both your website and Facebook ad accounts and Facebook page. You have a lead list set up, you have a lead form created and installed on your website offer landing page. You have 8-10

emails created and scheduled to go out in 5-7 days after your lead signs up. You are almost ready to go into the advertising stage. But first, let's get the next step behind us.

Automation:

This whole program is designed to use automation as much as possible. It is one thing to manage a trickle of leads of one or two a day, but as soon as you create a campaign that works and you scale, then managing everything manually becomes unwieldy.

That is the reason why I recommend Klaviyo as an email marketing partner. The simple one-click integration works with so many useful tools, including Zapier.

That brings us to the one thing I wish that both Klaviyo and Facebook had. A simple easy way to dump the leads that we get from Facebook and the Klaviyo lead form on the website to an email so you can be notified the instant that someone becomes a lead. Time has a way to make a hot lead go to warm, to lukewarm to cool to cold to useless. The longer you wait to follow up the lower your ROI on this program. Never has the term strike while the iron is hot more appropriate than it is when it comes to following up with leads.

To set up your integration you will need a Gmail account as well as a Zapier account. If you do not have a Gmail account it is easily created by going to <https://gmail.com> and creating a new account. Once you have a Gmail account you can use it for all things Google such as signing into your Google Chrome browser, Creating a Google Ads account (That is another book) Setting up analytics of your website traffic with Google Analytics, even creating your own broadcast studio at YouTube and signing into your Android phone to download apps from the Play Store.

Zapier is at <https://zapier.com>. Start by creating a free Zapier account. You will receive a confirmation email; click the link to confirm it. Right now, I am interested in connecting two apps only out of the hundreds that you can connect. That is Klaviyo and Gmail. Start by clicking on the Klaviyo icon and connect it. Follow the connection process through all the steps, testing it as you go along. Repeat the connection process with Gmail. You should now have two apps connected with Zapier.

The next step is to create a Zap and connect your two apps together.

Select Klaviyo first and decide on an action you wish to create a zap for, in this case, a new subscriber. Continue through the steps and select each piece of information you want Zapier to collect out of Klaviyo. In this case I would recommend the name, email address, the phone number as well as the list the new subscriber has subscribed to. You then want to connect it to your Gmail app.

Now before we go further, at this point if you have not already done so, you will want to go to your landing page and fill out the lead gen form with your own name, email address and phone number. It will be used as a part of the connectivity test of your zap momentarily.

As you go through the Gmail zap you will find some form fields are marked required and others are not. The key here is you want to ensure you get an email regarding new leads. What you enter the fields is up to you.

Once you are done, test the zap. You will see your form entry showing up which is why I had you do that. Fire off the zap and check your email. If all works out, you will receive a notice that you have a new lead and the body of your email has your name, email address and phone number.

Now we have automated the notification process, so you are not manually downloading spreadsheets from Facebook or Klaviyo. You are now ready to run your Facebook ad campaigns.

Facebook Ads:

As mentioned during the overview, you will be running three different ad campaigns.

Before we do that, I want to talk about targeting.

One of the reasons I love using Facebook, aside from the fact that there are nearly two billion users, is their targeting engine. You can fine-tune your targeting to a high level. This gives you almost laser-like focus where only the best qualified prospective customers see your offer and the rest of the world does not. At the same time Facebook has data on your audiences that allows you to fine-tune your targeting even more.

This targeting crash course though will cover 20% of the targeting that will give you 80% of your results.

The first step is to go into your customer database and export your list as a CSV (comma saved value) file. What you will need is a minimum of a four-column spreadsheet that has your client's first name, last name, email address and phone number.

Once you have your client list the next step is to go back to your Facebook Business Manager and create your pixel if you have not already done so. To install your pixel now is a matter of walking through these steps. You start by going to the top left-hand corner and click on the three horizontal lines known as a hamburger menu. That will open the most used or recently used Business Manager apps. On the bottom right corner, you will see a link to show all the apps. Click that link and open all the apps.

The middle column is your tracking column and I want you to click on Pixel

You want to create a new pixel for your website. Go through the steps and create it. When it comes to installing the pixel select Choose One of Our Partners. Both Wix and WordPress have made installing a Facebook Pixel braindead easy. Follow the directions for the platform you built your site on. Since I use WordPress, I will continue this tutorial with the WordPress process.

When you select WordPress, Facebook will configure a plugin with your pixel information and download the zip file. Facebook provides step by step illustrated guide to installing the plugin on your website. Follow these steps.

1. Download the plugin zip file. Do not unzip it.
2. Log into your website admin panel.
3. On the left-hand sidebar click on plugins and select add new.
4. Upload the zip file you downloaded in step one.
5. Activate your plugin.
6. If you use Google Chrome, you can download and install the Facebook Pixel Helper Browser extension to make sure the pixel is active and firing on your website.

Now we can create our audiences and we will be creating several them.

The first one is your customer audience.

Go back to the hamburger menu (three horizontal lines at the top) and expand it out so you can select Audiences. You want to choose Custom Audience and then your customer list. Walk through the steps and upload the CSV file you created earlier. You will be using this list for three things. One, to create a lookalike audience, which is next. Two, to send out customer only offers, and three, to exclude them from seeing your Lead Gen offers and getting mad at you.

Once you have created your customer audience, you can immediately create what is known as a lookalike audience of your customer list. A lookalike audience is demographically like your customers. This gives you a highly targeted cold audience to target.

The third and fourth audience you want to create would be your website visitors and your website visitor lookalike. As you drive traffic to your website with the upcoming campaigns you can create audiences of people who visited your offer page but did not visit your thankyou page. That would allow you to re-target them and bring them back and once you have enough visitors to that page you would be able to create a lookalike audience of people who went to your offer landing page.

Then, as you get more and more conversions and build your subscriber list, you can now build an audience of visitors to your Thank You page or your converted masses and their lookalike audience. Your converter audience can be sent upsell and cross-sell offers, whereas the lookalike will be your best, most targeted list for your offer.

Here is why that targeting strategy works. When you have an audience of actual website visitors and then tell Facebook to create an audience of people exactly like your visitors, you have high probability targeting. When you can fine-tune that with a lookalike audience of people that went to your landing page, you are increasing the probability of reaching the people that would be interested in your offer. When you can

target a lookalike of people that got your offer and subscribed to your list, you now have your best targeting available.

I have always said to be a successful marketer you have to put the right offer in front of the right person at the right time. Much like a three-legged stool needs all three legs to support you, your marketing campaigns need all three conditions to be in place. By targeting a lookalike audience of people that have taken you up on your offer and become a lead, you increase your odds of putting your offer in front of the right person.

That is also why we created a lookalike audience of your clients. You want to increase the odds in your favour by putting your offer in front of people demographically most likely to buy from you.

The final audiences you build will be created around your ideal customer avatar. This is where you can stereotype. Think about your best clients and come up with the following features.

1. Their sex.
2. Their age
3. Marital or relationship status
4. Their race
5. Their education
6. Their work
7. Their interests
8. Where they live
9. What do they read?
10. What do they watch?
11. Where do they play?
12. How do they play?
13. Children and their ages
14. Problems they want solutions to
15. Anything else you can think of.

The important thing is to be as detailed as you can be and don't be afraid to stereotype. Yes, in this case it is okay to racial profile. It is okay to profile based on age, sex, education and marital status.

It is even okay to build multiple avatars for targeting purposes.

Chances are you will be changing your audience profile as you collect data and learn more about your audience. For now, create as much detail as you can to get started.

Like Campaign:

As mentioned in the overview, the Like Campaign is a short-term campaign to build page authority and credibility of your new or existing Facebook page. We will have you run an organic campaign to get your page likes up.

The reason for this is simple.

When you run a lead gen campaign you will get increased engagement on your Facebook page. So, you will want to have content up on that page. More importantly, page likes are social proof that you are legit and not a fly by night business. If a visitor sees that one of their contacts likes your page, it provides even more social proof.

Oh, and one more thing. The post you want to pin to the top of your business page would be your offer. You want that at the top, front and center and visible with a link to your landing page of that offer. This may give you a quick win as our page visitors that come during your like campaign can see your offer post, follow it to your website and sign up. Not a lot. In fact, a low percentage will most likely do that, but enough will that you should pin your offer post to the top.

The organic-like campaign is easy. You send requests to everyone you are connected to on Facebook to like your page. The more people you know, the more likes you should get as a result. Invite all your contacts to like your Facebook page.

Traffic Campaign:

When we spoke of targeting earlier, I went over why you want to drive traffic to your website. The reason for that is to get the pixel you installed firing so you can build your three website audiences to get your lookalike audiences broadened. The complaint I get from a lot of people that have tried using lead gen ads is that it always starts off great, but within a few weeks it fizzles out and dies. It is because they are not driving enough traffic to their website to fire their pixel and fine-tune and refresh their audiences.

Like anything else about online marketing, traffic is king.

To get started, go to your Facebook Business Manager, click on the hamburger menu in the top left-hand corner and select Ad Manager. Click the Campaigns tab (it usually defaults there) and select the Green Create Button.

Title your campaign and be as specific as possible. I typically refer to this as a traffic campaign to fire a pixel and build an audience. I set the budget to \$5 per day until I have it finetuned and working properly. Then, and only then will I scale.

Once you have the campaign set up, it becomes time for the ad set

Name your ad set. I will name it the same as the campaign and fine-tune it with a hyphen. In this case I used traffic campaign to fire pixel and build audience-client lookalike audience.

So now we go to the Audience section. If you are using a saved audience such as a client lookalike in this example, select that audience and move on. If you are creating one from scratch here using your avatar sheet you built out in the targeting step, then create a new audience, save it and give it a name when you are done. Make sure you edit the ad set name to reflect this audience.

Keep the Automatic Placements at default for now. Once you have data you can manually set your placements to where you get the best results. For optimization ad delivery you want to go from link clicks to Landing page views. You can run the ad continuously or set up a schedule. When starting out automatic is fine until you have enough data to fine-tune when your ad runs. Then click continue.

Now you want to ensure you have the right Facebook page connected to this ad and you should also connect your Instagram business page as well as it will allow you to run your ad on Instagram as well so you can reach an even broader audience.

Select your format, upload your media files and create your ad content.

A word of caution. If the image you use on your ads contain too much text, your ad will perform poorly. If your ad content calls out a specific group of people, is considered discriminatory, derogatory or in any way can be considered as making people feel bad about themselves, your ad will not be approved. If your ad violates Facebook rules, it will not be approved. If you're offering something that Facebook considers dangerous or offensive, you could have your ad account shut down without restoration or appeal. My best advice here is to ensure you do not violate their multitude of rules and Terms of Service.

The final step is to set your Facebook pixel to track and then confirm the ad. Now it is in Facebook's hands to review and start your ad. If it starts running, awesome! If it doesn't get approved, make the required changes and resubmit for review.

Run multiple ads and ad sets and do not invest more than ten dollars per day during this time. You are testing what is working and what isn't. I tell my clients that marketing is a giant science experiment. You test a theory, analyze the results, and continue or test something else. When you have what you believe is a winner then you continue testing against until you have better results. Always be testing, always be improving.

Lead Gen Ads:

Setting up a lead gen ad is very similar to a traffic ad with two additional steps.

You start with a whole new campaign as you did above and again start at \$5-10 per day. Name your campaign, your asset and your ad just like you do in the traffic campaign. When you get to the end of the ad setup, you will need to create a form, as you will need that form name to connect it in Klaviyo which is the second additional step, which we will get to in a moment.

Set up your form by going through each step. Select which fields you wish to capture; the fewer the better as asking for too much info upfront can be off-putting. A name, email address and phone number should be enough.

Make sure you create a compelling headline and instructions before the form fields.

Add the URL link for your Privacy Policy from your website.

The success part of the form should tell them what the next step is and what they can expect from you. A phone call, an email or both. For the call to action, you can test which works better for you, either a link to your Thank You page on your website or a click to call button to call your business. I would use the click to call if you have a tracking number that redirects to your business line so you can track how effective the click to call is for your business.

Save your form, confirm your ad, and submit for review.

The second step is to connect the leads from your ad to Klaviyo.

To do that you will need to log into your Klaviyo account. Click on Lists & Segments on the left-hand sidebar. Select the list you are connecting to your lead gen campaign. Then click on settings which is th

e second menu item between the number of members and signup forms link at the top of the page.

On the right-hand column, you will see Facebook Advertising. It is here you can connect your list to an audience (lookalike audiences will not sync or show up in the dropdown, but this is not crucial) Below that is the lead form to sync to. Unlike the audience, this is more crucial as it is this integration that delivers the lead form information into your list.

Congratulations. You are now up and running with our lead generation machine. If you have gone this far and got this done, you have accomplished what 95% of the people that start this guide fail to do. That is to implement and follow through.

Now if you are a part of the 95% don't feel bad. The next two sections are designed to help you get this done.

Of course, I am here and available to help you. You can reach out to me on my website, email me directly, or call me between 9:00 AM-5 PM Monday to Friday. My Contact Information is at the back of this guide.

Checklist

Time to get started. If it would be helpful, print out this checklist and follow through it step by step until your campaign is launched

Setting Up Facebook Business Manager:

- Go to <https://business.facebook.com> and click on the blue create account button on the top right hand corner.
- Log into Business Manager with your Facebook account credentials.
- Verify your email address.
- In the Business Manager Screen, click on the blue Create Business button.
- Add your business details and submit
- Create or claim your Facebook Business Page
- Create or claim your Facebook ad account
- Although not done in business manager, I would suggest setting up a business Instagram account now as well.
- Add people to your business manager account and set their permissions.

Setting up Webpages:

If you have a website already, you can check off this first part as done.

- Set up your hosting account at [WP Gateway](#).
- Click on the domains tab on the WP Gateway Dashboard And order domain
- It will take some time for this to propagate and for your c-panel to be created.
- Locate your domain name on dashboard and move to the right and click on the blue add SSL button. You can order an SSL certificate for your website for one or two years. This encrypts the information that is passed between your webforms on your website. Without it you will be penalized by Google Chrome which will tell your visitors your site is not safe. Invest in the SSL or lose a lot of leads.
- When you get the confirmation email that you are successfully registered you can install WordPress.

On the WPGateway Dashboard, click on the Install button at the top menu. Select your cpanel, select your domain name, leave sub domain and directory blank and select standard WordPress Theme. Fill out the remainder of the form. Make sure you use a secure password and use your company name where it says WordPress Title. Then click the blue install button at the bottom.

Your WordPress website is now installed. The resources Section has links to YouTube videos of building a website with WordPress.

- Install Klaviyo Plugin, it will be configured later
- Install my recommended plugin stack found in the Resources Section.
- Install the Divi theme here so you can use the page templates I included in the Resources Section.
- Create/or install the landing page.
- Create/or install the thank you page (Download Link for template is in the Resources section for both pages.
- Create both Privacy Policy and Terms of Service page using the Legal Pages plugin.

We will be coming back to your website in subsequent steps to install your webform code, your tracking pixel from Facebook and your Klaviyo API key.

Email Marketing:

- Sign up for your [Klaviyo Account](#).
- Follow the set up instructions to set up your business in Klaviyo.
- Create your list
- Create the lead gen form
- Copy and paste your public API key into the Klaviyo Plugin settings on your website.
- Copy and paste your webform code onto your landing page.
- Create your welcome/indoctrination/engagement flow in Klaviyo
- Add a welcome email to the flow
- Add first indoctrination email.

- Add second indoctrination email
- Add the gain engagement email
- Add the logic engagement email
- Add the fear engagement email
- Add the follow us on Social indoctrination email
- Add the How Can I help email.

Zapier:

Setup:

- Go to Zapier.com and sign up
- Connect your Klaviyo account to Zapier in the Apps section
- Insert both the public and private api keys from Klaviyo. Click on account, then settings, then API keys. Click the blue create api keys to create a private api key for Zapier. Test and make sure it is connected and working.
- Connect your gmail account to Zapier.
- Allow Zapier to have access to your Google account. Test the connection to ensure it works.

Making A Zap:

- Top left hand side you will see a black button with a + or make a zap. Click it.
- App and event you choose is Klaviyo and new event. Click continue and select the Klaviyo account you wish to use (should be only one there). Click Test and continue.
- Select Gmail for the app and send email for the event. Click continue. Select the gmail account you wish to use (most likely only one to pick). Click Continue
- Customize the email. The to field needs to be filled out. It needs to go to you, so enter your email address here. The CC and BCC fields are optional. You will need to insert data that will be sent to you.
- The from email should be your Gmail address. The from name would be you. Reply to can be left blank, the subject line is required. I usually use, You Have A New Lead.

- The body is required. Click on it and select show all fields. Select A New Event In Klaviyo, Person first name, person email and person phone number. The next three lines can be left blank and click continue.
- Click Test and continue and if connected with all green checkmarks, click done editing.
- The top left hand corner you can now name your Zap. I name mine Klaviyo to emai. Then I go to the top right hand corner and turn it on.

Your automation is now done. Time to setup your Facebook ad campaign

Facebook:

Install Pixel:

- Log into Business manager, click on your hamburger menu and select events manager. On the Data Sources page you will want to click the blue Get started button for the pixel. Name the pixel, although optional add your full website URL and click continue. Select add code using partner integration. Choose WordPress as a partner. Select Advanced Matching and click continue. Click the green download button and then continue.
- Facebook will now guide you step by step in installing the plugin to your website and setting up your pixel. Follow each step and install your pixel

Connect Klaviyo:

- Log into your Klaviyo Account
- Click on Integrations on left hand sidebar.
- Scroll down to Facebook and add integration
- Log in as yourself and authorize the integration
- Select your ad account and update, Select your Facebook page and update settings.

You have now integrated Klaviyo with your Facebook ad account and page. We will connect your list in Klaviyo to your audience and lead form shortly.

Facebook Campaigns:

Like Campaign:

- Go to your Facebook page.
- Click the Blue invite friends button to invite them to visit and like your page.

Traffic ad campaign:

- Log into Business Manager and select ads Manager from the hamburger menu on the top left hand corner.
- It should default to Campaigns tab, Click the green create button
- Select Traffic and scroll down to bottom to name your campaign and turn Campaign budget optimization on and set daily budget to \$5 before clicking continue.
- Name Your ad set, build out your initial audience using the avatar we spoke of earlier. Save the audience for later use and editing, Select automatic Placements and optimize for landing page views and not link clicks. Then click on continue.
- Name your ad, and connect your Instagram account if you have one to this ad as well. Create your ad. You will most likely use either a carousel or a single image or video. Upload media that you will use in this ad. Make sure text on your media covers now more than 20%. Fill in the blanks to create ad. Link to your landing page not your home page.
- Click the green confirm button on the bottom and submit for review.

Lead Gen Campaign:

- Create a new campaign and follow the same steps as above except this time it is a lead generation campaign and not traffic
- Follow the same process for ad set and ad creation
- Create your form using name, email and phone number fields
- Link your privacy policy page URL to the form.
- Set up Form Thank you page
- Name your form and save
- Confirm ad and wait for approval
- Connect audience and form to your list in Klaviyo. Log into Klaviyo, and select lists on the left hand sidebar. Click on your list and select settings. On the right hand side you will see Facebook Advertising. Select an audience to sync with (If it does not

show that is ok. The next one is more important. Select the lead form to sync with this list.

Congratulations, you are done. You have completed each step. Now you have an automated lead generation machine ready to go to work for you for as little as \$10 a day 24/7/365.

As mentioned at the beginning we also have a done with you and done for you solutions as well. If you wish to fast track the process, we can get it done for you in as little as 2-3 days. Time is money. You can save some money doing all this yourself, but you may lose opportunity by missing buyers that are ready now and not when you get this done on your own. If you would like to explore the possibility of the Done For You solution, you can email me at sarah@stramelpr.com .

Resources

A quick note about these resources. I use these tools daily in my marketing business. I am giving you exactly what I use. I would not recommend them if I did not use and love them myself. In some cases, I may be compensated for my referral if you go ahead and make a purchase. It is not always the case and it is more beer money than anything else, so I hope you won't begrudge me of a few bucks in exchange for the ton of value I just delivered in the previous pages. But if you prefer you can remove my affiliate id from the links before visiting the vendor.

WordPress Tutorial:

This one is a bit long (3 hours but it combines both the building with WordPress and using the recommended Divi theme

https://youtu.be/vY_19T4jCSA

This one is an hour and fifteen minutes.

https://youtu.be/qbqqs_IJBNY

Webhosting and Domain Name Registration

I both use and recommend WP Gateway since 2016. It runs on Amazon's servers. You get your own IP address, Three Premium plugins mentioned below, weekly backups, amazing support and security. Definitely worth every penny we pay.

<https://amznhosting.com/deal/?1275>

Klaviyo

https://www.klaviyo.com/partner/signup?utm_source=001d00000265RKI&utm_medium=partner

Klaviyo Support and Tutorials

Video Tutorials

<https://help.klaviyo.com/hc/en-us/articles/360027542332>

Webinar Training

<https://www.klaviyo.com/events/webinars>

Beginner and Advanced Guides

<https://help.klaviyo.com/hc/en-us/categories/360000887451-Guides>

Elegant Themes (For the Divi Theme)

I have used Divi exclusively since 2016. Without hundreds of layouts, tutorials and tips delivered daily this is the premier WordPress theme on the market place today. A note about using free themes over a premium theme like Divi. Free themes often provide back doors for hackers to get in. The last thing you would want is to have your new lead arrive to your landing page only to be re-directed to porn. Don't laugh it has happened to me and others which is why I will never use any theme but Divi.

<https://elegantthemes.com>

Landing and thankyou page templates (works with the Divi theme only)

<http://stramelpr.com/wp-content/uploads/2020/03/PageTemplates.zip>

Plugin stack (When you add a new plugin you can do a search for these free plugins on the WordPress Plugin and install them while locked into your website admin panel)

All in one SEO

Google Analyticator

Klaviyo

Schema

Premium Plugins

Premium Plugins:

WpGateway

WpGateway Cache

WpGateway Secure

These plugins are included in all Wp Gateway hosting accounts.

Legal Pages

The free version creates basic legal pages for your site such as a Privacy Policy and Terms of Service. Depending on your type of business you may wish to upgrade. Since I am not a lawyer and never played one on tv, I am not in the position to provide you with nor should this be construed as legal advice. Therefore you should have a qualified lawyer review the pages you create with this plugin.

<https://wplegalpages.com/>

Need help? Want someone to do this for you? Contact me to discuss how we can make your business move faster by launching this Lead Gen Machine for you in 2-3 days. My contact info is below.

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