



# 7 EXCELLENT USES FOR FACEBOOK LEAD ADS

It's not surprising that marketers love Facebook lead ads. They generate a ton of leads, increased conversion rates, more accurate contact data, and a seamless user experience for the consumers you're targeting.

As an increasing number of companies start leveraging lead ads to acquire new customers, the need to stand apart from your competitors will become crucial to the success of your campaigns. So while simply using "Get a Quote" as your call to action (CTA) may be working for you now, it may not move the needle for campaigns moving forward. That's why some marketers are experimenting with new, more interesting uses for lead ads like newsletter subscription, discount offers, and content downloads.

In fact, Facebook lead ads offer not just a variety of pre-filled form fields, but six different CTA button options, including: Get Quote, Sign Up, Subscribe, Learn More, Apply Now, and Download. To learn more about pre-filled field and CTA button options, visit Facebook's [Advertiser Help Center](#)<sup>1</sup>.



If you're thinking about testing Facebook lead ads for the first time, or are just seeking ideas for new types of campaigns, look no further than the following list! Here are just a few of the ways:

**1. Deals, Coupons & Offers.**

Offering discounts is always a surefire way to get a consumer's attention. [MakerBot<sup>2</sup>](#), a leading 3D printer company, implemented this strategy and created a highly successful lead ad campaign aimed at educators by offering to scale up their 3D printing capacity at a reduced cost. The actual ad offered a free, refurbished 3D printer with the purchase of two new printers, with a "Get Quote" CTA. MakerBot went a step further by customizing the ads' lead form by implementing the specific lead qualifiers desired by their sales team. The result? A 30% increase in customer leads!

**2. Download a White Paper or Toolkit**

This is best used for finding high-quality, in-market prospects for your business. [Wordstream<sup>3</sup>](#), an online marketing company, has used this very well in the past. One of their most successful campaigns featured ads that promoted free downloads of instructional guides on how to improve online advertising efficiency. Every "Download" CTA sent consumers to a second page that provided more information about the free guide, and then delivered the pre-populated lead form. With this campaign, Wordstream saw a 6X jump in qualified new leads!

**3. Pre-order a New Product**

Companies can generate buzz and gauge demand for their products before they hit the market by offering consumers the chance to pre-order. One way businesses can encourage customers to pre-order is to offer an incentive such as exclusive content or product features only available with pre-order.

#### 4. Newsletter Sign Up

Similar to number two on our list, a newsletter sign up is a proven strategy for finding in-market prospects and building an audience for your business. Unlike a one time content download campaign, a newsletter allows you to have a monthly or weekly home in your prospect's inbox, attracting consumers who are opting in to receive a regular stream of your content.

#### 5. Register for an Event

Whether you are hosting an educational conference or you are looking to generate buzz for a new product or service, there are several reasons your company may be hosting an event, which can be advertised via Facebook lead ads. This strategy worked incredibly well for the [Miami Dolphins](#)<sup>4</sup> when they wanted to boost excitement for their new stadium. They created a "Tour the Stadium" event and leveraged Facebook lead ads to simultaneously advertise the event and collect signups. The campaign resulted in 4,600 high-quality leads—more than any other campaign to date.

#### 6. Interactive Apps—Configure a Car

Interactive applications are a great marketing tool for engaging consumers with your brand. Configuring cars online is probably one of the most enjoyable parts of the car buying experience for the consumer, as it allows them to truly envision their new vehicle. For automakers, it's an ideal opportunity to learn what your consumer's preferences are. Once you identify what kind of product attributes your consumers are looking for, you can leverage that information to sell them on your vehicles. Facebook lead ads are a great way to find new consumers and attract them to your interactive applications.

#### 7. Product Sampling

What better way to show off your product than by allowing your prospects to sample it before they buy it. Not only is the "free sample" highly attractive to consumers, but it also shows that you trust your product enough to put it in the hands of consumers at no initial cost. By providing this offer through Facebook lead ads, consumers' contact information will be passed through the form in exchange for the free sample, so that you can continue to market to those consumers you attract with your lead ad.

Of course, there are many additional uses for Facebook lead ads. These are just a few of the ways that companies are seeing success today. With the variety of options in CTA buttons, and the context card that provides the opportunity for the advertiser to give the consumer more information about their business, product, or special offer, there are certainly many more unique uses you can devise to make the most of Facebook lead ads for your business.

<sup>1</sup> <https://www.facebook.com/business/help/438193446367413>

<sup>2</sup> [https://www.facebook.com/business/success/makerbot#u\\_0\\_k](https://www.facebook.com/business/success/makerbot#u_0_k)

<sup>3</sup> <https://www.facebook.com/business/success/wordstream>

<sup>4</sup> <https://www.facebook.com/business/success/miami-dolphins>