Meet Fred Lam

Before we dive into this whitepaper about Facebook Lead Ads, I want to formally introduce myself and share my story with you.

Hi, my name is Fred Lam. Many people are fascinated by my story of how I transformed myself from a restaurant dishwasher to a CEO of several multimillion-dollar businesses. I’ve never set foot in college and I didn’t grow up in a family of entrepreneurs. But through years of experience and countless sleepless nights, I had acquired an extraordinary ability to generate incredible website traffic online.

While I was working as a dishwasher, I was introduced to a friend who first taught me about Internet Marketing. That friend, become my business partner, encouraged me to pursue an underserved, yet very lucrative skillset: Media Buying. My first media buying venture went from a $10,000 investment to over $4.6 million dollars in sales in just a few short months.

I used everything I had learned about media to scale this business. Eventually, due to a lack of infrastructure, the business collapsed. I went through a state of depression. I lost almost everything I had worked so hard for.

But I realized I didn’t lose everything.

I still had the media buying skillset that was valuable, in demand - and very rare. Only a handful of people in the world knew how to effectively purchase online media to maximize traffic and minimize cost. With my media buying and traffic generation skillset, I started my own agency.
Shortly after, I was pursued by a local BMW dealership to be their marketing manager. I accepted the offer, and in only six months, I had established a name within BMW Group Canada. At that point, I was the youngest marketing manager in the entire BMW Group Company. My ability to initiate online advertising surpassed everyone at BMW Canada, even the agency that worked directly with BMW Canada and several Fortune 500 companies.

While I was taking BMW to new heights, my old business partner proposed another opportunity. Together, we co-ventured a new business. In just five months, this new business skyrocketed to over $6.4 million in sales.

Since then, I have worked directly with many entrepreneurs to create multimillion-dollar businesses, all using my media buying secrets. I was also recognized as ClickBank’s top client for two years in a row. Today, I am a certified Google Partner and work directly with the senior teams at Google.

To date, I have been constantly spending millions in online advertising. I have a “Shiny Object Syndrome” when it comes to online advertising. Regardless if it loses money or not, I still spend a big budget to test the source.

For this very same reason is how I’ve come to discover Facebook Lead Ads.

When it comes to strategizing an online advertising game plan, Facebook is definitely one of the go-to traffic sources that many businesses will allocate their budgets to and for good reasons.
First of all, Facebook is attractive with its huge audience base. It has an average of 1.04 billion daily active users according to Facebook’s latest update. Second of all, it has extremely powerful targeting capabilities, which allow businesses to reach people that are most interested and thus most likely to convert on their offers. Last but not least, Facebook is constantly improving its ad features to help businesses better reach their advertising goals.

One of the most recent “shiny objects” from Facebook is Lead Ads. There has been a lot of buzz around it and many advertisers are starting to test this new ad type out. To help you better understand what Lead Ads are and how they work, let’s dissect it step-by-step in this free whitepaper.

Now before I show you the step-by-step blueprint. I do have to give you a heads up...

Facebook has built a great program for advertisers like us. You are now able to build your list without even needing a landing page, which eliminates the fear of account suspension. At the same time, I feel that this program is flawed because they did not finish what they’re supposed to finish.

The process of actually getting the leads into your autoresponders, CRM systems, and webinar platforms is beyond tedious. It’s just a mess of inefficiencies.

This is why I’ve partnered with two very dear friends of mine, Anik Singal and Jimmy Kim, to co-create a revolutionary piece of software, called iPro Leads.

Watch this powerful video to see our software in action. This is going to change the game for media buying.

Introduction to Facebook Lead Ads

In the age of smartphones and mobility, mobile advertising is becoming a very advantageous way for advertisers to reach people anytime anywhere. In fact, many people prefer to use their mobile phones to communicate and discover things that they are interested in. On Facebook, this emerging fact holds true with an average of 934 million mobile daily active users.

However, one challenge that many advertisers face with mobile advertising is getting potential customers to take action, such as filling out a form. One likely reason is that it is time-consuming to do so. In fact, it takes up to 39% more time to fill out a form on mobile than on desktop.
This is why Facebook Lead Ads is introduced as a solution to simplify the mobile signup process. The Lead Ads appear in a native lead form within the platform, which means users do not need to leave the app and open a new one. The entire process will be on Facebook!

**So What Are Facebook Lead Ads?**

Facebook Lead Ads is a powerful lead generation ad format that allows potential customers to easily submit information to businesses. Lead Ads look exactly like a normal link ad with a call-to-action button. When a user clicks on the ad, a lead form will be shown immediately within Facebook. The form will pre-populate contact information that the person has shared with Facebook such as the name and email. The user can edit the information and the form will only be sent to the advertiser when the user clicks on the “Submit” button. Advertisers are also allowed to customize the lead form with open-ended and multiple-choice questions depending on the purpose. To protect customers’ privacy, advertisers must not resell information to third parties and a privacy policy must be in place for Lead Ads to be approved. Currently, Lead Ads are available on mobile and desktop newsfeeds including carousel ads.

**STEP 1.**
Create Your Facebook™ Ad

**STEP 2.**
Prospect Clicks On It

**STEP 3.**
iPro Leads Sync Your Leads to Your Autoresponder Instantly
How To Set Up A Facebook Lead Ad?

You can now set up a Facebook Lead Ad campaign through both the Ads Manager and the Power Editor depending on your preference. I highly recommend all big or small advertisers to use the Power Editor as it will come in very handy when you start to scale and expand your campaigns. So it is definitely a good idea to get familiar with using the tool.

Now I will walk you through the steps on how to create a Facebook Lead Ad campaign using the new interface of Power Editor (which is the exact same interface as the Ads Manager). You can definitely switch back to the older version if it is easier, however, the old version will eventually phase out as Facebook systemizes the ad creation process. Again, I recommend slowly transitioning over to using the new version and getting familiar with it!

To begin your first Facebook Lead Ad Campaign:

**Campaign Level**

1. Go to Power Editor and Click “+Create Campaign”

2. By default, the campaign buying type will be set to Auction. Just keep it as is and let Facebook do all the grunt work for you. Based on your Facebook pixel data and campaign setup, Facebook will bid for you to get the most conversions or desired results at the best price possible.

3. Choose “Collect leads for your business” as your campaign objective.

4. Give your campaign a name and click Continue.
   (TIP: You really want to come up with a naming system that you will understand so that in the future when you have many campaigns in your account, you will not be confused.)
Ad Set Level

1. At the ad set level, select the Facebook Page you’re going to promote. A Terms Of Service Agreement will be prompted, which you must read and accept the terms before you can continue.

2. Next, define your audience by setting up your targeting criteria. I will go through each of the targeting options and you give pointers along the way.

   **Custom Audience:** If you have ran Facebook advertising before and you have created a custom audience or lookalike audience based on your website traffic, customers, or Page Fans, then you can select the audience list and target them. Or if you already have a list of customer data, you can definitely import them to Facebook and create a custom audience based on that. However, if you are new to Facebook advertising and you don’t have a list yet, you can skip this part. But the custom audience is really the retargeting list. Therefore, it is a good idea to set one up before you run advertising so that you can start collecting data and build up your list for advertising.
Locations: Enter in the country in which your target market is. From the drop-down menu select “People who live in this location”. This ensures that your ad is only reaching those who are situated in the place that you want to target. Otherwise, your ad may potentially show to people who are just travelling to the location, which may make your offer less relevant to them, thereby hurting your conversion rate and cost.

Age: If you know the age group of your target audience, you can indicate it so that your ad only reaches the selected age group. Otherwise, I recommend targeting people at 25+ to begin your test. From my experience, ages 13-24 has less buying power and therefore, less likely to convert!

Gender: This is easy if you know the gender of your target audience. Otherwise, select ALL gender to see which one will perform better for your offer. Facebook will optimize your ads to the gender with higher performance.

Languages: Many individuals are multi-lingual so don’t assume that everyone that lives in a particular country will speak the same language. Always choose the language that your ad is in and only select one language at a time. So let’s say you are targeting the US and your ad is written in English then select English (All) as your language.
Meet Fred Lam

Today, I am a certified Google Partner and work directly with the senior teams at Google, using my media buying secrets. I was also recognized as ClickBank's top client for two years in a row.

Shortly after, I was pursued by a local BMW dealership to be their marketing manager. I accepted the offer, and in only six months, I had established a name within BMW Group Canada. At that point, I was looking to revolutionize the way businesses connect with their customers.

I created iPro Leads, a revolutionary piece of software, to automate the process of generating leads for businesses. The process of actually getting the leads into your autoresponders, CRM systems, and webinar platforms can be complex. Many businesses struggle with this step because they do not finish what they're supposed to finish. This is why Facebook Lead Ads is introduced as a solution to simplify the mobile signup process. The entire process will be on Facebook!

Facebook do the optimizing for you. When a campaign is not performing at par, you are free to pause the campaign anytime. The minute that someone sees your Facebook ad and clicks “SIGN UP” – they’re AUTOMATICALLY and INSTANTLY sent to one or multiple autoresponders, CRM’s and webinar platforms of your choice.

We designed iPro Leads with privacy in mind so be rest assured that none of your collected data will be used in any manner that is not intended. The minute that you have a leads ad campaign, you can immediately begin to build a profitable relationship with your new subscriber! Using iPro Leads you can now 100% automate building your List using this new form of advertising on Facebook.

Detailed Targeting: This is where you select an interest keyword that is related to your offer. Let’s say you are promoting a necklace, then “necklace” can be one of your interest keywords. An ideal potential audience reach is over 300,000 so make sure that you are not choosing a keyword that is too specific. You don’t want to limit your reach or exhaust your audience too quickly with your offer. Generally, it is a good idea to use only one keyword at a time so that you know exactly which keyword is working for your offer.

Placements: By default, it will be on automatic placements, which means that Facebook will show your ads on all available places and optimize based on the performance. However, I recommend that you do manual placements by selecting exactly where you want your ads to show. For starters, always begin with Desktop or Mobile Newsfeed Ads. Since they are native to a user’s news feed, they generally perform better than the Desktop Right Column Ads. Always target your placements in separate campaign. For example, Desktop Newsfeed ad in one and Mobile Newsfeed in another. If your website is not mobile friendly, then don’t target Mobile placements. When you target mobile, make sure you select wi-fi only. This is very important because the mindsets of people will be completely different when they are situated in a place such as their home with wi-fi compared to using their data when they are on the go.
Breadth and depth of this program is beyond tedious. It’s just a mess of inefficiencies. Many individuals are multi-lingual so don’t assume that everyone that lives in a country is English. For example, many in Mexico are Spanish speaking and many in Indian and China are multi-lingual. Especially in China, they are so multi-lingual that even their phone numbers have Chinese characters. They are able to use the platform and they need to make sure they you are not misusing the information. For the Legal Source, the platform and they need to make sure they you are not misusing the information.

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For this very same reason is how I've come to discover Facebook Lead Ads. To date, I have been constantly spending millions in online advertising. I have a “Shiny Object Syndrome” syndrome. I was obsessed with trying the latest and greatest tools. I used everything I had learned about media to scale this business. Eventually, due to a lack of Marketing. That friend, become my business partner, encouraged me to pursue an underserved, yet very lucrative niche. While I was taking BMW to new heights, my old business partner proposed another opportunity. Shortly after, I was pursued by a local BMW dealership to be their marketing manager. I accepted the position and became the youngest marketing manager in the entire BMW Group. I was tasked with creating a new digital ad program. I was able to grow the program from a few thousand users a month to 300,000 users a month. I was also able to increase the conversion rate by 50% by creating a lead耶稣.
Today, I am a certified Google Partner and work directly with the senior teams at Google. Together, we co-ventured a new business. In just five months, this new business skyrocketed to over $6.4 million in revenue. It was a tremendous success.

Meet Fred Lam

When it comes to online advertising, regardless if it loses money or not, I still spend a big budget to test and learn. I’ve always wanted to educate the world on how to effectively purchase online media to maximize traffic and minimize cost. With the power of my new software, I can do just that.

One of the most recent “shiny objects” from Facebook is Lead Ads. There has been a lot of buzz around how they work, let’s dissect it step-by-step in this free whitepaper.

Lead Ads are an extremely powerful new tool on Facebook. They allow businesses to capture lead information from users, including phone number, name, and email. This is a revolutionary piece of software, called iPro Leads.

Now before I show you the step-by-step blueprint. I do have to give you a heads up…

1. Choose your ad format (Single Image, Carousel, Single Video, Slideshow)

2. Fill out the ad creative section and set up conversion tracking.

3. Name your ad set.

**Ad Level**

- **Budget & Schedule**
  - Define how much you’d like to spend, and when you’d like your ads to appear.
  - **Budget**: Daily Budget $5.00
  - **Schedule**: Run my ad set continuously starting today
  - **You’ll spend no more than $35.00 per week.**

- **Optimization for Ad Delivery**
  - Leads
  - **Bid Amount**: Automatic - Let Facebook set the bid that helps you get the most results at the best price.
  - **When You Get Charged**: Impression (CPM)
  - **Ad Scheduling**: Run ads all the time
  - **Delivery Type**: Standard - Show your ads throughout the day - Recommended

- **Hide Advanced Options**

3. Name your ad set.

   **Ad Level**

1. Choose your ad format (Single Image, Carousel, Single Video, Slideshow)

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www.iProLeads.com
3. Under Lead Form, click “Create New Form”

4. A Form Option window will be prompted, select “Create New Form”. If you have created lead forms before, you can duplicate existing ones and make changes. Click Next.

5. Name your form and select a language for your form. Please make sure to select the language your target audience will view your form in. Click Next.

6. Under “What Information Would You Like To Ask For”, you’ll see Full Name and Email Address checked by default. I recommend selecting Email Address only because the more fields you have, the more friction it will create for the end user to complete the process. So as a general rule of thumb, don’t ask for more than you need! Keep it simple. However, this is entirely up to you.
Sleepless nights, I had acquired an extraordinary ability to generate incredible website traffic online. And I didn't grow up in a family of entrepreneurs. But through years of experience and countless restaurant dishwasher to a CEO of several multimillion-dollar businesses. I've never set foot in college share my story with you.

Before we dive into this whitepaper about Facebook Lead Ads, I want to formally introduce myself and today, I am a certified Google Partner and work directly with the senior teams at Google. Using my media buying secrets. I was also recognized as ClickBank's top client for two years in a row. Together, we co-ventured a new business. In just five months, this new business skyrocketed to over $6.4 million, and I was able to quit my “9 to 5” job.

While I was taking BMW to new heights, my old business partner proposed another opportunity. Facebook has built a great program for advertisers like us. You are now able to build your list without the usual frustration of poor list quality, having to import the data and building a landing page. One of the most recent “shiny objects” from Facebook is Lead Ads. There has been a lot of buzz around Facebook Lead Ads is a powerful lead generation ad format that allows potential customers to easily convert on their offers. Last but not least, Facebook is constantly improving its ad features to help you to get the most conversions or desired results at the best price possible.

First of all, Facebook is attractive with its huge audience base. It has an average of 1.04 billion daily active users. With Facebook Lead Ads, you can reach 85% of potential customers and take advantage of the Facebook “social proof” factor. So it is definitely a must to know how to use it properly.

You can immediately begin to build a profitable relationship with your new subscriber! With iPro Leads, you can instantly autoresponder, CRM’s and webinar platforms of your choice. You can also ask up to 3 additional questions by clicking “+Add A Question”. There are standard ones that you can choose from based on your niche or you can create a custom question from scratch. When you’re done, click Next.

Click “Show more options” if you want to ask for more information. This works well for B2B advertising.

You can also ask up to 3 additional questions by clicking “+Add A Question”. There are standard ones that you can choose from based on your niche or you can create a custom question from scratch. When you’re done, click Next.
7. Add your company’s privacy policy URL. You need to make sure you have a privacy policy in place to protect Facebook, your audience, and yourself. Facebook is liable because you are collecting leads via the platform and they need to make sure they you are not misusing the information. For the Legal disclaimers, it is completely optional. You may choose to add it if you like. However, doing so where create another step in the lead generation process, which I do not recommend. Again, keep everything simple so that your audience will more likely follow through with the process.
I still had the media buying skillset that was valuable, in demand—and very rare. Only a handful of people used everything I had learned about media to scale this business. Eventually, due to a lack of and I didn’t grow up in a family of entrepreneurs. But through years of experience and countless.

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Shortly after, I was pursued by a local BMW dealership to be their marketing manager. I accepted the

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3. Choose “Collect leads for your business” as your campaign objective.

2. By default, the campaign buying type will be set to Auction. Just keep it as is and let Facebook do all

Ad Scheduling:

By default, when you will be charged is based on your ad objective.

Locations:

1) Create a Facebook Ad

You can choose from based on your niche or you can create a custom question from scratch. When

disclaimers, it is completely optional. You may choose to add it if you like. However, doing so where

9. You may choose to add a Context Card to your form. You can use this to provide more information about your product or service, which will be displayed to your audience before they start filling out the form. If you decide to add one, click “Add Context Card”. However, we do not recommend this as it creates an extra step and may deter people from completing the form. This is something that you might want to test out!

8. Enter the website URL you want people to go after they have completed your form. This is where I like to put the Thank You Page URL but it depends on where you want to direct your audience.
10. Enter your Context Card and Click Next.

11. Preview the form to see if you need to make any final changes. Then click “Create Form”.

12. Click “Upload Changes” at the top of Power Editor to submit your campaign for approval.

▶ How To Retrieve Lead Information The HARD Way

Once a user submits the lead form to you, you are able to download it immediately. To do so, you will have to be a Page admin or a Page advertiser.
Meet Fred Lam

Hi, my name is Fred Lam. Many people are fascinated by my story of how I transformed myself from a share my story with you.

Traffic Sources

Traffic sources that many businesses will allocate their budgets to and for good reasons.

Using My Media Buying Secrets

I was also recognized as ClickBank's top client for two years in a row.

Together, we co-ventured a new business. In just five months, this new business skyrocketed to over $6.4

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Facebook has built a great program for advertisers like us. You are now able to build your list without

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convert on their offers. Last but not least, Facebook is constantly improving its ad features to help

However, One Challenge That Many Advertisers Face With Mobile Advertising Is Getting Potential

In the Age of Smartphones and Mobility, Mobile Advertising Is Becoming a Very Advantages Way for

3) iPro Leads

Facebook Has

Heck, you can even start selling your high-ticket programs using Webinars—directly off of Facebook!

1. Go to your Facebook Page

2. Click on “Publishing Tools” at the top of the Page

3. Click “Lead Ads Forms”. Please note that you are only able to see this section when you have created

a leads ad campaign.

4. Select the form you wish to download and export the leads in a CSV format.

It is ideal for you to download the form multiple times a day so that you can follow-up with the customers as quickly as possible especially if you are collecting requests for quotes or business information. However, this method is time-consuming. On top of that, if you have a CRM system in which you want to add the leads in, you will have to do it manually.

This is why my partners and I created iPro Leads

A simple to use, cloud-based tool that directly synchronizes your Facebook Leads and connects you to over 21 different popular autoresponders, CRM’s and webinar platforms of your choice in REAL-TIME!

This will take all the grunt work out and automate the entire process so that you can have all the leads in your database and follow-up with your prospects in a timely manner!
The New List Builder

We designed iPro Leads with privacy in mind so be rest assured that none of your collected data will be stored. It is your data and your data only. What’s more is that you are allowed to connect your data to multiple platforms at once. There’s no exporting or transferring needed. It’s simple, fast, and secure!

So let’s talk about how you can use iPro Leads and Facebook to build your list.

The minute that someone sees your Facebook ad and clicks “SIGN UP” – they’re AUTOMATICALLY and INSTANTLY sent to one or multiple autoresponders, CRM’s and webinar platforms of your choice.

They are instantly subscribed to your email list and they will get an email from you!

You can immediately begin to build a profitable relationship with your new subscriber!

iPro Leads is 100% cloud hosted for you, nothing to install, just a few clicks of a button and you’re ready to go!

Let me show you EXACTLY how iPro Leads works. Just click HERE to see it in action and you’ll know what I mean.

iPro Leads is a next generation technology that puts the power of Facebook AND list building right at your finger tips.
 Heck, you can even start selling your high-ticket programs using Webinars – directly off of Facebook!

**Remember**, you also don’t need to worry about any compliance issues.

You have no landing page; hence, you can stop waking up every morning in sweat wondering whether Facebook has *shut down your account or not.*

Using iPro Leads you can now 100% automate building your List using this new form of advertising on Facebook!

It’s as easy as: 1, 2, 3...

1) Create a Facebook Ad  
2) Lead clicks on it  
3) iPro Leads *automatically* adds the Lead to your autoresponder or webinar software.

It is really that simple. *Just see for yourself and watch the demo now.* You’ll be amazed. It is a total game-changer if you want to reap the benefits of Facebook Lead Ads without doing the tedious grunt work afterwards. *Watch The Demo Now.*