Confusion Between Facebook Ads and Facebook Lead Ads v0.2

Background

While trying to educate myself on Facebook Ads by watching the Fred Lam training in Jimmy Kims Build My List and also the training on Lead Ads in **LeadsTunnel**, *I had an AHA moment when I realised that I had been assuming Facebook Ads and Facebook Lead Ads were the same thing – THEY ARE NOT!*

Following this, in a Lurn Mastermind call it became clear that other people on the call were also unclear about the definitions, differences and the rules pertaining to each so I offered to document my understanding to try and clarify things. Hopefully this document will be useful to others that are also confused.

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Definitions

First of all, my definitions … please let me know if you can improve on them and any of the points I make and I will provide updates:

Facebook Ad – *An advert that you place on Facebook with the intention of driving the Facebook Member to one of the following:*

1. *Directly to a Sales Page where you have a product offer*
2. *To a Landing Page where you will capture their email address in return for an ethical bribe and then take them on to a Sales Page for a product you are selling or*
3. *Send an email with a link to an affiliate product.*

Facebook Lead Ad – *A relatively "new" service from Facebook that allows you to place an ad to directly capture a member's email address without having to get them to go to a Landing Page. The advert that you place can offer a free "bribe" but instead of taking the member to a Landing page, Facebook automatically populates the members email address and effectively asks the member for permission to pass on the email address to the advertiser.*

The advantage of Lead Ads is that Facebook is effectively providing you with a Landing page.

However, there are a set of rules that you must follow for each type of Ad and there are subtle differences which tend to cause confusion.

Here is the list I have compiled from Fred Lams training in BML (Facebook Ads) and **_LeadsTunnel_** (Facebook Lead Ads) plus some additional research I have done.

Note that LeadsTunnel only applies to Facebook Lead Ads and NOT to standard Facebook Ads.

Facebook Rules Governing Ads

There are lots of rules around advertising on Facebook. From the training I have been through, I have pulled out the key points. If I have missed anything, please let me know (mailto:nick.stone@buildyourinternetbusiness.com).

I have listed the rules for both FB Ads and FB Lead Ads under common factors and the rules specific to each type of Ad under separate headings.

Common Factors/Rules

There are a number of factors/rules that are common to both Facebook Ads and Facebook Lead Ads so let me list my understanding of them first.

1. You can focus the ad on a very specific audience; strongly recommended in Fred's training
2. You can focus on mobile and/or desktop; Fred recommends desktop to start with
3. I believe you can use power editor to set up both but need to confirm
4. The text in the advert must be less than 20% of the image area
   a. Facebook has a grid tool where you can check this
      i. https://www.facebook.com/ads/tools/text_overlay
   b. I thought I read recently that this had been relaxed but can't find any reference that I can quote
5. For both Ads and Lead Ads, ***you must have a separate website from your landing page and sales page***; as a minimum, you must have the following:
   a. More than one page i.e. not just a landing page
   b. Privacy policy
   c. Other pages that are recommended but not necessarily obligatory (note that if you look at the Facebook terms, it says in some cases you don't need a website … but better safe than sorry!)
      i. About page
      ii. Blog
      iii. Product page
      iv. Terms of service
      v. Refund policy

Facebook Ads Specific Rules

1. For a Facebook Ad, you are allowed to take the member to a Landing page ***BUT you cannot then go from that landing page to an affiliate offer***
2. For an Affiliate Offer, once you have captured the members email address on a landing page, you would have to send an email introducing the affiliate offer

3. You can take the member to your own sales page but you need to ensure that the domain name of the Sales Page is similar to that of the Landing Page for example:
    a. A Landing Page of https://cclmarketing.clickfunnels.com/dfybsq2slglrjaf and a Sales Page of https://cclmarketing.clickfunnels.com/sales-page-2-from-follow-up-email58ucjhjk should pass the test
    b. However, a Landing Page of www.buildyourinternetbusiness.com and https://cclmarketing.clickfunnels.com/sales-page-2-from-follow-up-email58ucjhjk would fail the test!

Facebook Lead Ads Specific Rules

1. For a Lead Ad, Facebook allows you to set up an image with up to 20% text *plus you can include a call to action which doesn't seem to count in the 20% text.*
2. You MUST have a thank-you page on your website
    a. The member is given an option to click on a link to your website (thank you page) but, I understand that very few people ever click on that link
    b. The thank-you page doesn't need to appear in your website menu, just be available
    c. Facebook will check that this link works
3. There is a rule that you must not have an exit popup on a website link
    a. I think this really only applies if you are linking to a Landing Page but since that is a no-no not sure how it applies
4. There is an expectation that if you are offering an ethical bribe, that will be sent "immediately" the email address is captured
5. Facebook captures the email address and you can download a csv file with the email addresses but that is somewhat impractical if you want to satisfy point 4
6. *LeadsTunnel* solves the problem in 5. by capturing the email addresses and sending them to your autoresponder
7. You need to have your autoresponder set up to send an email with your ethical bribe and a link to either your sales page or an affiliate offer once you receive an email address from a Facebook Lead Ad through *LeadsTunnel* to your autoresponder

Challenges I Have Faced or Been Advised Of

There are a number of challenges and I am only just starting on this but will keep this updated as I get feedback from colleagues and personal experience.

Facebook Ads AND Facebook Lead Ads

1. One colleague raised an interesting point regarding the risk of Facebook cancelling your website link if they think you have broken the rules
    a. If you refer Facebook to your "www.mydomain.com" link and get banned, it could be difficult and take an inordinate amount of time and effort to get the link reinstated and all of your website is banned
    b. A better route is to give Facebook a link to a sub domain e.g. your blog page or about page e.g. www.mydomain.com/about; if Facebook ban your website link as we understand it, you've only lost a link to one page

Facebook Lead Ads

The main challenge here is to find a way of efficiently automating the capture of the Facebook email addresses for members that agree for their email address to be passed on to you. Facebook gives the option to download a CSV file if you can find where to download it!

I have already mentioned *LeadsTunnel* from Fred Lam and Jimmy Kim. Below I give more details on what is required and an alternative I have come across with the specific products I use.

I would be pleased to receive other options/solutions to include in this document.

What you need to do to receive email addresses from Facebook Lead Ads

As I've mentioned, you can download them manually but that is not a viable option.

I have mentioned **LeadsTunnel** which is currently on a special offer of a one-off payment of $37.

The second product I have found is connectleads which I comment on below under ClickFunnels.

What you need to set up in your autoresponder

1. I referred to this earlier and that is that if your autoresponder is supported by LeadsTunnel, every time you get a lead from Facebook, the email address will be passed to your autoresponder; I am working on the assumption that connectleads works the same way
2. *You need* to set up a rule in your autoresponder that whenever a new email address arrives from Facebook (suggest a separate contact list), you need to set up an autoresponder sequence to immediately email that Facebook member with your "ethical bribe" and follow up product link which can be to an Affiliate Product

Integration with ClickFunnels

1. Unfortunately, ClickFunnels Actionetics (which I cancelled my Sendlane subscription to use) isn't integrated with LeadsTunnel; however, it is compatible with connectleads
   a. From a communication from both LeadsTunnel and ClickFunnels, there is currently no plan to implement an interface to Leads Tunnel
   b. However, ClickFunnels are working on an API solution but there is no ETA yet
2. **Interim Fix for ClickFunnels**
   a. I have ruled out downloading the CSV contacts file from Facebook on an hourly basis if I have a successful campaign as a non-starter … even if I could find where it was!
   b. If you use ClickFunnels Actionetics, you will have set up an account with SendGrid which **IS** supported by Leads Tunnel
      i. I am yet to work out the details and additional cost but will add that here as soon as I have worked it out
   c. A second option is to look at connectleads (http://connectleads.io/); however, it's an additional $47/month, less if you pay annualy or get a lifetime licence;
      i. This is an expensive option particularly if you have already paid for LeadsTunnel
   d. *My recommendation is to go with SendGrid in the interim as you can cancel any additional membership on a monthly basis and I believe it will be cheaper than connectleads*

Disclaimer

This document has been written to provide information to help you build your internet business.

This document should be used as a guide – not as the ultimate source of information on the topic.

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Nick Stone   **November 2016**

Change Log

Version	Date	Changes
0.1	09-May-16	Original version sent to Lurn VAULT Mastermind Group
0.2	10-May-15	Following favourable comments on the value of version 0.1, the following changes were made: 1. Reformatted and TOC added 2. Response from ClickFunnels and Leads Tunnel included
0.3	25-Nov-16	1. Document reviewed and minor editorial changes made 2. BYIB affiliate link for LeadsTunnel included