



No  
Landing  
page  
Playbook

# Do I need a landing page to create ads with AI?

Yes and no :)

A landing page or website URL is only required for certain types of ads, below you can check both options.

While we pull in information from your landing page URL to generate your ads, the ChatGPT prompt section is the most important for generating your ad text, targeting, and overall ad campaign with AI.

1. When you  
DON'T need a  
landing page:

If you are  
creating ads  
that don't  
direct to a  
landing page  
when the ad is  
clicked:

- Facebook/Instagram Lead Ads
- Facebook/WhatsApp/Instagram Messenger Ads
- Google Call Ads
- YouTube Discovery Ads

## Start a new ad



Google Search



Facebook



TikTok



LinkedIn



Instagram



Youtube



Google Display



Snapchat



Message ads



Google Call ads



All Google Channels

**These are the ones you are looking for**



# These are the options available for messaging apps

## Messaging apps

Choose at least one destination where you are available to chat. You can select multiple apps to reach more people.



+ Edit conversation



# And you have the option to create automated conversations

### Greeting

Welcome people to the conversation after they've tapped your ad.

#### Text

Hi, {user\_first\_name}! Please let us know how we can help you.

Greeting names only appear in Messenger and Instagram. People who open ads that click to WhatsApp will see a greeting without their name.

#### Include phone number . Messenger only

Show your business phone number so that people can call you.

\* Phone number

+1 (111) 111-111

#### Frequently asked questions

Suggest questions for people to ask. Then set up automated response to those questions.

Question #1

Can I learn more about your business?

Automated response . Optional

Facebook Feed

Plai

Typically replies within minutes.

Plai

The ad you clicked  
This is test

Plai

Hi, {first\_name}! Please let us know how we can help you.

When you reply, Systems Avenue will be able to see your public info and which ad you clicked.

Can I learn more about your business?

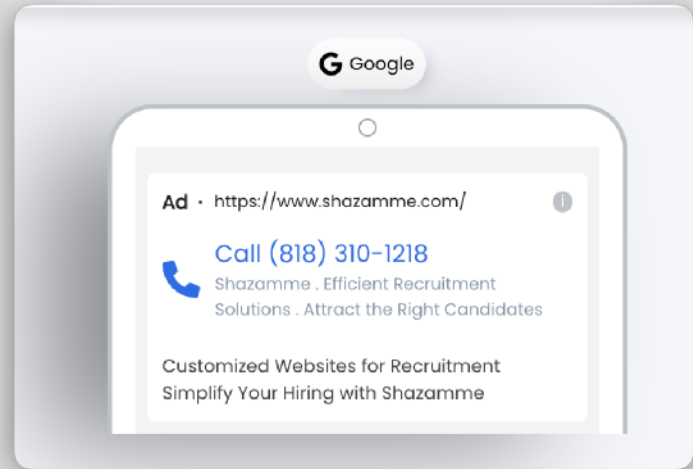
Can you tell me more about your ad?

Is any one available to chat?

Test

Save

... and for Google  
Call ads you can  
add your phone  
number and  
capture your leads  
from the first click





Make sure the phone number is active and if you are working with some sort of landing make sure you put it there (even if your goal is to capture the call)

Clear

United States ▼ (818) 310-1218 ⓘ

Example: (201) 555-0123

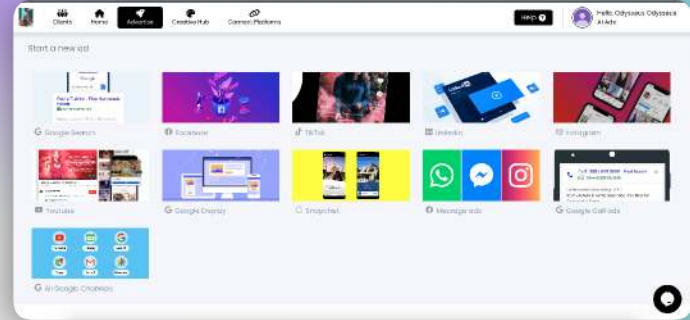
Display the phone number on your site, preferably a landing page that is visited frequently. The number must appear in text, not an image.

2. When you  
DO need a  
landing page.

If you are  
creating ads  
that do direct  
to a landing  
page when the  
ad is clicked:

- Facebook/Instagram Traffic or Conversion Ads
- Google Search Ads
- Google Display Ads
- TikTok Ads
- LinkedIn Ads
- Snapchat Ads
- YouTube in Stream Ads

You can select  
any of these  
platforms from  
our Launch  
menu





**Why do I always have to add a Landing page URL when generating my ads?**

We mainly ask for a website to help generate relevant ad copy and targeting with AI (very important for a healthy Click through rate).



Even for ad types that don't point to a landing page, sometimes when creating the ad, these platforms still require a landing page url to verify your brand or products.

For example, for Facebook Lead Ads, we use your landing page url to automatically fill out the form. It's required by Facebook to have a website url in the form.

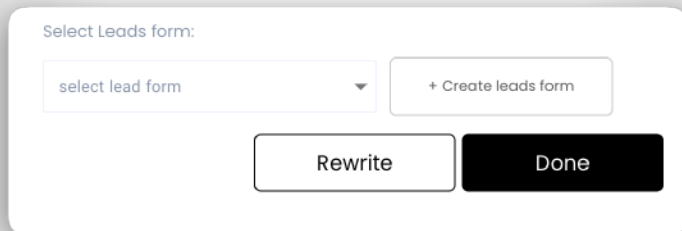
You can launch your  
Facebook Lead form  
Ads from our main  
menu



 Facebook



Under the creative section you can find the option to use an existing form or create a new one



A screenshot of a user interface dialog box titled "Select Leads form:". The dialog contains a dropdown menu with the text "select lead form" and a downward arrow. To the right of the dropdown is a button labeled "+ Create leads form". Below these elements are two buttons: "Rewrite" and "Done". The "Done" button is highlighted with a black background and white text.

Select Leads form:

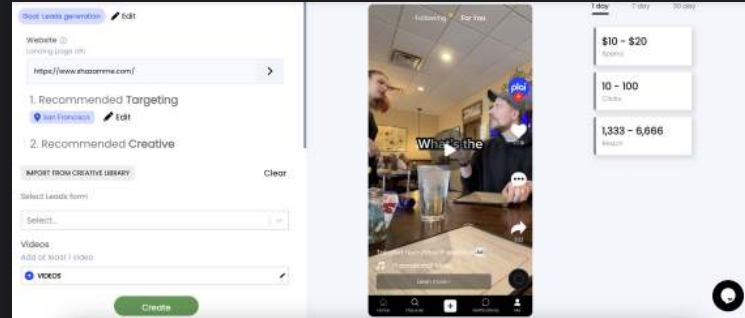
select lead form ▼

+ Create leads form

Rewrite

Done

Even super visual platform like TikTok and Snapchat will ask you landing page URL, which is where users will be redirected to once they click your Call to Action



What if I don't have a  
landing page but the ad  
I want to create  
requires one?

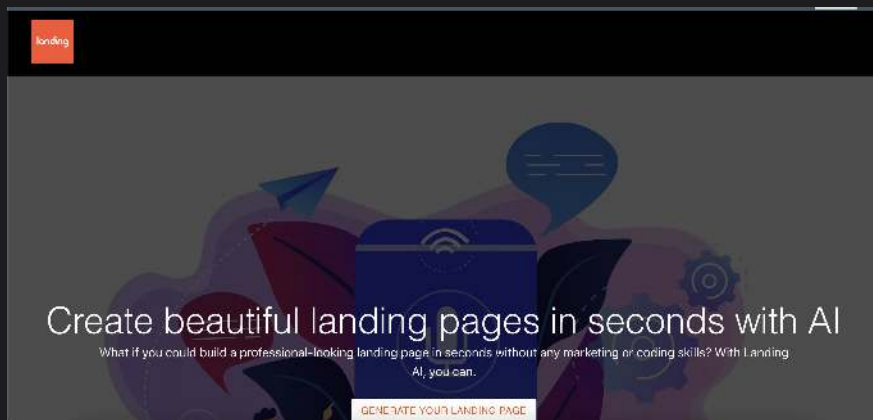
If you are  
creating any of  
these ads and  
you don't have  
a landing  
page...

- Facebook/Instagram Lead Ads
- Facebook/WhatsApp/Instagram Messenger Ads
- Google Call Ads



You could use your Facebook business page URL, PDF link, Linktree, Instagram profile, Google Business Page, or any other social media channel links that you have.

There are many website builders you could use that will provide you a landing for your customers, you can always use ours.



You only need  
to create a  
free account  
and then just  
start playing  
around.

# Login to Landing.site



CONTINUE WITH GOOGLE

or sign in with email

EMAIL

john@doe.com

PASSWORD




[Forgot Password?](#)

LOGIN

Don't have an account? [Sign up](#)

# Fill out the fields

 **Landing Page builder**  
Build your landing page in seconds

Landing page URL \*

https://landing.site/

CHECK

Choose your preferred language.

English

▼

What's your business, product, event, or idea? \*

0/ 200

e.g. Music festival

What's the name of it? \*

0/100

e.g. Coachella

In a few words, describe what it does. \*

0/ 600

e.g. is an annual music festival in California that includes dozens of concerts by popular artists from hip hop, rock, and pop.

Write for me



and use AI  
to create  
the most  
accurate  
template

In a few words, describe what it does. \* 284/600

Plalbook Test is a business that provides a comprehensive marketing guide for beginners. It aims to equip novices with the necessary knowledge and skills to navigate the complex world of marketing. It's an ideal starting point for anyone looking to understand and excel in this field.

Write for me

What are you offering your customers? \*

e.g. The best music festival of the year 0/100

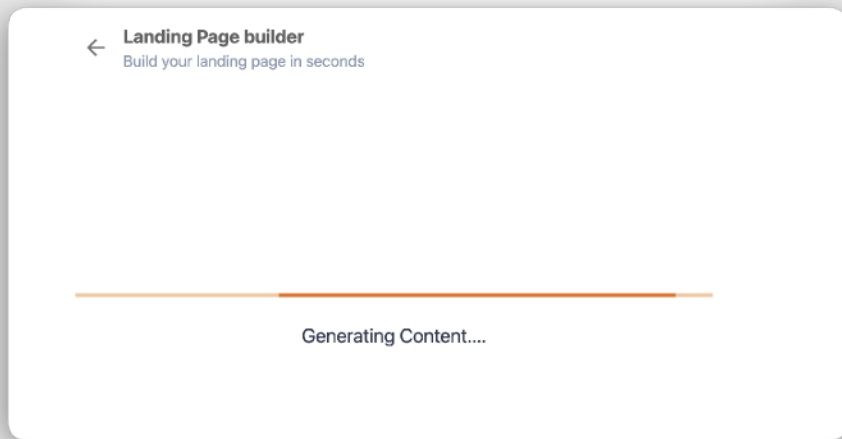
e.g. See your favorite music artists from every genre 0/100

e.g. Weekend vacation in the desert with friends 0/100

Write for me

Generate

Give it a  
couple  
of  
seconds  
and ...



You are ready to customize! You also have access to Shutterstock so you can pick from their entire library, then just create and you're ready to go!

