Get Better Leads

HOW TO GET 10X MORE HIGH QUALITY LEADS FROM YOUR ADS IN LESS THAN 7 DAYS (WITHOUT INCREASING ADSPEND)

A business owner's guide to lead generation with Done-For-You services

AdSmart.click

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Contents

Check out the contents!

1. Nail Your Audience Targeting

Effective lead generation starts with reaching the right audience. Your agency should be leveraging data from your existing customers, website visitors, and engaged social followers to create custom and lookalike audiences. Additionally, targeting needs to be refined by incorporating specific behaviours, interests, and life events that align with your ideal buyer. Without precise targeting, your ad spend will risk being wasted on people who are unlikely to convert.

Questions to ask your agency (or yourself):

How are you building and refining custom and lookalike audiences?

What detailed targeting parameters are being used to narrow down our audience?

How often do you refresh or adjust audience segments based on performance?

Got a question about Audience Targeting? Let's talk!!

2. Optimise Your Lead Form

The lead form is where the magic happens—or where leads drop off. A well-optimised form should strike a balance between qualifying leads and keeping the process user-friendly. By asking the right questions and minimising unnecessary fields, you can ensure that the leads coming through are serious prospects. Adding options like auto-fill, multiple-choice questions, and even multi-step forms can boost completion rates while still filtering for quality.

Questions to ask your agency (or yourself):

How are you optimising the lead form to filter for high-quality leads?

What is the current form completion rate, and how can it be improved?

Are we gathering enough information to pre-qualify leads while keeping the process simple?

3. Craft Magnetic Ad Copy and Creatives

Your ad copy and creative elements need to speak directly to your target audience's needs, pain points, and aspirations. The first thing users see should immediately capture their attention and draw them in with a promise of value. Clear, benefit-driven headlines combined with compelling visuals will determine whether someone clicks on your ad or keeps scrolling. Strong CTAs are crucial to guide potential leads toward taking action.

Questions to ask your agency (or yourself):

What hooks and pain points are highlighted in the ad copy to attract quality leads?

How often are creatives refreshed to avoid ad fatigue?

What types of CTAs have been most effective in converting leads?

4. Leverage Instant Follow-Ups and Nurturing

Generating leads is only half the battle—nurturing those leads effectively is key to increasing conversions. Instant follow-ups, whether through automated messages or email sequences, help keep your brand top of mind and guide prospects further down the funnel. A well-structured drip campaign can nurture leads by providing valuable content, answering questions, and addressing objections, leading to better-qualified prospects.

Questions to ask your agency (or yourself):

What instant follow-up mechanisms are in place once a lead submits a form?

How is the lead nurturing sequence structured to improve conversion rates?

Are there opportunities to automate and personalise further based on lead behaviour?

5. Continuous Testing and Refinement

Optimisation is an ongoing process. Your agency should be running continuous A/B tests on audience segments, ad copy, creatives, and lead forms to identify what works best. Regular performance reviews and real-time adjustments are essential to squeezing the maximum value out of your ad spend. Campaigns should be dynamic, evolving based on what the data reveals to consistently improve results.

Questions to ask your agency (or yourself):

What A/B tests are currently running, and what insights have been gained?

How frequently are campaigns being adjusted based on real-time data?

What KPIs are monitored most closely, and how are they tied to lead quality?

6. Maximise Trust and Credibility

Building trust quickly is essential for converting cold leads. Incorporating social proof, such as testimonials, case studies, and user-generated content, into your ads can provide the credibility needed to turn interest into action. Integrating booking tools directly within your lead form also allows qualified leads to take the next step, such as scheduling a demo or consultation, without extra friction.

Questions to ask your agency (or yourself):

How are we incorporating social proof in our ads to build credibility?

Can we integrate appointment scheduling directly into the lead form?

What other elements can be added to improve trust with potential leads?

7. Align Agency KPIs with Your Business Goals

To ensure your campaigns drive real business results, it’s crucial that the agency’s KPIs are aligned with your goals. Instead of focusing solely on lead volume, your agency should prioritise metrics like cost per qualified lead, lead-to-sale conversion rates, and overall ROI. Clear communication, regular strategy sessions, and detailed performance reports are critical to staying aligned and achieving long-term success.

Questions to ask your agency (or yourself):

What specific KPIs are you tracking to measure lead quality?

How are the campaign goals tied directly to our sales objectives?

How often will we review and adjust strategies based on performance data?

Conclusion

By focusing on strategic targeting, lead form optimisation, effective follow-ups, and ongoing testing, you can significantly increase the quantity and quality of leads generated through Facebook and Instagram ads without increasing your ad spend.

Close collaboration with your agency and consistent performance monitoring will ensure your campaigns stay aligned with your business goals and continue delivering high-quality leads.

If you would like to discuss your business goals and explore your options for enhanced campaign performance get in touch.

Checklist - Audience Targeting - Notes

How are you building and refining custom and lookalike audiences?

What detailed targeting parameters are being used to narrow down our audience?

How often do you refresh or adjust audience segments based on performance?

Checklist - Lead Form Optimisation - Notes

How are you optimising the lead form to filter for high-quality leads?

What is the current form completion rate, and how can it be improved?

Are we gathering enough information to pre-qualify leads while keeping the process simple?

Checklist - Follow-Ups and Nurturing - Notes

What instant follow-up mechanisms are in place once a lead submits a form?

How is the lead nurturing sequence structured to improve conversion rates?

Are there opportunities to automate and personalise further based on lead behaviour?

Checklist - Continuous Testing and Refinement - Notes

What A/B tests are currently running, and what insights have been gained?

How frequently are campaigns being adjusted based on real-time data?

What KPIs are monitored most closely, and how are they tied to lead quality?

Checklist - Trust and Credibility - Notes

How are we incorporating social proof in our ads to build credibility?

Can we integrate appointment scheduling directly into the lead form?

What other elements can be added to improve trust with potential leads?

Checklist - Alignment with Business Goals - Notes

What specific KPIs are you tracking to measure lead quality?

How are the campaign goals tied directly to our sales objectives?

How often will we review and adjust strategies based on performance data?

Checklist Answered - Audience Targeting:

How are you building and refining custom and lookalike audiences?

- We're using data in Meta, your CRM data, website traffic, and engagement data to build custom audiences.
- Lookalike audiences are based on your highest-converting customers.
- We build custom audiences according to campaign requirements.

What detailed targeting parameters are being used to narrow down our audience?

- We focus on behaviours, interests, and demographics relevant to your ideal customer profile, such as purchase intent, industry-specific interests, and relevant life events.
- We also exclude audiences unlikely to convert.
- We use our content to exlcude audiences.

How often do you refresh or adjust audience segments based on performance?

- Audience performance is reviewed weekly.
- We adjust segments as needed based on lead quality, conversion rates, and engagement data.
- Any significant drops trigger immediate refinement.

There are a few more things about audience targeting that I'll share when we talk .. so Let's talk!!

Checklist Answered - Lead Form Optimisation:

How are you optimising the lead form to filter for high-quality leads?

- We're asking qualifying questions like budget range, timeline, and specific needs.
- We use multi-step forms to gather deeper insights while keeping the experience user-friendly.

What is the current form completion rate, and how can it be improved?

- The current completion rate is XX%, which is strong, but we're testing simpler forms and tweaking field order to further boost it.
- We also employ auto-fill features to streamline the process and A/B test against forms without auto-fill features.

Are we gathering enough information to pre-qualify leads while keeping the process simple?

- Yes, we focus on essential details like contact info, company size, and immediate needs while avoiding unnecessary questions.
- We continually test to strike the right balance between lead volume and quality.

Checklist Answered - Ad Copy and Creatives:

What hooks and pain points are highlighted in the ad copy to attract quality leads?

- We emphasise solutions to common pain points such as speed of execution, cost reduction, improved efficiency, and ROI. etc.
- The copy may (or may not) address objections upfront, like pricing and time to benefit, and includes clear value propositions.

How often are creatives refreshed to avoid ad fatigue?

- Creatives are updated every 2-3 weeks or sooner if engagement drops.
- We maintain a library of tested creatives to rotate based on audience behaviour, ensuring freshness without compromising performance. Many of our video ads continue to perform profitably for years.

What types of CTAs have been most effective in converting leads?

- CTAs like “Get Your Free Quote,” “Book Your Demo,” and “Learn More” have performed well. We tailor the CTA to the specific stage in the funnel and consistently test variations for optimisation.

Checklist Answered - Follow-Ups and Nurturing:

What instant follow-up mechanisms are in place once a lead submits a form?

- We send an automated message immediately after submission with a thank-you note and next steps.
- For high-priority leads (and low), they're also added to a range of email sequences offering more value, like a free resource or consultation scheduling (Each lead gets what they need when they need it to progress through the funnel, step-by-step).

How is the lead nurturing sequence structured to improve conversion rates?

- We use a multi-step drip campaign that segments leads based on behaviour.
- The sequence offers educational content, case studies, and personalised follow-ups, progressively guiding leads toward a purchase decision.

Are there opportunities to automate and personalise further based on lead behaviour?

- Yes, we track engagement and trigger specific actions based on opens, clicks, and responses.
- High-interest leads receive more direct and prompt outreach, while colder leads get nurturing content to warm them up over time.

Checklist Answered - Continuous Testing and Refinement:

What A/B tests are currently running, and what insights have been gained?

- We're testing different ad formats (carousel vs. single image), ad copy variations (short vs. long-form), and lead form length.
- Early results show that shorter copy with video creatives has improved engagement by XX%.

How frequently are campaigns being adjusted based on real-time data?

- Adjustments are made weekly based on performance data, with more frequent changes during key phases or when testing new elements.
- Any underperforming ads are either paused or optimised immediately.

What KPIs are monitored most closely, and how are they tied to lead quality?

- We focus on cost per qualified lead (CPL), conversion rates, and lead-to-sales ratios.
- These KPIs give a clear picture of how ad performance ties directly to your sales and ROI goals.

Checklist Answered - Trust and Credibility:

How are we incorporating social proof in our ads to build credibility?

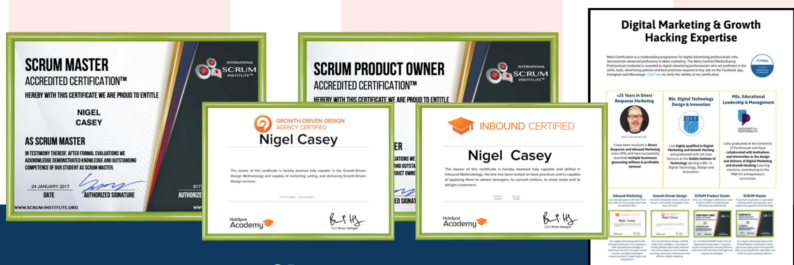
- We feature our clients' customer testimonials, star ratings, and short case studies within the ad copy and creatives.
- We also showcase user-generated content to build authentic trust.

Can we integrate appointment scheduling directly into the lead form?

- Yes, we can use MyBusinessAccelerator to allow leads to book appointments directly from the lead form, which can significantly reduce friction and improve conversion rates.

What other elements can be added to improve trust with potential leads?

- We can include badges like "Trusted by 1,000+ Companies" or "Google 5-Star Rating" and highlight media features or awards.
- Additionally, offering a low-commitment incentive, like a free consultation, can further build trust.



Got any badges, trophies, medals, patents, or ISO etc. to show off?

Checklist Answered - Alignment with Business Goals:

What specific KPIs are you tracking to measure lead quality?

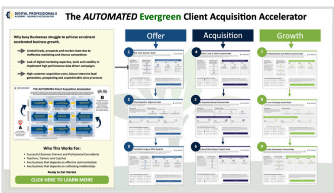
- We track CPL, conversion rates, lead engagement (email opens, clicks), and customer acquisition costs.
- Our primary goal is to improve lead-to-sale conversion rates rather than just volume.

How are the campaign goals tied directly to our sales objectives?

- Campaigns are designed around your revenue targets, focusing on generating leads that align with your highest-value customer profiles.
- We adjust strategies based on which leads are converting into actual sales.

How often will we review and adjust strategies based on performance data?

- We hold weekly performance reviews, but deeper strategy sessions occur monthly. These reviews focus on data insights and include proposals for optimisation to align with shifting business goals.



P.s. We're in this with you!
Pay 50% upfront, and if you're not satisfied after 30 days and don't intend to continue, don't pay the remaining balance.

Need help aligning your campaigns with your business goals?

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Now that's clear check out the 10x Rule ..