Creating New Ads for Collecting Visitor Emails / Information
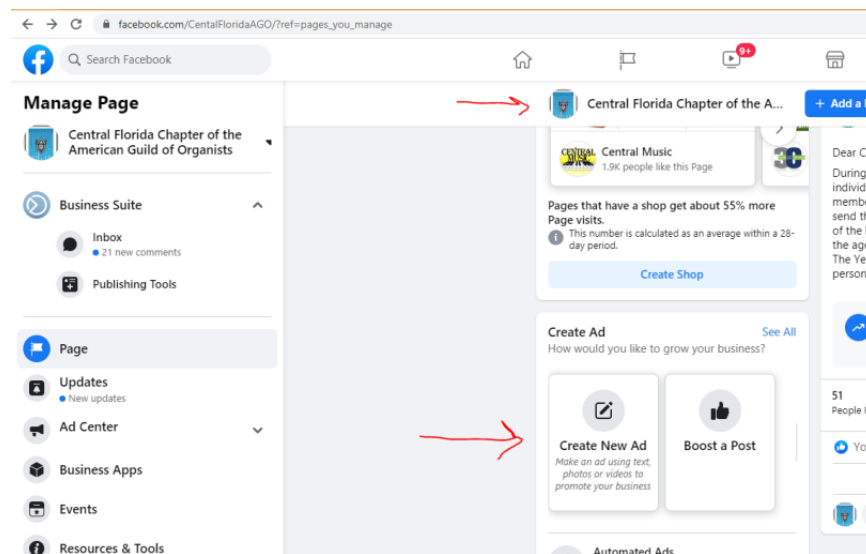
Visitor (POTENTIAL NEW MEMBER) **CAPTURE EXAMPLE**

➢ The idea here is to promote your chapter events and promote your chapter with promoted Facebook marketing efforts
➢ Drive them to the chapter website
➢ Once the new visitor lands on the chapter website have some sort of email capture system to collect emails
➢ Example would be Learn more / yes I want to be on your mailing list / Add me to your mailing list for upcoming events and concerts

Simply use this list to:

• Welcome
• Invite to upcoming events
• Educate (about your chapter / the guild / membership benefits
• **Develop rapport**
• **Encourage them to be participative in upcoming events**
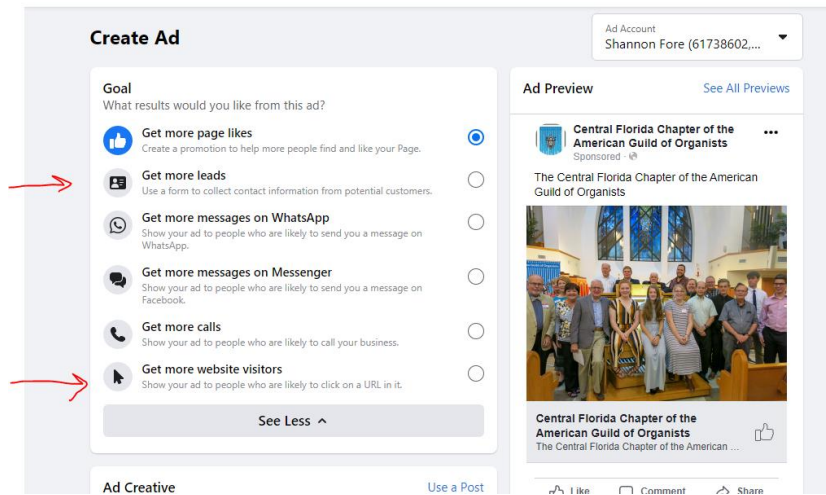• **Encourage them to become members of the AGO**

Step 1 Go to your FB Chapter home page

Step 2 Click Create New Ad (If you want to boost an event or post you choose the other button)
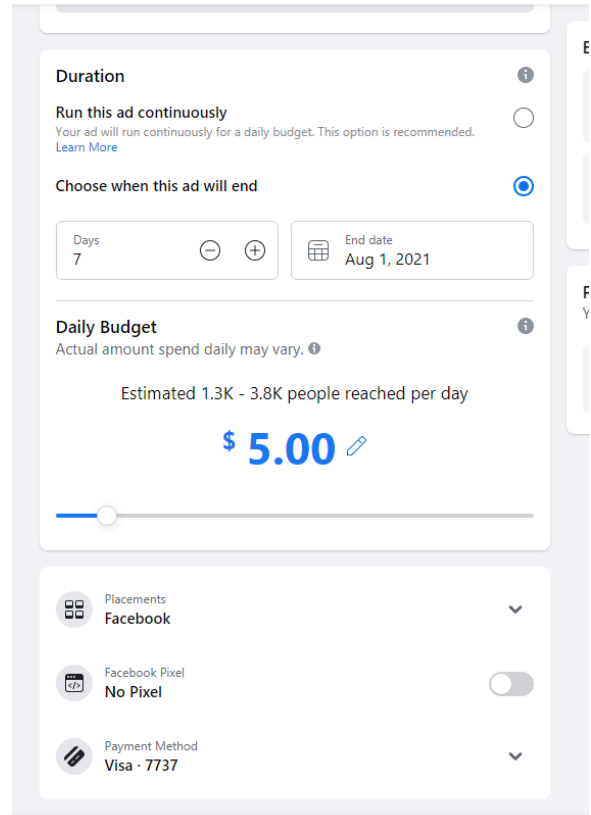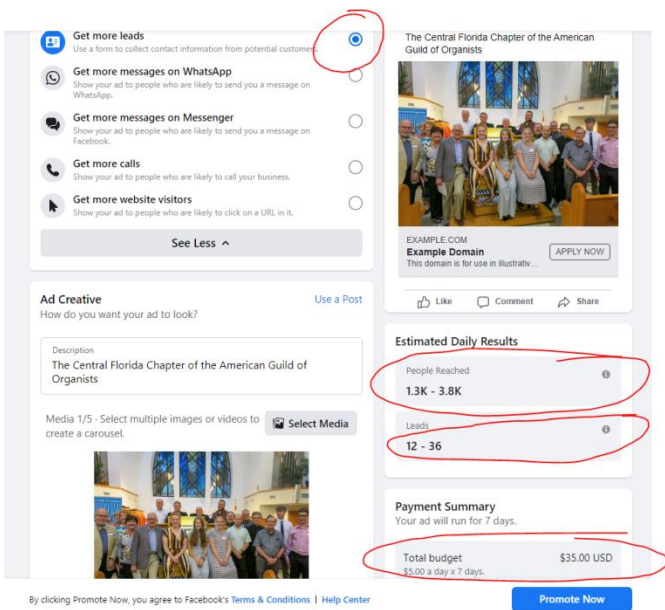
Step 3 Once you are inside the Create Ad section select the Goal Type

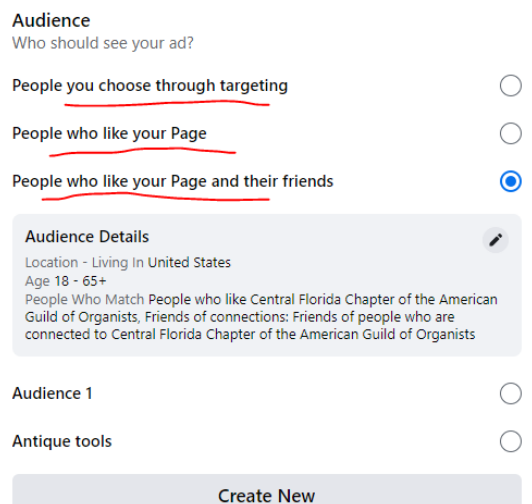- **More thank like you will only use Get more Leads or Get more website visitors**

Step 4 Once You Choose Your Goal Type Review the information of Estimated Daily Results and (Leads) or potential visitor information

- **Here you can program your Budget**

Step 5 Here you can create your Audience Note Options: I suggest using a "==Look a like== audience which is basically defined as people who like this page and who are their friends.

Step 6 Once You Click the Create Form button you will see the form area where you Can customize the form itself Before you Click the Save Button for the Form Page be sure to place your Chapter Homepage as the Link and add verbiage to state "Want to learn more about the AGO and upcoming concerts?" and place the chapter or HQ URL so the visitor can be redirected.

Step 7 Now We are All Set to Press PROMOTE NOW

- As people fill out the form they will be sent to where?
- You should take these Visitors and their information and add them to the chapter email list as mentioned in the email instructions **(separate list for potential members)**
- Email them appropriate messaged as suggested see earlier

Step 8 To get Access to the people who filled out the Learn more Form

- Go to Publisher Tools
- Click the Campaign
- You will see the number of leads listed and you can download / export the file to Excel and load them into your email list