



peasy

How to Setup your Facebook Lead Form  
[www.peasy.ai](http://www.peasy.ai)

# Take Note



- In intro, for headline, you want to use a headline and descriptions that entices a person to fill in the form. A favorite theory of mine in economics is that rational people moves towards incentives. The biggest mistake that most businesses makes here is that they reuse ad copies and give information that people already know. We find that there was an increase in lead volume when we used promotional or beneficial information such as "first 3 months 0% installment", "first 100 to register receives RMxx,xxx discount" and such.
- There are a couple of ways to use custom questions, you can use custom questions to gauge intentions or to receive updated information. For example, you can use custom questions to ask whether your leads would like to have an agent contact them or to book a sales gallery visit. If you would like to have your leads book a sales gallery visitation, you can have them schedule a visitation. If you're finding that a lot of the numbers that you received from your lead generation ads are uncontactable because the numbers are not valid or because the person answering the phone is not the intended person, you can also use custom question to collect recent information.
- When deciding how many questions to include, remember that simple is best. Ask only what is relevant to you and nothing more, you're here to generate leads not ask a survey.
- In settings, you can change the language of your form. If you're wanting to localise your lead generation to a specific demographic or foreign buyers, this setting would be useful for you. But only a handful of language options is available here, so you may want to check if it supports languages that you want to use.
- Field ID's is useful for when you want to use an API or a tool to extract leads from Facebook Lead forms and send it to either your database or CRM tools. You can change the questions identifiers to suit your API or CRM needs.
- Tracking parameters is used for when you segmentise your lead forms for differing segments, for example, you can set the tracking parameters to language, segment name, and etc. This is used to pass additional information into your CRM or database for the use of data analysis at a later stage.
- Test and experiment, you may need to change the way your form is structured, if something is not working, then it has to be changed. Simply changing the way your prospects interact with the form can be a game changer.

# Creating a Lead Form



1. In the first step of your Peasy campaign creation stage, select Leads and click next
2. Then enter your campaign name, then click on next
3. Click on "Create New Form", you'll get a pop-up for the form creator tool.
4. Click on create new form
5. Name your form
6. Select your form type, the difference between the form types here determine whether there is an extra step for you prospects to review the information they've keyed in before submitting or not. The review step is added if you select "Higher Intent", you can experiment on this if you would like, in order to determine which is best.
7. Now your headline and description (under layout), this is purely optional. But we recommend that you use it as based on our experience, adding in additional information to this really helps in motivating a person to filling and submitting the form.
8. In questions, you have the option of using custom questions. But let's talk about prefill information first, prefill information will automatically populate with information configured to a person's Facebook's profile. You would use custom questions in order to get information outside of the provided fields.
9. In privacy policy, you will need to include your company's privacy policy URL.
10. In completion you can include additional information and send leads to your website or even call if you so do wish.

# Creating a Lead Form



## Choose your objectives



### Reach & Impression

I want more awareness and brand recall



### Clicks

I want to get more clicks on my ads



### Traffic/Reply

I want more people to visit my website or reply my messenger



### Conversion

I want people to take valuable actions in my website



### Engagement

I want people to take valuable actions in my website



### Lead

I want valuable leads for my product



# Creating a Lead Form



**Select existing Lead Form**

Create New form

List of your lead forms



# Creating a Lead Form



## Create a lead form



New form

Create a new form and enter in all new information.



Duplicate an existing form

Duplicate one of your existing forms and only change what you want to change.

# Creating a Lead Form



The screenshot shows the Facebook Lead Ads Form Builder interface. At the top, there is a dark blue header with the text "Lead Ads Form Builder" and a Facebook logo icon. Below the header, the text "Untitled form 25/10/2020, 13:04" is displayed, along with "Save" and "Finish" buttons. The main content area is divided into two sections: "Content" and "Settings".

**Content Section:**

- Form type:** A radio button is selected. Below it, a description reads: "Customise your form depending on the goal of your Lead Generation campaign. The options you select may effect the volume of submissions and cost per lead. [Learn More](#)".
- Options:** Two radio buttons are present:
  - More volume:** Selected. Description: "Use a form that's quick to fill in and submit on a mobile device."
  - Higher intent:** Unselected. Description: "Add a review step that gives people a chance to confirm their information."
- Intro (Optional):** A radio button is selected, with a toggle switch turned on and a dropdown arrow.
- Questions:** A radio button is selected, with a dropdown arrow.
- Privacy Policy:** A radio button is selected, with a dropdown arrow.
- Completion:** A radio button is selected, with a dropdown arrow.

**Form Preview Section:**

The preview shows a mobile device screen with the title "More volume - form preview". It features a close button (X) in the top right corner. Below the title, there is a placeholder for an image with the text "The image creative used in your ad will appear". Underneath, the Peasy logo is displayed, followed by the text "Peasy.ai" and "Headline text". At the bottom of the form, there is a blue button labeled "Next" with a right-pointing arrow. At the very bottom of the preview, the text "Intro" is on the left, and "1 of 4" with navigation arrows is on the right.