Discover Boating Social Media 101: Lead Generation Ads, Website Traffic & Sign Up Button Tips

Our last post's exercise of exploring Facebook Ads and how they can help your business leads us to today's article, taking a closer look at lead generation ads, driving website traffic and sign up button tips and best practices.

Lead Generation Ads
Facebook's Lead Generation Ads autofill forms with user details, making it easier for people to sign up and receive your business's newsletter, offer, quote and more. The tool also offers a call-to-action button to further tell people what you want them to do when they see your ad, including the following options: Apply Now; Download; Get Quote; Learn More; Sign up; and Subscribe.

Choosing an engaging image is key to success, but video is another powerful way to engage with people to stand out from the crowd. Make sure text is clear and concise encouraging people to click on the ad. Since you're asking for immediate action, people want to know exactly what they are signing up for, which is why Facebook offers a context card offering further information when you click on the ad. For example, if you want new email subscribers, use a context card to explain what type of content you are offering in those emails.

Take this Facebook Blueprint Course for tips and best practices for creating Lead Generation Ads.

Drive Website Traffic
Placing a website link on Facebook is simple, but getting people to click on it isn't always as easy. When posting a link, consider the following:
- Is the image engaging? Images from your website often populate automatically, but you don't have to use it. You can upload your own image or video to inspire more clicks.
- What image will drive the most engagement? If you're not sure which image is best, try Facebook's Carousel Ads. This allows you to post multiple images with a link and automatically tracks which image is driving the most engagement. Learn more about carousel ads here.
- What else can you do to increase clicks? Facebook allows you to add a call-to-action button on paid posts with links to help tell people exactly what you want them to do on your website. Learn more here.

Once you get people to your website, you can also track what people do once on your site using website conversions, so when someone subscribes or makes a purchase you know it came from Facebook. Watch this tutorial on how to track website conversions from Facebook.

Sign Up Button
This (free) button is located on your Facebook homepage at the bottom right of your cover photo. You can edit this button to help people do whatever you'd like them to when visiting your page. Options include: Sign Up; Book Now; Call Now; Contact Us; Send Message; Use App; Play Game; Shop Now; Watch Video; Send Email and Learn More. This is a nice feature to help people sign up for your newsletter, call you about a special promotion or whatever your business needs are at the time.