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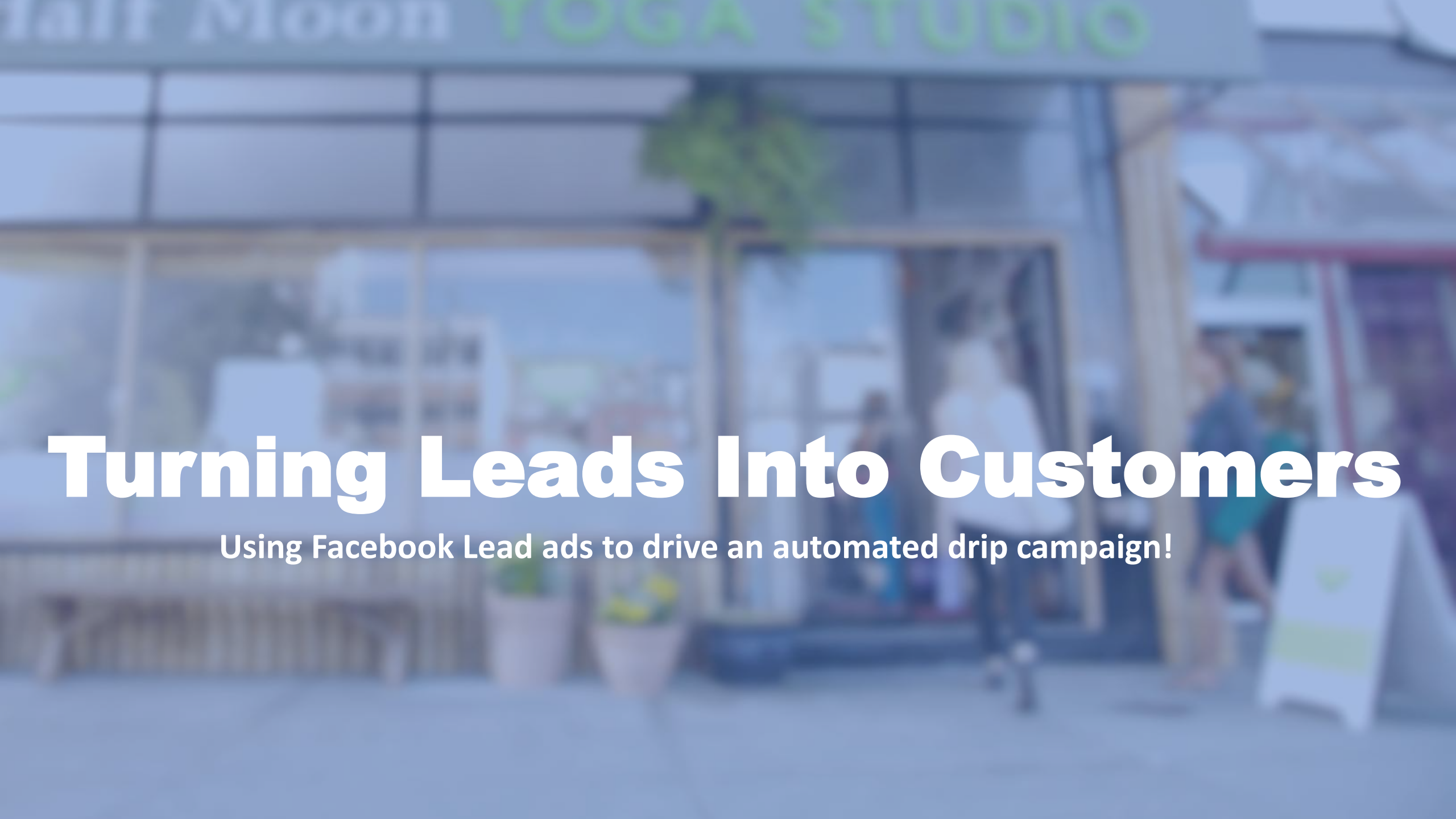


TheSocialGloo.com



678-358-3680





Turning Leads Into Customers

Using Facebook Lead ads to drive an automated drip campaign!

The Problem

Getting more leads

Turning new leads into new customers

Would you agree...

It is easier to keep a customer than to find new customers?

Word of mouth is your best form of advertising?



Email + Social Media =

73% more customer engagement

57% more new customers

39% more business referrals

91%

of people
check their
email daily

Source: Litmus

\$44.25

average return for
every \$1 spent on
email marketing

Source: salesforce.com/blog/2013/07

Why take email
marketing seriously?



The Social Gloo

1. What is the value of your list?



Size of your list

X

**average price point of
product/service**

=

\$ List Value

Why are those email
addresses so valuable?



They've met you



Campaigns

Contacts

Reporting

Sign-up Forms

Library

Social Posts

Integrations



Help

Ken ▾

Recent Campaigns

[View all campaigns](#)



Create



August 2018 Newsletter

SENT Newsletter Email, Sent Aug 10, 2018

18%

OPEN RATE

10%

CLICK RATE

More ▾



PBC Visitor Automation

PAUSED Autoresponder Series, Created Aug 1, 2018

67%

OPEN RATE

50%

CLICK RATE

More ▾



30 Day Challenge

ACTIVE Autoresponder Series, Created Jun 11, 2017

78%

OPEN RATE

20%

CLICK RATE

More ▾

 903 Contacts

ADD ▾

SIGN-UP FORMS



View guides, FAQs, and videos.

Find helpful apps and integrations.

Need additional help?

Call a coach, free.

☎855-854-8609



Integrations



Facebook Lead Ads



Connected



Shopify



Connect your shop



Office 365



Import contacts



QuickBooks Online App



Import contacts



Outlook Desktop



Import contacts



Google



Import contacts



Salesforce by Cazoomi



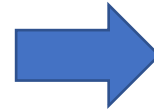
Import contacts



WordPress Plugin

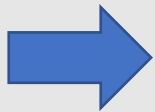


Sign-up Form

[Campaigns](#)[Contacts](#)[Reporting](#)[Sign-up Forms](#)[Library](#)[Social Posts](#)[Integrations](#)[Help](#)[Ken](#) **Ken Fehner****Connected**[Disconnect](#)[Create Lead Ad](#)[Watch Tutorial](#)

Grow your audience and your business with Facebook Lead Ads, which will run associated with your Facebook account.

Facebook Lead Ads [requires that you maintain a Privacy Policy page](#). Need more info? Check out our [Constant Contact Knowledge Base](#)



Create Lead Ad - Google Chrome

Secure | https://www.facebook.com/boost/dialog/?client_app_id=1562446387178305&flow_id=DPutEdb1jtUV-9Xc&plugin_instance_id=DPutEdb1jtU...

Create Lead Form

Sun Aug 12, 2018 10:36pm

Form Language ⓘ
English (US) ▼

Select the info you want people to provide
This form will open when someone clicks the button on one of your ads. You can use the info people provide to contact them about your business. [Learn More.](#)


Customer Info
What information would you like to ask for?
☒ Email ☒ Full name
[Show more options](#)

Custom Questions (Optional)
Request additional information with custom form questions.


+ Add Custom Question

Thank You Screen
Once a person completes your form, you can prompt them to visit your website.
Website Link Required

More Volume - Form Preview



A preview of your image will appear here.

 The Social Gloo
Sign up by providing your info below.
Email
Enter your answer.
Full name
Enter your answer.
By clicking Submit, you agree to send your info to The Social Gloo who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy.](#) [View The Social Gloo's Privacy Policy.](#)
Submit
Form 1 of 2

Help Center

Next

Thank You Screen

Once a person completes your form, you can prompt them to visit your website.

Website Link



Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link URL



Full name

Enter your answer.

By clicking Submit, you agree to send your info to The Social Gloo who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [View The Social Gloo's Privacy Policy](#).

Submit

Form

1 of 2



MOBILE NEWS FEED

Choose the type of image or video format you'd like to use in this ad.

Single Image ▼

Single Image

Upload an image or choose one from your page

Browse Library

Free Stock Images

Headline 

15 / 25

The Social Gloo



We recommend less than 90 characters to help your full message appear on smaller screen sizes.

 **The Social Gloop**
Sponsored · 

 Like Page

Are you out of ideas?
Don't know how to sell using social media?
Sign Up Today for 30 days of free tips and inspiration!



The Social Gloo

Sign Up



Boost

AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In: United States: Lawrenceville Georgia
Age: 18 - 65+

☐ Custom Audiences

☐ Hyer - Furn Man

☐ Home Forge Likes Test 1

☐ Hyer - Likes

[See All \(51\)](#) | [Create New Audience](#)

BUDGET AND DURATION

Total budget ⓘ

\$35.00 USD

✓ Thanks for optimizing your budget!

DESKTOP NEWS FEED

MOBILE NEWS FEED



The Social Gloo

Sponsored · 🌐

👍 Like Page

Are you out of ideas?
Don't know how to sell using social media?
Sign Up Today for 30 days of free tips and inspiration!



The Social Gloo

Sign Up



By clicking Promote, you agree to Facebook's Terms & Conditions | [Help Center](#)

Promote





Secure | https://www.facebook.com/boost/dialog/?client_app_id=1562446387178305&flow_id=DPutEdb1jtUV-9Xc&plugin_instance_id=DPutEdb1jt...

Boost

AUDIENCE

• People

Location - Living In: Unite

Age: 18 - 65+

☐ Custom Audience

☐ Hyer - Furn Man

☐ Home Forge Likes Test 1

☐ Hyer - Likes

BUDGET AND DURATION

Total budget

\$35.00 USD

✓ Thanks for opti

By clicking Promote,

Edit Audience

Age

40

60

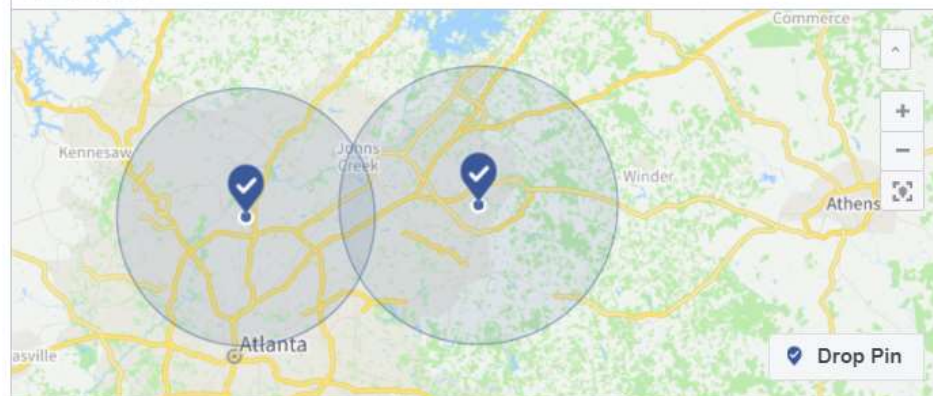
Locations

United States

✓ Lawrenceville, Georgia + 13mi

✓ Sandy Springs, Georgia + 12mi

Add locations



Detailed Targeting



Your audience size is **defined**. Good job!

Potential Reach: 210,000 people

Cancel

Save

LE NEWS FEED

Like Page

Sign Up

Promote



Boost

AUDIENCE

- ☒ People you choose through
- Location - Living in: United States
- Age: 18 - 65+
- ☐ Custom Audiences
- ☐ Hyer - Furn Man
- ☐ Home Forge Likes Test 1
- ☐ Hyer - Likes

BUDGET AND DURATION

Total budget

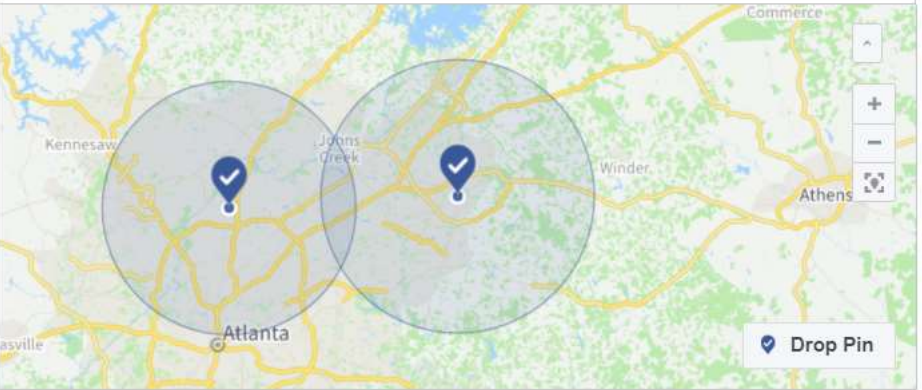
\$35.00 US

☒ Thanks for opti

☐ By clicking Promote,

Edit Audience

Add locations



Drop Pin

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Work > Job Titles

Business Owner


Interests > Business and industry

Marketing

Interests > Business and industry > Online

Social media

[Add demographics, interests or behaviors](#) [Suggestions](#) [Browse](#)



Your audience size is **defined**. Good job!

Potential Reach: 60,000 people ⓘ

Cancel Save

LE NEWS FEED

Like Page

Sign Up

Promote



Boost

Total budget ⓘ

\$35.00 USD



Thanks for optimizing your budget!

Estimated People Reached ⓘ

45 - 190 people per day

of 51,000

Duration ⓘ

7 days

14 days

28 days

Run this ad until  Aug 22, 2018

You will spend an average of **\$3.50** per day. This ad will run for **10** days, ending on Aug 22, 2018.



Refine your audience or add budget to reach more of the people that matter to you. Once you hit "Promote", you cannot adjust your budget or duration for this type of ad.

PAYMENT



By clicking Promote, you agree to Facebook's Terms & Conditions | [Help Center](#)

DESKTOP NEWS FEED

MOBILE NEWS FEED



The Social Gloo

Sponsored · 

 Like Page

Are you out of ideas?
Don't know how to sell using social media?
Sign Up Today for 30 days of free tips and inspiration!



The Social Gloo

Sign Up

Promote

Take Our 30 Day Social Media Challenge

Text us your email address to get started!

Text
SOCIALGLOO
to **22828** to get started.





If we had more time...



Ken Fehner

Owner- The Social Gloo



Ken@TheSocialGloo.com



Facebook.com/TheSocialGloo



[@LordSocialMedia](https://twitter.com/LordSocialMedia)



Linkedin.com/in/KenFehner



YouTube.com/KenFehnerJr



Pinterest.com/kcfehner



TheSocialGloo.com



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