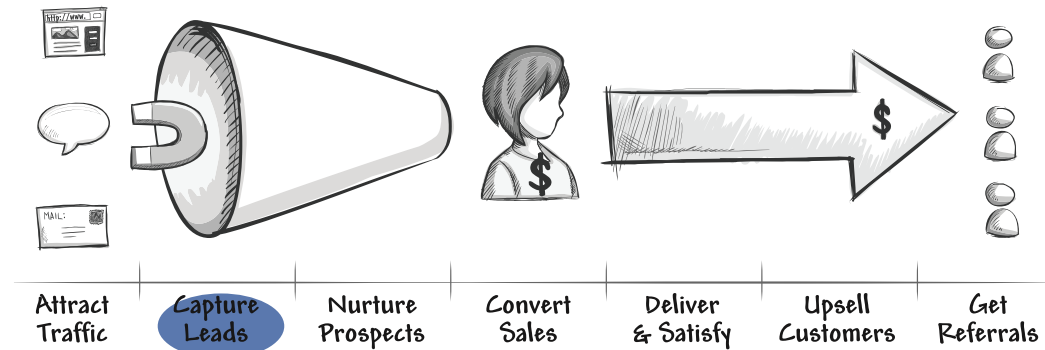


Using Facebook to Capture Leads



Take your **RELATIONSHIP** to the next level.

BTW ... Don't Forget to Capture Leads



Facebook is a great tool that can make an impact on each area of the Perfect Customer Lifecycle. One area where it can really move the dial (in a positive direction) is in lead capture. Many business owners (although not nearly enough) rely on Facebook to attract traffic and maybe interact with current customers. But they usually forget to tap into the power of Facebook for building their list and capturing new leads. They are missing the boat.

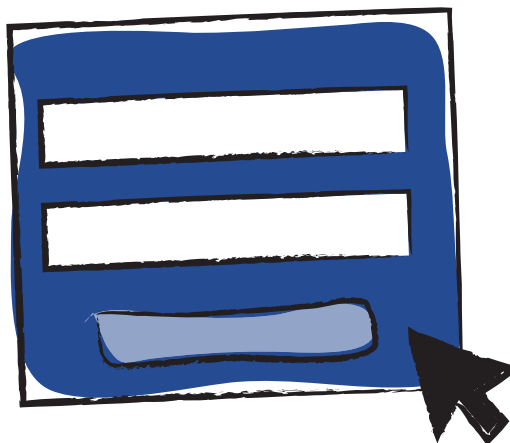
We've come up with a few ways you can use Facebook to capture leads. Using Facebook together with Infusionsoft can turn your Facebook marketing efforts into pure gold.

Supercharge Your Facebook Page

You wouldn't want your website to be a static, brochure-type page that doesn't interact with traffic ([read more about that here](#)). Your Facebook page shouldn't be any different. Here are a few things you can do to put your Facebook page to work for your business—no more sitting around simply looking pretty.

Web Forms

It's time to capitalize on your Facebook traffic (you've already put some effort into [getting traffic](#), after all). Wouldn't you like to know who is dropping by your Facebook page? Despite what the "see who is watching your profile" scams say, the only good way to do this is by using a Web form. That way, you can collect email information and permission to send them stuff. It's a win-win. *Note: For more tips on how to incentivize visitors to fill out your Web forms, view our growth strategy about [Lead-Gen Magnets](#).*



Let's take a look at a few examples first, so you can get a feel for what we're driving at.

Roeder Studios, Inc.

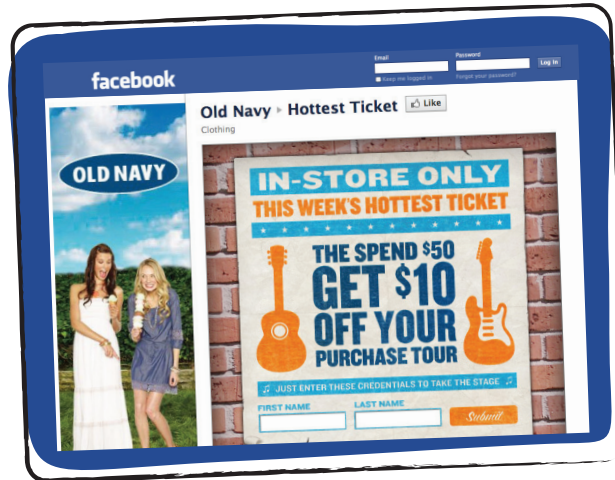
Here's a great example of how an Infusionsoft Web form can collect information on a Facebook page. Infusionsoft user Laura Roeder knows how to use Facebook to improve her business (so much so that [she teaches people all about it](#)).

On her [Facebook Home Page](#), she drives traffic to her newsletter with a "Subscribe For Free" link in the side menu. Visitors who click the link are taken to a landing page that is hosted on a Facebook Tab. This landing page includes a description of her weekly newsletter, a Web form to gather information and a clear call to action. Laura is able to capture the interested traffic and immediately put them into a long-term follow-up sequence (her newsletter).



Old Navy

Old Navy has a *lot* of traffic visit its Facebook page every day. It would be a shame to let that traffic go without attempting to capture them for their list. On the main [Old Navy Facebook page](#), they use a clever link on the side menu that simply says, “Hottest Ticket.” Visitors who are curious click on the link and find this valuable coupon (it changes frequently, so those who aren’t impressed this time might have more interest next time).



To get the special offer, visitors simply have to fill out the Web form. Done. It’s just that easy.

The Nuts and Bolts

So how do you get a Web form on your Facebook page? We’re glad you asked. We actually have a blog post on the whole process—[you can see it here](#). This post will walk you through the steps needed to start capturing leads from your Facebook page.

Option #2

But we’re not one-trick ponies. If you’d prefer a different method, you’ve got it! How about hosting a Web form through Infusionsoft, then linking to it from your Facebook page? That way, you can continue to capture leads through Facebook and have a dynamic Web form that can highlight your special offers. Check out how to create amazing [hosted Web Forms here](#).

Conclusion

Facebook is more than an efficient way to connect with prospects and customers. It is an efficient way to build your list, find interested prospects and improve your Web presence. Take the time to put a Web form (or a link to a hosted Web form) on your Facebook page today. You’ll fill the holes in your bucket and start finding the right people who will eventually be ready to buy your product or service. Best of luck!