





KELAS ONLINE **META LEADS ADS**

**BELAJAR CARA SETUP IKLAN TARIK LEAD
BERKESAN & STRATEGI TAPIS LEAD BERKUALITI**

...

 04 November 2023 (Sabtu)

 09.30 am - 04.30 pm

FRAMEWORK COPYWRITING

- Format & struktur ASAS:
 - Target Market: (siapa)
 - Angle (ikut target market):
 - Harapan/Impian(gain)
 - Masalah(pain)
 - Solusi:
 - Kenalkan produk
 - Highlightkan benefit
 - Sesuai dengan target market
 - Promosi: (promo/freegift)
 - CTA: (nak bawa ke mana)

FRAMEWORK COPYWRITING

- Target Market 1:

Angle Pain	Angle Gain	Solution

- Promosi:
- CTA:

FRAMEWORK COPYWRITING

- Target Market 2:

Angle Pain	Angle Gain	Solution

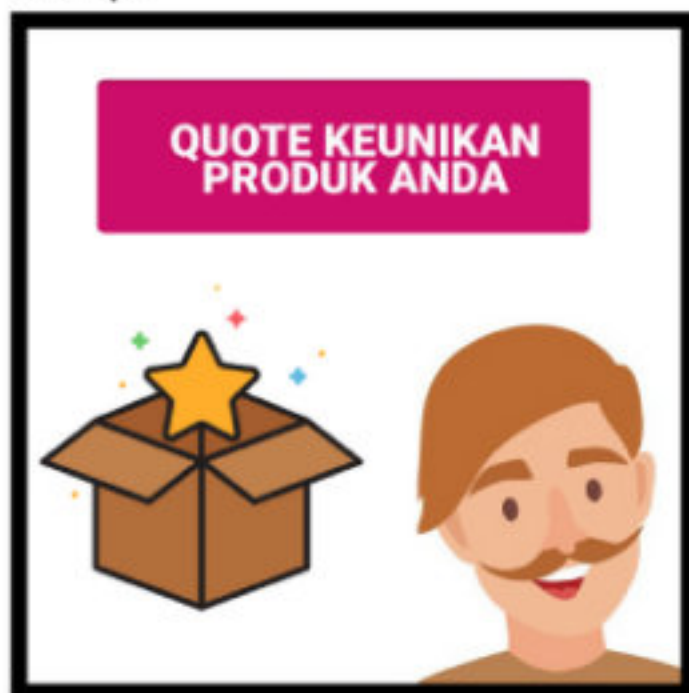
- Promosi:
- CTA:

FRAMEWORK COPYWRITING - NOTA

FRAMEWORK COPYWRITING - NOTA

FRAMEWORK POSTER

Mockup 1



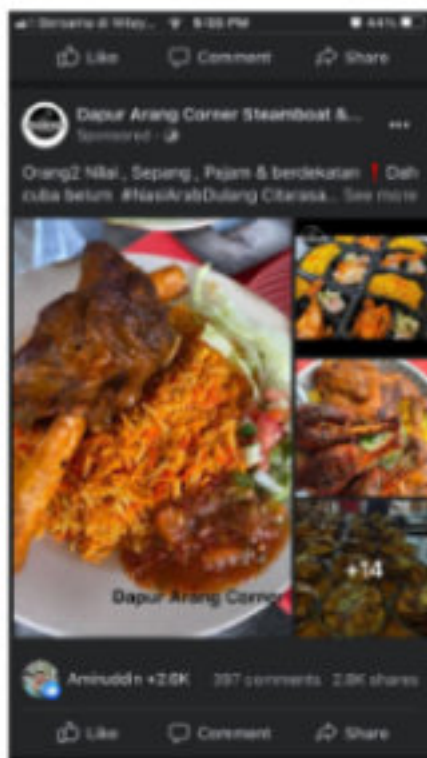
Mockup 3



FRAMEWORK POSTER



FRAMEWORK POSTER

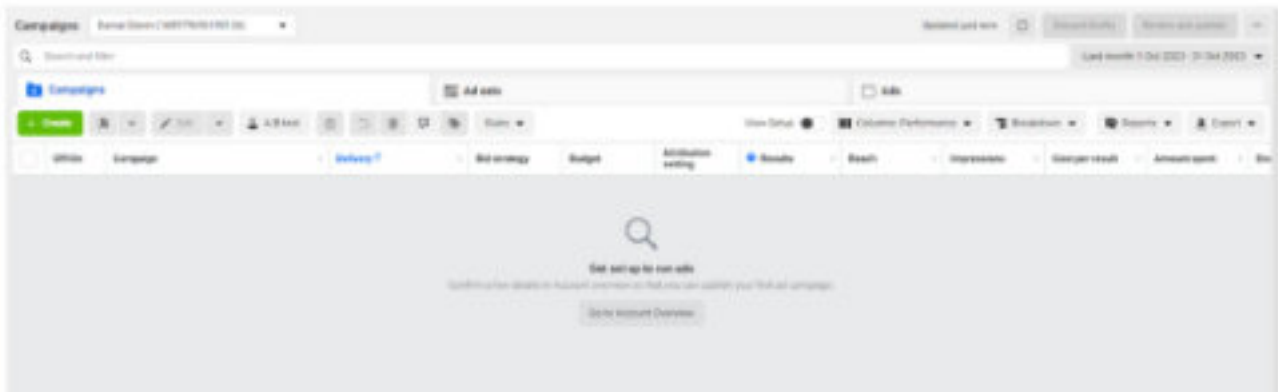


FRAMEWORK POSTER - NOTA

FRAMEWORK POSTER - NOTA

CARA SETUP LEAD GEN

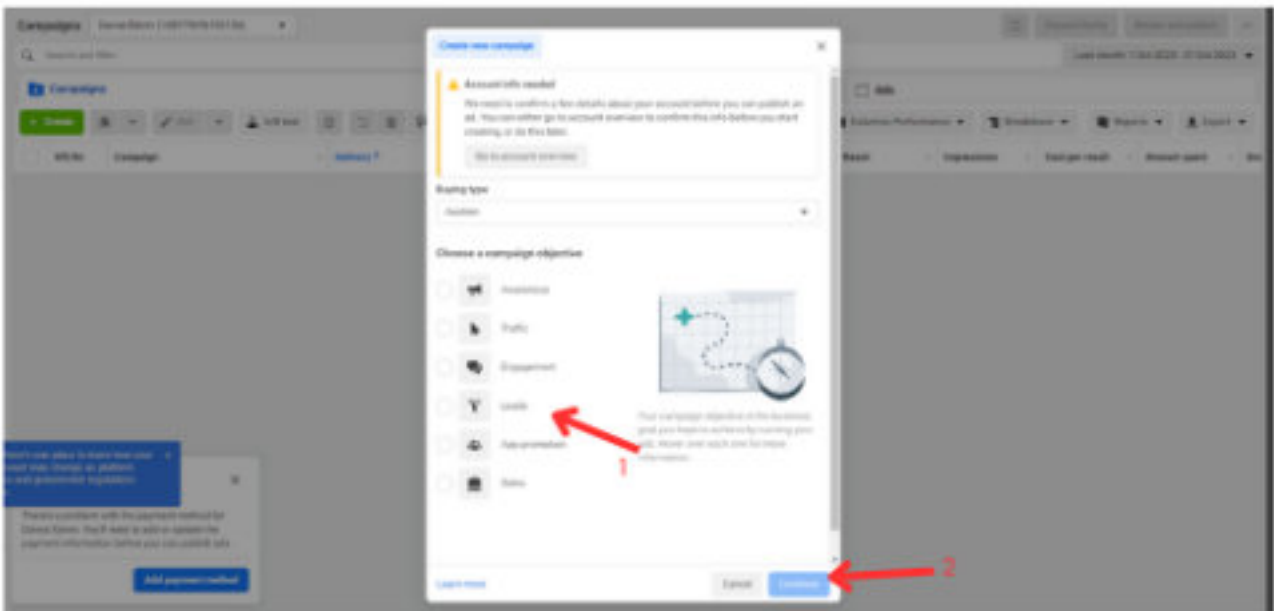
- Buka chrome, dan layari **adsmanager.facebook.com**
- Pangkah semua pop-up



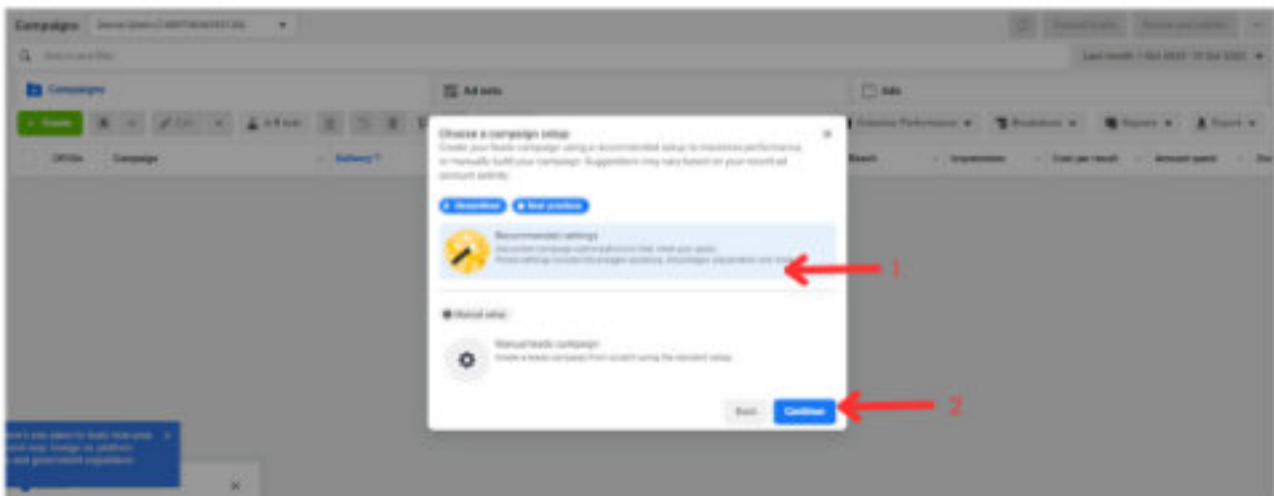
- Klik butang **Create**



- Klik **Leads**
- Tekan **Continue**



- Klik **Manual leads campaign**
- Klik **Continue**



- Namakan kempen cth: ULS - Lead Gen - Poster AAA
- **Biarkan Off** Special ad categories, Campaign details, A/B test dan Advantage campaign budget+

Campaign name
New Leads campaign [Create Template](#)

Special ad categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.
[Learn more](#)
Categories
No categories declared

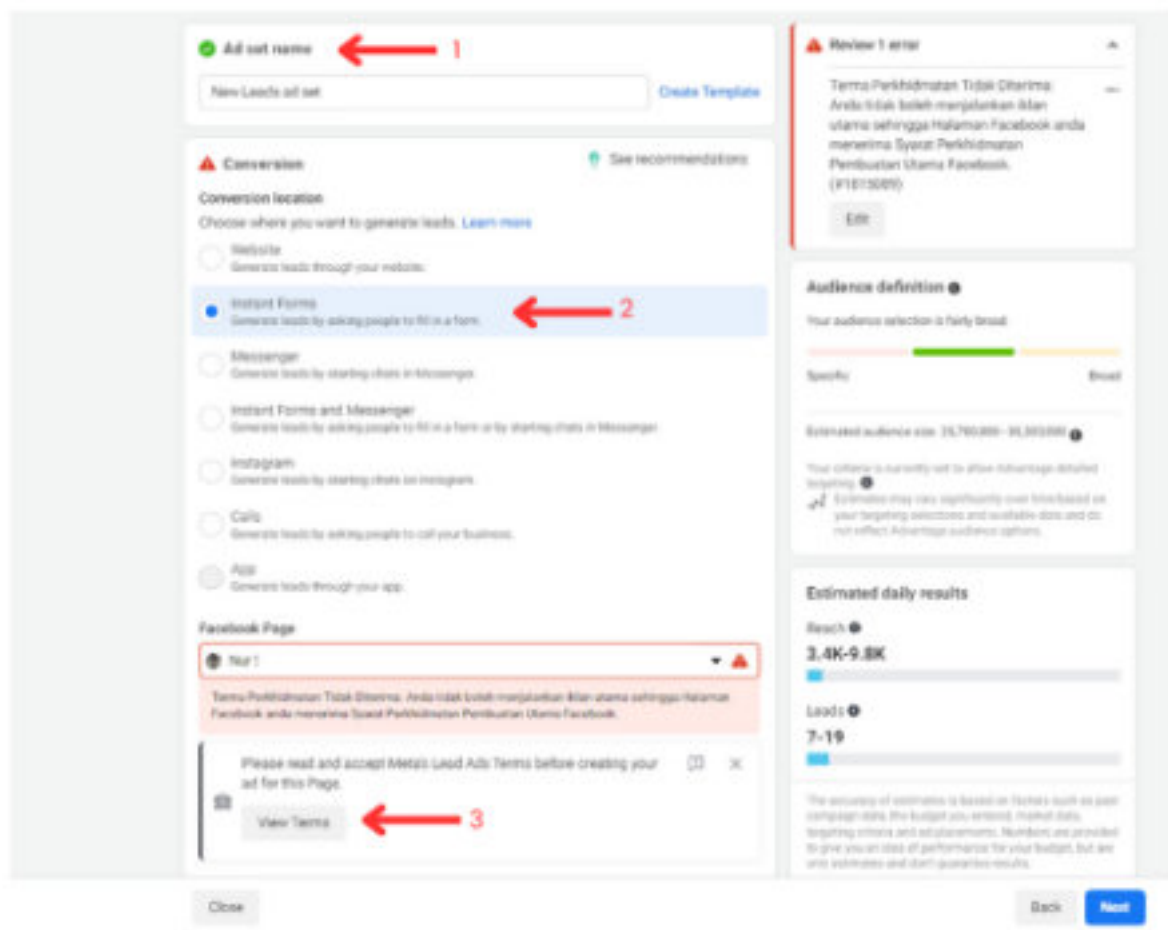
Campaign details
Buying type
Auction
Campaign objective
Leads
[Show more options](#)

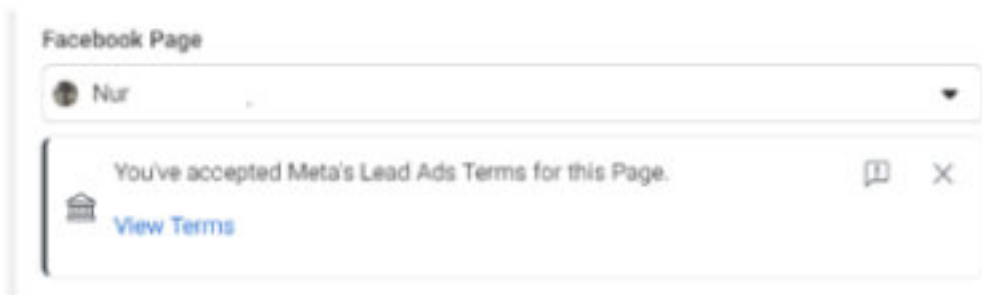
A/B test [Create A/B test](#)
To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

Advantage campaign budget [+](#) **Off**
Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can

[Close](#) [Next](#)

- Namakan ad set cth: Women Married 25-40
- Pilih **Instant Forms**
- Pilih **Facebook Page** yang nak diguna, pastikan akaun Facebook personal anda dah ada akses dengan page tersebut.
- Klik **View Terms**.





- **Performance goal** pastikan pilih 'Maximise number of leads'
- Di bahagian **Budget & schedule**, pilih Daily budget dan set berapa mahu spend sehari.

Performance goal ●

Maximise number of leads 1

Cost per result goal - Optional

RMXX.XX MYR

Meta will aim to spend your entire budget and get the most leads using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#)

Dynamic creative Off ●

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

Budget & schedule ●

Budget ●

Daily budget 2 RM50.00 3 MYR

You'll spend up to RM75 on some days and less on others. You'll spend an average of RM60 per day and no more than RM420 per calendar week on currently delivering ad sets. [Learn more](#)

Schedule ●

Start date

2/11/2023 11:25 Kuala Lumpur Time

End

Set an end date

Audience definition ●

Your audience selection is fairly broad

Specific Broad

Estimated audience size: 23,790,000 - 31,200,000 ●

Your offering is currently set to allow Advantage detailed targeting ●

✓ Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach ●

3.4K-9.8K

Leads ●

7-19

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Close ✓ All edits saved

Back Next

- Untuk **Location**, boleh pilih lokasi yang anda nak kuasai.
- **Maximum age** boleh letak 20 tahun ke atas.
- **Languages** : BM & English
- Di bawah **Advantage+ Audience**, klik **Audience suggestion (optional)**

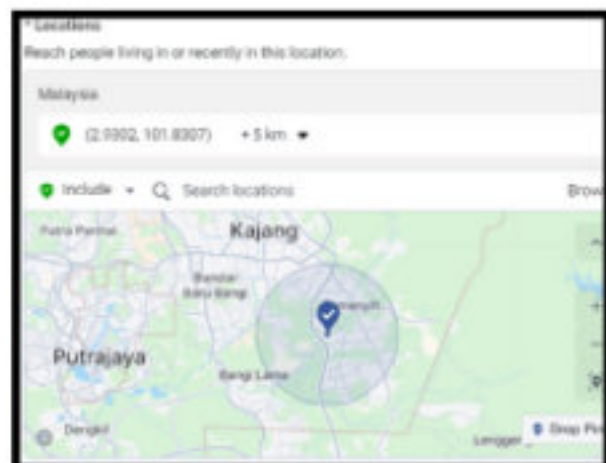
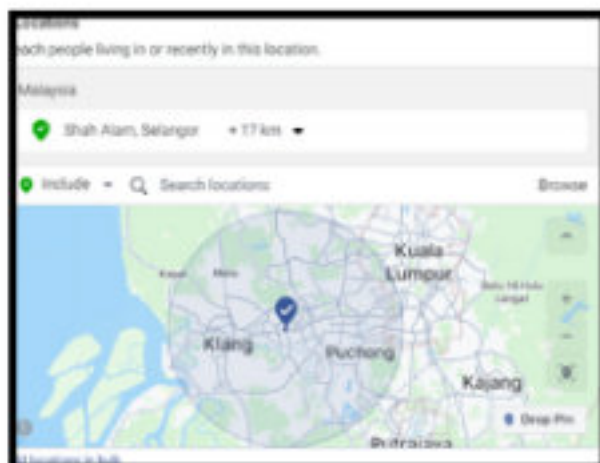
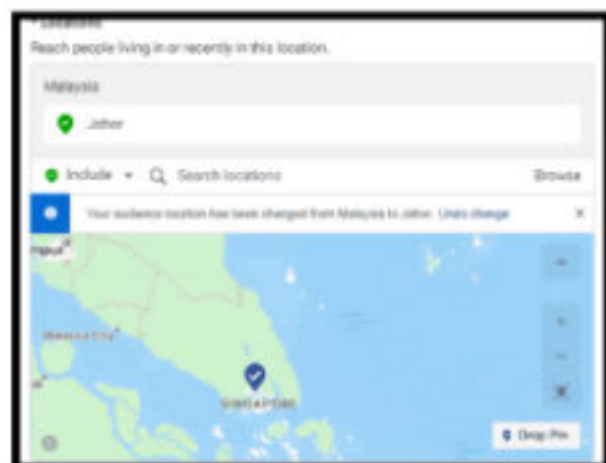
The screenshot shows the Facebook Audience configuration interface. It is divided into several sections:

- Audience controls**: Contains 'Locations' with 'Malaysia' selected (arrow 1), 'Minimum age' set to '18' (arrow 2), and 'Languages' set to 'All languages' (arrow 3).
- Advantage+ audience**: Features a 'Recommended' badge and an 'Audience suggestion (optional)' button (arrow 4).
- Placements**: A section at the bottom indicating the use of Advantage placements.
- Audience definition**: A progress bar on the right showing the audience selection is 'fairly broad'.
- Estimated daily results**: Shows 'Reach' as 3.4K-10.0K and 'Leads' as 7-19.

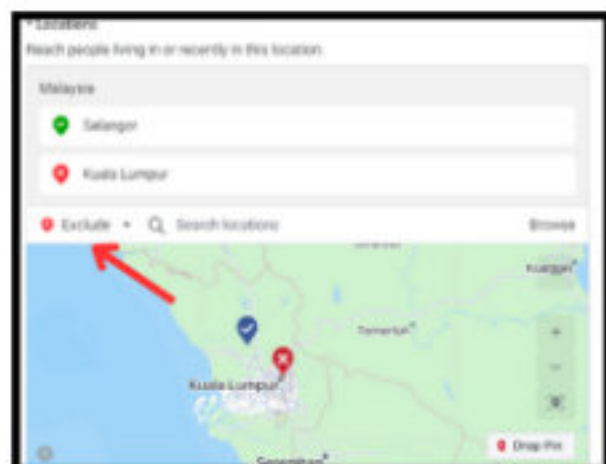
At the bottom of the interface, there is a 'Close' button, a confirmation message 'All edits saved', and 'Back' and 'Next' navigation buttons.

- Untuk **Location**, ada 4 jenis:

- Malaysia
- Negeri
- Daerah
- Drop pin



- Boleh guna fungsi exclude kalau tak nak iklan kita keluar dari kawasan yang tak sesuai.



- Untuk **Audience suggestion**:

- **Custom Audience** boleh biarkan
- Pilih **Age** & **Gender** yang sesuai
- **Detailed targeting** adalah tempat memilih demographics, interest dan behaviour.

Advantage+ audience ✦
Recommended

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Custom Audiences Create new ▼

Search existing audiences

Age
25 - 65+

Gender
 All Men Women

Detailed targeting
Include people who match ⓘ

Search Add demographics, interests or behaviours ← 2 Suggestions Browse

[Switch to original audience options](#)

- **Ad Name** boleh letak nama kreatif cth: Poster Ultrasound
- **Instagram account** boleh letak kalau dah connect dengan page (optional)
- Pilih **Create Ad**
- Pilih **Single Image or video**

The screenshot shows the Facebook Ads creation interface. On the left side, there are several sections:

- Ad name:** A text input field containing "New Leads ad". A red arrow labeled "1" points to this field.
- Partnership ad:** A toggle switch is turned off.
- Identity:** A dropdown menu shows "Facebook Page" selected. Below it, a search bar contains "Nur". A red arrow labeled "2" points to the "Instagram account" section below, which has a dropdown menu set to "Use selected Page".
- Ad setup:** A dropdown menu shows "Create Ad" selected. A red arrow labeled "3" points to this dropdown. Below it, under the "Format" section, the "Single image or video" option is selected. A red arrow labeled "4" points to this option.

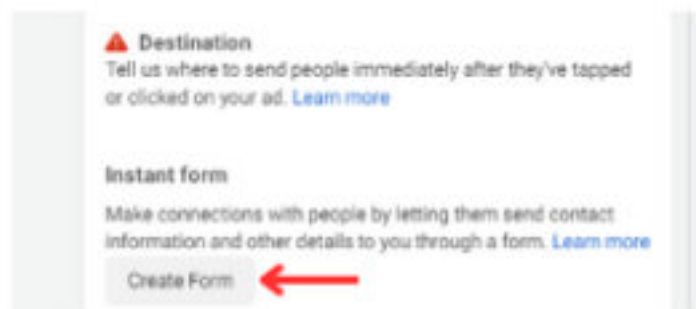
On the right side, there is a "Verifying your changes" section with a warning icon and a message: "Choose or create an Instant Form for your lead generation campaign (#3390001)". Below this is an "Add form" button. Further down, there is an "Ad preview" section with a "Share" dropdown and an "Advanced Preview" button. The preview area shows a simulated Facebook feed with a post from "Nur" and a "Sign Up" button. To the right of the preview are thumbnails for "Feeds" and "Stories and Reels".

At the bottom of the interface, there is a disclaimer: "By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines." Below this are three buttons: "Close", "All edits saved" (with a green checkmark), and "Publish" (in a green box).

- **Multi-advertiser ads** boleh off.
- Klik **Add Media** dan upload poster. Pastikan size 1:1 sahaja.
- Masukkan copywriting dalam **Primary Text**
- Masukkan ayat pendek ke dalam **Headline** max 47 karakter.
- **Call-to-action** boleh pilih **Get offer, Learn more or Book now**

The image shows the Facebook Ads Manager interface. On the left, the 'Ad creative' section is visible, with red arrows pointing to specific fields: 'Add media' (1), 'Primary text' (2), 'Headline' (3), and 'Call to action' (4). Below this is the 'Destination' section. On the right, the 'Ad preview' section shows a mobile feed with a post from 'Nur Shah Enterprise' featuring a 'Sign Up' button. The interface includes a 'Verifying your changes' warning at the top right and a 'Share' button next to the 'Ad preview' header.

- Di bawah destination klik **Create Form**



- Ini adalah step terakhir yaitu membina form, kami akan terangkan lebih detail dalam kelas LIVE nanti

