

We show Business Lenders how to get more leads,
close more loans, and increase profit.

Lead Regeneration System

BusinessLoanLeads.org

Lead Regeneration with Facebook
will increase your closing rate
on existing leads.

Lead Regeneration System

How to find your lead custom audiences. Gather this information first:

1. Look at your current lead database and download as a CSV file. PRO TIP - segment your database to create audiences. For instance, segment on industry types, years in business or any other information that differentiates the audience. This will allow you to create ads specifically for each group.
2. Web site traffic. Install the Facebook pixel on your website to track and target those that are visiting your website.
3. Your personal and professional email. You have a lot of email addresses that are in your business and personal email accounts, utilize them. Download them as a CSV and create a custom audience for personal and professional emails.
4. **LinkedIn hack!** Download all of your contact emails from LinkedIn. This can be a goldmine and produce high-value leads.
5. Interactions with to your Facebook Page. Let's not count this one out. This audience builds rapidly over time. Be sure to include this in the mix.

Lead Regeneration System

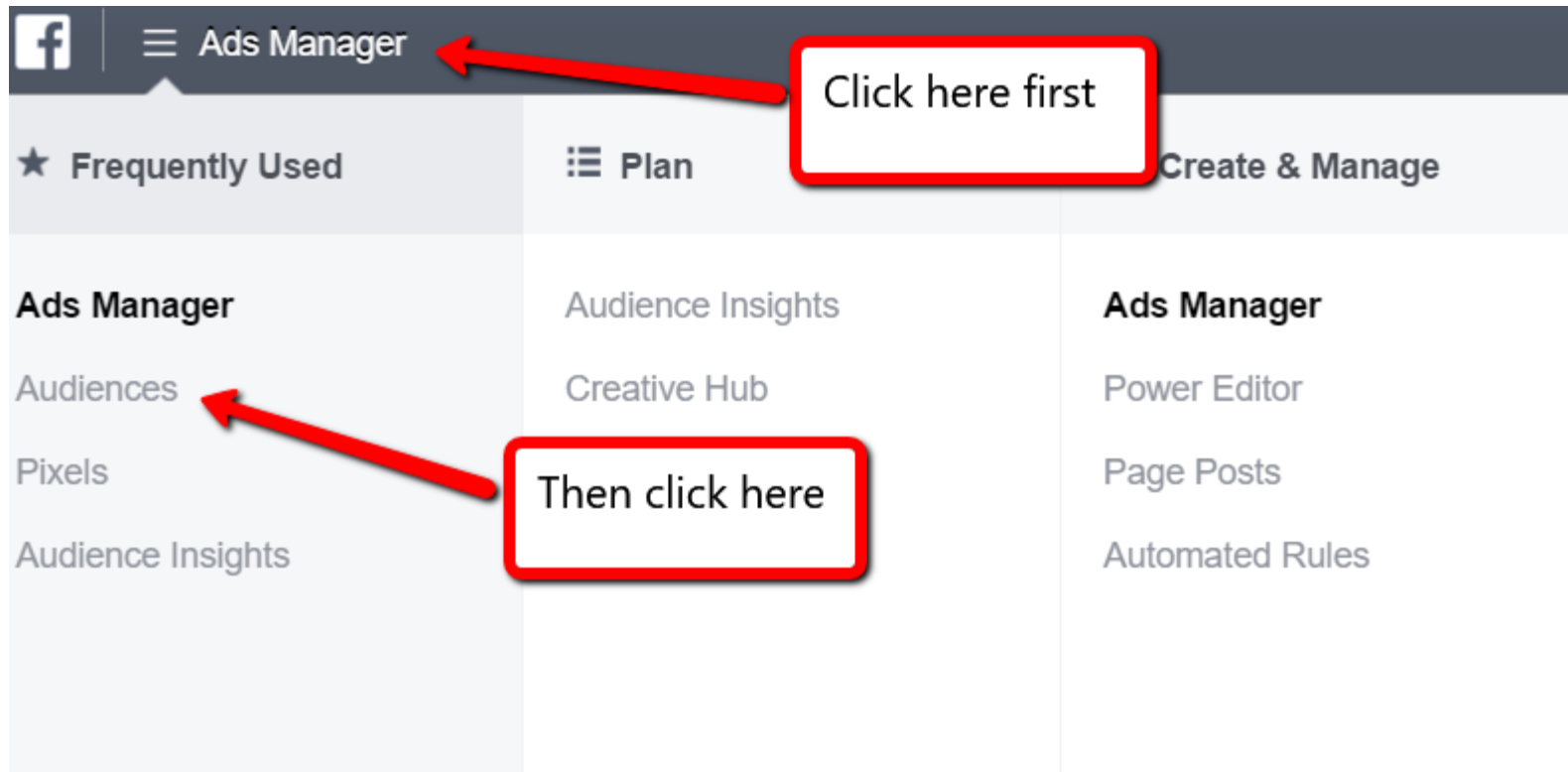
How to implement the Lead Regeneration System step by step guide.

1. First, you need a **Facebook business page**. WHAT? You do have a Facebook business page right? If not get this set up right away. You can not do any targeting or ads without it!

2. **Install the pixel** on your website. If you have a webmaster or a programmer now is the time to get this done. PRO TIP- if you have WordPress use a simple plugin like "AddFunc Head & Footer Code" or "Insert Headers and Footers," the install is straightforward. Don't forget to check and make sure it is working properly by installing Facebook Pixel Helper for Chrome browsers. With Facebook Pixel Helper installed you can see if a page has the pixel installed correctly.

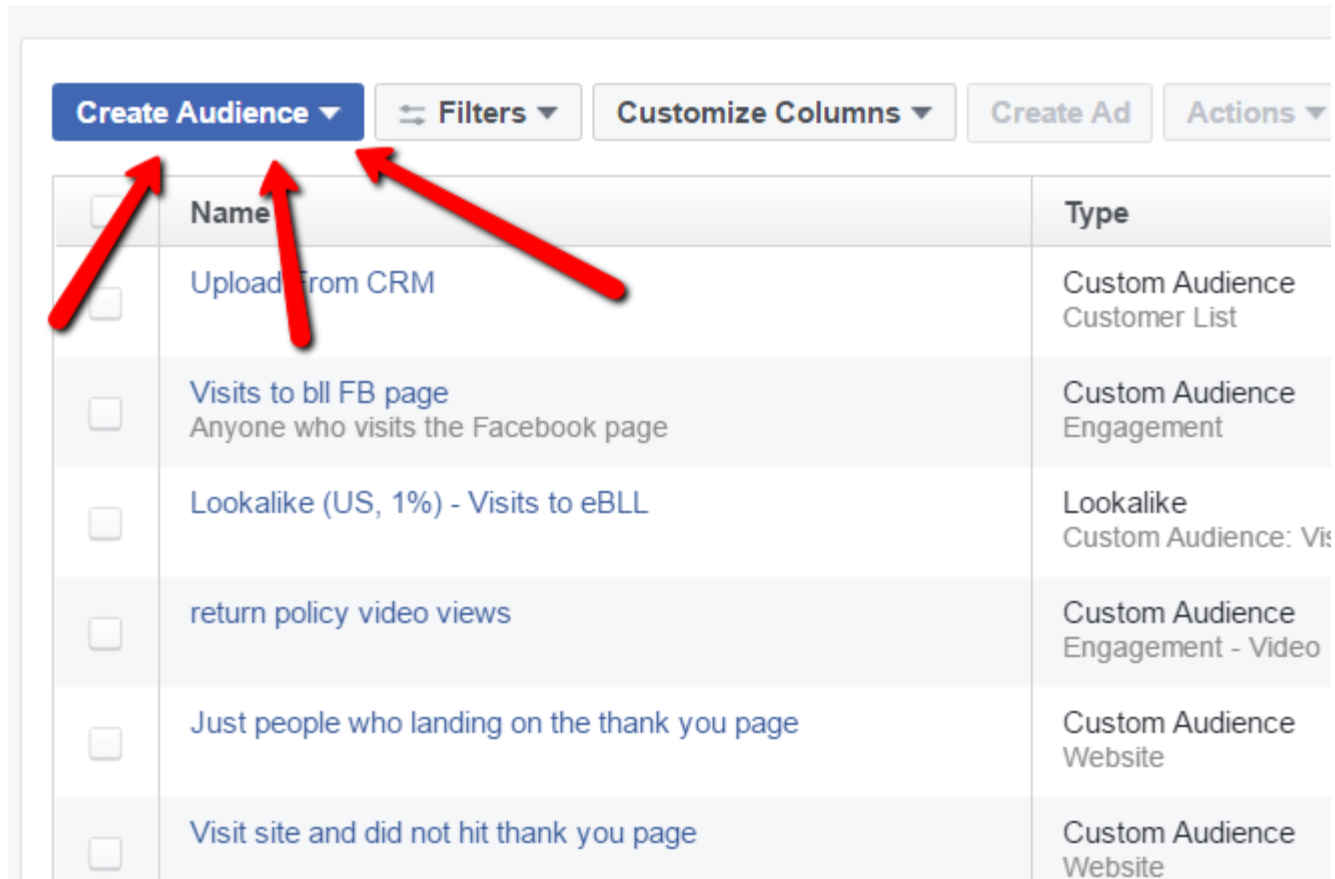
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3. Log into Ads Manager and navigate to Audiences.



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4. Click on the blue button that says **Create Audience**.



The screenshot displays the Facebook Ads interface for creating a new audience. At the top, there is a navigation bar with several buttons: a blue button labeled "Create Audience" with a dropdown arrow, a "Filters" button with a dropdown arrow, a "Customize Columns" button with a dropdown arrow, a "Create Ad" button, and an "Actions" button with a dropdown arrow. Below the navigation bar is a table with two columns: "Name" and "Type". The table contains six rows of audience options, each with a checkbox in the "Name" column. Three red arrows are overlaid on the image: one points to the "Create Audience" button, one points to the "Name" column header, and one points to the "Filters" button.

| <input type="checkbox"/> | Name | Type |
|--------------------------|--|---------------------------------------|
| <input type="checkbox"/> | Upload from CRM | Custom Audience Customer List |
| <input type="checkbox"/> | Visits to bll FB page Anyone who visits the Facebook page | Custom Audience Engagement |
| <input type="checkbox"/> | Lookalike (US, 1%) - Visits to eBLL | Lookalike Custom Audience: Vis |
| <input type="checkbox"/> | return policy video views | Custom Audience Engagement - Video |
| <input type="checkbox"/> | Just people who landing on the thank you page | Custom Audience Website |
| <input type="checkbox"/> | Visit site and did not hit thank you page | Custom Audience Website |





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5. It will ask you if you want to create a **Custom Audience** or a **Lookalike Audience**, click **Custom Audience**. Choose Custom File for personal email, business email, LinkedIn, and your database. For visits to your website pick Website Traffic. Visits to your Facebook page pick Engagement on Facebook.

Create a Custom Audience ×

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

-  **Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
-  **Website Traffic**
Create a list of people who visited your website or took specific actions.
-  **App Activity**
Create a list of people who launched your app or game, or took specific actions.
-  **Engagement on Facebook**
Create a list of people who engaged with your content on Facebook.

This process is secure and the details about your customers will be kept private.



Cancel

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6. For customer file click next, then choose "Add customers from your own file or copy and paste data."

Create a Custom Audience ×

Customer file

-  **Add customers from your own file or copy and paste data**
Use your customers' information to match them with people on Facebook.
-  **Import from MailChimp**
Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)

-  **Include LTV for better performing lookalikes** NEW
Use a file with LTV to create a lookalike more similar to your most valuable customers.

[Back](#)

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7. Upload, copy and paste, the values for the CSV upload.

Create a Custom Audience ×

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

[Read best practices for preparing your customer data](#) ×

Identifiers you can use (15) ⓘ

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City

State/Province Country Date of Birth Year of Birth Gender Age Facebook App User ID

Facebook Page User ID

Add a new file (CSV or TXT) Download file template

Copy and paste

If you want to copy and paste check this box.

Don't forget to name your Audience

Audience name 50 Show description

Cancel Back Next

Lead Regeneration System

Create Your Ads

Winning Facebook Ad Layout Formula.

#1 Remember questions with a firm yes sell. "Are you ready to expand your business..."

#2 You customers have to know, like, and trust you before they will buy. Build rapport with them in this step.

#3 Create a sense of urgency.

#4 Borrowers want to know what you are going to DO for them.

#5 Tell them what to do, like click here!

#6 Compelling interesting image.

#7 Title of your offer.

#8 Increase the click rate, give them a cliff hanger!

#9 Don't let them go without telling them one more time where to go.

The screenshot shows a Facebook ad for "Business Loan Leads" published by Rob Wagner. The ad features a video thumbnail with a woman and a man, a play button, and a red call-to-action bubble that says "Exchange this guy for something better!". The ad text includes the headline "Don't let a bad lead screw up your day!".

Business Loan Leads
Published by Rob Wagner [?] · June 11 at 4:40pm · 🌐

Component #1 - First thing should be a question. (questions sell)
Component #2 - Know - Like - Trust. This is a rapport building statement
Component #3 - Mention limited time offer
Component #4 - What are you going to do for them? Solve a problem.
Component #5 - Clearly tell them what you want them to do.
Component #6 - Compelling and interesting image.

BUSINESS LOAN LEADS
Don't let a bad lead screw up your day!

Exchange this guy for something better!

Component #7 - Title of your offer goes here.
Component #8 - Use three dots to build suspense about...
Component #9 - Tell them one more time what and where to go.

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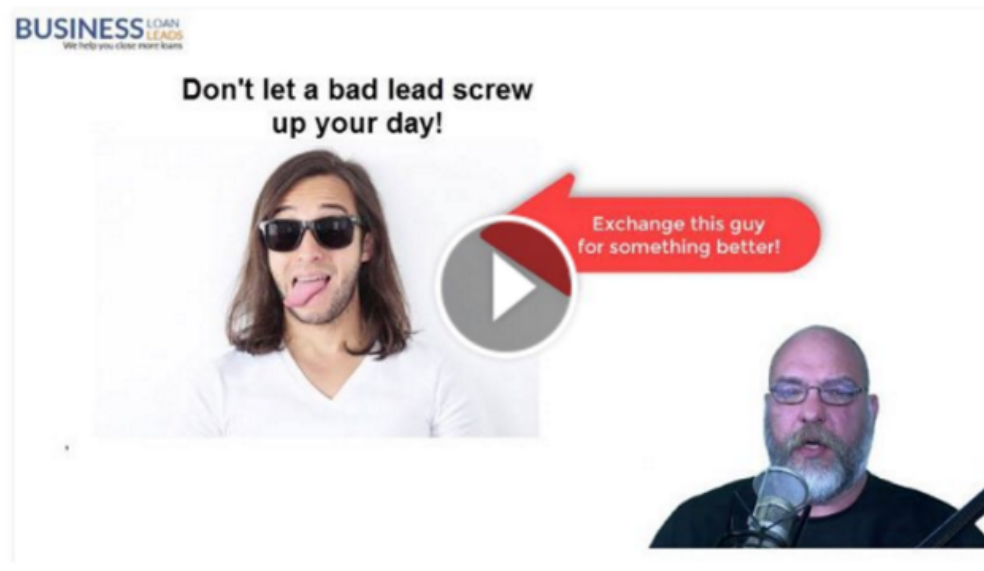
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Rob Wagner BusinessLoanLeads.org

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What to do now?

The Business Loan Lead Regeneration System is the start of a solid Facebook ad strategy that gets better with practice. Don't hesitate to change up the ads and to experiment with what works the best for your business. After what you offer to prospective borrowers, you could try a checklist or a guide on how to choose the best loan for your buiesnss.

This is the same system that I use every day, and I have increased conversions By 66% on BusinessLoanLeads.org. Use this system consistently and you will be pleasantly surprised at your results!

Rob Wagner BusinessLoanLeads.org

Business Loan Lead Regeneration System Checklist

Create your custom audience

- Download database as a CSV file.
- Website traffic. Install Facebook Pixel on your website.
- Download a CSV file of your personal and business email contacts as a CSV File.
- Download LinkedIn contacts as a CSV file.

Build your custom audience

- Log into Facebook Ads Manger and navigate to Audiences.
- Click on the blue button that says Audience.
- Click Custom Audience. Click next.
- Choose "add customers from your own file or copy and past data".
- Upload CSV file or copy and paste.
- Name your audience.
- Repeat for each audience.

Create your ads

- Ask a question with a YES answer.
- Create content that builds rapport. Know - Like - Trust
- Limited time offer.
- What problem are you going to solve for them?
- Call to action.
- Interesting Image.
- The title of your offer.
- Use three dots to build suspense about...
- Tell them one more time where to go.

Notes:

