

Webinar 1 - Implementation Checklist

Optimizing your Facebook Page for Lead Capturing

- ☐ Create a targeted, specific, engaging cover image which conveys a message or CTA to your followers (828x465)
- ☐ Choose an appropriate CTA button that aligns with your cover image
- ☐ Create page tabs that have multiple lead magnets for the different stages of the funnel
- ☐ Create a pinned post that aligns with your cover image and CTA button
- ☐ Create a detailed about section with relevant keywords
- ☐ Add products, services and lead magnets to services section
- ☐ Choose an appropriate profile photo
- ☐ Update page settings