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

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