

# LEAD GENERATION PLAYBOOK

## AI Setup Pros — Service Delivery Guide

SERVICE 5 OF 6

AISetupPros Internal Use Only · Version 1.0

### SERVICE OVERVIEW

End-to-end lead generation system — high-converting landing pages, lead magnets, Facebook/Google ad campaigns, and pipeline setup that turns ad spend into qualified leads in GHL.

Time to Deploy	5-10 days
Service Tier	Starter / Professional / Enterprise
Stack	WordPress/Landing Page + GHL + Facebook/Google Ads + n8n
Who Installs	Builder (with landing page builder + ads access)

## PHASE 1 — FUNNEL DESIGN

### Step 1: Define the Offer

- **Lead Magnet** — What does the prospect get for sharing their info? (guide, checklist, quote, consultation, trial)
- **Landing Page Goal** — What action should the visitor take? (download, sign up, book call)
- **Target Audience** — Who is this for? (be specific: age, location, income, problem)
- **Traffic Source** — Facebook Ads, Google Ads, or both?

## Step 2: Build the Landing Page

1. Create the page using client's brand (or our standard template)
2. Write the headline — clear outcome + benefit
3. Add 3–5 bullet points on what they get
4. Include social proof (testimonials, numbers, logos)
5. Set up the form: Name + Email + Phone (minimum fields)
6. Connect form to GHL via webhook or native integration
7. Add privacy policy / terms link

## Step 3: Create the Lead Magnet

1. Build a PDF guide, checklist, or template
2. Match the design to client branding
3. Keep it short and actionable (5–15 pages max)
4. Upload to host (client website or Dropbox/Google Drive)
5. Set delivery: email autoresponder with download link

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## PHASE 2 — AD SETUP

### Step 4: Facebook Ads Setup

1. Get client Facebook Business Manager access (or create new account)
2. Set up Meta Pixel on the landing page (use Tag Manager or direct embed)
3. Create the ad campaign:
  - Campaign objective: Lead Generation
  - Audience: Define interests, age, location
  - Placements: Facebook Feed, Instagram, Audience Network
  - Budget: Start at \$20–50/day
4. Write ad copy: headline, body, call-to-action
5. Use a strong visual (image or video)

### Step 5: Google Ads Setup

1. Create Google Ads account for client (or link existing)
2. Install Google Tag (formerly AdWords) on landing page
3. Set up Search Campaign:
  - Keywords: What would someone search to find this?

- Ad copy: Headline + Description + URL
- Bidding: Start with Manual CPC

4. Set up Conversion: Track form submissions as conversions

### Step 6: Connect to GHL Pipeline

1. Set up GHL pipeline for lead gen: Lead → Qualified → Appointment → Booked
2. Configure webhook: Landing page form → GHL contact created
3. Tag source: facebook-ad, google-ad, organic
4. Set up auto-follow-up: Lead → SMS + Email within 5 minutes

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## PHASE 3 — TESTING & LAUNCH

### Lead Generation Testing Checklist

- Landing page loads correctly on desktop and mobile
- Form submits and saves to GHL
- Lead magnet delivered to email inbox
- Facebook Pixel fires on page load and form submit
- Google Tag fires on conversion
- Ad preview looks correct
- GHL pipeline stage updates on new lead
- Auto-follow-up SMS and email fires after form submit

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## COMMON ISSUES & FIXES

Symptom	Fix
Landing page not loading	Check hosting; verify URL; clear cache
Form not saving to GHL	Verify webhook URL; check GHL Location ID; check form field names

Lead magnet not delivered	Check email deliverability; verify email address in form; check spam folder
High cost per lead	Refine audience targeting; improve landing page conversion rate
Facebook Pixel not firing	Use Facebook Pixel Helper Chrome extension to debug
Google Ads disapproved	Check ad copy against Google policies; avoid restricted content

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## PREREQUISITES CHECKLIST

Item	Status
Lead magnet concept defined	<input type="checkbox"/>
Landing page URL or hosting confirmed	<input type="checkbox"/>
Client Facebook Business Manager access (or create new)	<input type="checkbox"/>
Client Google Ads account access	<input type="checkbox"/>
Ad creative and copy ready	<input type="checkbox"/>
GHL Location ID	<input type="checkbox"/>
Tracking pixels installed on landing page	<input type="checkbox"/>
Budget confirmed (\$/day or \$/month)	<input type="checkbox"/>

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