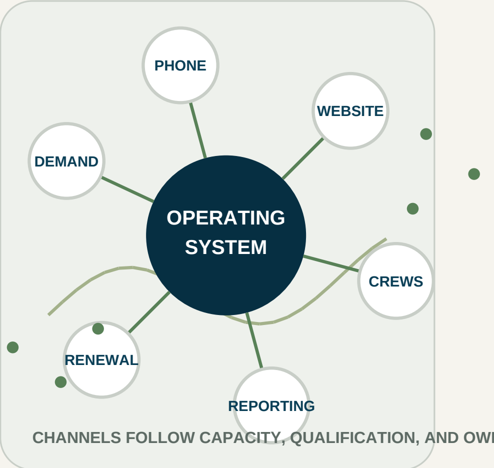
PAID SOCIAL

How to Qualify Meta Lead Form Enquiries

A lead-form system that reduces price shoppers before they reach the estimator.



THE CONSTRAINT

Meta lead forms remove friction. That increases volume, but it also allows incomplete, accidental, and poor-fit enquiries into the same queue as serious projects. The fix is not more form fields alone. It is a complete qualification and response path.

USE THIS WHEN

Use this when Meta produces enquiries but the sales team says the list is mostly noise.

DO NOT START HERE

Do not add questions that your team will ignore after the form submits.

Inputs to gather before the first meeting

1. Service and territory qualification
2. Minimum project or contract fit
3. Response owner and working hours
4. CRM stages and stop reasons

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01

Separate service intent

Create different forms for design-build, recurring maintenance, irrigation, tree care, or snow. One generic form forces the estimator to do the campaign's job.

02

Ask only decision questions

Use property type, service need, timing, territory, and investment or contract range. Each answer must change routing, priority, or follow-up.

03

Confirm the request immediately

Send a plain confirmation that states what happens next, when the team responds, and what information will be reviewed.

04

Route by fit

Send qualified enquiries to the correct estimator or branch. Send poor-fit requests to a polite decline, resource, or lower-cost path rather than leaving them unanswered.

05

Feed outcomes back

Record booked, unqualified, no response, won, and lost. Campaign decisions improve when Meta lead data is connected to sales outcomes instead of form submissions.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01 Qualified lead rate	**02** Response time	**03** Booked estimate rate	**04** Cost per booked estimate

Thirty-day rollout

WEEK 1 audit current form outcomes.	**WEEK 2** rebuild questions and routing.	**WEEK 3** test confirmations and ownership.	**WEEK 4** compare qualified and unqualified sources.

Stop and scale rules

- Every question must change a decision.
- A form is not qualified until a person or rule confirms service, territory, and timing.
- Optimise toward booked estimates when tracking allows it, not the cheapest form submission.

Launch checklist

- [ ] Forms split by service
- [ ] Territory rule active
- [ ] Response promise written
- [ ] CRM stages mapped
- [ ] Decline path created
- [ ] Outcome feedback scheduled

One playbook fixes one constraint. We run the whole growth system.

Marketing, AI, website and reporting from $2,000/mo. Ad spend is excluded.

BOOK A GROWTH AUDIT