



How to create an Instant Form when advertising on Meta (Facebook)



How to create an Instant Form on Meta

1



Step 1:

Open the guide 'How to create a paid ad on Meta (Facebook)'. Complete Step 1 of this guide.

Note: To create an Instant Form, you must use your computer desktop NOT your mobile.

2

Add your visuals, text and an action button

Ad creative ⓘ Use a post


How do you want your ad to look?

❌ A form is required for this ad
Please create a form to be used with this ad. This is displayed when potential customers interact with your ad.

⚠️ Add a headline
Include a brief headline to help your customers understand what this ad is about and take action. This can help your ad achieve the best results.

Description
Connect with Tennis Test Club

Media 1/5 · Select multiple images or videos to create a carousel. Select Media Edit



Headline

0/25 characters

Button label
Sign up

Button destination
Contact form

Create form

Desktop Only

Step 2:

At Step 2 of the guide 'How to create a paid ad on Meta (Facebook)', use the drop-down menu next to 'Button label' to select 'Sign up'.

Next, use the drop-down menu next to 'Button destination' and select 'Contact form'.

3

Ad creative ⓘ

Use a post

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😊

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Select Media

Edit ▾



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Sign up ▾

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Contact form ▾

Create form

Desktop Only

Step 3:
Select 'Create form'.

4

Create form

Contact form
Use a form to collect contact information from potential customers.

Form name (required)
Tennis Test Club's form created on Wednesday, 13 November 20:

Customise form text (optional) ☒

Headline
Join our AO Holiday Tennis Program!

Description
Sign up now for our action-packed holiday program! Designed for kids of all levels to have fun, learn new skills, and make friends

Contact info
What information would you like to ask for?

Full name ☒

Phone number ☒

Email ☒

See All ▾

Short-answer question
Request additional information with custom short-answer form questions.

Form preview

Tennis Test Club

Join our AO Holiday Tennis Program!

Sign up now for our action-packed holiday program! Designed for kids of all levels to have fun, learn new skills, and make friends

What is your child's name?
Enter your answer.

Next

Custom questions 1 of 4

Cancel Save

Desktop Only

Step 4:
Enter the following details then click 'Save':

Customer Form Text

Headline: Join our AO Holiday Tennis Program!

Text: Sign up now for our action-packed holiday program! Designed for kids of all levels to have fun, learn new skills, and make friends.

Contact Info

Select 'Phone Number' and 'Email'.

Short-Answer Questions

What is your child's name?

What is your child's age?

How many days will your child attend?

Does your child have any dietary requirements?

Add a Privacy Policy

Link to text: View our Privacy Policy

Link URL:

<https://www.tennis.com.au/privacy>



Example



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**How to create a paid ad
on Meta (Facebook)**

Step 5:
Continue using the
guide ‘How to create
a paid ad on Meta
(Facebook)’ from
steps 3 onwards.



Thank you!