META LEAD ADS

Lead forms that stop wasting budget

Week one looks wonderful. By week three the front desk is complaining. The setup, not the platform, is the problem.

Swipe →

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gauravphogat.com



WHY LEADS ARE POOR

Quality follows the product design

- Forms pre-fill from the profile: two taps from scroll to submit
- The algorithm finds the cheapest form-filler, not a patient
- Pre-filled numbers are stale or screened as spam
- Free and 50% off attract the wrong motivation

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FORM TYPE

Higher intent is the default

MORE VOLUME	One tap to send. Rarely, and only with callback in minutes.
HIGHER INTENT	Review screen before submit. Default for consultations and procedures.
RICH CREATIVE	Intro images and context. For unfamiliar packages or new units.

The single cheapest improvement a clinic can make. Cost per lead rises, and it should.

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QUESTIONS THAT WORK

Add friction in the right places

- Location or nearest branch, multiple choice
- What they want, at service level: acne, hair loss, pigmentation
- When: this week, within a month, just exploring
- Preferred call time and language

Conditional logic can close the form politely for people outside your area. Keep logic questions required.

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NEVER ASK

What does not belong in an ad form

- Symptoms, diagnoses, test results or medical history
- Income, insurance details or ID numbers
- More than four or five custom questions
- WhatsApp follow-up without an unticked consent checkbox

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THREE ROUTES

Form, WhatsApp or landing page

INSTANT FORM	Lowest friction, structured data; stale numbers, needs fast callback
WHATSAPP	Live number, person initiated; needs instant replies
LANDING PAGE	Highest intent; slower, tracking constrained for health advertisers
START WITH	Higher intent forms or WhatsApp, then test a page

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META'S RULES

Three restrictions that catch clinics out

- **Personal attributes: never imply you know their condition**
  Tired of your acne? fails. Consult a dermatologist about acne care passes.
- **Condition-based detailed targeting was removed**
  Location, age, broad interests and delivery remain
- **Since 2025, pixel data and lower-funnel events may be restricted**
  On-platform forms and WhatsApp signals are less affected

Do not rename events to work around it. It can get the account restricted further.

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THE CALLBACK

15 minutes

Call back within this window, from a local number, and say so on the thank-you screen

A person who calls you immediately from that screen is the highest-intent lead you will get.

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THE METRIC

"

Judge results on cost per honoured appointment, not cost per lead.

Feed booked and honoured outcomes back only with generic events and no sensitive department names.

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READ THE FULL GUIDE

Meta lead ads for clinics, in full

- Conversions API and DPDP: what to send back
- Making click-to-WhatsApp ads work
- Follow-up process and honoured appointment tracking
- gauravphogat.com/meta-lead-ads-for-clinics

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