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Recipe: Create and Integrate a Meta Lead Ad Form

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A **Meta lead ad form** collects a prospect's details inside Facebook or Instagram, without sending them to your website first. You build the form in Meta Business Suite, then submit it to us so your leads flow into your Gym Lead Machine account and into your existing workflows.

Note

Paid ads management is not on the Kilo menu, so we partnered with someone who does it properly. Colm at **wedoyourpaidmarketing.com** is our trusted paid ads partner. Need advertising connected to your Gym Lead Machine account? Email **hello@usekilo.com**. Want to talk about Meta Business Manager, ad accounts, or actually getting ads running? Reach out to Colm.

What you can do with a lead ad form

- Collect names, emails, and phone numbers directly inside Facebook and Instagram
- Ask qualifying questions before a lead reaches your calendar
- Choose between a faster form and a higher-quality one
- Turn off autofill, so leads enter current details rather than old ones
- Send a completion message with your own call to action
- Have your leads integrated into your existing Gym Lead Machine workflows

Create a lead ad form

1. Go to **<https://business.facebook.com/>**.
2. Open an existing campaign or create a new one.
3. Select an active ad or create a new one.
4. Find the section to manage lead forms under the ad setup.
5. Click **Create Form**.

Meta then walks you through the sections below.

Form type

Choose **More Volume** or **Higher Intent**. See the comparison below if you are not sure which fits.

Intro and questions

- Add a headline or greeting.
- Include any qualifying questions, for example fitness goals or availability.
- Upload a background image for branding.

User info fields

Select the details you want to capture:

- Full Name
- Email
- Phone Number

Privacy policy

Include a link to your gym's privacy policy.

Completion message

Write your own thank-you message and include a call to action, for example booking a free trial or a consultation.

Turn off autofill for better lead accuracy

Meta can autofill a form using the contact details attached to someone's Facebook account. That is convenient, but those details are often years out of date, which means bad phone numbers and dead email addresses in your pipeline.

1. Click **Settings** in the top right corner of the form builder.
2. Turn off **Autofill Contact Info**.

Leads now enter their current details by hand.

More Volume vs. Higher Intent: which should you use?

Consideration	More Volume	Higher Intent
How it works	Faster and easier for someone to submit	Adds a review step before submission
What you get	More leads	Fewer leads, better qualified
Best for	Most gyms	Filling a calendar with people who are ready to talk

Submit your form for integration

Publishing your form in Meta does not connect it to Gym Lead Machine. Send it to us and our team handles the back-end connection and ties it into your existing workflows.

1. Go to <https://usekilorequestforms.com/lead-ad-integration-requests/>.
2. Fill out the details of the lead form you created.
3. Submit the request.

Note

Leads collected before the integration is complete stay in Meta. They will not appear in your Gym Lead Machine account or trigger any workflow, so submit the request before you start spending on the ad.

Frequently asked questions

Will my leads flow into Gym Lead Machine automatically once the form is published?

No. The form has to be submitted for integration first. Publishing in Meta makes the form live on your ad, but nothing connects it to your account until our team sets up the back-end connection.

Why should I turn off autofill?

Because Meta autofills from whatever contact details are attached to someone's Facebook account, and those are often out of date. Turning autofill off means leads type in the phone number and email they use now, which is the difference between a reachable lead and a wasted one.

Should I choose More Volume or Higher Intent?

More Volume suits most gyms. It is faster to complete, so more people finish it. Choose Higher Intent when your calendar is filling with people who are not serious, since the extra review step trades volume for lead quality.

What information should I collect on the form?

Full name, email, and phone number cover the essentials. Add qualifying questions such as fitness goals or availability if that information changes how you follow up. Every extra field costs you some completions, so only ask for what you will use.

Do I need a privacy policy link on the form?

Yes. Include a link to your gym's privacy policy.

Helpful tips

- Turn off autofill before publishing, since it is easy to forget once the ad is live
- Submit the integration request before you start spending, so no leads are lost in Meta
- Keep the form short, because every extra question reduces completions
- Write a completion message that tells the lead what happens next rather than just thanking them
- Start with More Volume and switch to Higher Intent only if lead quality becomes the problem

If you have questions about integrating your lead ad form with your Gym Lead Machine account, our Support team is happy to help. Reach us at **hello@usekilo.com**. For help with Meta Business Suite, campaign strategy, or running your paid ads, contact Colm at **wedoyourpaidmarketing.com**.

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