⏱️ 25 MIN SETUP

Facebook Lead Ads to SMS With Twilio, Zapier or Make

Part of our Small Business Automation guide and our Automation for real estate agents hub.

The problem

People who fill in a Facebook or Instagram lead form often forget your ad soon after. A quick, friendly text from your business while the ad is still fresh in their mind gives them an easy way to reply. This guide connects your Lead Ads form to Twilio (a service that sends texts) using Zapier or Make (tools that connect apps).

What you need

- A Facebook Page with a Lead Ads form (set up in Meta Ads Manager)
- A Zapier or Make account
- A Twilio account with a phone number that can send texts

Setup with Zapier and Twilio

1. Add a phone field and a clear consent line to your Lead Ads form.
2. Create a Zap with the trigger **Facebook Lead Ads, New Lead**. [Screenshot]
3. Add **Twilio, Send SMS** to the lead's number.
4. Add **Gmail** or an SMS alert to yourself with the lead details.

5. Submit a test lead using Meta's Lead Ads Testing Tool, then turn it on.

Setup with Make and Twilio

1. Use **Facebook Lead Ads, Watch Leads**.
2. Add **Twilio, Create a Message**.
3. Add an alert to yourself.
4. Turn the scenario on.

Twilio text message template

> Hi [Name], thanks for your enquiry with [Business]! When's a good time for a quick call? Reply STOP to opt out.

Consent and local rules for Facebook lead texts

The lead form must clearly say you'll contact them by SMS. Include an opt-out, and don't keep texting anyone who doesn't reply. US TCPA rules are strict for SMS. This isn't legal advice.

Want it ready-made?

Our US$19 web form leads instant reply pack covers the same idea for website enquiries, with the auto-reply already written. Includes a step-by-step guide.

FAQ

How quickly does the text send?

Zapier and Make check for new leads on a schedule, and how often depends on your plan. Send yourself a test lead with Meta's Lead Ads Testing Tool to see how quickly yours goes out.

Does it work with Instagram lead ads?

Yes. Instagram lead ads use the same Lead Ads forms as Facebook, so the same trigger catches both. You don't need a separate setup.

What should the form say about texting?

Add a clear line saying you'll contact them by SMS about their enquiry. Include a phone number field and make sure your first text has your business name and an opt-out. US rules (TCPA) are especially strict about this.

Should I keep texting leads who don't reply?

No. Send one text, and if you follow up, keep it to one more with "Reply STOP to opt out". After that, switch to email or leave it.

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- Missed-call text-back: step-by-step setup
- Quote follow-up sequence
- Speed to lead: website enquiry auto-reply
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