


# Opt-In Forms for Push Notifications

This feature is great for maximizing engagement and creating a viral effect on your Facebook Posts. When enabled, we are able to automatically message anyone who leaves a comment on your Facebook Page post. Once that person replies to your message they will automatically become a Facebook Messenger Subscriber.


**Step 1:** On the left navigation area click on "Lead Magnets"

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**Step 2:** On the top right of this page click on the button for "New Lead Magnet"

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**Step 3:** Select Opt-In Form and click Next

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**Step 4:** Select Push Notifications in the Form type dropdown.

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**Step 5:** Configure Your Opt-In accordingly.

For a full video walkthrough please watch this video below:

<https://player.vimeo.com/video/288554995>

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