LinkedSelling

How One Software Company Generated Over 15,500 Webinar Registrations and Issued 1,325 Free Trials in Less Than 90 Days

Discover how Connect365.io utilized a Facebook ad campaign to attract registrants for their webinar and compel prospects to claim a free trial of their software.

The Situation...

Connect 365 is a client attraction and sales automation software company that changes the way companies utilize email marketing. They allow companies to deliver personalized, individual emails at scale.

When they came to us, they knew they needed a way to generate registrants for their upcoming webinar, but they weren't quite sure where to start. With this webinar, they knew they could sell prospects on their product and ultimately lead registrants to a free trial of the Connect 365 software system. They just needed to get enough people to sign up.

After doing a deep dive into their audience's online habits and interests, we assembled a Facebook campaign designed to move new leads into their webinar where they would pitch the software and offer a free trial. This would ultimately lead to them purchasing the full product.

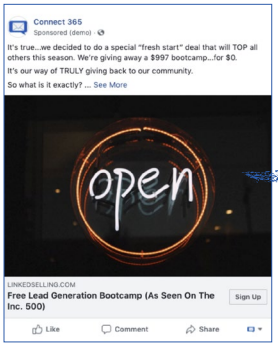
How Connect 365 Was Able to Generate Over 15,500 Webinar Registrations and 1,325 Free Trials of Their Software Using Facebook Ads

By launching a 4-step Facebook ads campaign to generate webinar registrants, we were able to reach more potential customers, grow their email list, and increase the number of free trial requests – all within 90 days.

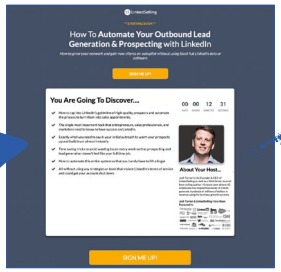
The campaign consisted of these four parts:

1. Targeted Facebook ads shown to well-defined prospects
2. Landing page with information about the webinar and a link to sign up
3. 'Thank You' page with link to Free Trial offer
4. Follow-up reminder email sequence with information about the webinar and link to join

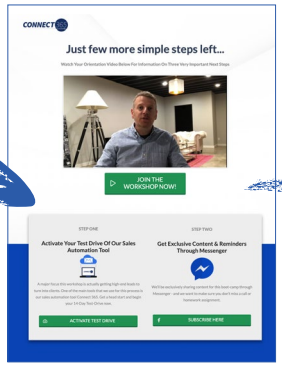
LinkedSelling



Facebook Ad



Landing Page



Thank You Page

Follow Up Emails

Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign. After researching "ideal participants" for the webinar, including what types of messages they were responding to and what interests to target, we launched a webinar registration campaign.

After they clicked on the advertisement, they were directed to a landing page where they could read more information about the webinar and sign up for a time slot to watch. After entering their information to secure their spot in the webinar, registrants were redirected to a "thank you" page where they were met with a video from the host of the webinar thanking them for signing up. Buttons to sign up for a free trial of the Connect 365 software and to receive Facebook Messenger updates were also included on the page. Finally, the interested participant was sent a series of emails that provided more information about the webinar they signed up for, as well as reminders to begin their free trial.

In less than 90 days, Connect 365 attracted over 15,500 webinar registrants and issued 1,325 free trials of their software.

Not only were the initial webinar registration numbers impressive, Connect 365 was able to add all of these people to their email list and through a series of ongoing messages, hopefully persuade them to purchase the full software. In June of 2020, they saw a significant decrease in their cost per trial from week to week by utilizing Facebook ads.

With these new contacts on their list and free trials, Connect 365 has continued to see revenue increase month-after-month with Facebook ad traffic being the leading source of new memberships. The best part? This system is EASILY replicated, consistently growing their email list, increasing awareness, and obtaining new customers.

How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, focusing on serving clients and growing your business, book your ROI Strategy Session with our Director of Client Strategy by ***Clicking Here!***