

How One Leadership Consultant Generated 116 NEW Leads In One Month Using LinkedIn Ads

Discover how a leadership consultant used a simple 4-step LinkedIn ad campaign to generate over a hundred qualified leads and book 12 appointments with highly qualified prospects.

The Situation...

When Diane came to us, she had been relying on network connections and referral to grow her business for the last several years. She needed an easier way to get in front of more of her ideal prospects on a consistent basis so she could refocus her time on actually coaching her clients.

She knew that her audience was online, but wasn't sure which platform to use to reach them. After doing a deep dive into her audience's online habits and interests, we assembled a 3-part LinkedIn campaign designed to move new leads into her bigger coaching packages through a consultation call funnel.

How This Leadership Consultant Was Able to Get Hundreds of New Leads And Several New Appointments Using LinkedIn Ads

By launching a simple 4-step campaign and adding a "book now" option after claiming the free assessment, we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of consultations Diane had on her calendar.

The campaign consisted of four parts:

1. Audience-Specific Targeting
2. FREE Assessment Intro Offer
3. BOOK NOW Thank You Page
4. Consultation-Focused Follow-Up Sequences



Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step LinkedIn ad campaign. After researching “ideal customers,” including what types of messages they were responding to and what interests to target, we launched a free assessment campaign.

After they claimed their free assessment, they were immediately redirected to a thank you page that walked them through the importance of having someone who is trained to help you succeed and how they could schedule a call to learn more about the coaching program. If they didn’t book immediately, they would receive a series of follow-up emails pushing to the calendar page over the following weeks.

In 2019, This Consultant Booked 12 New Appointments at \$112 Each

Since launching this LinkedIn ad campaign, this coach has added 256 NEW, qualified leads to her email list at just \$11.62 each. Of those 116 new leads, 40 completed the assessment and are in the queue for the next step and 12 have already booked their calls.

With 116 new subscribers to her email list, the potential for additional revenue is huge. Between the initial follow-up sequence and weekly mailings, a large percentage of these qualified prospects will likely book an appointment over time.

The best part? This system is EASILY replicated month after month, consistently growing her email list, increasing awareness, and booking new clients.

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!](#)