

How One Marketing Agency for Law Firms Generated 177 NEW Qualified Leads and 16 Appointments in Less Than 60 Days Using Facebook Ads

Discover how GNGF used a simple 5-step Facebook ad campaign to generate qualified leads and book appointments in less than 2 months.

The Situation...

When GNGF came to us, they had already been doing some marketing of their own and generated a lot of leads in the past but they wanted to reach even more people through a targeted Facebook ads campaign. They weren't sure where to start.

After doing a deep dive into their audience's online habits and interests, we assembled a 5-part Facebook campaign designed to attract new leads to their business utilizing a consultation call funnel and offering a copy of their best-selling book for FREE.

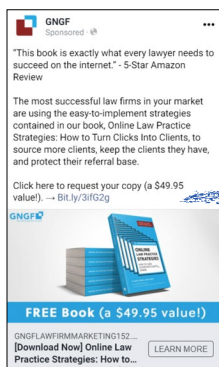
How This Marketing Agency for Law Firms Was Able to Grow Their Lead Numbers Using Facebook Ads

By launching 4 separate LinkedIn ad campaigns (each one pushing to either a video, PDF, or webinar) and a sponsored InMail message, they were able to reach out to those most likely to be interested in purchasing their complex data translation software.

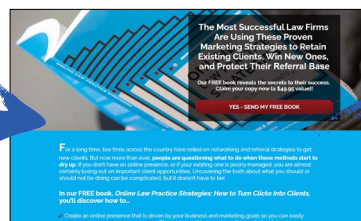
The campaign consisted of these five parts:

1. Facebook ads utilizing audience-specific targeting & offering a free book
2. A landing page where leads would enter their information for a FREE copy of their best-selling book, *Online Practice Law Strategies*
3. Consultation page pushing to a call
4. Consultation-focused follow up sequence
5. Long term email and calling nurture sequence

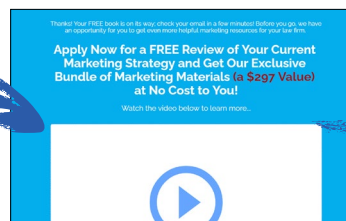
By launching a simple 5-step campaign and adding a "book a FREE Marketing Review" option after claiming the free book, we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of consultations on their calendar.



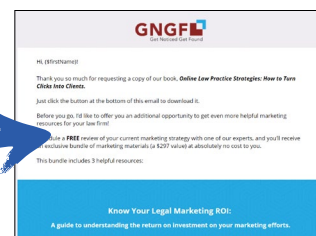
Facebook Ad



Landing Page



Consult Page



Emails

Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up this simple 5-step Facebook ad campaign. After researching what types of messages law firms were responding to and zeroing in on exact targeting, we launched a FREE Book and Consultation campaign.

After they claimed their free book, they were immediately redirected to a consultation page that walked them through their unique process and offered a chance to book a free consultation call to learn more. 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 Less Than 2 Months, This Marketing Agency for Law Firms Attracted 177 New Qualified Leads @ \$12 a Piece and 16 Appointments @ \$188 a Piece

Since launching this Facebook ad campaign, this marketing agency has added 177 NEW, qualified leads to their email list. Of those new leads, 16 have already booked their FREE consultation call. With these new leads becoming subscribers to their email list, the potential for additional revenue is huge. Between the initial follow-up sequence and long term nurture sequence, 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 their 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, [click here](#) to book your ROI Strategy Session with our Director of Client Strategy!