

# How One Executive Team Coach Generated 465 Qualified Leads From Companies Like IBM & Wells Fargo at \$9 or Less

Discover How Best-Selling Author & Renowned Speaker Keith Ferrazzi Used a Simple 6-Step Facebook Ad Campaign to Generate Highly Qualified Leads From Some of the Country's Largest Companies

## The Situation...

Keith Ferrazzi is a renowned speaker, coach, and a #1 New York Times best-selling author. When he and his team came to us, they had been relying on various methods, like speaking events, to generate more leads but they wanted to reach a wider audience. They knew that marketing through Facebook was the way to do that.

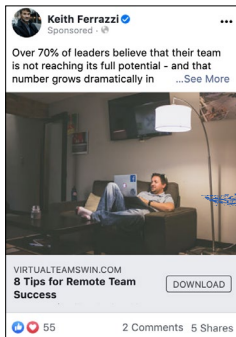
By implementing our strategies through a 6-step Facebook ad campaign, he was able to get in front of his target audience and even generate qualified leads from companies like The Walt Disney Company, IBM, and Wells Fargo.

## How Keith Ferrazzi Was Able to Generate Over 465 Qualified Leads By Using Facebook Ads...

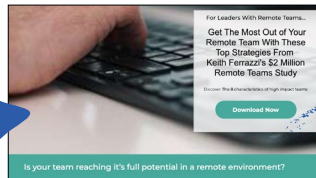
By launching a FREE PDF campaign and targeting companies most likely to be interested in leadership and team coaching, we were able to generate 465 new leads after launching.

### The campaign consisted of 6 parts:

1. Optimized targeting via Facebook ads to attract qualified companies
2. Ad copy offering a FREE PDF about how to elevate their team's performance
3. Landing page that captured the interested person's information in exchange for the free guide
4. Consultation page offering more information about Keith's coaching services and a calendar to book a free Impact Elevation Assessment call
5. Follow-up emails designed to move those who downloaded the PDF to the next step of becoming a full client and getting on a call
6. Sales representative phone calls to leads with goal to persuade leads to book a consultation call if they have not done so already



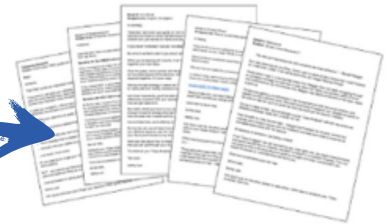
Facebook Ad



Landing Page



Thank You Page



Follow Up Emails

## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up this simple 6-step Facebook ad campaign and targeted prospects who were ideal candidates for Keith's coaching services.

Using ad copy that pitched the free PDF, the prospects were then sent to a landing page where they could enter their information in exchange for the PDF that would be delivered via email. After entering their information, they were redirected to a consultation page that pitched the free Impact Elevation Assessment call with a member of Keith's team. If they did not schedule their call, leads were put through a follow up sequence that was designed to eventually move them into becoming a client. Leads that took the PDF but did not book a call were also contacted by our sales development representatives via phone to get a consult call scheduled.

## Through Facebook Ads Keith Ferrazzi Generated 465 Leads at \$9 or Less That Flooded Their Call Team with Qualified Prospects That Lead to More At-Bats for Their Sales Department

Sometimes it is hard to sell companies on coaching services, but with our Social Selling System, it WORKS. With 400+ new subscribers to his email list, the potential for additional revenue is huge.

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

## How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, promoting your book and growing your business, book your ROI Strategy Session with our Director of Client Strategy by [clicking here!](#)