

# How One Oklahoma & California Estate Planning Lawyer Generated Over 146 Leads and 7 Booked Calls in Less Than 60 Days Using Facebook Ads

Discover how this lawyer used a simple 6-step Facebook ad campaign to generate qualified leads who were looking for estate planning services.

## The Situation...

For over 16 years, this estate planning lawyer has helped his clients protect their home, their assets, and their children in case of an untimely catastrophic event. When he came to us, he had been relying on referrals and word of mouth to generate new leads for his law firm. Recently, referrals have dried up and he needed a new way to reach his clients in his practice areas of Oklahoma and California.

They knew they could reach more potential customers using social media, they just needed the right system in place to do it.

## How This Lawyer Was Able to Get Hundreds of New Leads Using Facebook Ads

By launching a FREE PDF campaign, targeting those most likely to be interested in estate planning, we were able to generate 146 new leads and 7 booked consultation calls in less than 2 months after launching.

## The campaign consisted of 6 parts:

1. Optimized targeting via Facebook ads to attract those most likely to be interested in estate planning.
2. Ad copy offering a FREE PDF, "Top 5 Estate Planning Mistakes That Smart People Make"
3. Landing page that captured the interested person's information in exchange for the free guide.
4. Consultation page offering more information about this lawyer's services and a calendar to book a consultation call.
5. Follow-up emails designed to move those who downloaded the PDF to the next step of becoming a client.
6. Sales representative phone calls to leads with goal to persuade leads to book a consultation call.

## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 6-step Facebook ad campaign that targeted prospects within California and Oklahoma who were most likely to be interested in estate planning and were ideal candidates for this lawyer's 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. They were then redirected to a consultation page that pitched the free consultation call. If they did not schedule their consultation call, leads were put through a follow up sequence that was designed to move them into becoming a client. Leads that also took the PDF but did not book a call were contacted by our sales development representatives via phone call with hopes that they would book a call through this method.

## In Less Than 60 Days, This Estate Planning Lawyer Had 146 Leads at \$5.54 Each and 7 Booked Calls at \$115 Each

Estate planning can be a difficult thing to sell sometimes, but with our Social Selling System, it WORKS. With 146 new subscribers to his email list, the potential for additional revenue is huge. Between the follow-up sequence and calls from the sales representatives, a percentage of these prospects will likely become a client over time.

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!](#)