

How LinkedSelling Was Able to Generate Over 5,000 Course Registrations, 912 Appointments, and 14 Sales in Less Than 90 Days Using Facebook Ads

Discover how LinkedSelling utilized a simple 5-step Facebook ad campaign to gain course registrants, appointments, and sales for their business in less than 3 months.

The Situation...

When LinkedSelling decided to create a Rocket Launch lead-generation course, they had one major goal: to promote it online in order to ultimately get people to attend and then schedule an appointment where they could further pitch their lead-generation service.

Having filled their course using Facebook ads in the past, they knew they could get in front of all the right people using Facebook advertising.

How LinkedSelling's Was Able to Get 5,004 Webinar Registrants, 912 Qualified Appointment Bookings, and 14 Sales Using Facebook Ads

Through a 5-step Facebook ads campaign, LinkedSelling was able to reach out to B2B companies who would most likely be interested in generating more leads for their business. They were able to generate over 5,000 registrants for the course, over 900 qualified appointment bookings, and 14 sales in less than 3 months after launching.

The campaign consisted of five parts:

1. Optimized targeting to attract those most likely to be interested in the course and a demographic fit.
2. Creating "course pitch" ad copy to get attention and convince prospects to sign up for the online course.
3. A consultation page pitching a call with a member of the LinkedSelling team.
4. Follow-up emails designed to move those who signed up for the course onto the next step of becoming a client, in this case, booking a consultation call.
5. Follow-up phone calls from the LinkedSelling SDR team designed to move leads forward to booking a consultation call.

Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, the LinkedSelling ads division set up the 5-step Facebook ad campaign that targeted prospects who would likely be interested in the lead-generation course.

Using ad copy that pitched the course, prospects were sent to a landing page where they could enter their information to secure their spot in the course. They were then redirected to a consultation offer page where they could instantly schedule a call.

In less than 90 days, LinkedSelling had 5,004 webinar registrants, 912 appointment bookings, and 14 sales.

With the results they have seen from this campaign, the potential for additional revenue is huge. They've already gotten 14 sales from this campaign and there are no signs of slowing down any time soon.

The best part? This system is easily replicated month after month. They are consistently growing their email list and increasing awareness which leads to signing new clients.

How to Customize this Plan for Your Business...

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