

How One Medical Practice Financing Company Achieved an Over 56% Booking Rate in Less Than 60 Days

Discover how TGUC Financial used a simple 3 step Facebook campaign to get medical practices on his calendar and ultimately interested in their brand new financing option.

The Situation...

When Russell Bryant, founder of TGUC Financial came to us, he had one goal. He wanted to own this space in the market. His company provides a financing option for medical patients who have less than ideal credit scores, essentially filling the void that Care Credit can not. It was his goal to get people on his calendars and hopefully get them to implement his financing option into their practices.

How TGUC Financial Achieved an Over 56% Booking Rate in Less than 60 Days Using Facebook Advertising.

By launching a 3 step Facebook advertising campaign ultimately pushing to a consultation call with Russell, he was able to reach out to medical practices that would most likely be interested in expanding financing to more patients. We were able to achieve an over 56% booking rate within the first 60 days of running his campaign.

The campaign consisted of three parts:

1. Optimized targeting to attract medical practices who are most likely to be interested in extending this new financing option to their patients.
2. Creating "direct to appointment" ad copy to get the attention of practices by mentioning that they could be missing out on over 36% of revenue just because they don't have this financing option.
3. Follow-up emails for those who scheduled an appointment with a purpose of reminding them of their appointment time AND follow-up emails for those who did not schedule an appointment ultimately
4. leading them to booking an appointment.

Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up the 3-step Facebook ad campaign that targeted prospects who would likely be interested in his services (medical practices).

Using ad copy that pitched his new financing option, the prospects filled out a form with their information. They were then redirected to a consultation offer page where they could instantly schedule a call to see if their practice qualifies for this new financing option. If they did not schedule a call, they would be put into an email sequence that provided them with more information urging them to book a call. If they did schedule a call, they would receive a set of emails reminding them of the details of their call.

In less than 60 days, TGUC Financial had a 56% booking rate.

Since launching this Facebook ad campaign, Russell Bryant and TGUC Financial has seen an incredible amount of leads and an even better amount of booked appointments.

With these results that he has seen from his direct to appointment booking campaign, the potential for additional revenue is huge. Thanks to the follow-up email sequence, a percentage of these qualified prospects will likely become a client over time.

The best part? This system is easily replicated month after month, he is consistently growing his 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!](#)