

## **How One Property Management & Acquisition Firm Generated 139 NEW Qualified Leads and 57 Appointments in Less Than 90 Days Using Facebook Ads**

Discover how Barratt Asset Management used a 3-step Facebook ad campaign to generate 139 qualified leads & 57 appointments in less than 3 months.

### **The Situation...**

When Barratt Asset Management (BAM) came to us, they had been relying on referrals, social media, their website, and word of mouth to acquire accredited investor clients. They were hoping to reach more qualified individuals who were interested in investing in multifamily properties through Facebook advertising but they weren't quite sure where to start.

After doing a deep dive into their audience's online habits and interests, we assembled a direct to appointment Facebook campaign designed to attract accredited investors to their business.

### **How This Property Management & Acquisition Firm Was Able to Exponentially Grow Their Lead & Appointment Numbers Using Facebook Ads**

By launching a simple 3-step campaign and adding a "book a FREE Consultation Call now", we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of consultations on their calendar.

### **The direct to appointment campaign consisted of these three parts:**

1. Facebook ads with audience-specific targeting with the intention to attract accredited investors
2. Consultation page with a calendar to book a free call with the BAM team
3. Consultation-focused follow up sequence



## **Launching a Targeted Facebook Ad Campaign**

Using our Social Selling System, we set up a simple 3-step Facebook ad campaign. After researching what types of messages investors were responding to and zeroing in on exact targeting, we launched a direct to appointment campaign.

After clicking on the ad, they were immediately redirected to a page that offered a chance to book a free consultation call to learn more about how to become an investor with Barratt Asset Management. If they didn't book immediately, they would receive a series of follow-up emails pushing to the calendar page over the following weeks.

## **Between September and November of 2020, Barratt Asset Management Attracted 139 New Qualified Leads and Booked 57 Appointments Utilizing Our Methods**

Since launching this Facebook ad campaign, BAM has added over 130 NEW, qualified leads to their email list. Of those new leads, 57 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 weekly emails, 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 customers.

## **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!