

# How Canadian Fertility Consulting Generated Over \$2.7 Million in Revenue in 30 Days

Discover how Canadian Fertility Consulting was able to book over 140 surrogate consultation appointments and sign 43 of them up for their program.

## The Situation...

When Canadian Fertility Consulting came to us, they had been struggling to find a way to get women to sign up for their surrogacy program. Previously, they had been running ad campaigns but they just haven't been getting the numbers that they desired. They wanted to get more leads and appointments on their books and they had only been converting around 20 leads per month and they were ready to convert more.

## How This Fertility Consultant Was Able to Generate Over \$2.7 Million in Revenue Using Facebook Ads

By launching a simple 3-step campaign and adding the ability to book a consultation right on the page after clicking on the ad, they were finally able to reach their desired audience, add people to their email list, and convert MORE leads than ever before - all within 30 days.

## The campaign consisted of three parts:

1. Audience-Specific Targeted Facebook Ads
2. BOOK NOW Consultation Page With Information About Their Program
3. Consultation-Focused Follow-Up Email Sequence them about the date and time that they requested.

*"It's been a little over a month after launching our Facebook ad campaign with LinkedSelling, and we have already been able to convert 43 women into surrogates and the potential value we've seen from this campaign alone has already totaled \$2.7M. Working with LinkedSelling has already proven to be both beneficial and profitable in such a short period of time."*

*- Katrina Toyer*

## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 3-step Facebook ad campaign. After researching "ideal customers," including what types of messages they were responding to and what interests to target, we launched a surrogate search campaign.

After they clicked on the advertisement, interested prospects were immediately redirected to a consultation page that walked them through the surrogacy requirements, information about the call, and information about Canadian Fertility Consulting themselves. From there, they could schedule a consultation call where they would learn more about their surrogacy program. If they didn't book a call immediately, they would receive a series of follow-up emails pushing to the calendar page over the following weeks.

## In less than one month, Canadian Fertility Consulting converted 43 out of 145 appointments into surrogates, resulting in over \$2.7 MILLION in revenue.

Since launching this Facebook ad campaign, Canadian Fertility Consulting added 1,334 NEW, qualified leads to their email list at just \$22.53 each. Of those leads, 145 of them book a consultation and they converted 43 of them into surrogates. They generated an astounding over \$2.7 MILLION in revenue in less than 30 days.

With all of those new subscribers to their email list, the potential to convert more people into surrogates and generate additional revenue is huge.

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

## 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, book your ROI Strategy Session with our Director of Client Strategy by [clicking here!](#)