

How The Fertility Center Generated 61 Leads @ \$6.74 for Their Egg Donor Program in Less Than 30 Days

The Challenge:

The Fertility Center located in the South Central Pennsylvania region is a fertility clinic that specializes in helping their clients become parents through various methods such as egg donation. When they came to us, they were struggling with generating more appointments through their traditional methods.

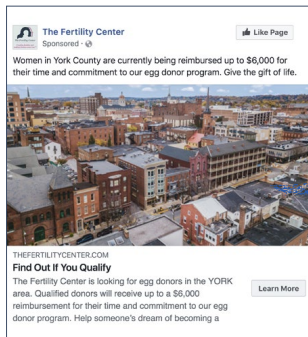
Specifically, they needed a way to generate more interest in their current egg donor campaign and they knew that they could do that through Facebook advertising. They just didn't know how to get started.

The Solution:

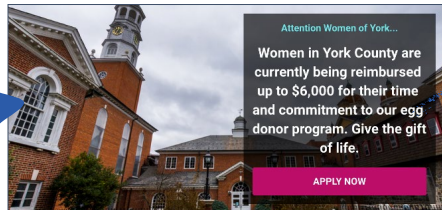
A Simple 3-Step Facebook Advertising Funnel

After analyzing their egg donor application process and target market, we implemented a 3-step Facebook advertising campaign with the ultimate goal of getting more people to sign up for their egg donation program.

Here is the funnel we ran for The Fertility Center on Facebook, ultimately urging people to apply:



Facebook Ad



Landing Page



Thank You Page

These ads gave prospects interested in the egg donor program the opportunity to apply on a landing page that provided them with more information about the program as well as a brief description of the type of person that would be a good fit for egg donation. Over the course of the campaign, the landing page continued to do well with a conversion rate of 23%.

The Fertility Center would then follow up with the leads via email and would either qualify them to move forward with the program or decide that the prospect was not qualified at the present time.

The Results:

61 Leads for Their Egg Donor Program in Less Than One Month

In less than 30 days, the campaign generated 61 leads in total. We were able to provide them with egg donor opportunities that they were unable to get using their previous methods. They were able to acquire these leads for under \$7 per lead.

By adding these new people to their email list, the potential for additional revenue is huge. Each one of these leads has the potential to turn into a new client with the right follow-up in place, whether it be for fertility consulting, egg donation, or another service.

About The Fertility Center

Industry: Healthcare: Fertility

Location: South Central Pennsylvania

View Company Website: <https://www.thefertilitycenter.com/>

Think We Can Help?

Click here to schedule a time to chat to see how we can help generate quality appointments for your business.