

# How One Marketing and SEO Company Generated 123 Qualified Leads and 54 Booked Calls in Less than 60 Days

Discover how Webmetrixgroup utilized a Facebook ad campaign to generate over 50 qualified appointments with highly qualified prospects in less than 2 months.

## The Situation...

Webmetrixgroup is one of the leading digital marketing companies in their industry and they specialize in helping their clients gain competitive advantage through Google Authorship and exclusive SEO methods. They pride themselves in pioneering new methods to help their customers drive revenue and produce traffic for their businesses.

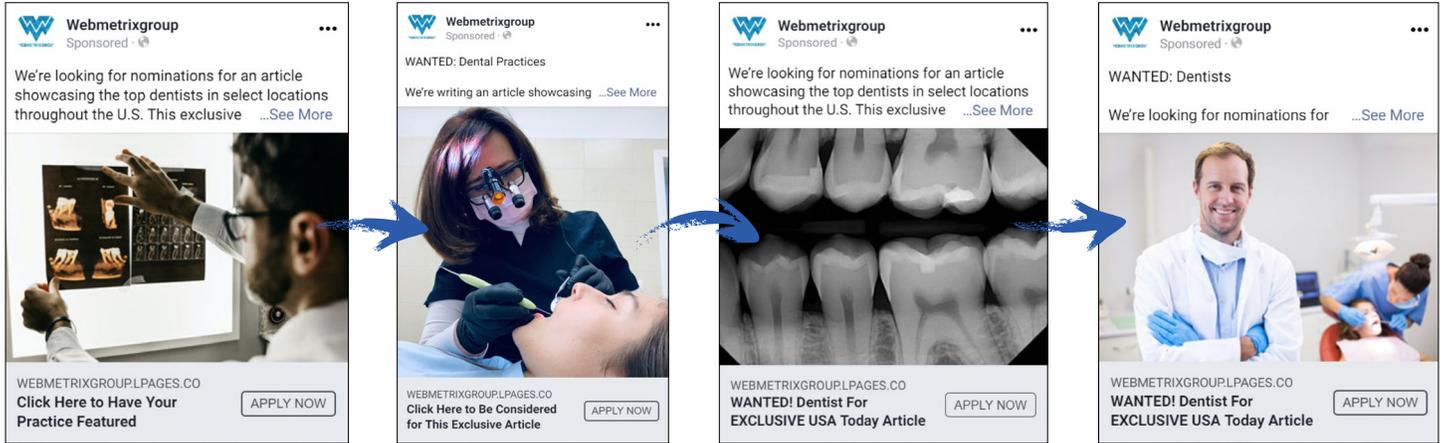
When they came to us, they were interested in launching a Facebook advertising campaign targeting dentists who were interested in being featured in a USA Today article where they would be named as the top dentist in their city.

## How Webmetrixgroup Was Able to Generate Over 100 New Leads and Over 50 Booked Calls Using Facebook Ads

By launching this campaign and ultimately leading toward a free consultation call with the Webmetrixgroup team, we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of booked appointments.

### This campaign consisted of these four parts:

1. Audience-Specific Targeting Through Facebook Advertisements
2. Landing Page Where the Dentist Can Submit Their Information to Be Considered
3. Consultation Page with Calendar to Schedule a Verification Call
4. Show Up/Reminder Emails



## Launching a Targeted Facebook Ad Campaign

By utilizing our Social Selling System, we set up a Facebook advertising campaign after conducting industry research, zeroing in on the perfect audience, and developing messaging that would resonate with individuals in the dental industry.

For this campaign, after the interested person clicked on the advertisement, they would be sent to a landing page where they would be prompted to submit their information to be considered for this article. Afterwards, they would be sent to a scheduling page where they would be prompted to schedule a verification call to ensure that they were a real practice. They would later be sent a series of reminder emails to help reiterate the time and date of their verification call.

With these new leads on their list and booked calls on their schedule, the potential for additional revenue is huge. The best part? This system is EASILY replicated month after month, consistently growing their 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!](#)