

How Scalable, A Digital Marketer Company, Generated 479 Leads and 31 Appointments in Less Than 90 Days

The Challenge:

Scalable, a Digital Marketer Company, is a company that focuses on helping companies scale their business from \$1 million to \$10 million and beyond. When they came to us, they were looking for a way to generate more leads and revenue. They knew that they could achieve their goals through LinkedIn advertising. They just didn't know how to get started.

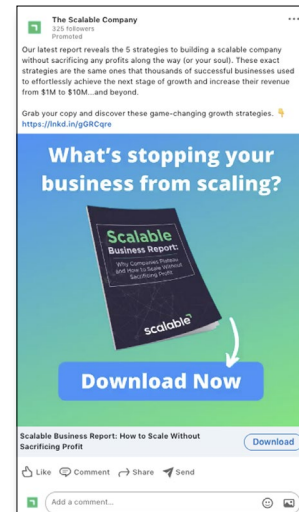
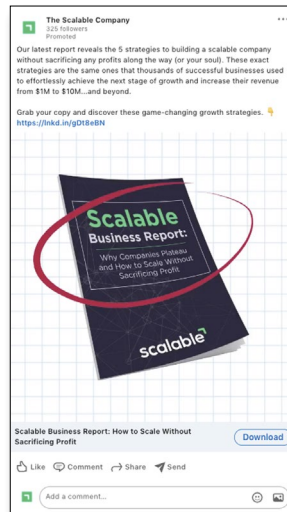
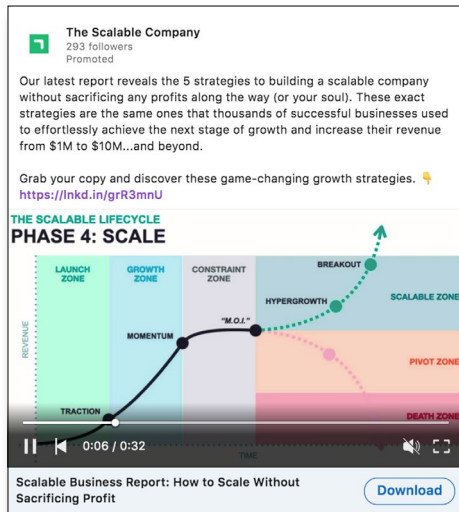
The Solution: A Simple 4-Step Facebook Advertising Funnel

After analyzing their sales process and determining their ideal target market, we implemented a 4-step Facebook advertising campaign with the ultimate goal of getting people to take their ScaleABILITY assessment. They were then sent to a page where they could schedule a call with a member of the Scalable team.

The Campaign Consisted of 4 Parts:

1. Area-specific messaging for a targeted LinkedIn ad campaign to attract people who are near their studio location.
2. A landing page with an offer to claim a FREE PDF that revealed the 5 strategies to scale your business.
3. A page that housed the quick 15 minute assessment
4. Follow up email sequence that pushed back to the assessment for anyone who didn't take it after downloading the PDF.

Here are a few examples of the ads we ran for Scalable, a Digital Marketing Company.



The Results: 479 Leads and 31 Appointments in Less Than 90 Days

In just 90 days of running this campaign on LinkedIn, Scalable generated 479 leads and 31 high-quality appointments online. With the large number of new leads in their pipeline, we were able to provide them with other potential sales opportunities they were unable to get using their previous methods.

As a result of this campaign, 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.

About Scalable:

Industry: Marketing - Business Growth

Location: Nationwide

View Company Website: <https://scalable.co/>

Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!

