

# How Tax Strategists of America Generated Webinar Registrants & Over \$185k in Sales in Less Than 45 Days Using a Facebook Ads Strategy

*“We will send y’all referrals. Y’all blew it out of the water!”*

**- Carlotta Thompson, CEO**

## **The Challenge:**

*They Weren’t Driving Enough Quality Traffic at Scale to Their Webinar*

Tax Strategists of America (TSOA) specializes in helping business owners pay little to no taxes legally. Previously, they were using speaking events to generate interest in what they offer and they had also worked with 6 other marketing agencies who couldn’t get the job done.

They knew they needed to change the way they were driving traffic to their webinar. They knew that Facebook is a necessary channel, however they weren’t sure of the best tactic or strategy when it came to the platform. And understanding what it took to do that successfully, they came to us.

## **The Solution:**

*A 3-Step Facebook Advertising Campaign*

After analyzing TSOA’s processes and target market and utilizing our proven playbook we created a 3-step marketing campaign on Facebook to generate qualified webinar registrants & to get their core offering in front of hundreds of ideal prospects each and every month. Here’s an example of an ad for this campaign:

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For this campaign, we targeted small to medium-sized business owners. We tested a variety of ads and creatives until we found the winning combination. After, we scaled the spend from \$500/day to \$5,000/day to drive thousands to register for the webinar via the Facebook newsfeed. After registering, they were sent to a thank you page that invited them to join the TSOA Facebook group, as well as some more information about the event.

## The Results:

**\$186k in Sales (Over 4X What They Spent On Ads)  
in Just 45 Days**

In just over a month, and after spending \$40,000 on ads, this campaign resulted in TSOA generating \$186,000 in sales JUST from their webinar. Not to mention a proven strategy that speaks directly to their target market and consistently generates qualified event registrants.

Thanks to the success and results generated, there is a ton of potential for additional revenue. Each one of the people that registered for the webinar has the potential to turn into a new client with the right follow-up in place.

## About Tax Strategists of America:

**Industry:** Accounting

**Location:** US, Nation Wide

**View Company Website:** <https://taxstrategistsofamerica.com/>



## Think We Can Help?

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