

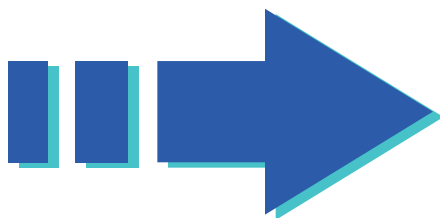
How These Companies Generated Thousands of Webinar Registrants On Facebook and LinkedIn With This One, Proven Paid Ads Strategy

At LinkedSelling, we specialize in running paid ads campaigns on Facebook and LinkedIn for our clients. We've had a lot of success running campaigns specifically driving traffic towards webinars and we would like to highlight some of our work in that specific vertical.

Example 1: Tax Strategists of America

Carlotta Thompson is a former IRS agent who now uses her expertise to help small to medium sized businesses save money on their taxes. This webinar was centered around how to legally pay zero business taxes. Previously, Tax Strategists of America had worked with 6 other marketing agencies and none of them could get the job done. They knew they needed to change the way they were driving traffic to their webinar.

Here is an example of an ad we ran for them on LinkedIn:



For this campaign, we targeted CXOs, Directors, Senior Executives, Managers, Owners, Partners, and VPs of companies from the following industries:

- Business Consulting & Services
- Capital Markets
- Medical Practices
- Hospitals & Healthcare
- Credit Intermediation
- Hospitals
- Software Development
- Financial Services
- Technology
- Information & Internet
- Government Administration
- IT Services & Consulting

The Results

In just over a month, and after spending \$40,000 on ads, this campaign resulted in \$186,000 in sales JUST from the webinar.

Plus, we had to pause all of their campaigns because their client roster was completely full! At the time, she was working with several other advertising agencies and after these results, she decided to say goodbye to these other companies and move all of her Facebook advertising over to us because our team was consistently beating the other agencies in both results and execution.

Example 2: PrepExpert

PrepExpert provides SAT/ACT Prep for middle school and high school-aged kids. This company is a Shark Tank (Mark Cuban) portfolio company. Their webinar was centered around the 10 Secrets to Raise Your Child's SAT or ACT Score & Get Scholarships to a Top College. They are extremely experienced at webinars, they just needed a proven strategy to drive more traffic to them.

Here are a few examples of the ads we ran for them on LinkedIn:



For this campaign, we aimed to target high-income parents and professionals ages 35-55+ who most likely have kids. We targeted job seniorities like: CXO, Director, Senior, Manager, Owner, Partner, and VP as well as the following industries:

- Business Consulting and Services
- Capital Markets
- Medical Practices
- Hospitals and Health Care
- Credit Intermediation
- Software Development
- Financial Services
- IT Services and IT Consulting
- Government Administration

The Results

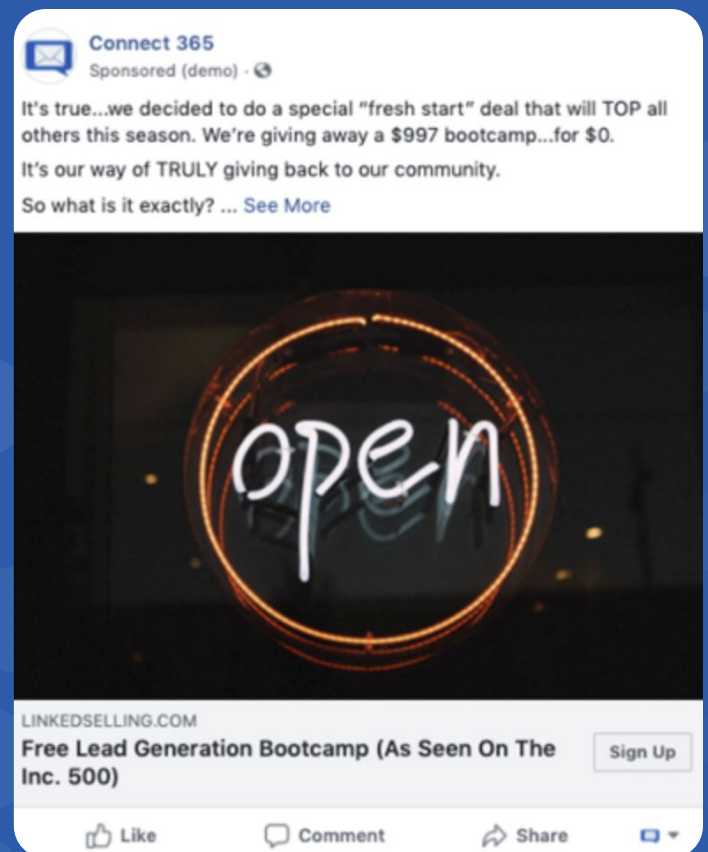
After the first two webinars, our team **TRIPLED** the number of registrants that they had gotten before working with us and cut the cost per registrant by 50% between the first and the second.

Between the two webinars, there was a 19% close rate resulting in over \$25,000 in excess revenue (after \$20,000 in ad spend). They were so impressed with the results that our team got that they will continue using this campaign to generate registrants for future webinars.

Example 3: Connect365

Connect365 specializes in client attraction and sales automation. Their main goal is to change the way companies utilize email marketing by delivering personalized, individual emails at scale. The ultimate goal of their webinar was to lead registrants to a free trial of their software, they just needed a way to attract as many registrants as possible.

Here's an example of an ad that we ran for this webinar:



For this webinar, we focused on targeting lookalikes of their buyer's lists, interest-based targeting around other CRMs and marketing Influencers, as well as wide-open targeting that let the pixel pick the best targets based on historical data.

The Results

In less than 90 days, this campaign attracted over 15,500 webinar registrants and Connect365 was able to issue 1,325 free trials of their software. From week to week, they saw a significant decrease in the cost per trial thanks to this campaign.

Example 4: Stephen Oliver

Stephen Oliver is a consultant who works with financial advisors to grow their business. We have run webinar ad campaigns for him on both Facebook and LinkedIn. This webinar focused on showing financial advisors how to become the go-to advisor in their target market and which niches are the most profitable.

Here's an example of an ad that we ran for this webinar:

For this campaign, we targeted financial advisors and using a drop-down menu, we were able to determine their annual practice revenue as well as their assets under management. This allowed Stephen to qualify those who registered and decide who to follow up with.



The Results

Throughout the 5+ years that we've been working with Stephen, we've done several webinars for him. We are consistently getting high registration numbers for each webinar with registration costs averaging between \$10-\$20 on Facebook. He considers us part of his internal marketing team.

Think We Can Help?

Let's Chat to See How We Can
Help Drive More Registrants
Towards Your Next Webinar!