

How International Surrogacy Center Moved Forward With 40 Potential Surrogates, Received 324 Applications, and Generated 2,637 Leads in Just 8 Months

The Problem

International Surrogacy Center specializes in helping couples and individuals add children to their family through surrogacy.

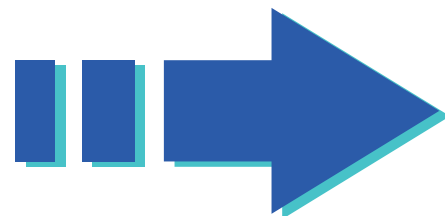
Before they came to us, they had tried their hand at Google ads but they were mostly depending on generating website traffic and organic leads. They weren't getting the results they had hoped for and they knew that a Facebook ads campaign was the right next step.

Their main goal: increase the amount of traffic to their website and generate more applications from potential surrogates.

*That's when they
reached out to LinkedSelling.*

Their Target Market

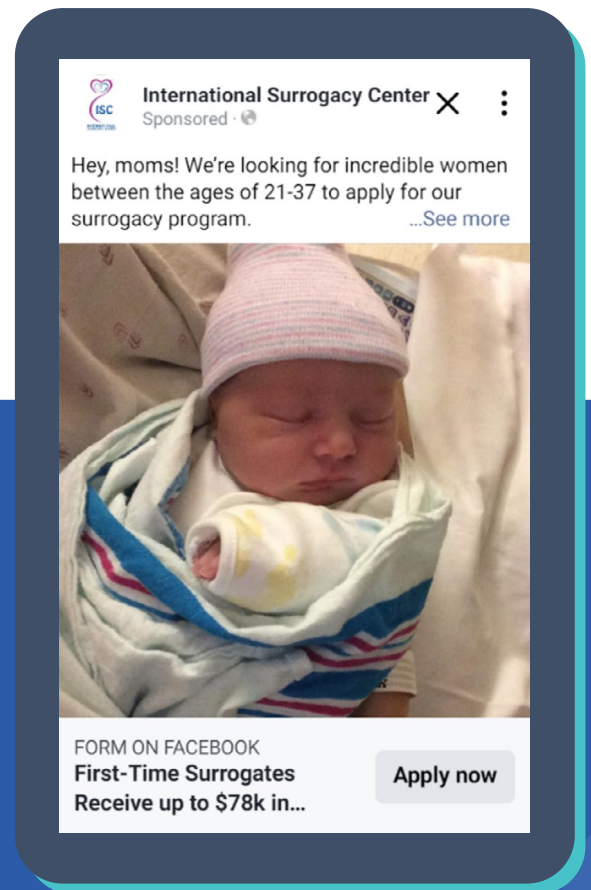
Before we launch our campaign, we first have to dive deep into the types of people that we will be targeting. Together, we determined that the right people to target were women that live in surrogate-friendly states, ages 21-37, who have already given birth once before.



The Solution

After determining the perfect target audience for International Surrogacy Center, we launched our tested and proven 4-step system that we use for our surrogacy clients.

Here is an example of an ad that we ran for this campaign on Facebook:



The 4-step system included:

STEP 1:

Facebook
Ads Using
Audience-
Specific
Messaging

STEP 2:

Landing Page
Leading to
The Surrogacy
Application

STEP 3:

Follow Up
Emails Leading
Back to the
Application

STEP 4:

Phone Calls
From Our
Internal
SDR Team

The Results

Over the course of 8 months, we generated these results for International Surrogacy Center.

2,637 Leads For \$6.75 Each

324 Applications For \$56 Each

40 Surrogates Moving Forward With The Process For Under \$500 Each

They also made the smart decision to utilize our internal, US-based SDR team to call the leads. **Out of the 324 applications that they received, 160 of those were filled out over the phone with the help of our call team.**

With the high number of new leads that were generated from this campaign, they now have the potential to add even more surrogates to their roster in time, with the right follow up in place.

The best part about implementing this strategy? This system is EASILY replicated month after month, giving them the tools they need to consistently grow their email list, increase awareness, and receive more completed applications.



About International Surrogacy Center

Industry: Surrogacy

Location: Murrieta, CA

View Company Website: www.internationalsurrogacycenter.com/

**Want to Discover How to Leverage
Facebook Ads to Attract More
Surrogates?**

Let's Talk!