

How This One Shark Tank-Featured SAT/ACT Prep Company Generated Over 300 Webinar Registrants and \$81,407 In NEW Revenue With a Proven LinkedIn Ads Strategy

The Problem:

Prep Expert is a leading education company that has been featured on Shark Tank and has helped over 100,000 students improve their SAT & ACT scores via online courses, 1-on-1 tutoring, and college admissions counseling. They've also helped students receive admission to top universities and win over \$100 million in scholarships.

They were only running ads on Facebook & Google and wanted to expand to LinkedIn as another stream of revenue and lead generation for their company, they just didn't know how to do it.

That's why they came to us at LinkedSelling. They knew that we had experience with running successful webinar campaigns in the past and they wanted a proven strategy to get more registrants for their 10 Secrets to Raise Your Child's SAT or ACT Score & Get Scholarships to a Top College.

Their Target Market:

For every client we have, before we decide on a strategy, it's important to establish what kinds of people and businesses that we should target for this campaign. To start, we knew we wanted to target affluent parents of middle school and high school-aged children so we chose the age group of 35-55+ to expand our reach as much as possible.

To narrow things down even further, we focused on targeting members of top schools including Cornell, Georgetown, Yale, Dartmouth, and more. We also used lists and very specific targeting parameters.

For this campaign, we chose to target titles such as:

- CXO
- Director
- Senior
- Manager
- Owner
- Partner
- VP

As well as those in industries such as:

- Business Consulting & Services
- Medical Practices
- Engineering
- Government Administration
- IT Services

The Solution:

After determining the perfect target audience for Prep Expert, we launched our tested and proven 3-step LinkedIn lead generation system to attract more affluent parents to this webinar.

The 3-step system included:

Step 1:

LinkedIn ads with targeted messaging for parents of middle school/high schoolers.

Step 2:

Landing page with webinar information and form to “reserve your seat”.

Step 3:

Follow up emails with webinar replay and button to purchase the Prep Expert Masterclass program.

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



 **Prep Expert**
Promoted

Is your child taking the SAT/ACT soon? Join Dr. Shaan Patel for a free class where he'll teach you how to help your child:

- Become a successful high school student
- Get a perfect SAT or ACT score
- Get into an Ivy League caliber university
- Find easy college scholarships to win
- Solve SAT or ACT Math problems without algebra
- Get an excellent letter of recommendation
- Earn \$100,000+ in scholarships before 12th grade

Sign up today to reserve your spot!

ATTENTION PARENTS!
FREE WEBINAR:
10 SECRETS TO RAISE YOUR CHILD'S SAT OR ACT SCORE & GET SCHOLARSHIPS TO A TOP COLLEGE

Hosted by:
Shaan Patel, MD MBA
Perfect Scorer
Shark Tank Winner

Register Today!



Live Webinar: 10 Secrets to Raise Your Child's SAT/ACT Score

[Register](#)

The Results:

In 3 months, we were able to generate 319 webinar registrants for about \$90 each. Out of those registrants, 75 people actually attended the webinar, which cost about \$400 each. During the webinar, Founder & CEO, Shaan Patel pitched his \$10k product: The Prep Expert Masterclass Program. *Out of the 75 attendees, 7 of them bought the program resulting in \$71,407 in new revenue!* After calculating the amount invested between LinkedSelling and LinkedIn, they ended this campaign with 76.31% ROI in just 3 months.

With the right follow up in place, many of the original registrants will turn into buyers over the course of time. And the best part? This system is easily replicated for any campaign that they want to run now and in the future.



About Prep Expert:

Industry: Higher Education, Tutoring, SAT/ACT Prep

Location: Las Vegas, NV

View Company Website: <https://prepexpert.com>

Think We Can Help?

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