

How RepairPal Generated Over 1,600 Leads and a Consistent 50% Booking Rate With a Proven Facebook Lead Generation Strategy

The Problem

RepairPal is an online marketplace for consumers to find a trusted place to get their vehicles fixed. Repair shops that become RepairPal certified are able to attract more customers, increase retention and trust, and more.

Previously, they had been having some trouble honing in on their messaging and getting connected with repair shops through their Facebook campaigns. They needed a proven optimization strategy to generate more appointments and demos for the RepairPal software.

Their Target Market

Before we decide on a strategy, it's important to establish what kinds of people and businesses that we should target for this campaign. For RepairPal, they knew exactly who they wanted to go after: decision makers at auto shops.

To narrow things down a bit, we focused on targeting companies with 2-50 employees as well as these titles:

- Auto mechanics
- Auto technician
- Auto shop owners
- Mechanic
- Automotive service technician
- Mechanic
- Car repair
- Automotive service & repair



The Solution

After determining the perfect target audience for RepairPal, we launched our tested and proven 3-step Facebook lead generation system.

The 3-step system included:

Step 1:

Facebook Ads Using Audience-Specific Messaging

Step 2:

Landing Page to Collect the Information of Anyone Interested In RepairPal

Step 3:

Follow Up Emails Leading Back to Scheduling An Appointment Via Automatic Scheduler

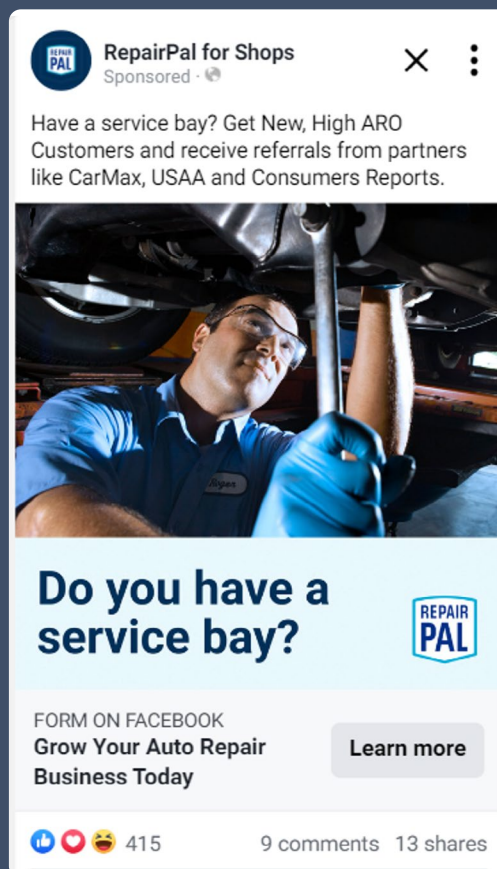
The Results

Over the course of 22 months, we generated 1,600 new leads for the RepairPal's sales team for around \$43 each. Throughout that time, about 50% of those leads turned into demos and they ended up closing at least 15% of the demos each month.

Throughout this campaign, we changed the way that RepairPal was generating leads through Facebook by using a landing page, instead of Facebook lead forms. This resulted in higher quality and higher intent leads.

By adding an automatic scheduler to the landing page, leads were able to manually book their demo as soon as they submit their information. This resulted in a higher number of self-booked appointments.

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



With the high number of new leads that were generated from this campaign, they now have the potential to add even more users 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 sign on more RepairPal Certified shops.



About RepairPal

Industry: Automotive Technology, Information

Location: San Francisco, California

View Company Website: <http://repairpal.com/>

Think We Can Help?

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