

How a NEW LinkedIn Ads Strategy Brought in 175 Appointments in Less Than 90 Days

Discover how LinkedSelling used a simple strategy to generate high-value leads and book qualified appointments using LinkedIn

“We closed \$121,000 worth of new business in less than 3 months with another 3-4 deals in the works. LinkedIn ads are going to be a game changer for our business.”

~ Ryan Farrell

Director of Marketing, LinkedSelling

The Situation...

Ryan Farrell, Director of Marketing at LinkedSelling, was familiar with our proprietary Facebook Social Appointment System, and was successfully using it to generate new, high-value leads each month.

While Facebook was still very effective, there was a little-known opportunity gap that they weren't taking advantage of.

LinkedSelling's best clients were already LinkedIn users. They needed a way to get in front of these valuable prospects and encourage them to book an appointment with a member of their sales team.

How LinkedSelling Was Able to Generate a 4.5x ROI Using LinkedIn Ads

By adapting their Facebook ad strategy to compliment what they were already doing on LinkedIn, LinkedSelling was able to reach more of their ideal clients and book more appointments with qualified prospects.

The campaign consisted of four parts:

1. Research targeted prospects on LinkedIn
2. Create audience-specific messaging
3. Build direct to appointment follow-up sequence
4. Launch & Optimize LinkedIn Ad Campaign

The Importance of Researching Your Ideal Prospect

Understanding who your ideal client is, is the foundation for any successful ad campaign on *any* platform.

By knowing exactly who they are and what they want, you're able to craft a custom message that's tailored to your audience's needs and hand-deliver your offer to your ideal client, customer or patient's newsfeed at exactly the right time.

Launching a Targeted LinkedIn Ad Campaign

In order to connect those highly-qualified prospects with the LinkedSelling Sales Team, we launched the Social Appointment System. Using slightly tweaked copy from their successful Facebook campaign, we created a LinkedIn version sending cold prospects directly to an appointment page to request a free consultation with their sales team.

From there, the prospect had an option to book a call. If they chose not to book a call, the LinkedSelling team had already collected their information which we would then follow-up with using our uniquely designed appointment follow-up email sequence.

By using this simple system, LinkedSelling was able to get in front of their ideal prospects that were a perfect match for their agency services and book more qualified appointments.



In Just 90 Days, LinkedSelling Generated \$121,000 ROI

Since launching the LinkedIn Ads campaign, LinkedSelling has booked over 175 new appointments with qualified prospects who want, need and can afford their services.

These appointments have resulted in dozens of new clients, adding over \$121,000 in additional revenue to their bottom line with 3-4 more in the works.

The best part? This system is EASILY replicated month after month, consistently filling their sales teams' calendars with appointments.

How to Customize this Plan for Your Business...

This strategy has seen success with any business that needs to generate more high-value leads and book more appointments consistently each month. It works in numerous industries and with various company sizes, from small to big businesses.

If you are interested in maximizing both your results and your time, focusing on a relationship-based strategy to get similar results to LinkedSelling, book your FREE ROI Strategy Session with our Director of Client Strategy, Claire Wallace by [clicking here!](#)