

# How an Estate Planning Attorney Fills Seminars Using An Event Campaign on Facebook

Discover how Linda Sherfey, PC, used a simple event registration campaign to generate high-value leads and book qualified consultations using Facebook.

## The Situation...

When Linda Sherfey came to us, she had been relying on referrals and her monthly newsletter article to generate new clients. Each month, she would invite prospects to her local estate planning seminar where she would sell her services.

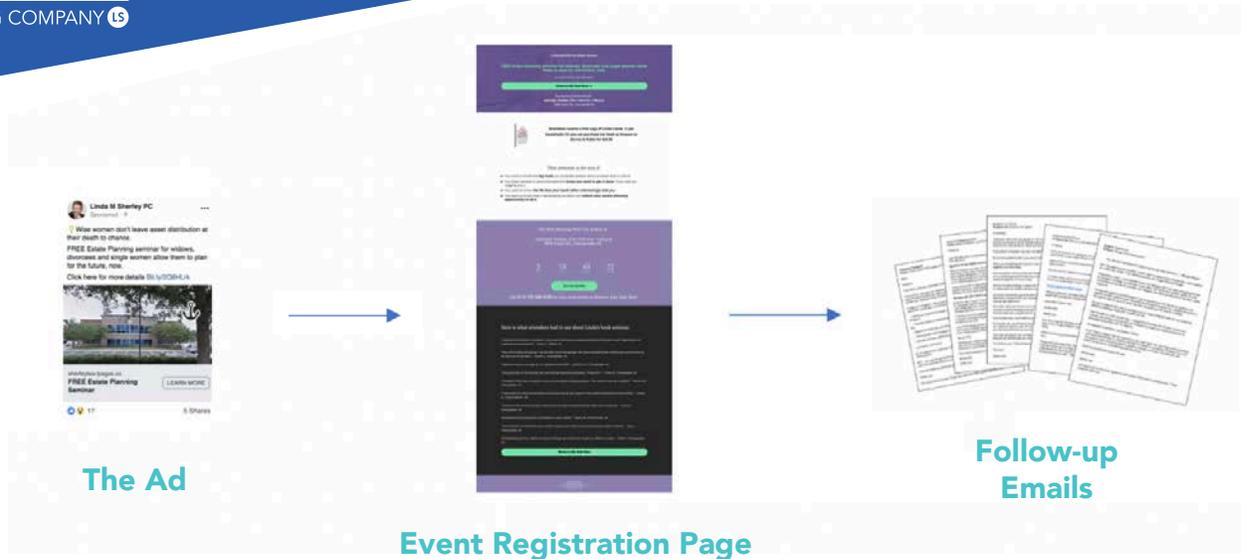
Linda knew she could maximize her efforts by taking her print campaign online. She just needed the right systems in place.

## How An Estate Planning Attorney Filled Her Seminars Using Facebook Ads

By adapting her print campaign to work online and pairing it with our proprietary email sequence to send non-attendees directly to an appointment, we were able to get her consultations with qualified prospects that resulted in sales.

### The campaign consisted of four parts:

1. Research targeted prospects on Facebook
2. Create audience-specific messaging inviting them to her event
3. Build direct-to-appointment follow-up sequence for non-attendees
4. Launch & Optimize Facebook Ad Campaign



## Launching a Targeted Facebook Ad Campaign

Using our Social Appointment System, we set up a simple 4-step Facebook ad campaign. After researching the “ideal client” and tweaking Linda’s successful print campaign to work online, we launched ads directing traffic to the event registration page.

After providing contact information, their leads received a series of reminder emails leading up to the seminar to encourage them to add the event to their calendar in order to increase attendance.

If they attended the event, Linda would pitch her services to them. If they didn’t buy or didn’t attend at all, they would receive a series of follow-up emails offering a private, one-on-one consultation with Linda.

## In Less than 30 Days, Linda had 40 Event Registrations Which Resulted in \$6,000 in Revenue

Since launching this Facebook ad campaign, Linda had 40 registrations at \$41.69 each for her most recent seminar.

These appointments have resulted in 3 clients with 1 more in the works, adding over \$6,000 in revenue for the month.

The best part? This system is EASILY replicated month after month, consistently filling Linda’s events and appointment calendar with qualified leads.

## How to Customize this Plan for Your Business...

This strategy has seen success with any business, B2B or B2C, that needs to generate more high-value leads and book more appointments consistently each month by running qualified leads to events and seminars. 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 this business, book your ROI Strategy Session with our Director of Client Strategy by [clicking here!](#)