

How a Divorce Attorney Generated \$90,000 from a Simple 4-Step Facebook Campaign in Less than 60 Days

Discover how Ashby Law used a simple strategy to generate high-value leads and book qualified appointments using Facebook.

"If you want to be on Facebook and successful on Facebook, you need to use EDG because they take care of all aspects of a funnel and campaign - from the front end to the back end. Doing it ourselves we knew we were missing a ton of opportunities. EDG has solved that for us and gotten strong results (over \$90,000 in profits) at significantly lower costs per lead (30%) than our other marketing efforts."

- Scott T. Ashby,
Partner, Ashby Law

The Situation...

When Ashby Law came to us, they were primarily generating new clients from SEO. Although this was a successful method, the quality of the leads suffered. They needed a way to systematically bring in new, qualified clients without adding dozens of hours to their team's busy schedule.

Like many other business owners, they had dabbled with Facebook but were unable to crack the code to generating a profit.

How A Divorce Attorney Generated 607% ROI in 60 Days Using Facebook Ads

After studying what their ideal clients were researching, we created a targeted Facebook campaign promoting a piece of content to generate interest in their services and encourage those who qualified to book an appointment.

The campaign consisted of four parts:

1. Audience-specific messaging for targeted Facebook ad campaigns
2. An irresistible opt-in offer to capture their information
3. Appointment request page with video
4. Appointment-focused follow-up email sequences

**Ad Traffic Targeting
Ideal Prospects**



Irresistible Opt-In

**Book Appointment
Page With Video**



Follow-Up Emails

Launching a Targeted Facebook Ad Campaign

Using our Social Appointment System, we set up a simple 4-step Facebook ad campaign. After researching their “ideal client” and discovering the most sought after information for a person experiencing a divorce, we launched ads directing traffic to the offer.

After providing their contact information, they were redirected to an appointment page that contained a video and a brief letter offering them a consultation with a lawyer to further discuss their case.

If they took the offer, they would immediately be redirected to a scheduling page. If they didn’t, a series of emails would launch.

The first would deliver the initial piece of content from the opt-in offer with a call-to-action to book an appointment. Over the next couple weeks, they would be sent regular emails encouraging them to book a call.

In Less Than 60 Days, Ashby Law Booked 30 Appointments Resulting in \$90,000 Revenue

Since launching this Facebook Ads campaign, Ashby Law has booked over 39 new appointments with qualified prospects who want, need and can afford their services.

These appointments have resulted in dozens of new clients, adding over \$90,000 in additional revenue to their bottom line.

The best part? This system is EASILY replicated month after month, consistently filling their sales teams’ calendars with appointments 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. 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 law firm, book your ROI Strategy Session with our Director of Client Strategy, by [clicking here!](#)