

How One Consultant Booked 273 QUALIFIED Appointments Using Facebook Ads

Discover how a Marketing Company used a simple ad campaign to generate high-value leads and book qualified consultations using Facebook.

The Situation...

Stephen Oliver, a consultant for Martial Arts School Owners looking to scale their studios, relies on a steady stream of qualified prospects booking appointments in order to fill his seminars and grow his membership program.

When he came to us, he had dabbled with Facebook, but was unable to book the number of appointments he needed. Of those that he did schedule, 2/3 of them ended up not being qualified candidates for his services.

After making 3 simple campaign changes, Stephen is now easily bringing in thousands of new leads, booking hundreds of qualified appointments, and signing dozens of them into high-paying clients consistently each month.

How Stephen Oliver was Able to Generate a 174% ROI Using Facebook Ads

Stephen already knew he had multiple target markets, the problem was that he was sending the same message to each group. After segmenting his messaging and tailoring it, he doubled the number of appointments he was getting each WEEK.

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 qualifiers
4. Appointment-focused follow-up sequences

**Ad Traffic Targeting
Ideal Prospects**



Opt-in



"Prior to working with EDG, I had personally been handling most of our Facebook marketing, and I was essentially throwing stuff up and seeing what stuck. I hired EDG because they are professional and experienced at getting into exactly what works best and what will resonate with our specific target audiences. We've generated over \$200,000 in revenue from these Facebook ads alone."

- Stephen Oliver, Martial Arts Wealth Mastery

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 what each different Martial Arts type responded to, we created multiple different campaigns using appropriate copy and creatives.

After providing their contact information on the landing page, leads were redirected to the appointment page offering them a consultation with a member of Stephen's team to get a one-on-one strategy session for their studio.

If they took the offer, they would immediately be redirected to a quick qualifying survey and then a scheduling page. If they didn't, a follow-up sequence of emails reminding them to book their appointment would begin.

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.

Stephen had already generated 1,810 new leads which resulted in 273 QUALIFIED appointments – without adding a minute of extra work to his schedule.

Using our proprietary EDG Social Appointment System™, Stephen was able to find and attract his ideal clients, get them to request a consultation with him and his team, and sit back while his calendar generously filled up with appointments.

These appointments have resulted in 10 new clients, adding over \$200,000 in additional revenue.

The best part? This system is EASILY replicated month after month, consistently filling their sales team's 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 business, book your ROI Strategy Session with our Director of Client Strategy by [clicking here!](#)