

# How an IT Marketing Company Generated Over \$15,000 in Less than 30 Days Using Facebook Ads

Discover how Technology Marketing Toolkit used a simple ad campaign to generate high-value leads and book qualified consultations 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...

Technology Marketing Toolkit, a company that helps IT Services Firms, VARs and MSPs grow their businesses, had an extensive sales system in place but needed a better way to funnel existing leads and new sources of traffic into a consultation call.

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

## How Technology Marketing Toolkit was Able to Generate a 637% ROI Using Facebook Ads

By repositioning their offer, testing multiple forms of creatives and tweaking their landing pages to fit our best practices, we were able to book more appointments with qualified prospects.

### 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 what IT Services, VARs, and MSP business owners were searching for online, we launched ads directing traffic to a free marketing blueprint.

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 senior marketing expert to customize the blueprint just for their unique business.

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 ads reminding them to book their appointment would launch.

Over the next couple weeks, they would be sent regular invitations encouraging them to book a call.

## In Less than 30 Days, Technology Marketing Toolkit Booked 29 Appointments Resulting in \$15,681 in Revenue

In less than 30 days after launching, this campaign brought in 29 appointments at \$73.37 each.

These appointments have resulted in several new clients, adding over \$15,000 in additional revenue to their bottom line immediately and much more over the lifetime of the customer.

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 law firm, book your ROI Strategy Session with our Director of Client Strategy, by [clicking here!](#)