

How Appstractor Corporation Generated 64 PDF Opt-Ins and 58 Demo Requests In Less Than 4 Months Using Facebook Ads

Discover how an IT cyber security software company used two Facebook ad campaigns to generate over fifty qualified demo requests from highly qualified prospects.

The Situation...

Appstractor Corporation is an online security company that created a VPN solution specifically to meet the practical needs of small and medium businesses who do a lot of their work on the go and are often accessing their networks from public WiFi. With their new, innovative software solution ready to go, Appstractor Corporation was looking to scale and expand their clientele to Managed Service Providers (MSPs) who could resell their software product to their clients.

After doing a deep dive into their audience's online habits and interests, we assembled two separate Facebook campaigns designed to move new leads into a free demo through a PDF download funnel and a direct to demo funnel.

How Appstractor Corporation Was Able to Get Over 60 New Leads And 58 Demo Requests Using Facebook Ads

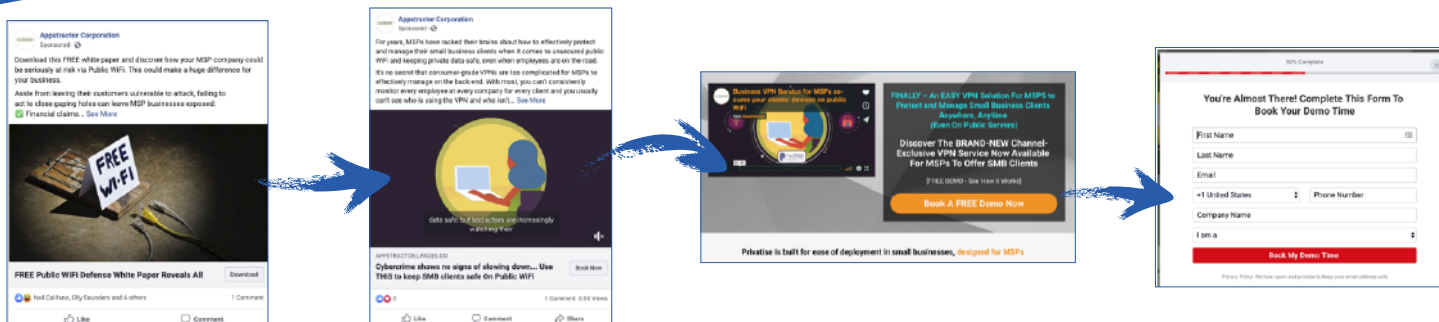
By launching these two campaigns and ultimately leading towards a free demo of their software, we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of demo requests.

The first campaign consisted of these three parts:

1. Audience-Specific Targeting Through Facebook
2. Advertisements.
3. Direct to Calendar Page - "Book A FREE Demo Now"
4. Show Up Email Sequence Focused on Getting People to Come to the Demo Presentation.

The second campaign consisted of these four parts:

1. Audience-Specific Targeting Through Facebook Advertisements.
2. Page to Download White Paper and Capture the Lead's Information.
3. Page to Book a FREE Demo.
4. Show Up Email Sequence Focused on Getting People to Come to the Demo Presentation.



Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up two Facebook advertising campaigns after conducting industry research for audience targeting and developing messaging that will resonate with MSP company owners.

For the direct to demo campaign, after they clicked on the advertisement, they would be redirected to a landing page with the option to opt-in for the free demo, it would also talk briefly about how the software worked. They would then be redirected to a page where they can book an appointment for their demo. They would then receive a series of follow-up emails reminding them about the demo that they signed up for. In addition to using a landing page, we also utilized a Facebook Lead Form, which gave prospects two opportunities to opt in from the ad.

For the PDF download campaign, after they clicked on the advertisement, they would be asked to put in their information. Afterwards they were immediately redirected to a thank you page that walked them briefly through the software and how they could book a free demo. We also set up retargeting ads to get people who downloaded the report and offered them an opportunity to sign up for a demo.

In 4 months, Appstractor's Ads Generated 64 Qualified Leads under \$10 Each and Booked 58 Demo Requests at \$11.25 Each

Not only were the initial demo responses impressive, Appstractor also added over 100 new people to their email list, who can all be contacted and on an ongoing basis and monetized. With these new leads on their list and demos on their schedule, the potential for additional revenue is huge. The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness, and booking new clients.

How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, focusing on serving clients and growing your business, book your ROI Strategy Session with our Director of Client Strategy [HERE!](#)