GoLeads®
MARKETING SOLUTIONS

FACEBOOK

FOR LEAD GENERATION

SEPARATING *FACT* FROM *FICTION*

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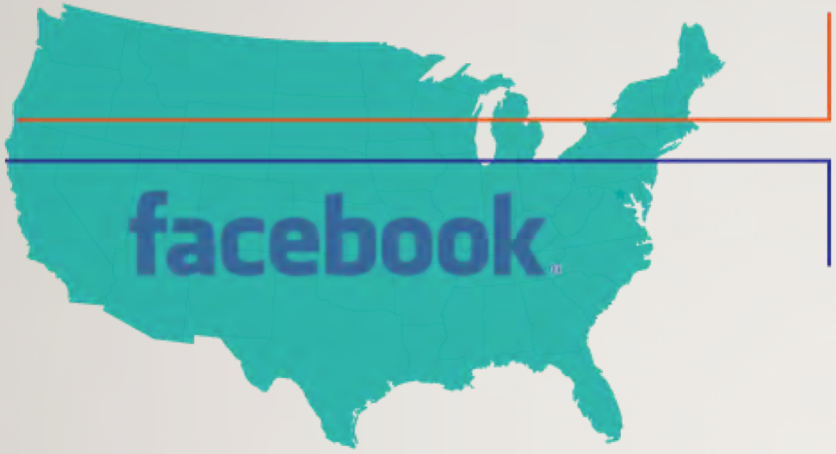
TODAY'S AGENDA

- Quick Survey
- Why we're focused on Facebook
- Facebook's special power
- Case Studies
- What you should do next
- Q&A
- Special prizes

QUICK SURVEY

Are you currently using Facebook for B2B lead generation?

Are you, yourself, a regular user of Facebook?



81%
of people online

58%
On Facebook

126 Million People
Employed in USA

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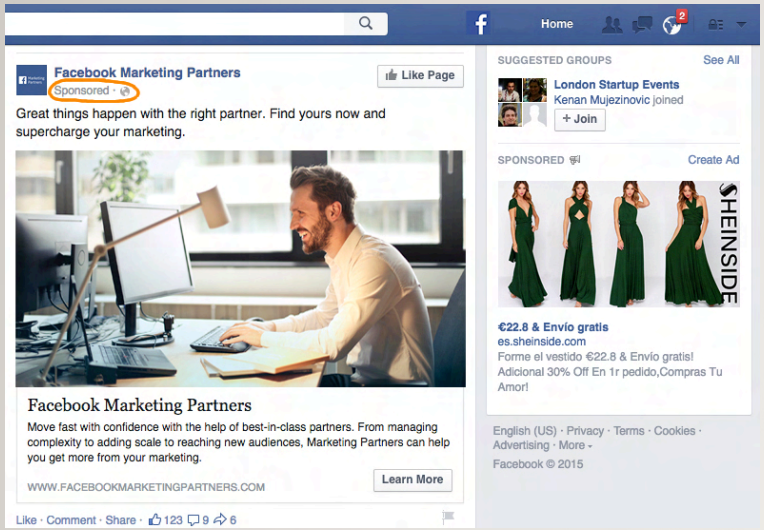

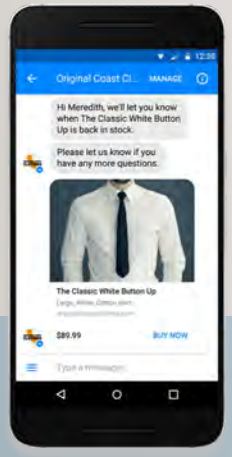

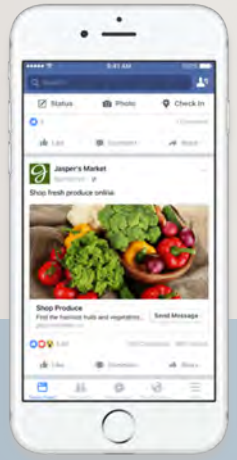

+ Instagram +

Location
Demographics
Interests
Behaviors

PLUS: YOU CAN CREATE "AUDIENCES"

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Google AdWords = INTENT

"Insurance agents near me"

= ATTRIBUTES

=

BUT Business ≠ Intent on

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CASE STUDY #1

LAW FIRM

GOAL: Get more class action lawsuit cases.

FB SOLUTION: Get more impressions on traffic already being generated by running ads, distributing content, and retargeting site visitors
FB audiences: website visitors, lookalike visitors, PR distribution

RESULT: No change in Cost Per Inquiry (CPL)
BUT huge decrease in Cost Per Acquisition (CPA)

CASE STUDY #2

EXECUTIVE EVENT

GOAL: Get 12-18 attendees for under $50 each

FB SOLUTION: Rule of 30: increase impressions
lists, invites, LinkedIn ads, PR, voice mail campaign
on FB used audiences: customers, site visitors

RESULT: First event reached maximum attendance (18 seats)
THE SURPRISE:
3 no shows were filled in with 3 unannounced attendees from the web of invites
PLUS we raised the brand awareness for future events

WHAT CAN YOU DO NOW?

KNOW WHERE YOU ARE TODAY

Google Analytics

Excel

+ FB Pixel

+ FB Audience of Customers

+ FB Ad Set of Latest News

WATCH & LEARN

Q&A

WE DO THIS

PILOT PROGRAM

More Leads, Better Results

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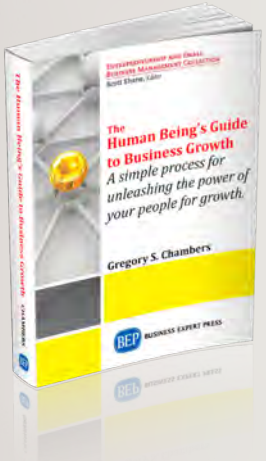
EVERYONE LOVES FREEBIES



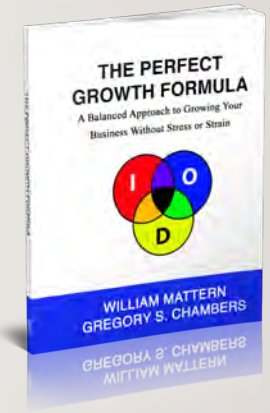
The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth

LEADGEN TOOLS™

Lead GenTools

Learn more about our Pilot Program



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain

Handouts

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