



How a criminal attorney generated **\$82,903.67** in **54 days** from our easy 4-step Facebook campaign.

Learn how we used an easy strategy to generate high-value leads and book qualified appointments using Facebook Ads.

HOW A CRIMINAL ATTORNEY GENERATED 487% ROI IN 54 DAYS USING FACEBOOK ADS

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

When the client came to us, they were mainly getting new clients from SEO. While this was a great method, the quality of the leads took a hit. They needed a system to bring in new, qualified clients without adding dozens of hours to their busy schedule.

Like many other businesses, they had tried Facebook Ads but were unable to figure out how to consistently generate profits.

The 4-step Facebook Campaign



The Campaign Consisted of 4 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

1. FACEBOOK AD



2. OPT-IN OFFER



3. BOOK APPOINTMENT



4. EMAIL SEQUENCE



Launching a Targeted Facebook Ad Campaign

Using our Social Appointment System, we set up an easy 4-step Facebook ad campaign. After researching their “ideal client” and discovering the most sought after information for a person needing a criminal attorney, 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 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 email sequences encouraging them to book a call.



In just 54 days, 30 appointments booked resulting in \$82,903.67 revenue.

Since launching this Facebook Ads campaign, our client had booked over 48 new appointments with qualified prospects who want, need and can afford their services.

These appointments have resulted in many new clients, adding over \$82,903.67 in additional revenue to their bottom line.

What is most rewarding about this is that this system is easy to duplicate 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 successful 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 Call today by clicking [HERE!](#)