



# LEAD GEN FUNNELS

WITH FACEBOOK,  
LINKEDIN, &  
GOOGLE ADS

Anthony Blatner — ModernMedia.io  
Online Geniuses — Austin Meetup

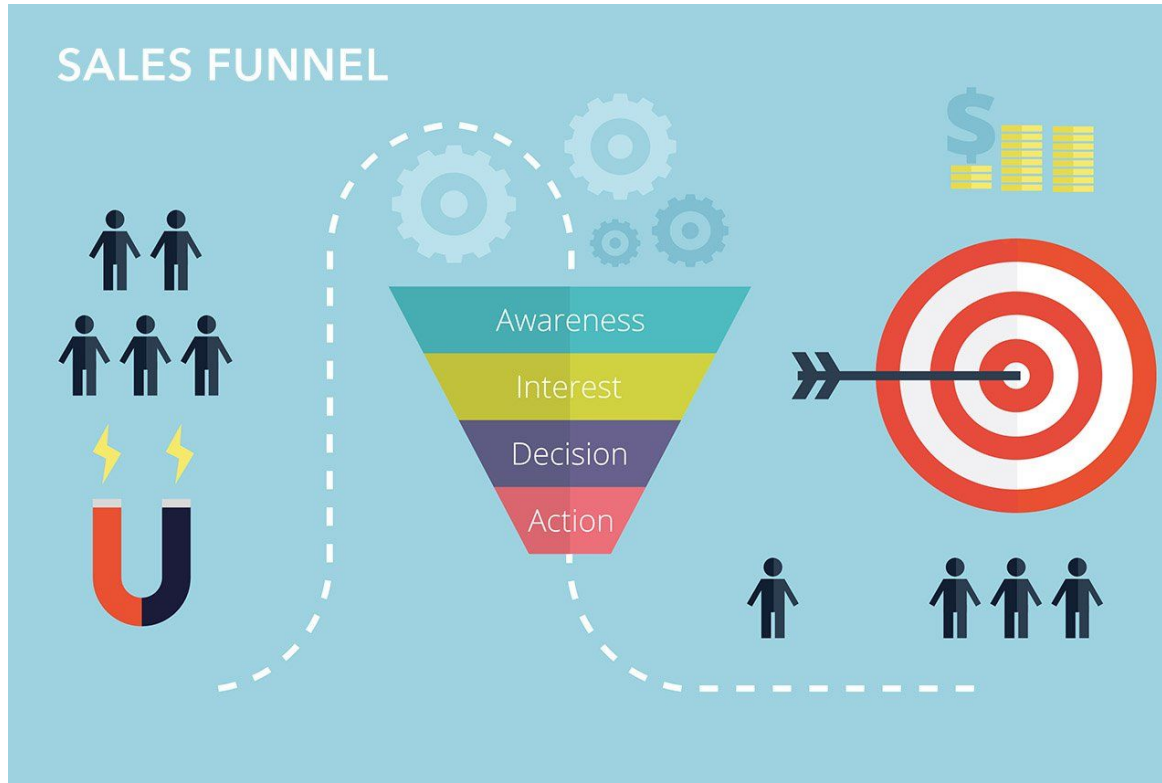


# LEAD GEN FUNNELS

- Basics of lead generation
- What does a funnel look like?
- Using lead magnets
- Google, Facebook, LinkedIn Ads
- Advanced Tips



# How do I fill my sales pipeline?





# How do I fill my sales pipeline?

Lead Gen funnels are useful for...

- High price point sales
- High touch sales process - quotes, custom solutions, ...
- Product launches, Pre-launch
- Recruiting



# How do I fill my sales pipeline?

Contacts ▾ Conversations ▾ Marketing ▾ Sales

## Deals

Table Board

All deals

APPOINTMENT SCHEDULED 0

All saved filters >

Pipeline

Sales Pipeline

All deals

Options ▾

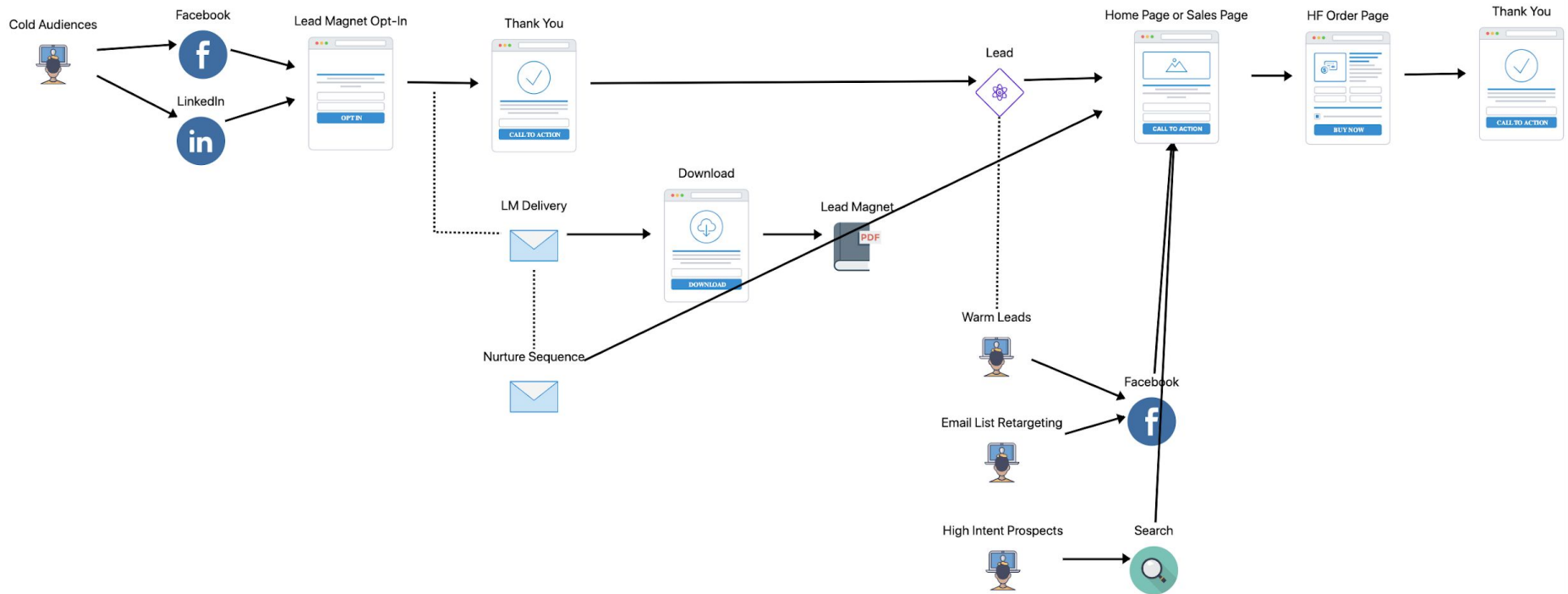
+ Add filter

- 1 ■ Referral
- 2 ■ (Other)
- 3 ■ Direct
- 4 ■ Social

Keyword	↓ Imp	Conver:
t removed keyw... ?	29,425	0.00
analyze data	753	0.00
Google analytics	752	0.00
data prep tools	169	0.00
reports tool	137	0.00

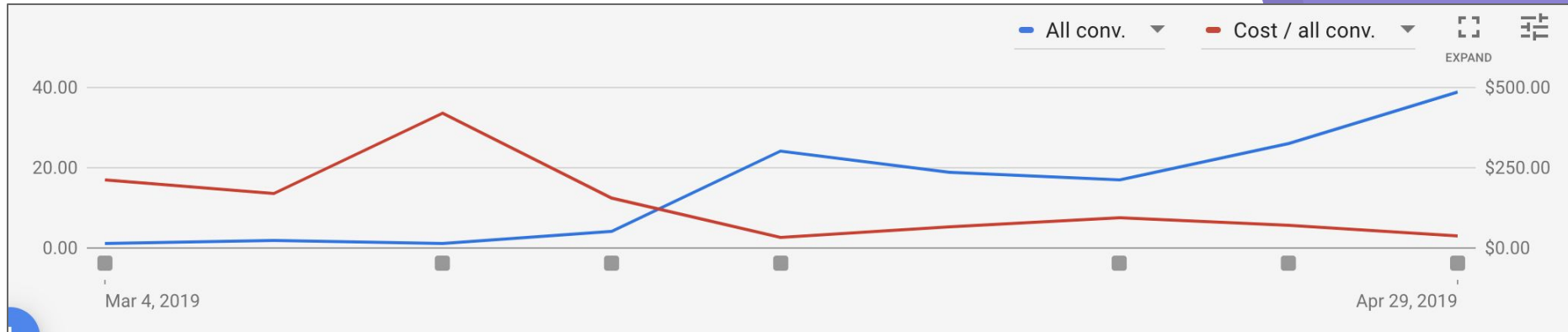


# Using a Lead Gen Funnel





# Systemizing & Scaling



From 1-2 Leads/Week @ > \$200/Lead  
To 40+ Leads/Week @ < \$40/Lead



# Part of a Bigger Strategy

Leads (Form) ⓘ ▾

679 ▲ 110.87%

Purchases ⓘ

229

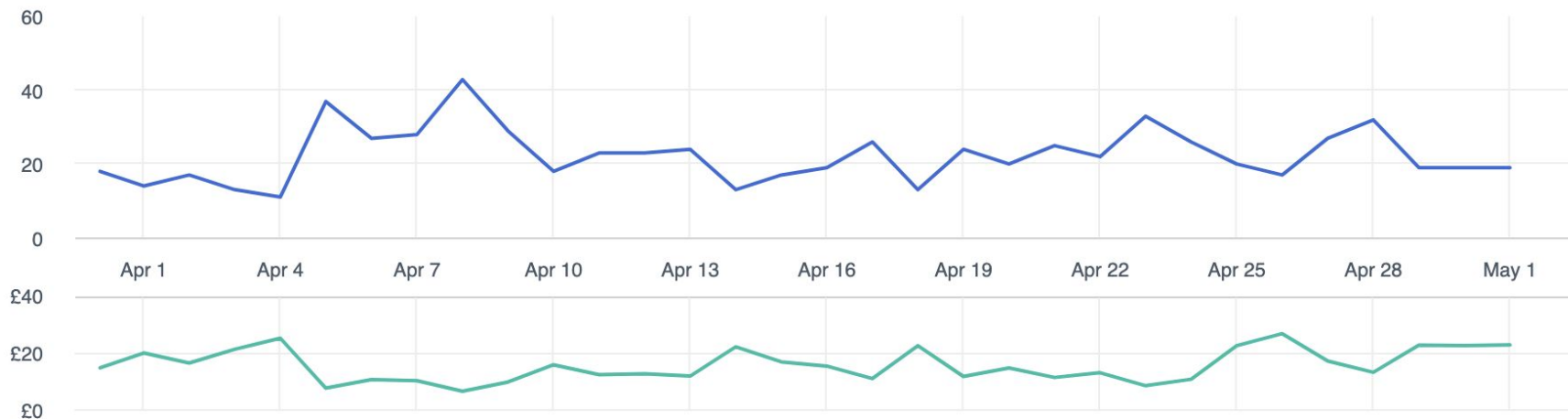
Purchases Conversion Value ⓘ

£31,139.91

Purchase ROAS (Return on ... ⓘ

3.16

679 Leads (Form) £14.50 Cost per Lead (Form)







# Lead Magnets



## Lead Magnets

Asset of value... offered in exchange for contact info.

1. Grabs your target market's attention.
2. Creates awareness of a problem/solution.
3. Creates familiarity and trust with your brand.
4. Turns them into a lead.

A white rectangular form with a thin grey border, containing several input fields and a button. The fields are labeled 'First Name', 'Last Name', 'Email', 'Phone Number', 'Job Title', and 'Company Website'. Below the fields is a blue button with white text that says 'DOWNLOAD NOW'. The form is set against a white background with orange decorative shapes on the right side of the slide.

First Name

Last Name

Email

Phone Number

Job Title

Company Website

[DOWNLOAD NOW](#)



## Lead Magnet Tips

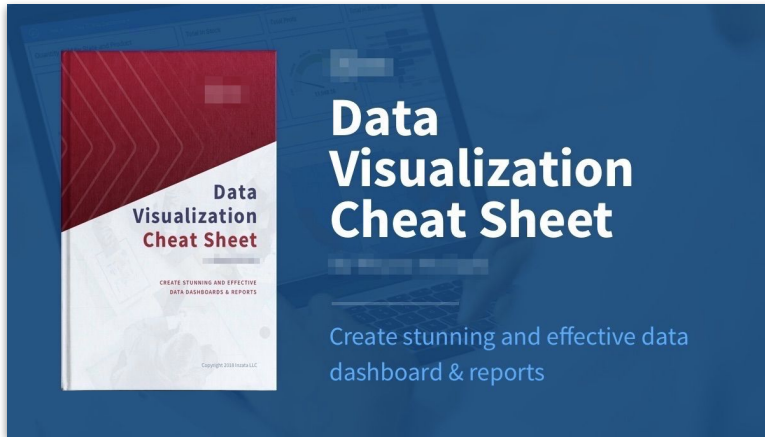
1. Focus on your ideal prospect's problems & opportunities – not on your product/service.
2. Create awareness that a solution exists and prove that it's achievable for them.
3. Position your product/service as the solution... at the end.
4. Instruct them on how to take next steps.





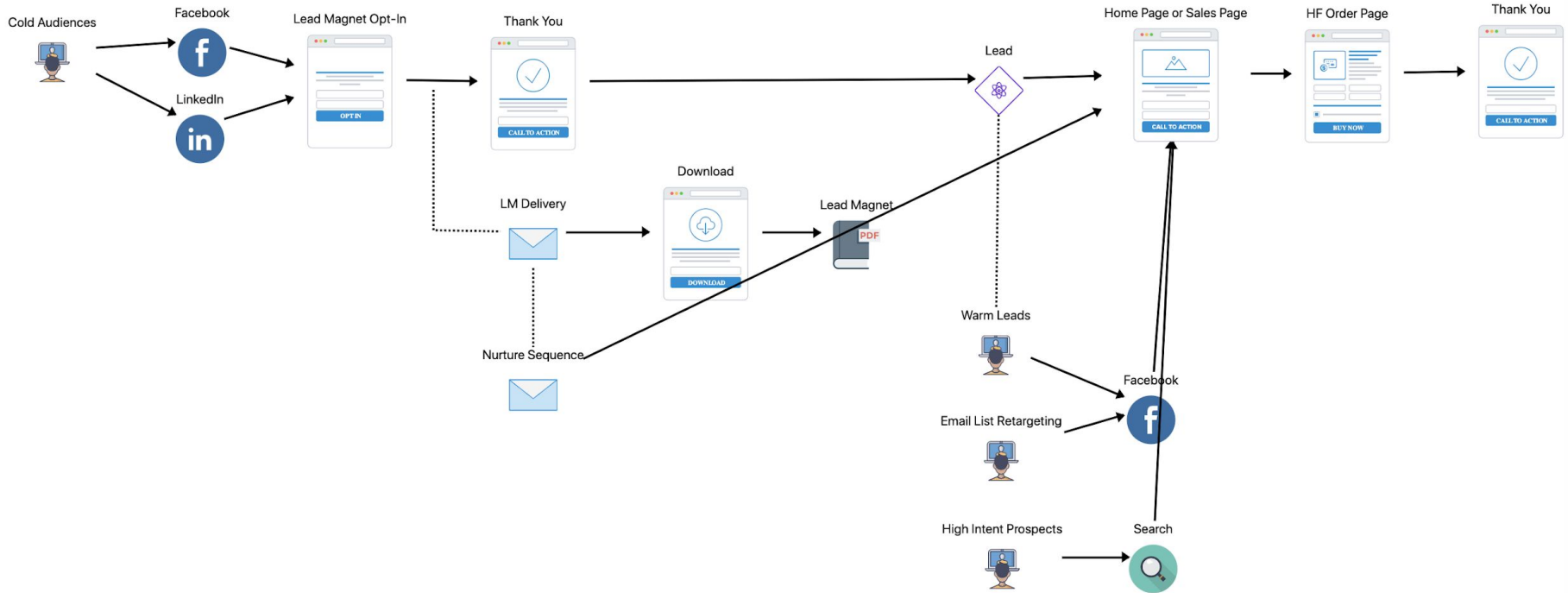
# Lead Magnet Examples

- Big Data Platform
- Real estate sales





# Lead Magnets



# Ads



# Google Ads

Data Visualization Cheat Sheet | Tips, Tricks to Visualizations | Download Now

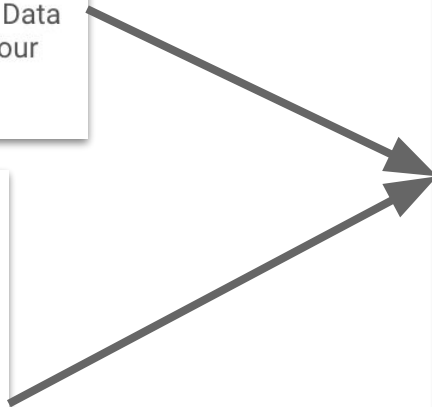
landing.██████████.com/Visualizations/Cheat-Sheet

Get the Guide to Creating Stunning and Effective Data Dashboards & Reports. Guaranteed to Impress Your Colleagues and Executives. See the Preview and Download Now.



Create Data Visualizations, Dashboards, & Reports Faster with AI.

Visit Site >





**DOWNLOAD NOW**

Fill out this form to receive your *free* download of the Data Visualization Cheat Sheet!



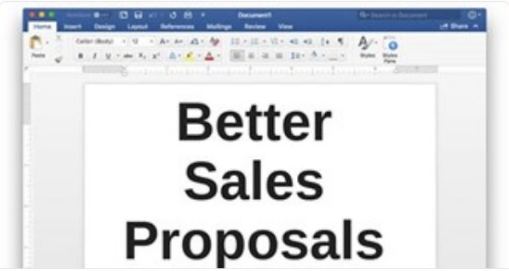
# Facebook Lead Form Ads

 [Redacted] Sponsored · 


Do you have a difficult time explaining the benefits or advantages of your software or service?



Or... are you are having a difficult time presenting your product/service in an impactful or concise manner?

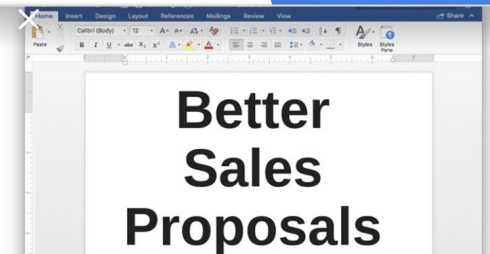
If... [See More](#)




**Can We Improve Your Business Proposals?** [Book Now](#)



 Like  Comment



 [Redacted]

Schedule Your Free Consultation to Improve Your Proposals

Do you want to close 30% more business and save 80% of your time?

Learn best practices for creating, tracking and managing proposals and price quotes that will help you win more clients, increase sales, and save time by meeting with our experienced team.

Enter your info below

Email


Phone number  
US ▾ +1 (512) 555-5555


[Submit](#)

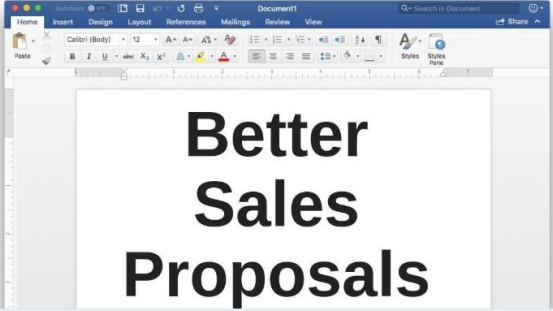





# LinkedIn Lead Form Ads

 87 followers  
Promoted


Attention Salespeople! Are you sick & tired of creating sales proposals from scratch like this? Get a FREE DEMO of 's proposal solution now








**Better Sales Proposals**


Stop creating sales proposals from scratch. Get a demo of ClientPoint. 

[Learn More](#)


 5

 Like  Comment  Share

Get A Demo of 's Proposals

Create impressive multi-media proposals and price quotes that help you win more clients and boost sales fast!

We'll send this information to , subject to their [privacy policy](#)

Email address

Phone number

First name

Last name

Job title

Company name

# Advanced Tips

## Instant & Automated

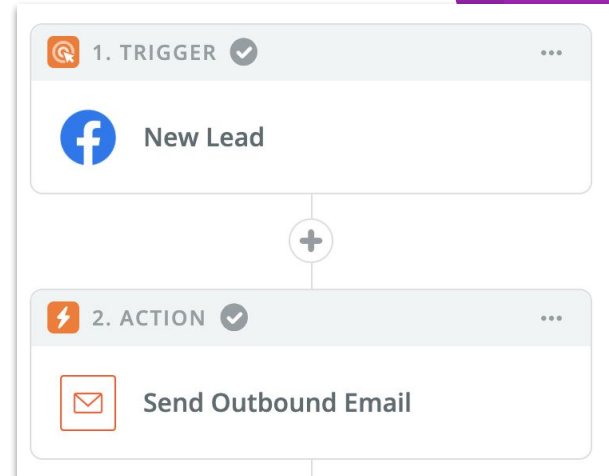
- Deliver lead magnet immediately.
- Deliver on the same channel that you'll use to contact them later.
  
- Email, Text Message
  
- Zapier
- HubSpot Workflow
- Infusionsoft Campaign

Enter your information below and we will send your code right away!

First name  
Enter your answer. \_\_\_\_\_

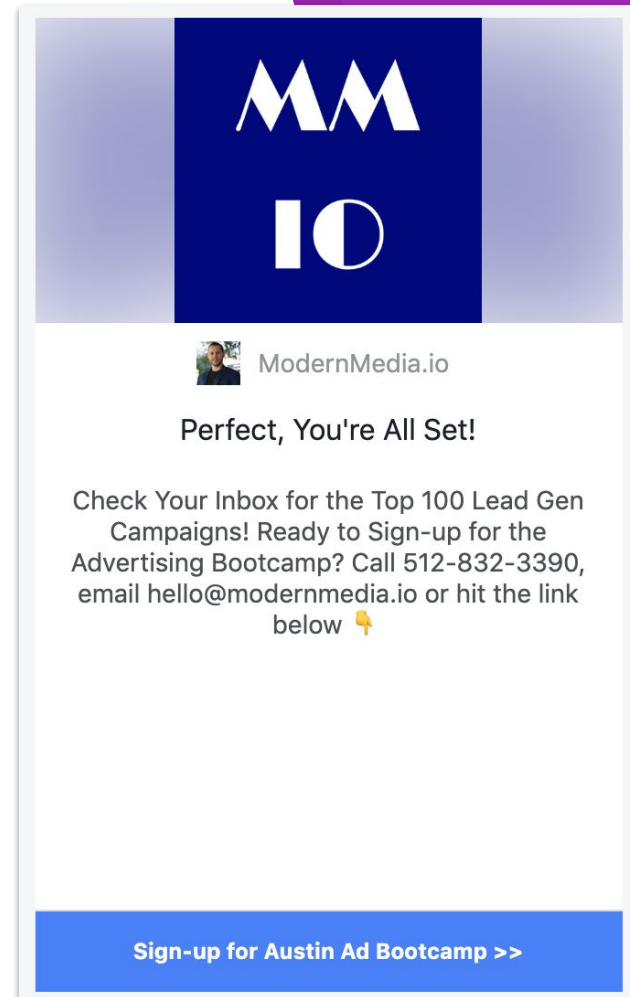
Email  
Enter your answer. \_\_\_\_\_

Phone number  
Enter your answer. \_\_\_\_\_



## 2nd Call to Action

- Let them continue the customer journey on their own.
- Get in touch now.
- Learn more, read more.
- Buy now.



The image shows a social media post from ModernMedia.io. At the top is a dark blue header with the 'MM IO' logo in white. Below the header is a profile picture of a man and the text 'ModernMedia.io'. The main text of the post reads: 'Perfect, You're All Set! Check Your Inbox for the Top 100 Lead Gen Campaigns! Ready to Sign-up for the Advertising Bootcamp? Call 512-832-3390, email hello@modernmedia.io or hit the link below 📌'. At the bottom is a blue button with the text 'Sign-up for Austin Ad Bootcamp >>'.

# Have prospects book their own sales meeting.

- Schedule Once
- Acuity Scheduling
- HubSpot Meetings

### Pick a date and time

[Change selection](#) ▾

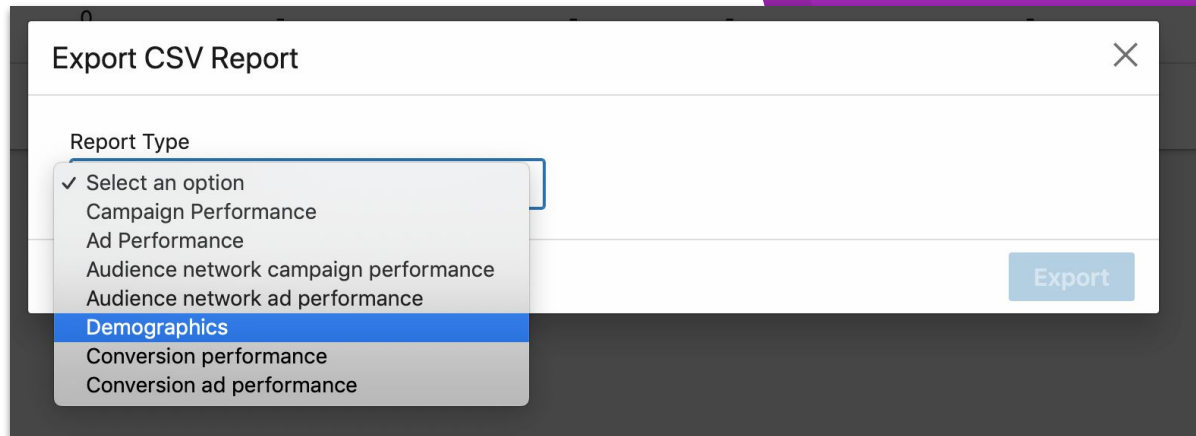
**Duration:** 45 minutes  
**Your time zone:** United States; Central time (GMT-5:00) [DST] ([Change](#))

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May 2019							Available starting times for <b>Mon, May 20, 2019</b>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat	AM	PM
			1	2	3	4	<input type="text" value="10:00 AM"/>	<input type="text" value="12:00 PM"/>
5	6	7	8	9	10	11	<input type="text" value="11:00 AM"/>	<input type="text" value="1:00 PM"/>
12	13	14	15	16	17	18		<input type="text" value="2:00 PM"/>
19	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	24	25		<input type="text" value="3:00 PM"/>
26	27	28	29	30	31			

[< April](#) [June >](#)

# LinkedIn Insights

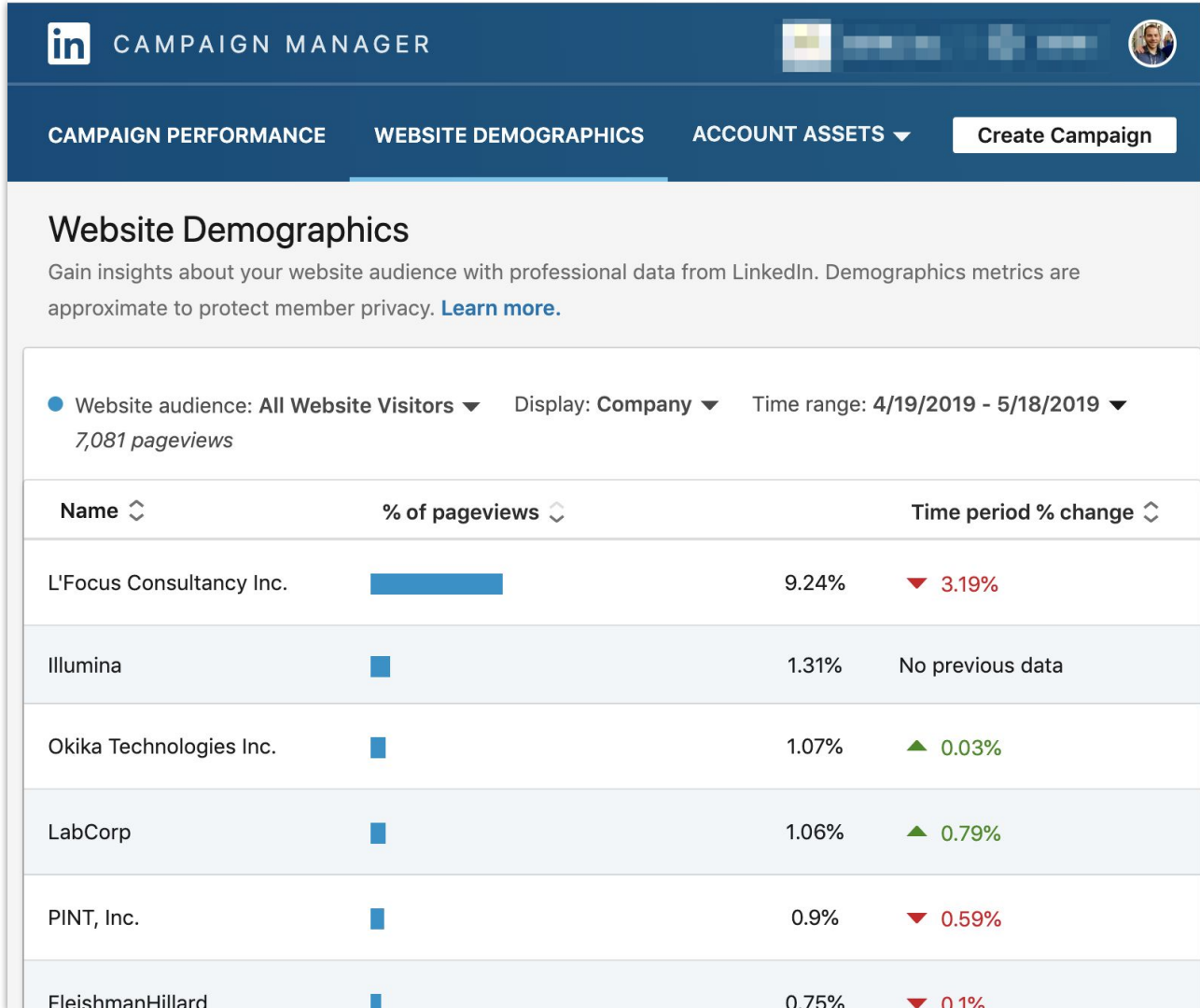
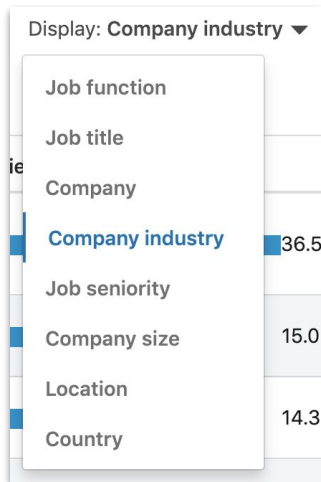


- Follow-up “I saw your team was interested in XYZ... can you put me in touch with the right person / department?”

Demographics Report (in UTC)	
Report End: May 18, 2019, 11:59 PM	
Date Generated: May 18, 2019, 5:18 PM	
Company Name Segment	Clicks
LabCorp	27
Quest Diagnostics	21
Siemens Healthineers	15
Kaiser Permanente	9
Abbott	7
Cleveland Clinic	5
McKesson	5
Cardinal Health	5

# LinkedIn Insights

What companies  
are visiting your  
website?



# Contact Likers Directly

6,230 followers  
7mo

Download your RCM Best Practices Guide right here. <https://lnkd.in/eHFxTd>

FROST SULLIVAN

REVENUE CYCLE MANAGEMENT  
BEST PRACTICES GUIDE

Download Report

Revenue Cycle Management - Best Practices Guide

23

Like Comment Share

Reactions

+15

Add a comment...

The image shows a LinkedIn post from a user with 6,230 followers. The post is a document titled "REVENUE CYCLE MANAGEMENT BEST PRACTICES GUIDE" from Frost Sullivan. A red rectangular box highlights the "Reactions" section, which shows several profile pictures of users who reacted to the post, along with a "+15" icon indicating more reactions. Below the reactions is a comment input field.

Peggy [redacted], BS, CMPE • 3rd

Administrator at Salisbury Pediatric Associates, PA  
Charlotte, North Carolina Area

American college of medical practice executives...  
See contact info  
500+ connections

Connect View in Sales Navigator

Medical Practice Executive with over twenty five years experience in Healthcare Management. Extensive experience in HIPAA, OSHA, CLIA, Human Resources, HIE, Medicaid/Medicare, Contract Negotiations, PCMH, EHR, BQPP, PTN, NCHIEA, NCQA, Financial Analysis, Physician Employment Ag...

The image shows the LinkedIn profile of Peggy [redacted]. Her profile picture is a circular portrait of a woman with brown hair. Her background banner features a blue geometric pattern. The profile information includes her name, degree (BS, CMPE), and current role as Administrator at Salisbury Pediatric Associates, PA. It also lists her location, a company affiliation, and a list of skills and experience. There are buttons for "Connect" and "View in Sales Navigator".

Lisa [redacted] • 3rd

Healthcare Revenue Cycle  
Avon Park, Florida

Ashford University  
See contact info  
500+ connections

Message View in Sales Navigator

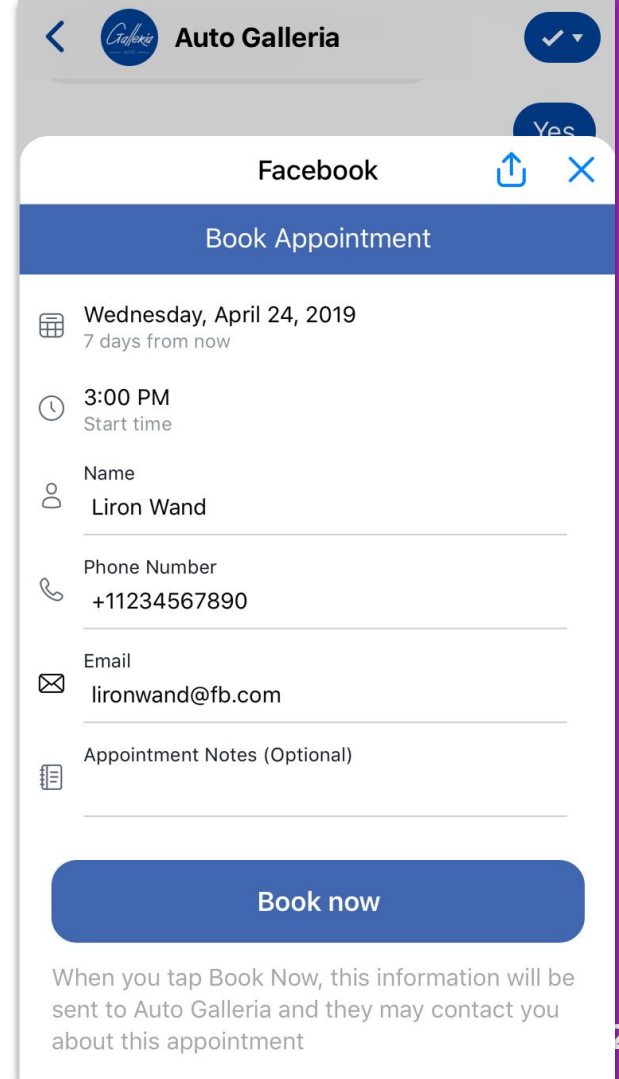
Extensive knowledge of ICD-9, ICD-10 CM, HCPCS & CPT-4. Strong organizational skills. Software includes; Medical Manager, Athena Health, HMS, Collect, Dart, Dragon Dictate, Obsidian, Artiva, Citrix Workspace, FACS, Quadax and Epic. I am strong in the areas of financial analysis, and budgetary co...

The image shows the LinkedIn profile of Lisa [redacted]. Her profile picture is a circular portrait of a woman with dark hair and glasses. Her background banner features a puzzle piece graphic with the text "Revenue Cycle Management". The profile information includes her name, current role as Healthcare Revenue Cycle, and location in Avon Park, Florida. It also lists her education at Ashford University and a list of skills and experience. There are buttons for "Message" and "View in Sales Navigator".



## What's coming...

- **Lead generation templates in Messenger:** Leads will be qualified via an automated question-and-answer flow within Messenger and people will be able to input their answers easily with quick reply buttons.
- **Appointment booking interface:** Integrated with a business' calendaring system to provide people with the most up-to-date appointment availabilities.



The screenshot shows a mobile app interface for 'Auto Galleria'. At the top, there is a navigation bar with a back arrow, the 'Auto Galleria' logo, and a dropdown menu. Below this is a Facebook sharing overlay with a 'Yes' button. The main content is a 'Book Appointment' form with a blue header. The form includes fields for date, time, name, phone number, and email, each with a corresponding icon. There is also a section for 'Appointment Notes (Optional)'. At the bottom of the form is a large blue 'Book now' button. Below the button is a disclaimer: 'When you tap Book Now, this information will be sent to Auto Galleria and they may contact you about this appointment'.

Auto Galleria

Facebook

Book Appointment

Wednesday, April 24, 2019  
7 days from now

3:00 PM  
Start time

Name  
Liron Wand

Phone Number  
+11234567890

Email  
lironwand@fb.com

Appointment Notes (Optional)

Book now

When you tap Book Now, this information will be sent to Auto Galleria and they may contact you about this appointment



# Thanks!

## Meetup Group

<https://meetup.com/Online-Geniuses-Austin/>

## Slides

[modernmedia.io/may21/](http://modernmedia.io/may21/)

## Facebook Group

[facebook.com/groups/ads.strategy/](https://facebook.com/groups/ads.strategy/)

## Email

[anthony@modernmedia.io](mailto:anthony@modernmedia.io)