LEAD GEN FUNNELS WITH FACEBOOK, LINKEDIN, & GOOGLE ADS

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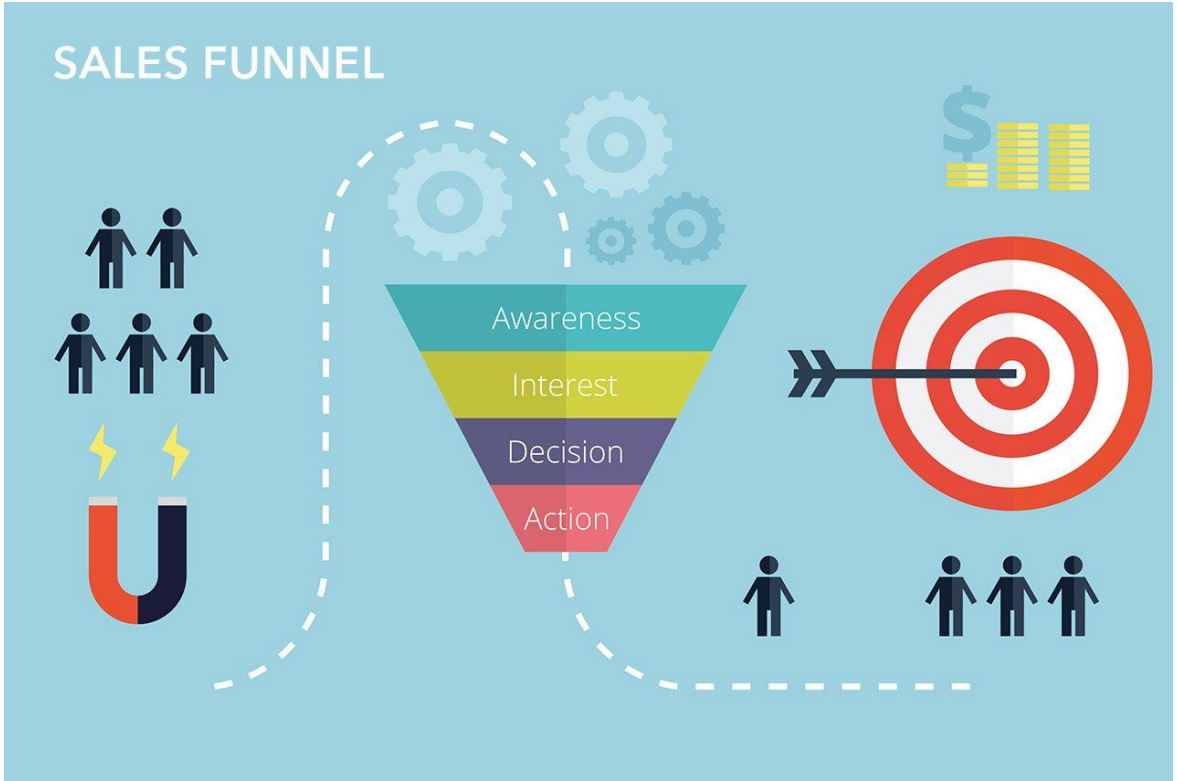
Online Geniuses — Austin Meetup

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?

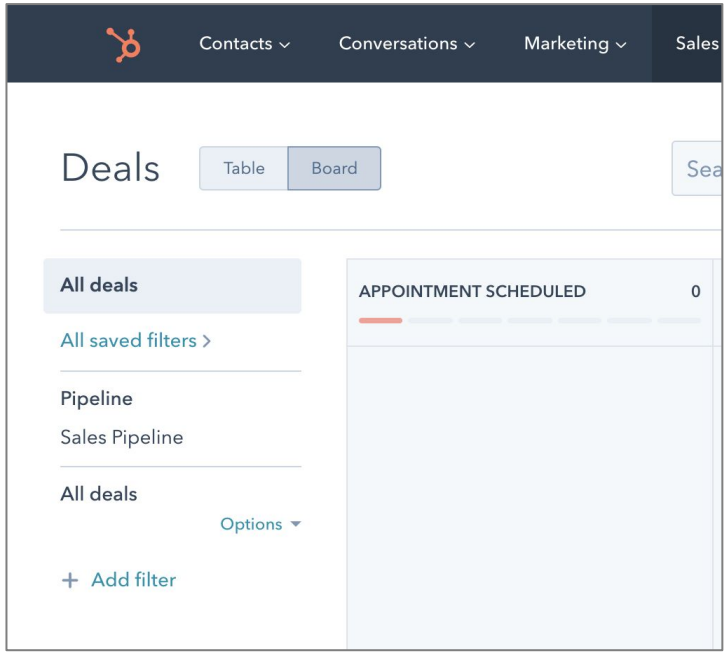


How do I fill my sales pipeline?

Lead Gen funnels are useful for…

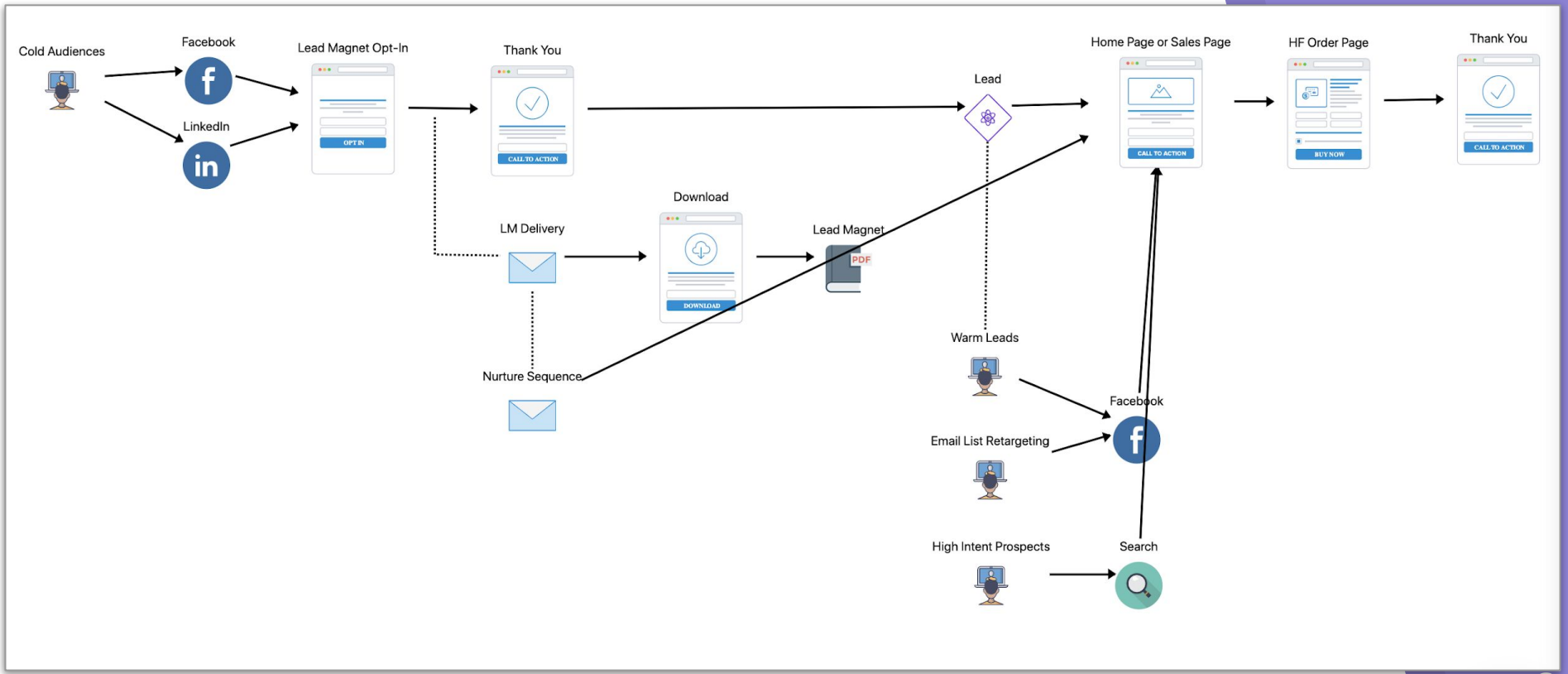
- High price point sales
- High touch sales process - quotes, custom solutions, …
- Product launches, Pre-launch
- Recruiting

How do I fill my sales pipeline?

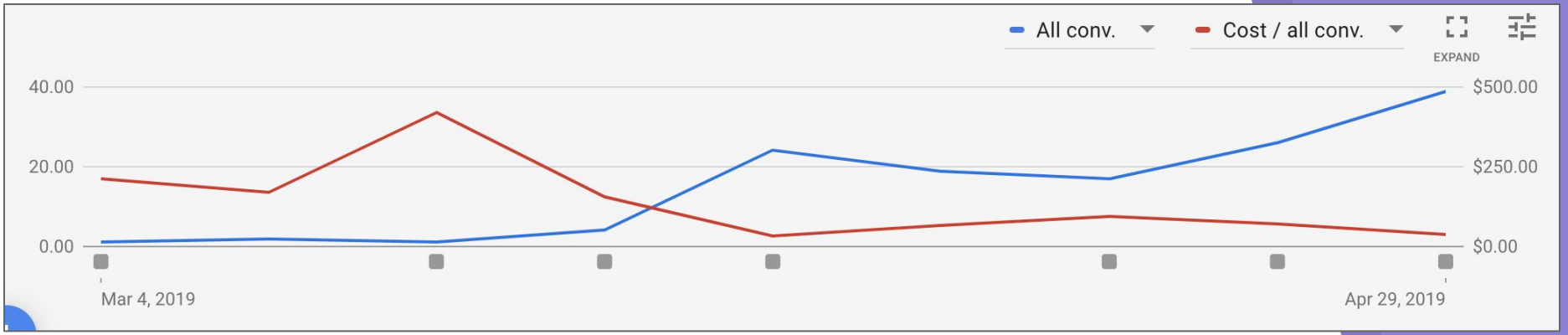


Keyword	Imp	Conver
t removed keyw...	29,425	0.00
analyze data	753	0.00
Google analytics	752	0.00
data prep tools	169	0.00
reports tool	137	0.00

Using a Lead Gen Funnel



Systemizing & Scaling



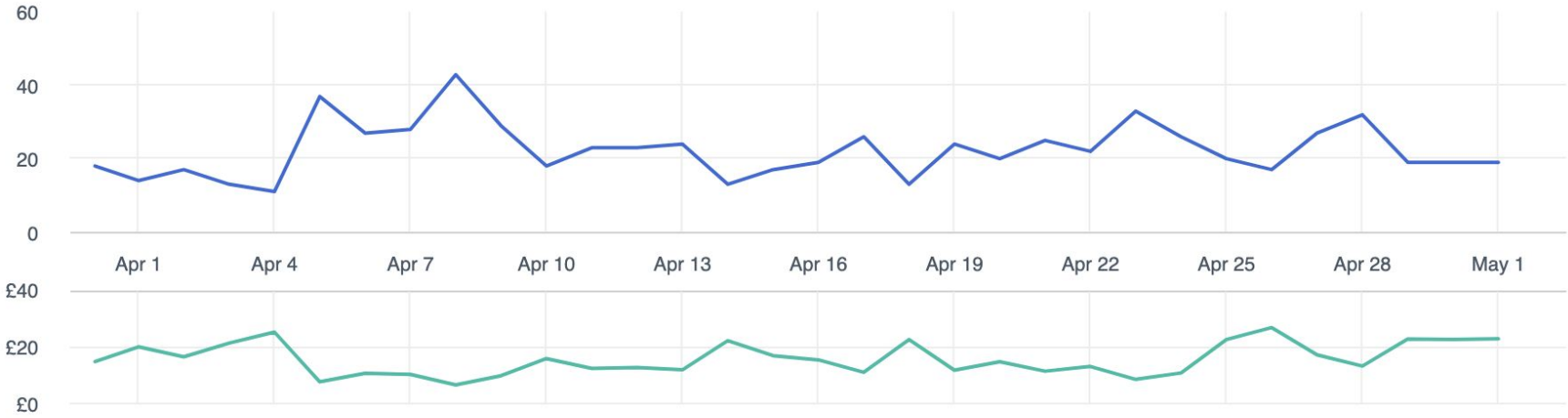
From 1-2 Leads/Week @ > $200/Lead

To 40+ Leads/Week @ < $40/Lead

Part of a Bigger Strategy

Leads (Form)	Purchases	Purchases Conversion Value	Purchase ROAS (Return on ...
679 ▲ 110.87%	229	£31,139.91	3.16

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

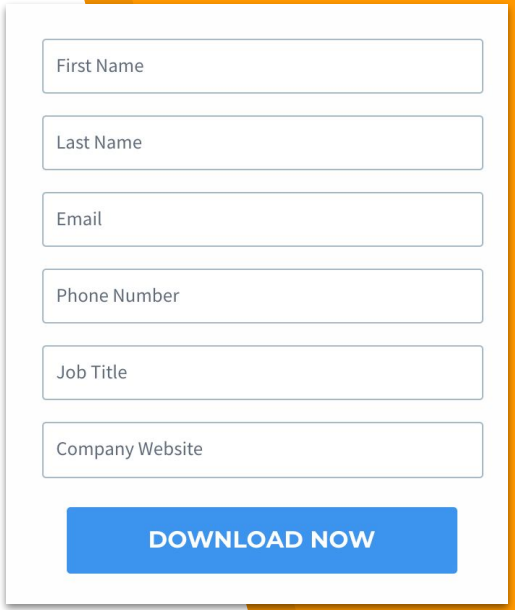


Lead Magnets

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.

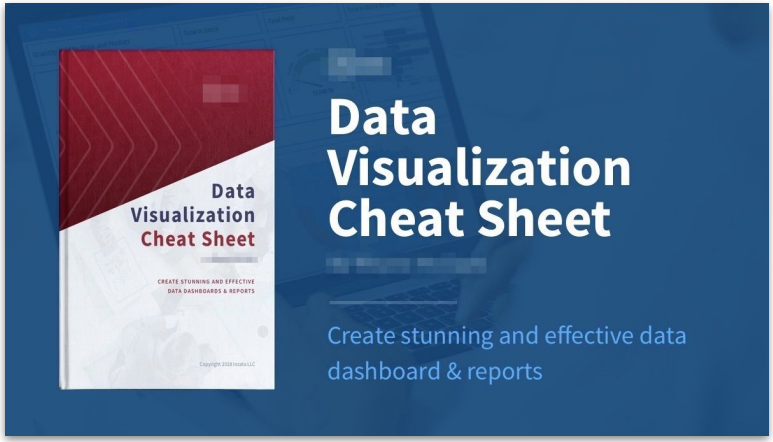


Lead Magnet Tips

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.

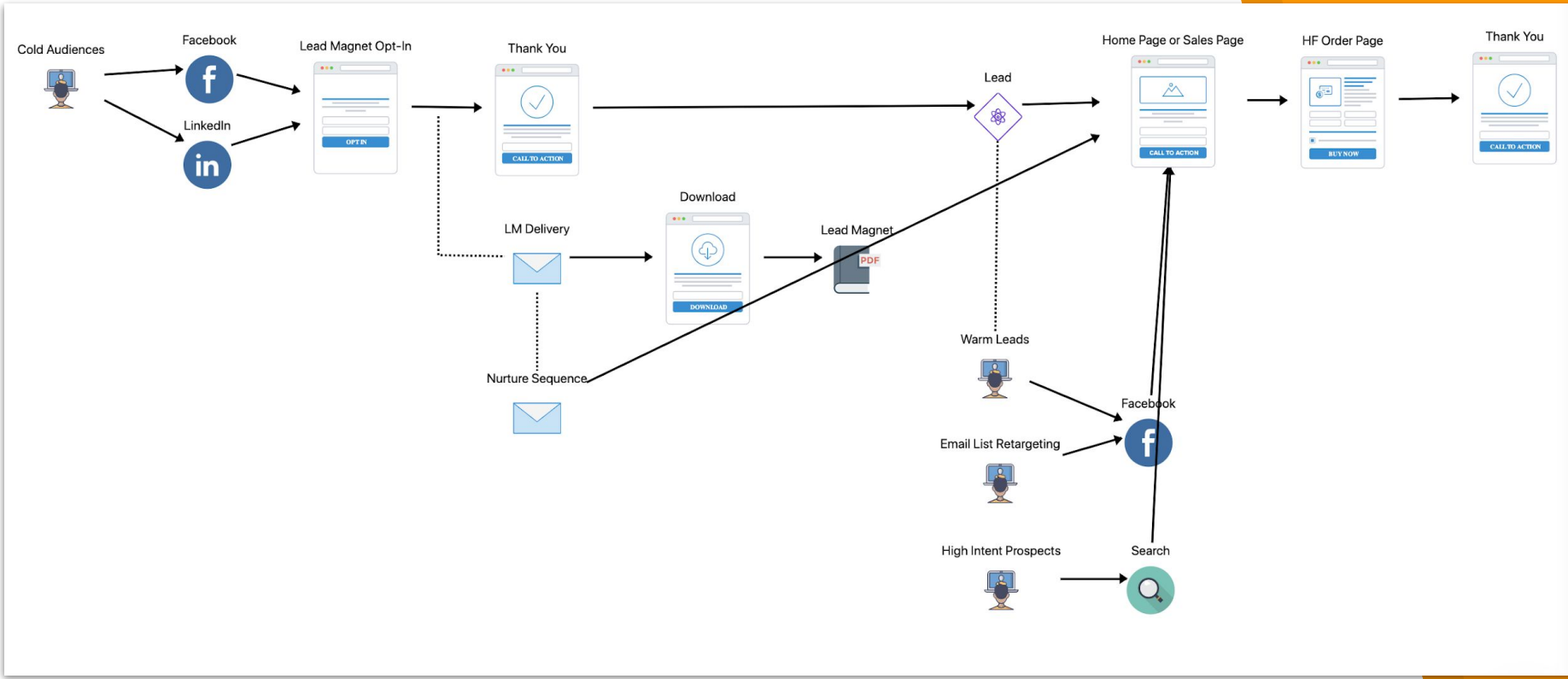
Lead Magnet Examples

- Big Data Platform



- Real estate sales

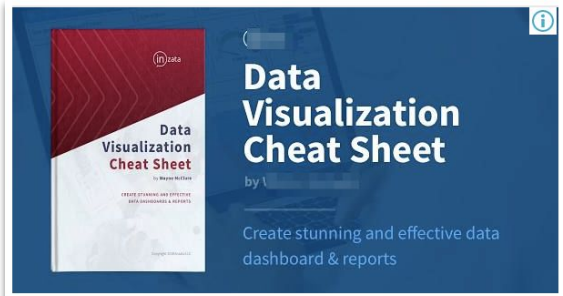
Lead Magnets



Ads

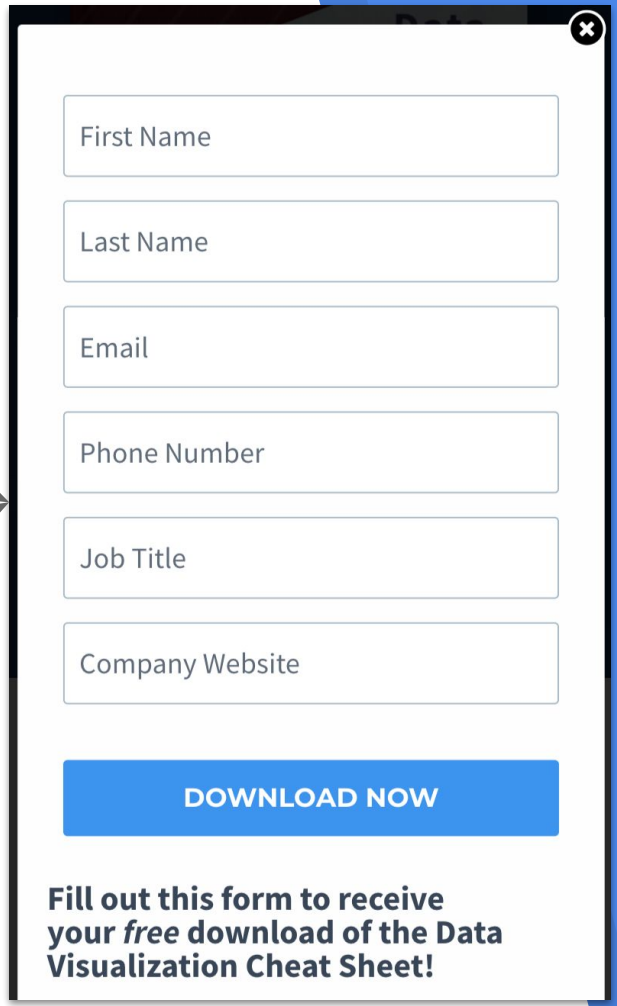
Google Ads

Data Visualization Cheat Sheet | Tips, Tricks to Visualizations | Download Now
landing.[redacted]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.

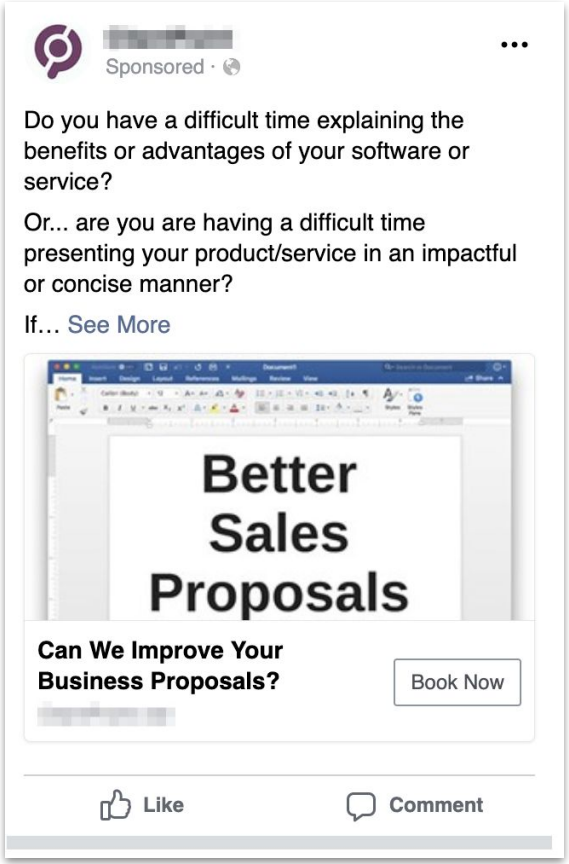


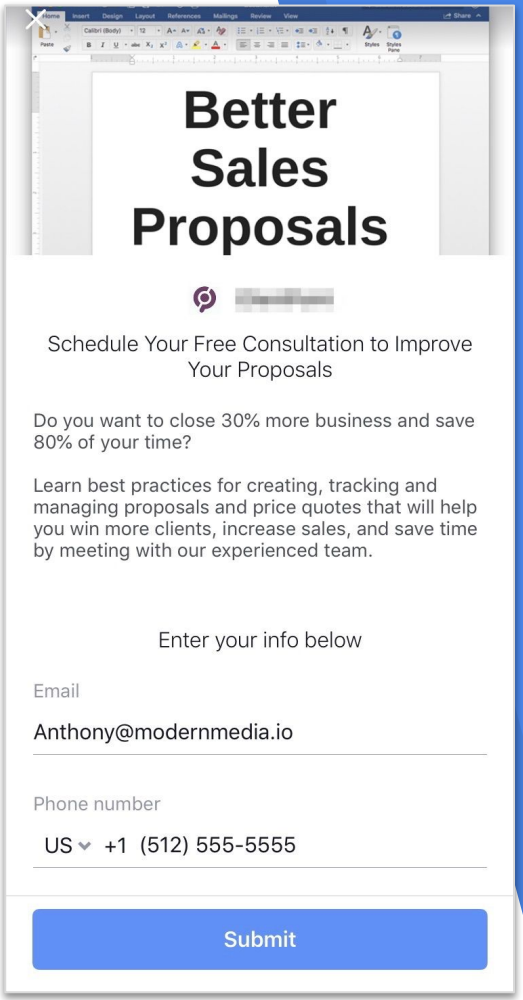
Create Data Visualizations, Dashboards, & Reports Faster with AI.

[redacted] Visit Site >

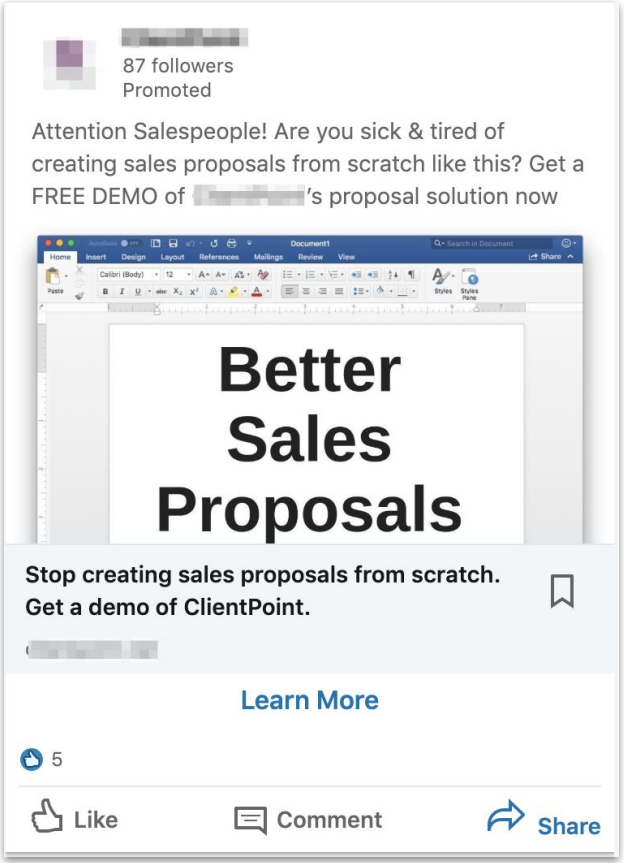


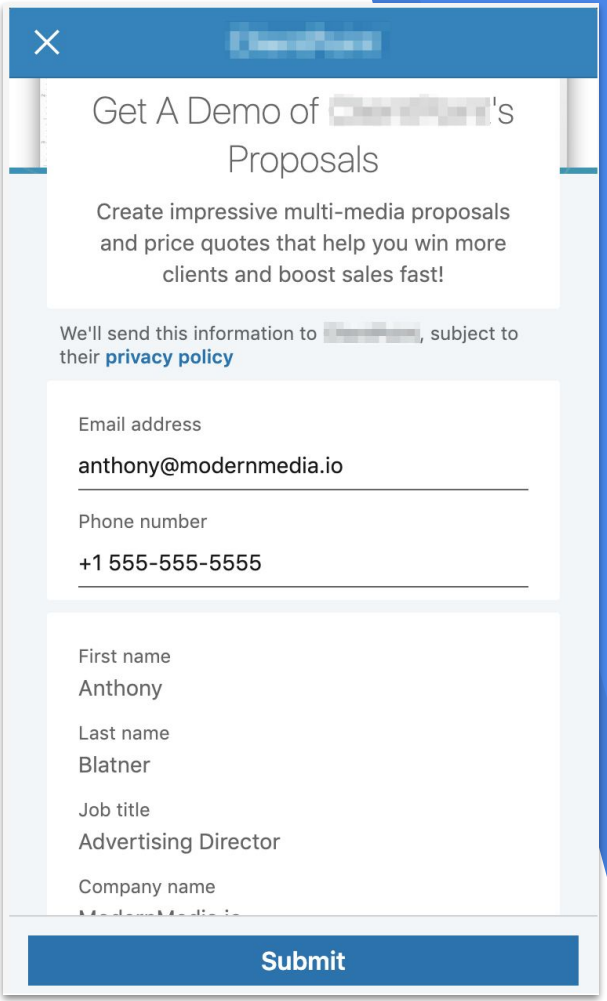
Facebook Lead Form Ads





LinkedIn Lead Form Ads





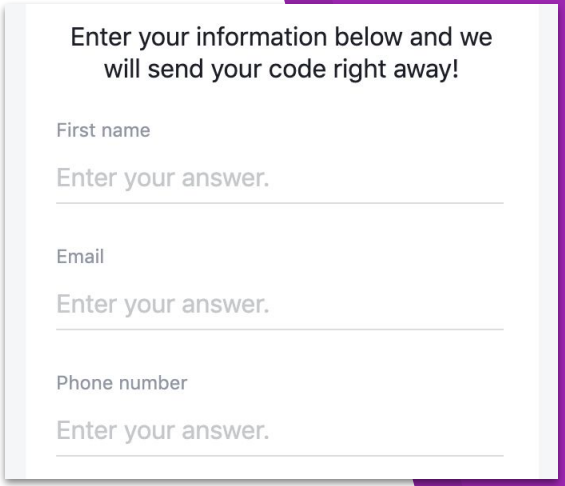
Advanced Tips

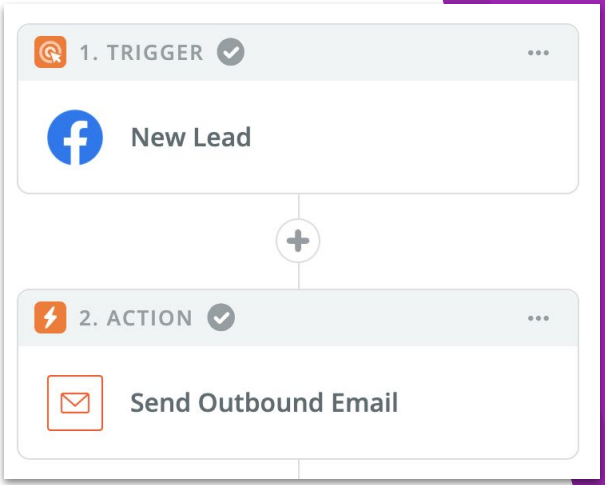
Instant & Automated

- 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

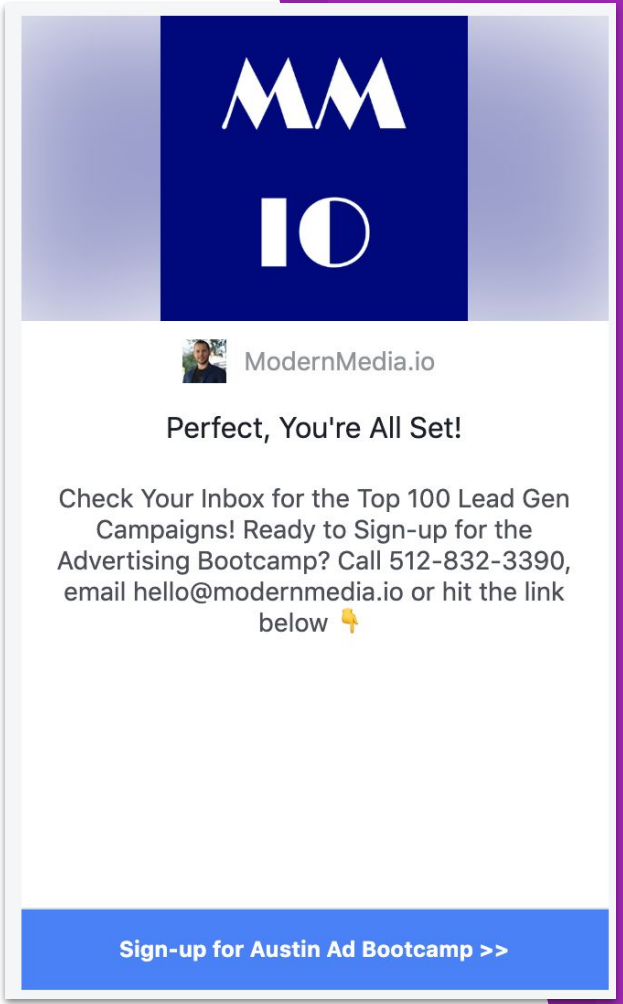




2nd Call to Action

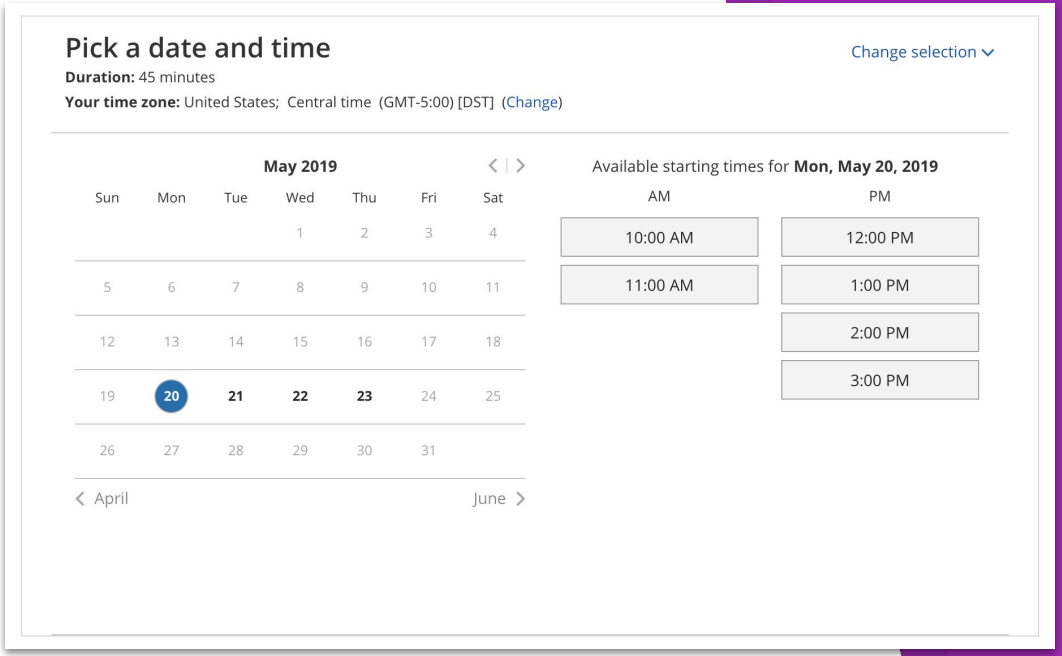
- Let them continue the customer journey on their own.

- Get in touch now.
- Learn more, read more.
- Buy now.

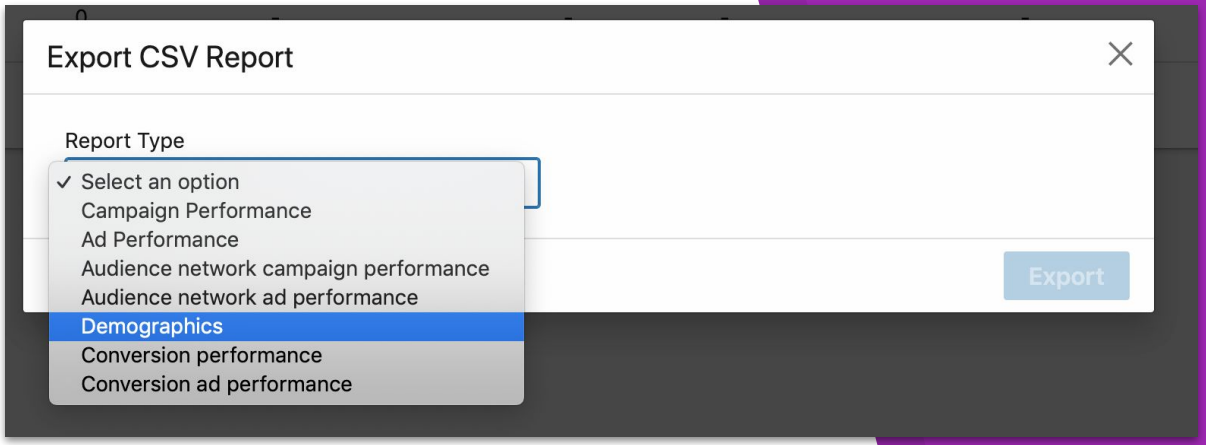


Have prospects book their own sales meeting.

- Schedule Once
- Acuity Scheduling
- HubSpot Meetings



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?

CAMPAIGN MANAGER

CAMPAIGN PERFORMANCE | WEBSITE DEMOGRAPHICS | ACCOUNT ASSETS | Create Campaign

Website Demographics

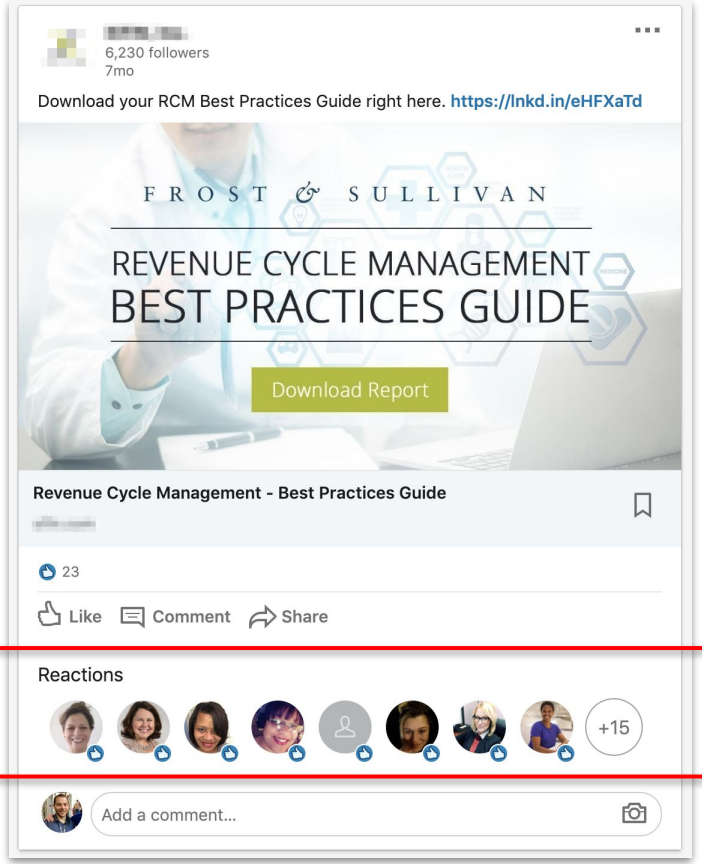
Gain insights about your website audience with professional data from LinkedIn. Demographics metrics are approximate to protect member privacy. Learn more.

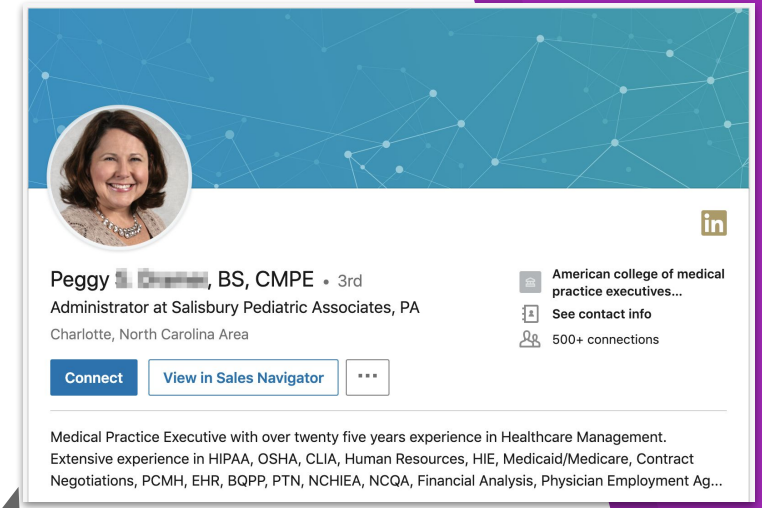
Website audience: **All Website Visitors** | Display: **Company** | Time range: **4/19/2019 - 5/18/2019**

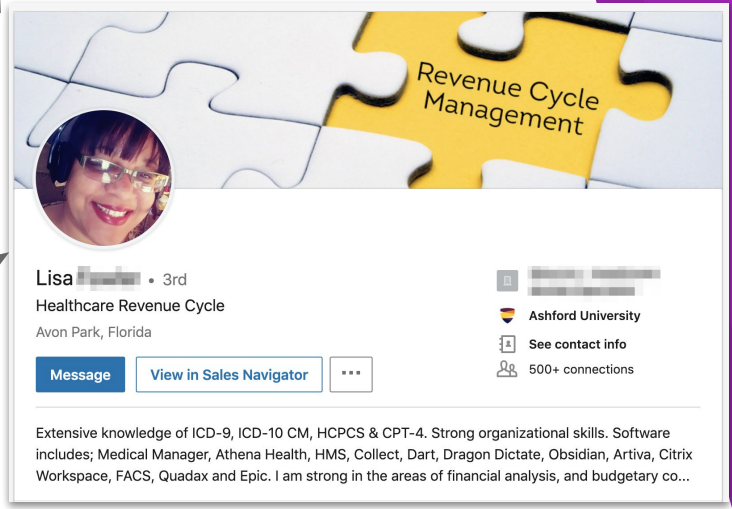
7,081 pageviews

Name	% of pageviews	Time period % change
L'Focus Consultancy Inc.	9.24%	▼ 3.19%
Illumina	1.31%	No previous data
Okika Technologies Inc.	1.07%	▲ 0.03%
LabCorp	1.06%	▲ 0.79%
PINT, Inc.	0.9%	▼ 0.59%
FleishmanHillard	0.75%	▼ 0.1%

Contact Likers Directly



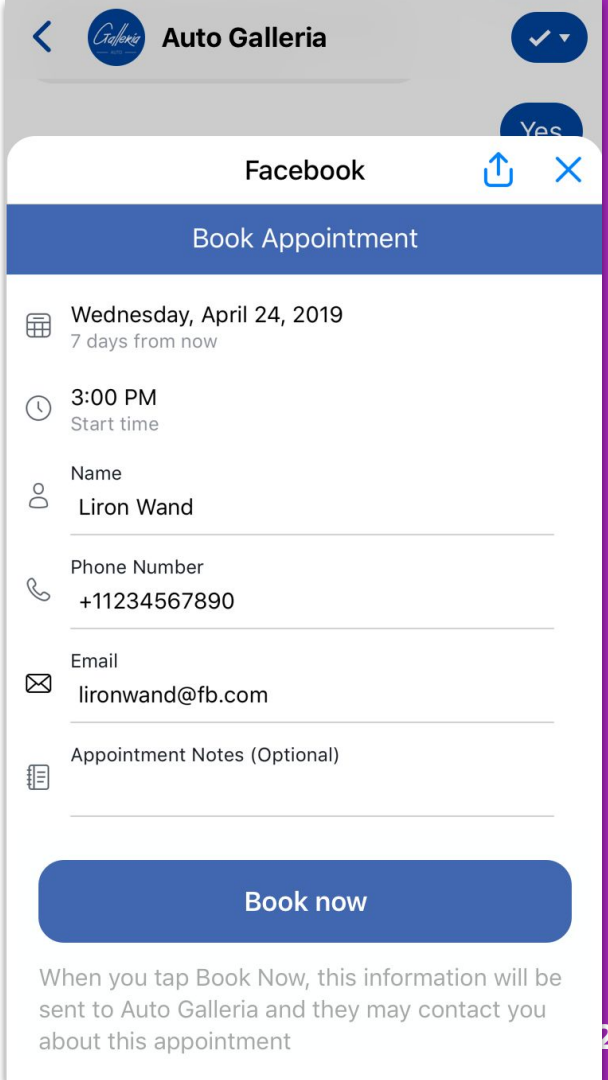




What's coming...

- **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.



Thanks!

Meetup Group

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

Slides

modernmedia.io/may21/

Facebook Group

facebook.com/groups/ads.strategy/

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