



3X Leads

Increase in Leads

Client Overview

Our client was receiving 2 leads per week from posting organically on social media. However, she needed a solution to scale her practice more effectively so she partnered with our agency to develop a strategy for a Lead Form campaign.

Strategy

Carousel Ads

By leveraging carousel ads, we were able to showcase our client's service offerings in a visually engaging and informative way, which led to a strong click-through rate and conversion rate.

Optimized Lead Form

We created a conversion rate optimized lead form that autofilled the lead's contact info directly within the Facebook & Instagram platforms. By simplifying the lead form submission process, we achieved a stronger conversion rate for our client's campaign.

CRM Integration

We set up a CRM integration, which delivered contact info from lead forms directly to our client's CRM in real time. By setting up the CRM integration, our client was able to follow up with leads immediately to set up consults.

Results

By running a Lead Form campaign on Facebook & Instagram, we were able to increase our client's monthly lead volume by 3X.