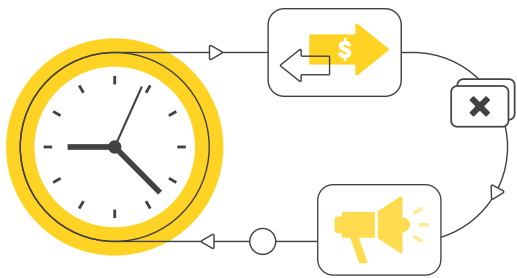


# 4,900+ LEADS IN 12 MONTHS

## ▶ HERE'S HOW!

### THE PROBLEM:

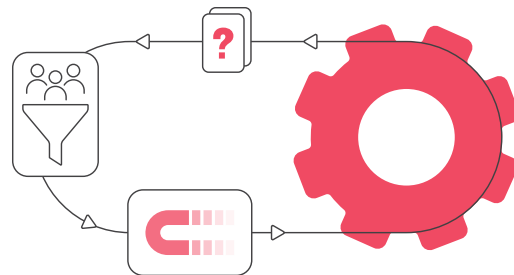


### 1. TIME

With running their business and managing their consulting clients, their team simply didn't have enough time to keep up with their Facebook Marketing needs.

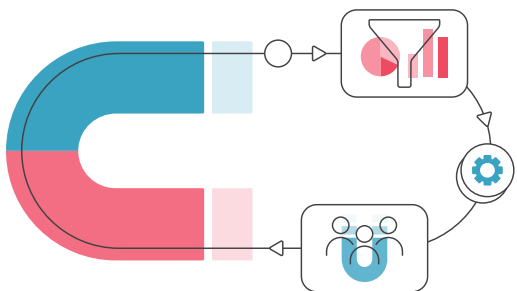
### 2. KNOWLEDGE

Sure their team could have spent time learning how to implement Lead Generations Campaigns, but they really needed an expert to step in and offer fresh eyes on their strategy.



### 3. RESULTS

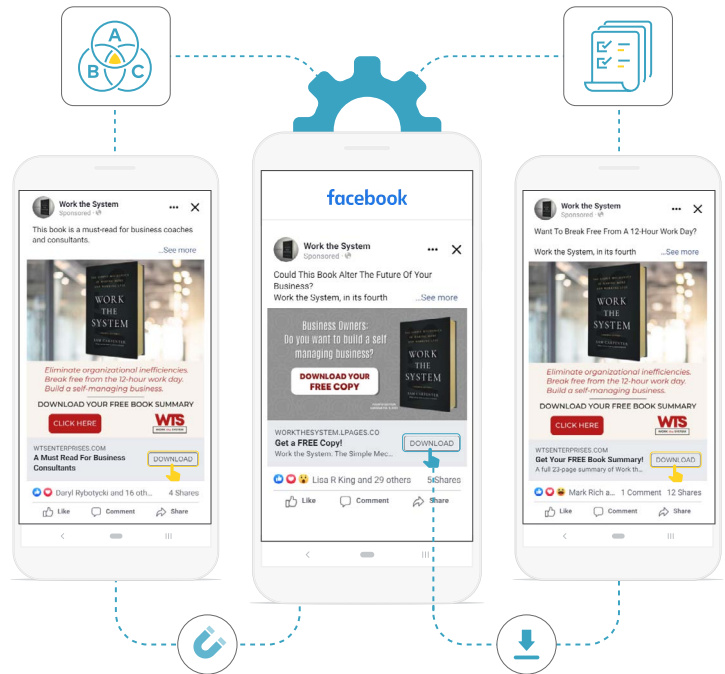
What they were doing on Facebook wasn't tracking or reporting the number of captured leads. It was clear how much website traffic was coming from their Facebook Ads but there was no way of knowing how many leads their Facebook Ads were generating, or at what cost.



# WHAT WE DID:

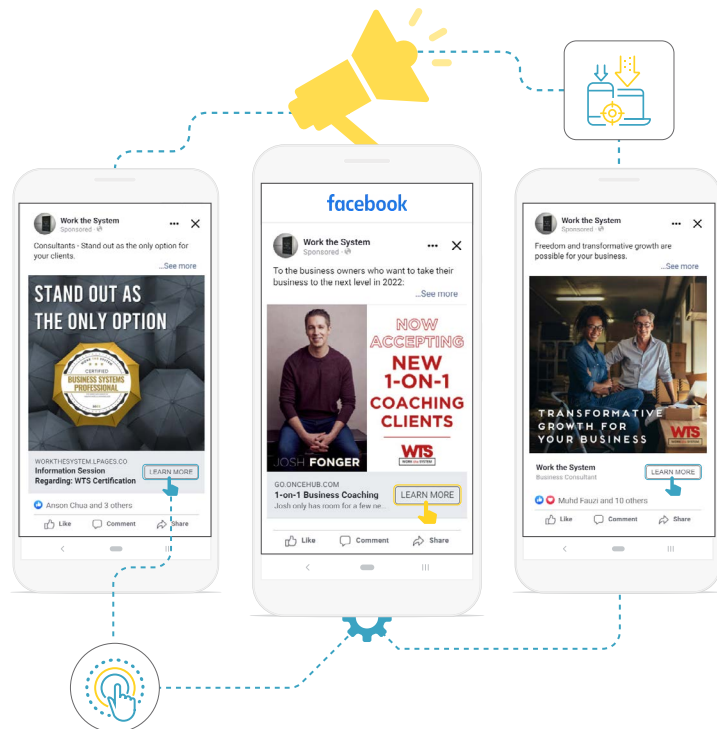
## 1. GENERATING LEADS USING CONVERSION CAMPAIGNS

We used Facebook Conversion Campaigns to direct traffic to a Lead Magnet Landing Page to collect lead information. We combined this with Facebook Custom Conversions to track the total number of leads coming in and the average cost to acquire each lead. After building up this list, we were able to create a Lookalike Audience in Ads Manager and reach more people who were interested in their services.



## 2. BRAND AWARENESS & TRAFFIC ADS

We utilized the Brand Awareness and Traffic objectives in Ads Manager to promote the services they offer to potential clients. The leads generated gave us a warm list of people to target as they had already shown interest by downloading the lead magnet.

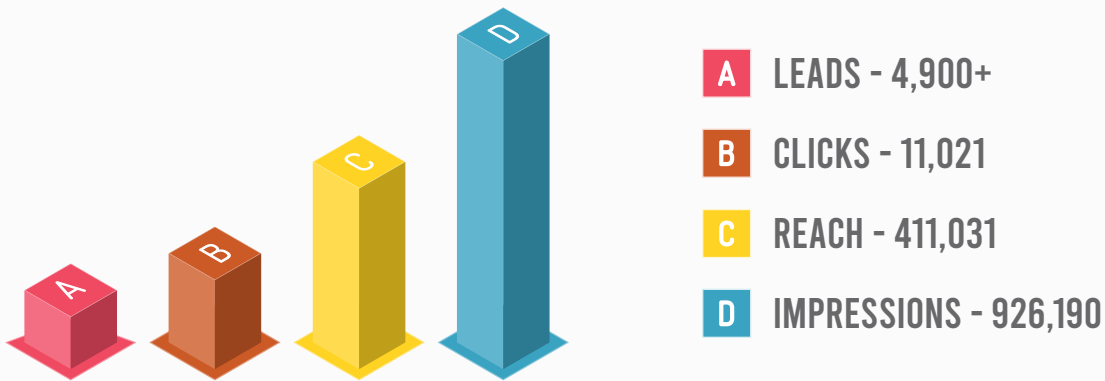


## THE OUTCOME

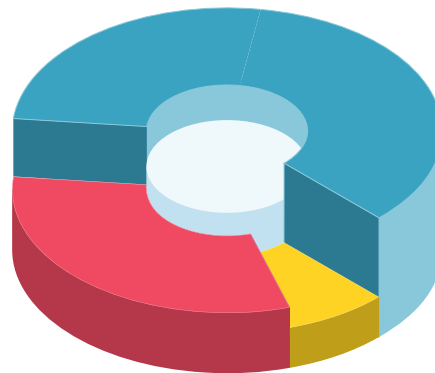
### RESULTS, NOT REASONS!

We took them from ZERO reported Facebook leads to 4,900+ leads in 12 months. Those leads now live in their marketing database and are used to generate more leads using Lookalike Audiences.

#### LEAD GENERATION



#### TRAFFIC



## ABOUT WORK THE SYSTEM:



Work the System Consultants began in 2011 based on Sam Carpenter's acclaimed business book *Work the System: The Simple Mechanics of Making More and Working Less* (Note that the Fourth Edition of the book was released in 2021). In the beginning, through the simple but powerful methodology detailed in his book, a steady stream of business owners began contacting Sam for individual help with their business challenges.

At the same time, Josh Fonger was traveling the country as a small business consultant and looking for a better way to help his clients. His customers were having great success while he was with them, but then as time went on they often would go back to their old bad habits, back to where they started. For these business owners, the WTS Method that Sam Carpenter had created was the perfect, permanent solution that Josh needed.

So, eleven years ago Sam and Josh joined together to help business owners instantly seize control of their operational systems. Today, Josh operates WTS Enterprises, offering numerous services and products precisely designed to guide small business owners in their quests for great bottom lines and much-deserved personal peace.



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