

B2B Lead Generation Case Study – Business Lending



The Situation

A client in the business lending space struggled to generate quality leads on a consistent basis.

The client brought us on to create a customized lead generation funnel. This included writing the copy for, designing, and building a landing page. We integrated the landing page with the client’s CRM and Constant Contact accounts.

We wrote the copy for, designed, and set up an automated email marketing sequence to nurture leads and send reminders. We created a tailored Facebook advertising strategy to generate leads and new lending clients. We launched several campaigns across three different languages (English, Vietnamese, and Korean) with each recorded lead being a completed application.

The Outcome

Through our efforts with Facebook advertising we were able to consistently generate the client leads for under \$15 per completed application.

	Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input checked="" type="checkbox"/>	Asian Man	Active	6 FE Viet Lead	3,890	6,669	\$14.26 Per FE Viet ...	\$85.55	May 9, 2018
<input checked="" type="checkbox"/>	Asian Woman	Active	17 FE Viet Lead	7,585	14,758	\$14.41 Per FE Viet ...	\$245.03	May 9, 2018
<input type="checkbox"/>	New Text VS 2 - Nail Salon	Inactive	119 FE Viet Lead	35,626	140,589	\$14.99 Per FE Viet ...	\$1,783.63	May 9, 2018
<input type="checkbox"/>	Nail Salon	Inactive	21 FE Viet Lead	17,973	38,137	\$20.60 Per FE Viet ...	\$432.50	May 9, 2018
<input type="checkbox"/>	lanterns	Inactive	1 FE Viet Lead	1,167	1,680	\$31.15 Per FE Viet ...	\$31.15	May 9, 2018
<input type="checkbox"/>	New Text VS 1 - Nail Salon	Inactive	4 FE Viet Lead	8,419	10,392	\$37.25 Per FE Viet ...	\$149.00	May 9, 2018
<input type="checkbox"/>	happy group	Inactive	— FE Viet Lead	249	274	— Per FE Viet ...	\$5.78	May 9, 2018
<input type="checkbox"/>	Asian Woman 2	Inactive	— FE Viet Lead	228	252	— Per FE Viet ...	\$5.25	May 9, 2018
▶ Results from 8 ads			168 FE Viet Lead	42,902 People	212,751 Total	\$16.30 Per FE Viet ...	\$2,737.89 Total Spent	

Client Testimonial

“Professional work – started the job with an outline and detailed cost breakdown ended with great landing page copy and design with the work already producing expected results.”

– Yaniv G., COO

