

# Lead Generation Funnel Build



## The Situation

A client in the credit repair space was launching a new business. Their goal was to attract high-quality leads. They needed a means of capturing leads and nurturing them.

We were hired to come in and create a lead generation funnel, write email copy, and run their Facebook and Instagram ads.

## The Outcome

We wrote the copy for, designed, set up, and integrated a multi-step lead generation funnel on ClickFunnels. We also built out a lead nurture email sequence, a call booking sequence, a no-show sequence, and a new customer email sequence within ActiveCampaign.

We were able to generate leads for around \$18.79 each.

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation options like 'Campaigns', 'Ad Sets', and 'Ads'. A search bar and a date range filter ('Lifetime: Jun 6, 2020 - Mar 1, 2021') are also visible. Below the navigation, there are several icons for campaign management (Create, Duplicate, Edit, etc.). The main part of the image is a table with columns for Campaign Name, Budget, Results, Reach, Impressions, Cost per Result, and Amount Spent. The table lists four campaigns and a summary row for all four.

|                          | Campaign Name                  | Budget           | Results                   | Reach            | Impressions     | Cost per Result           | Amount Spent              |
|--------------------------|--------------------------------|------------------|---------------------------|------------------|-----------------|---------------------------|---------------------------|
| <input type="checkbox"/> | PMBN: BOF   WEBSITE VISITORS   | \$10.00<br>Daily | 15<br>Leads               | 390              | 3,161           | \$15.89<br>Per Lead       | \$238.39                  |
| <input type="checkbox"/> | PMBN: TOF   Broad              | \$40.00<br>Daily | 50<br>Leads               | 21,068           | 28,795          | \$20.65<br>Per Lead       | \$1,032.42                |
| <input type="checkbox"/> | PMBN: TOF   INTEREST           | \$50.00<br>Daily | 69<br>Leads               | 26,392           | 36,979          | \$17.51<br>Per Lead       | \$1,208.23                |
| <input type="checkbox"/> | PMBN TEST ADS - DO NOT TURN ON | \$1.00<br>Daily  | —<br>Purchase             | —                | —               | —<br>Per Purchase         | \$0.00                    |
| Results from 4 campaigns |                                |                  | —<br>Multiple Conversions | 46,416<br>People | 68,935<br>Total | —<br>Multiple Conversions | \$2,479.04<br>Total Spent |



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Bad Credit? Can't get an apartment or mortgage? Can't finance a car? Tired of being stuck financially? Keep reading—we can help.

## CREDITPRO

Let's face it—bad credit will stop you dead in your tracks financially. Credit Pro can help you fix your credit and achieve the financial life you want and deserve.

Look—we get it—everyone screws up sometimes. But your past financial mistakes shouldn't hold you back from getting where you want to be in life—not when it's so easy to get back on the right path. If you only know the right steps to take, Credit Pro is here to help—and we've helped thousands of people just like you fix their credit. We can help you too.

» Let's Get Started—Help Me Fix My Credit!

### We're Credit Pro—And We're Here To Help

#### So what can Credit Pro do for you?

When you click the button below, we're going to do three things for you:

- » FREE credit consultation
- » FREE in-depth credit analysis
- » FREE recommendations to begin improving your credit

This is the starting point. We need to find out exactly where you currently stand, so we can create the plan to get you where you want to be!

It can be a scary thought—digging up all the dirt on your credit report. But you know what's scarier? Not being able to live the life you want and deserve, all because you tried to pretend your problems would just go away on their own.

But did you know The Fair Credit Reporting Act is on your side? That's right—the law is on your side—and we know exactly how to use it and what to do to get you back on the path to financial success.

#### How Do We Do This?

Well, we use the rules outlined in the Fair Credit Reporting Act to dispute inaccuracies on your report. You see, the bureaus have 30 days to verify the accuracy of items listed on your report. If they can't verify it, they must remove the item.

This is all perfectly legal as outlined in the Fair Credit Reporting Act. We're using the law to your benefit.

With our assistance and document processing, our clients have had great success with removing:

- » Bankruptcies
- » Collections
- » Repossessions
- » Credit card debt
- » Late payments
- » Tax liens
- » Foreclosures
- » Charge-offs
- » Medical bills
- » Inquiries
- » Judgments
- » Old or incorrect addresses

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- » Collections
- » Repossessions
- » Credit card debt
- » Late payments
- » Tax liens
- » Student loans, and more.
- » Foreclosures
- » Charge-offs
- » Medical bills
- » Inquiries
- » Judgments
- » Old or incorrect addresses

#### We don't stop until all negative items are either erased, or verified.

Now, it's important to note that sometimes, your creditors and the bureaus have documented everything properly, and some things simply cannot be removed from your report.

But, we've seen that in nearly all cases, close to 70% of negative items on your report can be removed—and that's a huge win for you—one that will dramatically increase your credit score and get you back on the path to financial success!

Credit Pro is here to help you get back on your feet. So whether you want to finance a car, buy a house, start a business, get a personal loan, a credit card, or lower your debt payments—working with us is the first step in making your dreams reality.

Ready to get started? Click the button below to schedule your FREE consultation and get back on the path to financial success.

» Let's Get Started—Help Me Fix My Credit!

## Tools Used

*“It is essential to have good tools, but it is also essential that the tools should be used in the right way.” – Wallace D. Wattles*



### ActiveCampaign

The best email marketing and automation solution for lead generation-based businesses and affiliate marketers.



### Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



### ClickFunnels

A funnel building platform that allows you to build beautiful yet highly converting funnels.



### Facebook & Instagram

Social media channels used to reach a wide, yet highly targeted audience.

