

Webinar Series - 3 steps to generate clients

Build your Business in 10 weeks with Pabau



Meet Our Hosts

— **Natalie Dryden**, Business Consultant

— **Thea**, Senior Customer Success Specialist





Session 10 Outline

Duration: 30 - 40 minutes

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Part 1

Guest content

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- Ensure You Know WHO You Want To Target
 - Qualifying The Enquiries
 - Having The Right Follow-Up Strategy

Part 2

Pabau features

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- Lead Manager / Lead Form & API Keys
 - Marketing source
 - Webhooks



3 Steps To Generate Clients Using Facebook & Instagram

Richard Gibbons

Powered by:  Pabau



Step 1

Ensure You Know **WHO** You Want To Target

- Before you spend any money on ads, write down the traits/demographics of WHO you want to target
- We need to be specific (not broad) as this will lead to higher conversions + cheaper ads
- Do not press the BOOST button (use ads manager). To create this, go to business.facebook.com and follow the instructions.
- Facebook Ads Manager allows way more detailed targeting, split testing ads, and it will enable you to track your ROI easier.

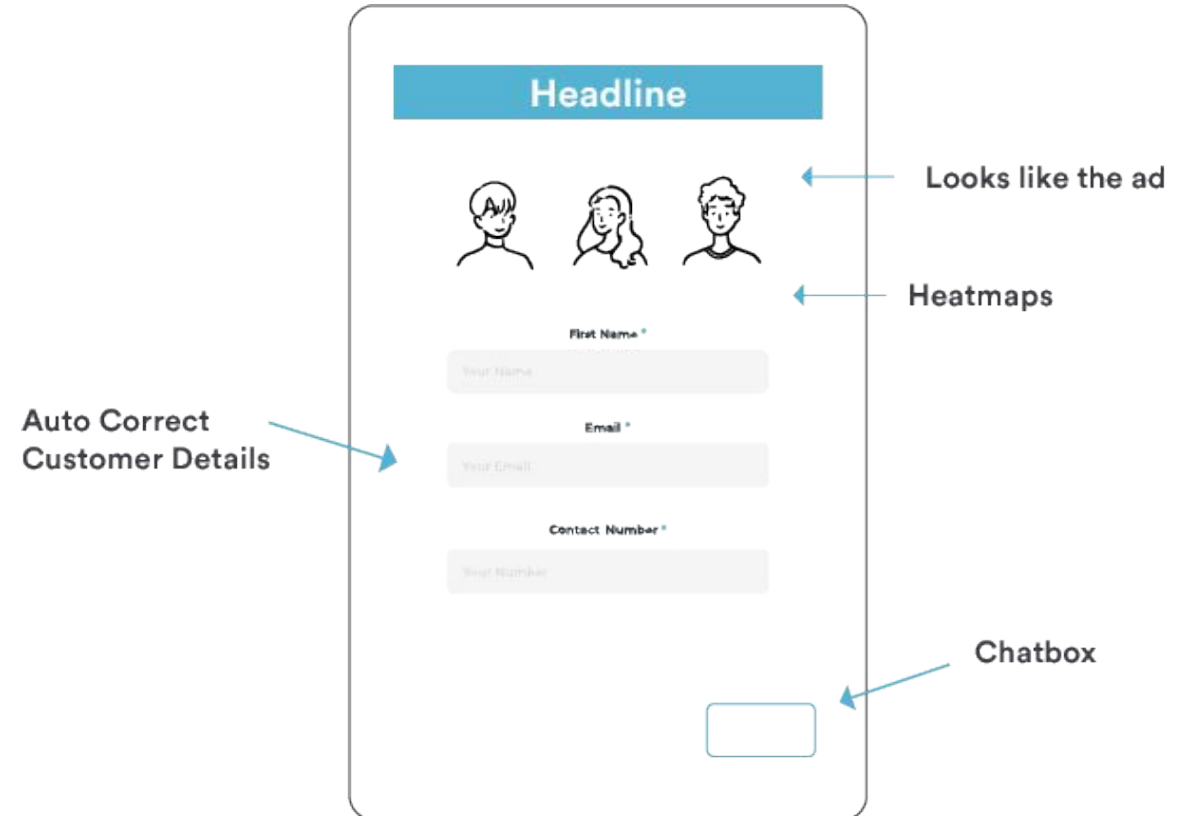


Step 2



Qualifying The Enquiries

- There's no point getting just anyone to enquire about your treatments
- We need a way to pre-qualify the enquires before they get to you
- Most clinics will send people to their website... this is not the way to get conversions from ads!
- You need to set up a separate LANDING PAGE for your ads, so that we can control the traffic and qualify them!
- A landing page is a mini-website built specifically with one purpose... to convert visitors into bookings!








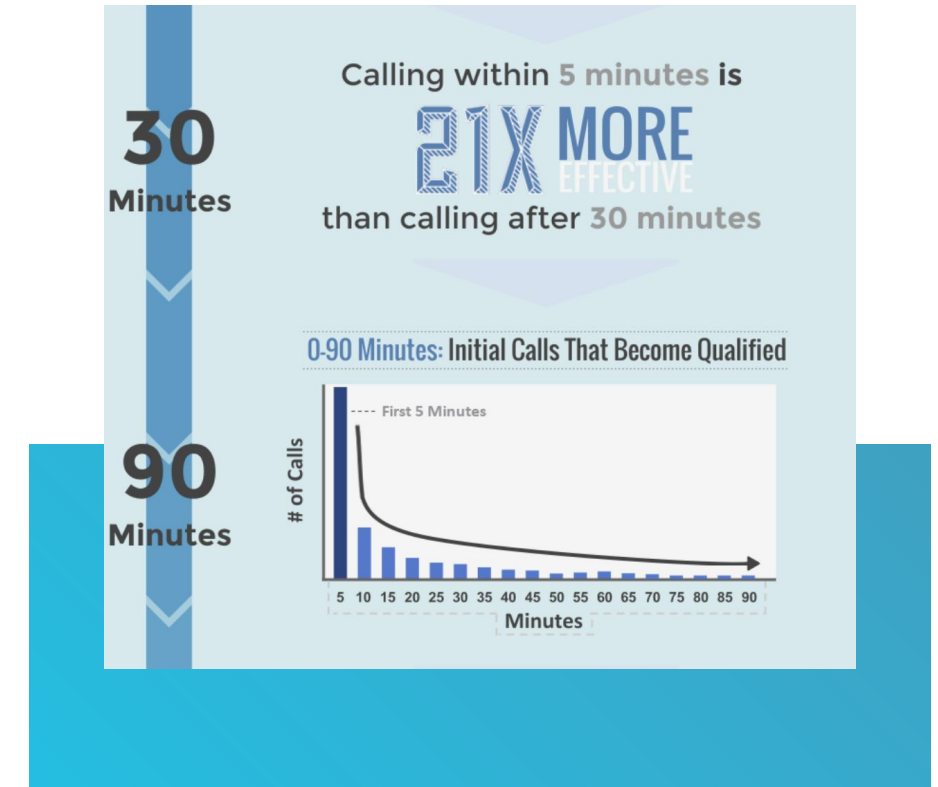
Step 3

Having The Right Follow-Up Strategy

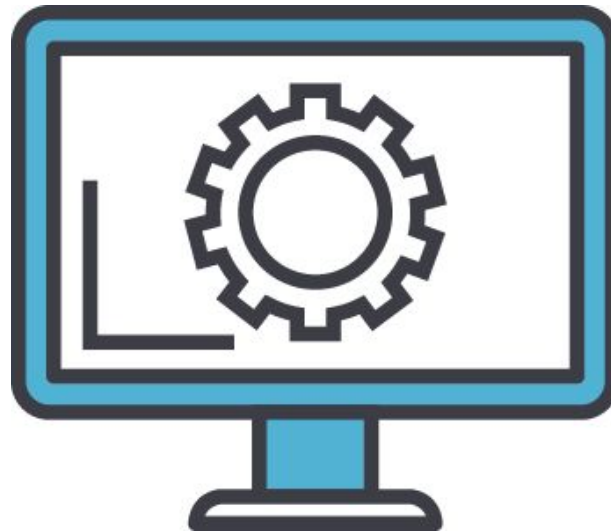
- Now that we know HOW to get enquiries, we need a way to convert them into bookings/patients.
- There Is NO POINT Generating 2-3 Enquiries A Day If You Have No Strategy!
- You need a strategy in place before you generate enquiries, or you'll miss out on tons of bookings

We always recommend having 4 main things in place for when leads come in:

-  1. Text Leads within 5 minutes (automated)
 -  2. Send 4-5 educational emails over a period of a week
 -  3. Ensure you call leads within 10 minutes (this works best, but if you're super busy... we can set up Voicemail Drops to solve this)
 -  4. Call enquiries at least 5 time before giving up!
-  **Ensure you have a system to track the leads in the sales pipeline (don't just have a load of emails in your inbox with their details)**



Pabau Tools To Help You Manage New Business



Lead Manager



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Zapier & Webhooks



Marketing source



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Thank You

An illustration of a right hand waving, with fingers spread and palm facing forward. The hand is orange with brown shading on the palm and fingers. It is wearing a white sleeve. There are three curved motion lines around the hand, indicating movement. The background is a solid blue color.

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