

FACEBOOK

FOR B2B LEAD GENERATION

SEPARATING FACT FROM FICTION



2 MILLION US FARMERS & RANCHERS

TODAY'S AGENDA

- Quick Survey
- Why we're focused on Facebook
- Facebook's special power
- Case Study
- What you should do next
- Q&A
- LeadGen Tools & Free Gifts



QUICK SURVEY

Are you currently using Facebook for B2B lead generation?

Are you, yourself, a regular user of Facebook?





81%
of people online

58%
On Facebook



126 Million People
Employed in USA

Facebook Marketing Partners

Sponsored

Great things happen with the right partner. Find yours now and supercharge your marketing.

Facebook Marketing Partners

Move fast with confidence with the help of best-in-class partners. From managing complexity to adding scale to reaching new audiences, Marketing Partners can help you get more from your marketing.

WWW.FACEBOOKMARKETINGPARTNERS.COM

Like · Comment · Share · 123 · 9 · 6

SUGGESTED GROUPS

London Startup Events

Kenan Mujezinovic joined

+ Join

SPONSORED

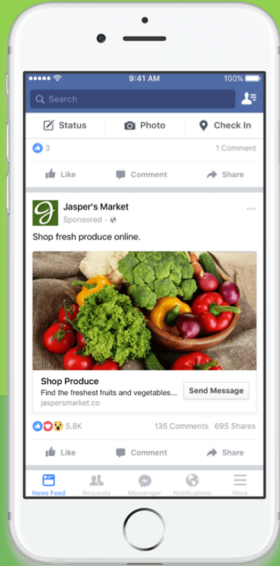
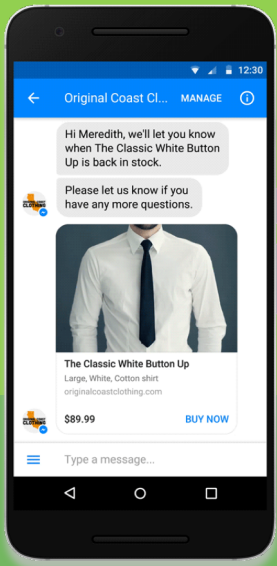
es.sheinside.com

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Location
Demographics
Interests
Behaviors



FACEBOOK'S SPECIAL POWER: YOU CAN CREATE "AUDIENCES"

 = INTENT

"Insurance agents near me"

 = ATTRIBUTES

"I like the Jones Insurance Agency"



=



Connect Business & Intent on  ?



"AUDIENCES"

CASE STUDY #2

PRIVATE AUCTION EVENT

GOAL: Get attendees for under \$50 each

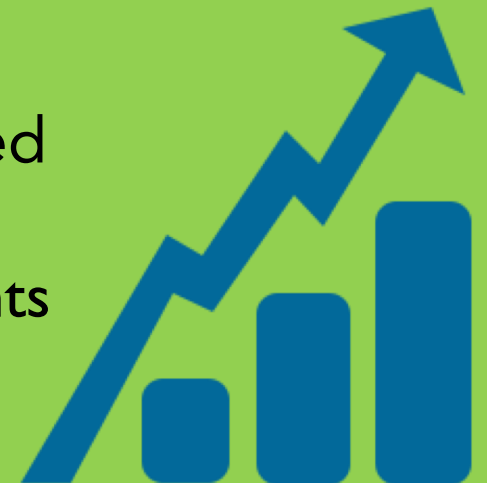
FB SOLUTION: Rule of 30: increase impressions
direct mail lists, invites, PR, voice mail campaign.
On FB used audiences: customers, site visitors.

RESULT: First event reached maximum attendance

THE SURPRISE:

3 no shows were filled in with 3 unannounced attendees from the web of invites

PLUS we raised the brand awareness for future events



WHAT CAN YOU DO NOW?

KNOW WHERE YOU ARE TODAY



Google Analytics



Excel



FB Pixel



FB Audience of Customers



FB Ad Set of Latest News



WATCH & LEARN



Q&A

WE DO THIS

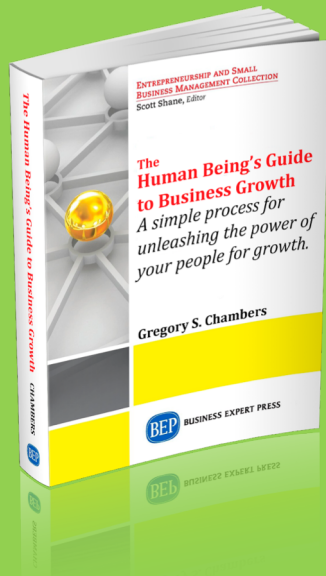


LEADGEN TOOLS[®]

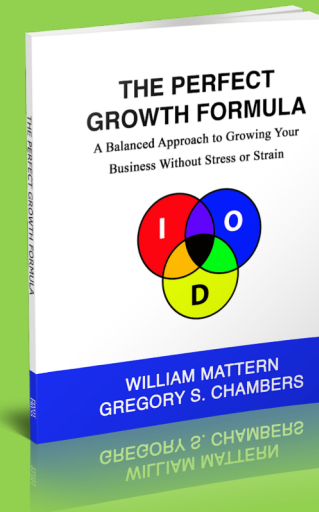
PILOT PROGRAM

More Leads, Better Results

EVERYONE LOVES FREEBIES



Lead GenTools
Learn more about our
Pilot Program



The Perfect Growth Formula
A Balanced Approach to Growing
Your Business Without Stress or
Strain



Link to the Handouts

The Human Being's Guide to Business Growth

A simple process for unleashing the power
of your people for growth