



Facebook Lead Follow Up Sequence

Leads must be contacted immediately! Research shows that you have one to five minutes to convert a digital lead. If you do not contact them within this time frame, they will move on to your competitors. Remember to sell the appointment! Once you have been notified of a new lead, follow the sequence below:

❑ 1 - Immediately Call the Prospect's Phone Number (1st Phone Call)

Have your Facebook lead follow up phone script ready before calling the prospect. Reference the ad/offer that the prospect clicked on. Be sure they are aware of the expiration date of the opportunity.

❑ 2 - Immediately Send a Text Message (1st Text Message)

If the customer doesn't answer your phone call, immediately send them a text message. This text message should be scripted. It should say "This is *YOUR NAME* with *YOUR COMPANY*, Thank you for requesting more information on our offer! When is a better time to call you?"

❑ 3 - Immediately Send an Email (1st Email)

Right after you send the 1st text message, send an email with information about you and your company, details on the sale promotion/offer that they clicked on, and any other value-building information you can share with them (your blog article or a video). Let them know how they can contact you. Be sure to reference the expiration date of the sale/offer they are interested in.

❑ 4 - 24 Hour Follow Up Phone Call (2nd Phone Call)

24 hours after you received the lead, call the prospect again. Have your Facebook lead follow up phone script ready before calling the prospect. Be sure to reference the ad/offer that the prospect clicked on. Let them know you will send one more text message since you understand they may be too busy to answer the phone right now. Again, reference the urgency of the sale/promotion.

❑ 5 - 24 Hour Follow Up Text Message (2nd Text Message)

If they do not answer your 2nd phone call, immediately text them a text message. This text message should let them know this is the final "personal" communication you will be sending them. Reference the sale/promotion and be sure they are aware it is expiring soon, inventory is limited, etc. Ask them if they have availability for a brief phone call about your opportunity.

❑ 6 - Email Drip Sequence (2nd Email and Beyond)

If they do not respond to any of the above communications, add them to your email drip campaign.