

SeQuel Qualify & Convert

Rapidly Maximize Paid Social Conversion Rates & Reduce CPA

Billions of people are on Facebook and other social media platforms, including your customers and those who would be your customers, if they knew about your company. So how do you tap the massive potential of social media audiences to acquire new customers cost-effectively and at scale? Anyone can pound away on audiences with interruptive social media ads, but the results are low relevance scores, high cost-per-click metrics and unacceptable CPAs.

The fact is, consumers don't use social media for researching purchase decisions—they're looking for connection and discovery. That's why our social media strategists developed a two-step direct-response tactic called **Qualify & Convert**, a highly effective marriage of content marketing and paid media.

How this two-step social selling process rapidly boosts conversions & cuts CPA:

1. QUALIFY

- a. Build your audience based on customer-lookalike modeling, as well as relevant demographics, interests, behaviors, etc.
- b. Engage your audience with original, helpful blog content that creates a trusted relationship between your brand and the interested prospect.
- c. Refine your audience by placing a tracking pixel on interested prospects' browsers, so that we can...

2. CONVERT

- Retarget your qualified audience, presenting them with compelling offers via conversion-focused ads and landing pages.

Compared with standard Facebook prospecting efforts, SeQuel's Qualify & Convert strategies have generated these impressive results for our clients:



86%

Decreased cost per
click by 86%



208%

Increased click-
through rate by 208%



24%

Cut cost per
conversion by 24%

SEQUELRESPONSE

Our social media strategists will structure a highly sophisticated Qualify & Convert test matrix like the one below, allowing us to constantly optimize your CPA based on best-performing targeting criteria, offers and creative units:

Ad Set / Creative	Copy A Image A	Copy A Image B	Copy A Image C	Copy A Image D	Copy A Image E	Copy A Image F	Copy B Image A	Copy B Image B	Copy B Image C	Copy B Image D	Copy B Image E	Copy B Image F	Total
Business Behavior Banking	\$0.42	\$0.60	\$0.47	\$0.30	\$0.55	\$0.29							\$0.44
Business Behavior Entrepreneurship	\$0.60	\$0.49	\$0.44	\$0.22	\$0.39	\$0.28							\$0.40
Business Behavior International Business	\$0.35	\$0.19	\$0.15	\$0.14	\$0.27	\$0.15							\$0.21
Business Behavior Mashable	\$0.32	\$0.38	\$0.32	\$0.31	\$0.26	\$0.42							\$0.34
Business Behavior VentureBeat	\$0.19	\$0.22	\$0.28	\$0.40	\$0.38	\$0.16							\$0.27
Small Business Owner Business Insider							\$0.55	\$0.60	\$0.33	\$0.44	\$0.58	\$0.58	\$0.50
Small Business Owner Forbes							\$0.20	\$0.20	\$0.22	\$0.20	\$0.15	\$0.15	\$0.19
Small Business Owner Small Business Owner Interest							\$0.20	\$0.16	\$0.16	\$0.22	\$0.21	\$0.21	\$0.19
Small Business Owner TechCrunch							\$0.22	\$0.23	\$0.30	\$0.25	\$0.25	\$0.25	\$0.25
Total	\$0.38	\$0.38	\$0.33	\$0.27	\$0.37	\$0.26	\$0.29	\$0.30	\$0.23	\$0.28	\$0.30	\$0.30	\$0.31



BUILD LOOKALIKE, CORE & CUSTOM FACEBOOK AUDIENCES



ENGAGE AUDIENCES WITH ORIGINAL, RELEVANT CONTENT



RETARGET QUALIFIED AUDIENCE WITH COMPELLING OFFER

