



Attention Grabbing Media CASE STUDY

- INFORMATION PRODUCT / PERSONAL BRAND -
FACEBOOK MASTERS COURSE - MANUEL SUAREZ

ABOUT AGM

- Located in Clearwater, FL
- Facebook Agency Partner
- Certified ManyChat Experts
- Facebook Blueprint Certified

ABOUT THE BRAND

The Facebook Masters Course (FBMC) is a 40+ hour course created by Manuel Suarez that teaches marketers how to master social media marketing.



GOALS

Establish Facebook Masters as a brand, grow warm audiences and ultimately, acquire new students for the Facebook Masters Course.



THE STRATEGY

We decided to go with a multi-level marketing approach. At the first level, we focused on providing value to our targeted audience. This primarily consisted of regularly posting organic content across multiple channels including Facebook, Instagram, YouTube, IGTV, and LinkedIn.

From that, we were able to collect now-warm audiences and turn them into actual leads (i.e. - webinar registrations). The webinar registration process itself was automated to not only collect information (phone & email) but actually registered them for the webinar, triggered a confirmation email, and sent out regular reminders (via email, Messenger, and SMS) to increase attendance.

All of this was done using Messenger flows built with ManyChat, ClickFunnels, and Zapier integrations. Post webinar messages (also via email, Messenger, and SMS) and ads were also automated to promote the webinar replay to all who registered as well as warm audiences. For those who had watched the webinar, retargeting ads were created to encourage purchases.

SUMMARY OF RESULTS

- From ZERO to \$2.5 Million in 2 years
- 43.5K+ leads generated inside Messenger
- \$13.5K monthly income generated (average)
- 2K podcast downloads per week (average)
- 337.74 ROAs (average)

Messenger Growth MANUEL SUAREZ



Messenger Growth MANUEL SUAREZ TRAINING



Facebook Page Growth

