



fridaystudios

learn

**How to book 45 to 60
appointments per month
on automations**

***A Guide to find High Ticket
clients on automation***

fridaystudios.in

INTRODUCTION

As a modern-day agency, appointment setting is critical to your company's success.

Whether you're selling a product or a service, setting up face-to-face or virtual meetings with potential customers is the cornerstone of any successful sales process. And, in today's digital age, advertising has evolved into a powerful tool for easily reaching your target audience and setting appointments.

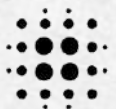
However, the advertising world is complex and ever-changing, making it difficult to know where to begin and how to make the most of your ad spend.

This is where this ebook comes in handy.

This eBook will help you understand your target market, create effective advertising campaigns, measure and optimize your ad performance, and much more by providing a step-by-step guide to setting appointments for agencies using ads.

This eBook is packed with actionable advice and practical tips to help you achieve your goals, whether you're new to appointment setting or an experienced professional looking to improve your skills.


So let's get started!



PROCESS

Choosing a Niche



Creating an ideal client avatar 

Creating Landing Page 

Creating Booking Page 

Creating Automations 



PROCESS

Optimizing the funnel



Creating effective
ads campaigns



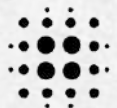
Creating ads
creative



How to qualify?



What to do next?



Choosing a High-Paying Niche

"The riches are in the niches"

Understanding your target market is a critical first step in using advertising to set appointments for your agency.

It entails researching and getting to know the specific group of people or businesses to whom you want to reach out and sell.

If you sell your services to everyone, you're selling to no one. For example, if you have a heart attack, will you consult a general practitioner or a heart specialist?

The following are the essential components of understanding your target market:

1. Defining your target audience: Identifying the characteristics of your ideal customer, such as age, gender, income, location, job title, and interests. This information will assist you in determining which platforms and channels are most likely to reach them, as well as what type of messaging and visuals will be most effective.

2. Identifying their needs and pain points: Knowing what your target audience is looking for and the challenges they are facing will allow you to create advertising campaigns that address their specific needs and desires.

3. Understanding their purchasing behavior's: Understanding how your target audience makes purchasing decisions, including what motivates them to act, will allow you to create more effective ads that drive better results.

You'll be able to create more effective advertising campaigns and set more appointments with ease if you take the time to truly understand your target market. As a result, you will be able to expand your business and achieve your objectives.



Creating ideal

Client Avatar

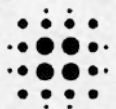
Creating an ideal client persona necessitates extensive research and knowledge of your target market. But, thanks to artificial intelligence, things have changed. Let me save you a lot of time by utilising A.I.

Enter the following prompt into Chat GPT:

“Give me an ideal client persona of {Your niche} for Facebook ads targeting. Include Name, age, interests, demographics, income, pain points etc.”

ChatGPT link: <https://chat.openai.com/>

Using this prompt will assist you in obtaining data about your target audience as well as in targeting your audience during the creation of a Facebook ad campaign.



Creating

High Converting
“Landing Pages”

The landing page is the most important part of your funnel. In order to convert your potential customer, you must use good copy and colour psychology in your landing pages. **We need to make the landing page High converting rather than beautiful.**

Beautiful but No Leads



HIGH CONVERTING



Here is the structure of your landing page:

1. **Headline**
2. **Sub- Headline**
3. **Your Offer**
4. **Qualifications**
5. **CTA**
6. **Urgency**
7. **Credibility**
8. **Testimonials**
9. **CTA**

Structure of your offer: *Get {results} without {time consuming task they are doing} in just {a certain no. of days} or {risk reversal}*

Designing a BOOKING PAGE

The booking page is where you should thoroughly qualify your potential clients.

The following is the structure of your call booking page:

- 1. Opt-in Page (Where you convert your Cold Leads into warm leads)**
- 2. VSL (Video Sales Letter) [Where you will add value How you can help them]**
- 3. Calendar**

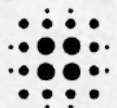
VSL should be about how much your potential customer should be making in order to book a call so that you should be dealing with quality prospects.

How to Qualify your Ideal Clients in your Calendar?

You have to ask Certain Questions to your Prospects like

- What the Problems they are facing?
- What strategies they are using to solve it.

[Try to know about your Clients Problem as much as you can]



Creating

AUTOMATIONS

Automations are useful for sending reminders to prospects who have scheduled a call with you. If you do not send reminders, none of the prospects will attend the meeting because they will forget that they met with you.

You can find many tools in the market but when you Book a Call with us we will provide you with our all in One Software where you can do all the stuff such Designing funnels, Making Custom Booking Pages, Taking payments from your Clients, Tracking your clients Data and many more



Optimising the funnel

It is critical to optimize your funnel in order to get consistent appointments. In order to get high-quality appointments, you must also optimize the funnel. Here are some ideas for improving your funnel:

1. Clearly define your target audience and tailor your ad messaging to their pain points and needs.
2. To motivate users to take the next step, use clear and concise ad copy and a compelling call to action.
3. Create a dedicated landing page that matches the ad copy and allows users to easily schedule an appointment.
4. Before scheduling an appointment, use forms or chatbots to collect user information and qualify leads.
5. Follow up with users who have expressed interest but haven't booked an appointment, using email or retargeting ads.
6. Analyze your ad and landing page performance on a regular basis, and tweak your messaging and design to increase conversion rates.
7. Test different ad formats, targeting options, and landing page layouts to find what works best for your business.



Creating effective ads campaigns

We will use Facebook ads to drive traffic to our landing page. We should concentrate more on how to get more with fewer advertisements. Also, keep in mind that you may not get the best results on the first try; you must keep trying and optimizing the ads.

Step 1:

For this particular ad, we'll go with Sales objective.

Because we will be directing traffic to our booking page.


- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

[Find Your Objective](#)

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Sales

Find people who are likely to purchase your product or service.

Good for:

- Conversions ⓘ
- Catalogue sales ⓘ
- Messenger, Instagram and WhatsApp ⓘ
- Calls ⓘ

Step 2:

Then, in the campaign level, select campaign budget optimization and enter a budget (hack: enter an odd number for your budget, such as Rs.243, Rs.382, etc.).

Then, for your campaign, create two ad sets.


Advantage campaign budget + On


Advantage campaign budget will distribute your budget across ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)


Campaign budget


Daily budget ▼ ₹253.00 INR


You'll spend up to ₹316.25 on some days, and less on others. You'll spend an average of ₹253.00 per day and no more than ₹1,771.00 per calendar week. [Learn more](#)

 New Sales campaign ...

 New Sales ad set – Copy ...

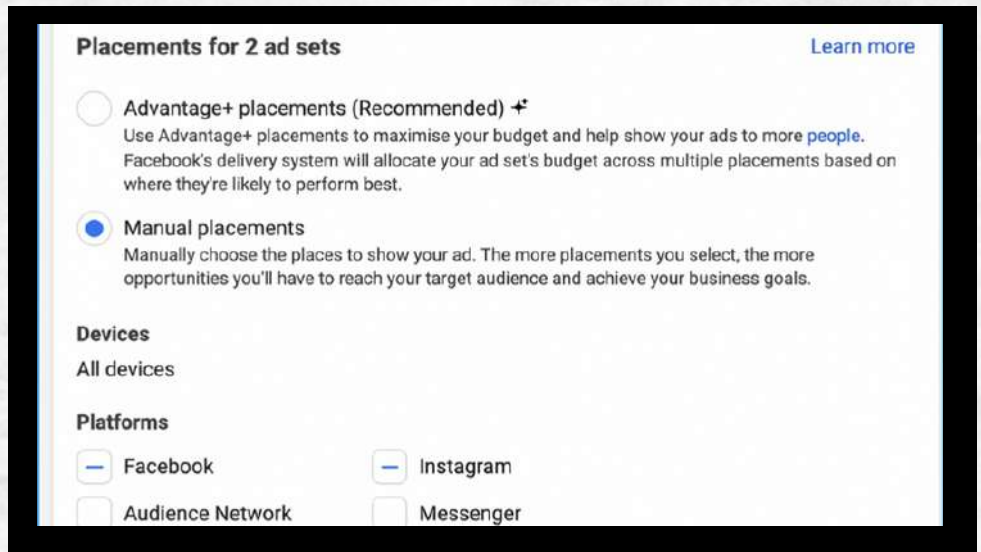
 New Sales ad ...

 New Sales ad set ...

 New Sales ad ...

Step 3:

Target your audience based on the ideal client persona you created in the previous chapter and choose manual placements (Instagram Explore, explore homes, feed, reels and stories Facebook Feed, right column, reels and stories)



Step 4:

Choose a personal brand ID to run ads with to give people more credibility. Write the main text in the following format:

1. Identify your target market, for example Are you the owner of an agency?
2. Talk about their problem
3. How it will impact their business
4. Tell them you can solve their problem
5. CTA (book a call with you)



In each ad set, use two different audience targeting options. In a single ad set, target 3-4 audiences and use 3-4 creatives (2 image ads and 2 video ads or more).

This will allow you to determine which audiences are producing results and which are not.

To get the best results, you must test different ad sets, audiences, and creatives.



How to Qualify?

To qualify prospects in the appointment booking funnel, provide value, build trust, and personalise messaging and experience based on the prospect's needs and preferences.

Here are some steps you can take to qualify prospects in an appointment booking funnel using Facebook ads:

Here are some steps you can take to qualify prospects in an appointment booking funnel using Facebook ads:

- 1. Use Facebook audience targeting options:** To reach people who match your ideal customer profile, use Facebook audience targeting options such as demographics, interests, behavior's, and lookalike audiences.
- 2. Make a lead magnet:** In exchange for their contact information, provide a free resource, such as an e-book, webinar, or consultation, that your ideal customer would find useful.
- 3. Make use of a lead capture form:** Create a lead capture form on your landing page or website to collect contact information from prospects, such as name, email, phone number, or company size.
- 4. Use a questionnaire to qualify leads:** To determine if they are a good fit for your product or service, use a questionnaire or survey to ask qualifying questions such as their pain point, budget, or timeline.
- 5. Use a chatbot:** Ask qualifying questions and provide personalized recommendations based on the prospect's needs and preferences using a Facebook Messenger chatbot..



What to do next?

Now that I've given you all of the formulas, hacks, and strategies for consistently getting appointments for your agency. It's time to put it into action.

However, if you don't have much time to build, monitor, and optimize your funnel on a regular basis, and if you can invest in building a system to keep your appointment pipeline full throughout the month.

Feel free to reach us, we are always there to help you out.

You can Contact us here:

anurag@fridaystudios.in / work.anuragmishra@gmail.com

Contact Number: 9938564300

“Execution is the Key”

Thank you