



Expatriate Services Company Case Study

Background: I worked with an expatriate services company whose business model centered around connecting aspiring expats with offshoring services that could help them pursue their goal to move abroad. Essentially this company serves as a clearinghouse for the best services and products for aspiring expats. My client's goal was to drive qualified leads to their affiliate partners. In this case the client specifically wanted to target Hong Kong residents who may be interested in offshore banking services (in light of the risk posed by the civil unrest in Hong Kong).

Solution:

1. We first needed to identify an audience and then market a lead magnet to the identified audience. A lead magnet is a piece of content which encourages a lead to provide their contact information in exchange for something valuable, i.e. e-book, email masterclass series, informational video, etc.
2. To identify the audience, we wrote an article about the problems in Hong Kong and how offshore banking services can help nervous investors. We ran a Facebook/Instagram *Traffic Ad* to Hong Kong residents. This strategy allows advertisers to receive cheap traffic to a landing page.
3. I had installed the Facebook pixel on the website and set up a triggering event to record every visitor who viewed the article, designating them in a special category. The Facebook pixel is a piece of code that is invisibly installed on a website, and it records Facebook users who go to your website. This can be used to build powerful lookalike audiences as well as retarget those who have already taken a specific action on your website.
4. After running the Traffic Ad for 5 days, we had enough data in our Facebook Pixel to be able to build lookalike and retargeting audiences.
5. At this point, we stopped the Traffic Ad and started running a different Facebook/Instagram Leads Ad, where we offered a free e-book on offshore banking after a Facebook/Instagram user confirmed their contact information.
6. After confirming their contact information, the new lead was automatically redirected to our Thank You page, where they saw a big button to download the free e-book. We also included upsell offers on this page that leads could consider.
7. I built a Google Spreadsheet and integrated it with our Facebook leads campaign so that our affiliate partner had access to each lead's contact information. From there, our affiliate partner's sales team would proceed with their own sales process.
8. The automations throughout this process were supported by a software that I used to integrate Facebook, Instagram, iContact, and the Google spreadsheet.

Result: We received 330 highly qualified leads at a total cost of \$1,225 or \$3.70 per lead. Given that our affiliate partner was in the business of selling offshore bank accounts, they were very pleased to have leads at such a low cost.

Ready to get started? Schedule your free consultation [here](#).