



www.joinreal.com/corey-mindel

67 QUALIFIED LEADS

\$14.70 PER LEAD

Client: Corey Mindel

Niche: Mortgage Broker

Service: Facebook Ads + Funnel

Result: 67 Qualified Leads, \$14.70 Cost Per Lead (CPL)

Date: January 2019

Timeline: 1 Month Campaign (After 3 Months)

Context

Corey Mindel is a mortgage broker and also is involved as a realtor, which is common in this industry.

He was struggling to get a predictable lead generation system for qualified buyer leads. Depending on referrals for most of his business, he was tired of the feast and famine.

He came to us at Hawk Reach to create a Facebook Lead Gen Funnel for qualified buyer leads. Our aim was to focus on getting him exclusive leads on autopilot so he can sit back and close deals.

Strategy

Corey didn't have a funnel setup so we started from scratch with a simple funnel of Ad -> Landing Page -> Pre-Approval Quiz -> Thank You Page.

Corey really wanted qualified leads with at least a 600-credit score, good income and strong employment history. At Hawk Reach, we felt a pre-approval quiz with conditional logic was the right solution. This would 'weed' out the bad leads and push the qualified leads to the thank you page.

Pre-Approval Quiz

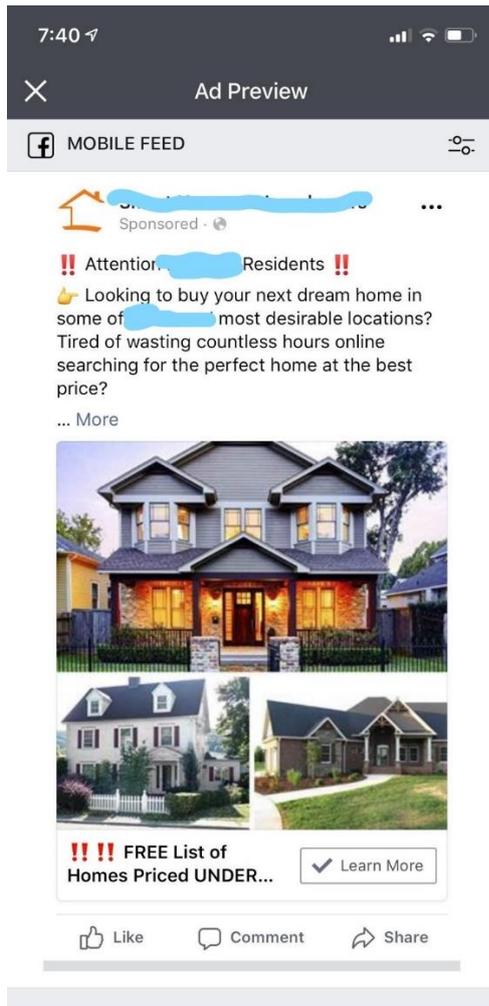
New Lead for [redacted] HB - Preapproval Quiz [#307] GLL/[redacted] x

Grab Local Leads <no-reply@wufoo.com>
to [redacted]

Zip Code: *	17602
Home Type: *	Single Family Home
Is this your first property purchase? *	Yes
Credit: *	Excellent (740 or Above)
Property Purchase Situation: *	Researching Options
Property will be used for: *	Primary Residence
Estimated purchase price of new property: *	\$100,001 - \$200,000
Estimated down payment: *	3% - 10%
Gross annual household income: *	\$0 - \$50,000
Filed bankruptcy in last 3 years? *	No
Can you show proof of income? *	Yes
Working with a real estate agent? *	No
Name *	Jamie [redacted]
Email *	[redacted]@gmail.com
Phone Number *	(740) 485 [redacted]

Corey wanted qualified leads for his mortgage broker business. So, we set him up with a pre-approval quiz that would 'weed' out the duds and push the qualified leads to the thank you page. Above is a screenshot of Corey's criteria. We customize the quiz based on the client's needs.

Ads



Here is one sample of an ad we ran. We decided on an ad that featured a list of homes in the customer's area that were at reasonable price point. At Hawk Reach, providing a lead magnet is essential to hook a lead so they can enter our funnel.

Leads List

2018-08-04 16:32:12	Constance	Carpenter	614330	[REDACTED]	@gmail.com
2018-08-05 4:27:50	Ricky	Underwood	61425	[REDACTED]	@gmail.com
2018-08-05 7:38:51	Kala	Farmer	513280	[REDACTED]	@yahoo.com
2018-08-05 20:44:53	Julie	Powell	614972	[REDACTED]	@yahoo.com
2018-08-05 22:13:25	Isheri	Hayes	614948	[REDACTED]	@gmail.com
2018-08-05 22:14:40	Mara	Mitchell	74062	[REDACTED]	ner.com
2018-08-05 22:18:25	Joe	Rotkiske	614584	[REDACTED]	@yahoo.com
2018-08-06 1:08:41	Makayla	D	859537	[REDACTED]	@icloud.com
2018-08-06 19:03:50	Robin	Garza	614378	[REDACTED]	@gmail.com
2018-08-08 9:44:43	Nathena	Francis	61426	[REDACTED]	@yahoo.com
2018-08-08 21:47:23	Renea	Layne	937594	[REDACTED]	@hotmail.com
2018-08-10 19:35:02	Kristen	Meadows	740208	[REDACTED]	@yahoo.com
2018-08-11 11:57:39	Warren	Toler	614517	[REDACTED]	@yahoo.com
2018-08-11 12:25:37	Michael	Slaughter	614749	[REDACTED]	@icloud.com
2018-08-12 10:48:29	Gina	Brobeck	614207	[REDACTED]	@gmail.com
2018-08-12 22:04:32	Ronald	Rowe	740644	[REDACTED]	@gmail.com
2018-08-14 7:30:59	Keysha	Beown	614601	[REDACTED]	@gmail.com
2018-08-14 20:57:52	kelly	hundley	614706	[REDACTED]	@yahoo.com
2018-08-15 23:03:37	Clyde	Summers	740304	[REDACTED]	@yahoo.com
2018-08-16 5:22:38	van	stephenson	614864	[REDACTED]	@outlook.com
2018-08-16 12:44:51	Sarah	Picklesimer	614999	[REDACTED]	@yahoo.com
2018-08-17 22:36:09	Jessica	Garman	740975	[REDACTED]	@gmail.com
2018-08-18 21:25:02	Heather	Ledin	614824	[REDACTED]	@yahoo.com
2018-08-18 22:14:59	Amy	Stafford	740637	[REDACTED]	@gmail.com
2018-08-20 7:40:05	Jerri	Gillam	614373	[REDACTED]	@gmail.com
2018-08-20 12:43:21	jason	Littleton	614603	[REDACTED]	@gmail.com
2018-08-20 21:22:14	Connissa	Gross	614928	[REDACTED]	@gmail.com
2018-08-21 6:00:54	Sharma	Coy	740216	[REDACTED]	@yahoo.com

Above shows a sample of the leads we generated for Corey. We zap all the leads with their name, email and phone number to a spreadsheet so Corey could easily follow up.

Campaign Results

Ad Set Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget
[MO] Combined - March2 - GoodLead	● Not Delivering Campaign is Off	21 GoodLead	22,378	30,994	\$16.51 Per GoodLead	\$16.00 Daily
[IL] Combined - March 2- GoodLead	● Not Delivering Campaign is Off	26 GoodLead	22,328	33,095	\$14.05 Per GoodLead	\$16.00 Daily
[MO] Combined - credit - pixel	● Not Delivering Campaign is Off	69 Leads	20,350	33,860	\$6.64 Per Lead	\$16.00 Daily
[IL] Combined - March - GoodLead	● Inactive	6 GoodLead	6,087	6,929	\$15.03 Per GoodLead	\$16.00 Daily
[MO] Combined - March - GoodLead	● Inactive	14 GoodLead	16,600	24,018	\$23.21 Per GoodLead	\$16.00 Daily

It took us 3 months of working with this client to get to this point. Since the client did not have anything setup to begin with, and we had to make him a funnel and gather Facebook data.



In just the past 30 days, we generated over 67 qualified leads at an average of \$14.70 per lead. Think about that return on investment! You can see this in the above image by looking at the 'GoodLead' results.

These are actual qualified leads too, unlike other agencies or freelancers that might get a cheap cost per lead with a bunch of dud leads. We actually filtered these using our audiences, testing, and also the quiz we use, alongside getting feedback from the client. This is very important to us.

The average cost per lead for mortgage brokers is around \$50. By split testing different ad sets, we were able to reduce his cost per lead to \$35 below the industry average. We helped Corey save time and money with our lead generation system.

- *67 qualified leads*
- *\$14.70 cost per lead (CPL)*

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