

# SUCCESS STORY: FREEDOM DIGITAL MARKETING, INC.

Freedom Digital Marketing, Inc. is a digital marketing consulting firm dedicated to teaching entrepreneurs how to automate their lead generation using direct response marketing and social media marketing. Their mission is to aid their customers in automating their lead generation, so potential clients come to them.

## LEARN HOW FREEDOM DIGITAL MARKETING EFFICIENTLY GROWS THEIR CLIENT BASE BY ESTABLISHING INDUSTRY PROWESS

### Challenge

Efficiency is one of many keys to success for a small business owner. They must adopt processes that save time and effort, which they can then put back into the business and focus on their customers. Laurie Conrod, Founder of Freedom Digital Marketing, knows this all too well. She felt that there had to be a better way to efficiently grow her small business and her client base than the time-consuming task of traditional prospecting. "I didn't want to prospect people anymore for lead generation. I wanted to learn how to tap into the millions of people that are on the Internet," said Conrod.

She needed a way to entice potential clients to attend her free trainings and then capture these attendees to offer her digital marketing services to. This strategy would enable Conrod to demonstrate her knowledge and skillset she can offer to prospects in a low-risk format. However, she lacked the necessary reliable platform to not only manage her growing client database but also to power her online trainings.

### Solution

Conrod soon discovered the winning formula: a combination of AWeber and GoToWebinar by LogMeIn. Her process begins by strategically placing paid Facebook and Instagram ads that potential clients will click on to opt into for free training. When these potential clients register for the training, they are immediately added to an email list she has set up on AWeber's email marketing platform. She then regularly sends communications regarding relevant trainings as a way to add value for both prospects and customers on the list. To ensure the right tailored messages are sent to the intended audience, Conrod uses AWeber's list segmentation feature to divide up her subscribers accordingly. "My mission in my business is to help people automate their lead generation so that their potential clients are coming to them. Entrepreneurs need to learn that 'the money is in their lists.' AWeber is instrumental in that because you build your email list and

then you automate your follow-up with as many potential clients as possible. I help entrepreneurs learn how to do that," said Conrod.

GoToWebinar is the platform Conrod leverages to host and organize her free trainings on topics such as online lead generation, social media marketing and email marketing. After the training, she continues to engage with her list by sharing out the video recording. Conrod is also able to generate reports to see who attended, track which channels drove the highest number of training registrations, and other key performance metrics – which she can then learn from and use to make future improvements. Connecting with her network through the trainings has been essential for Conrod to continue building her reputation and establishing her prowess in her field. "The goal as an entrepreneur is to build, know, like, and trust with people as quickly as possible in order to make sales. Letting them see me on a webinar, how I present myself and my expertise is one of the fastest ways for people to get to know, like, and trust me. That's why GoToWebinar has been such a powerful platform for me to use," explained Conrod.

### Results

Having already successfully instituted her business model several years ago, **Conrod has the confidence and trust in these platforms to support her shift to focus on an entirely new audience: the real estate industry.** During this time of social isolation due to the COVID-19 pandemic, she spotted an opportunity for how her services could help and specifically support this unique audience. "A lot of real estate agents will run Facebook ads for listings and open houses. I also help them learn how to market themselves on social media, not just the houses and the open houses, and show them how to do their social media the right way. Many of them are doing it the wrong way, which actually repels people. So, I teach them that, and then how to run ads and create the right content and the like."



*"You don't have to be a PhD to have a skill that you can sell online, but you do need a reliable system to do it well. Having such a system is essential to build a six figure and beyond business."*

- Laurie Conrod, Founder, Freedom Digital Marketing, Inc.

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