



ONBOARDING

CONVERTING LIKES TO LEADS

OBJECTIVE: To understand the importance of how you can convert likes on your social media post into paying-clients.

Understanding the Like to Leads Method:

Likes to Leads Method: Using social media to attract potential customers and turn them into leads, so that you can convert them into sales.

1st Approach:

- Use platforms like Instagram, Facebook, Twitter, and Tik Tok to build an engaged following of potential customers, by creating high-quality content that resonates with your audience. In addition, utilize social media advertising to reach more people to gain more likes and follows.
- When someone engages with one of your posts, reach out to thank them and use this as an opportunity to find out more about them and their specific goals.

2nd Approach:

- Use Phrase "Drop a like on this post if you want to achieve X, Y, or Z."
- This is an easy-to-follow instruction for someone. It doesn't require your audience to go off the page, direct message you, or leave a comment.

