

# Dylan

High-Ticket Consulting · Meta Ads · Appointment Setting

**30**

Meetings Booked

**45**

Days

**>60%**

Lead-to-Booking Rate

**£0**

Paid Pipeline Before

## THE CHALLENGE

Dylan was growing his high-ticket consulting business through outbound DMs and referrals — exhausting and impossible to forecast. He needed a reliable inbound engine that booked qualified strategy calls without manual prospecting, freeing him up to focus on closing and delivery.

## OUR APPROACH

### 01 Appointment-Setting Framework

Meta ads drove traffic to a short VSL page, followed by a two-step booking funnel with a pre-qualification form. Every element was built to filter for intent and get serious prospects into the diary fast.

### 02 Layered Audience Targeting

Targeting stacked interest signals (business owners, self-employed, entrepreneur communities) with behavioural data. Lookalike audiences seeded from Dylan's client list were added in week two.

### 03 Narrative-Led Video Creative

A story-driven video opened with the exact pain Dylan's ideal client experiences — then led directly into a case-study proof point and a CTA to book a free strategy session.

### 04 Speed-to-Lead Automation

A 5-minute lead response automation fired on every form submission — personalised SMS and email with calendar link — cutting drop-off between enquiry and booked call by over 60%.

## THE RESULTS

**30**

Meetings Booked

**45 Days**

Campaign Timeframe

**>60% (vs. ~25% industry avg)**

Lead-to-Booking Rate

**Meta — Facebook & Instagram**

Ad Channels

**£0 (referral-only)**

Pipeline Before Engagement

*"I went from chasing referrals to having 30 qualified strategy calls booked in my diary in under seven weeks. The system just works — I show up and close."*

**— Dylan — High-Ticket Consultant**

**Ready to build your lead machine?**

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