

# See how we helped **SocialBee** increase booked demos with their sales team by **653%**



**115%**

increase in ebook downloads



**623%**

increase in free trial sign ups



**653%**

increase in booked demos



**9%**

conversion rate from a competitor's traffic

## Who We Worked With

SocialBee is a social media management tool trusted by over 10,000 companies that helps them generate more leads from social media with less effort. SocialBee allows you to automate many areas of your social media posting so that you can focus on what truly matters.

## Why They Choose Us

SocialBee had never run any paid advertising before (aside from some boosted posts) and they wanted to build a scalable acquisition channel to support their organic growth. The key metrics we focused on were increasing both free trial signups and demos being booked with their sales team as we knew these were already converting well.

## What We Focused On

As this was the first time SocialBee had ever run ads, we started building out their acquisition funnel from scratch. We always focus on identifying the lowest hanging fruit and easiest conversion opportunities first and scaling from there. In this case, the fastest route to success was initially focusing on branded campaigns and competitor campaigns on Google. On Facebook we also saw great success running a lookalike audience to a valuable ebook, along with our re-marketing campaigns.

Once we started to pick up this initial traction, we began to build out and scale other campaigns. We were able to combine quality ad creative and copywriting with great targeting and well crafted landing pages to see these results.

**Hey Digital know what they're doing when it comes to PPC. They significantly increased the number of people signing up for trials of our tool, booking demos with our sales team and more importantly making purchases.**

**Ovi Negrean**  
CEO of SocialBee