

THE
HAYZLETT
GROUP

The leading business expert uses Facebook Ads to build his community, drive more attendees to his keynote appearances and increase the sales of his book, *Running the Gauntlet*.

Goals

Jeffrey Hayzlett's team wanted to use the global reach of Facebook to raise awareness of his global marketing skills to:

- Grow the community around his personal brand
- Increase Jeffrey's fan base on Facebook to build the audience for upcoming appearances
- Drive sales of Jeffrey's new book, *Running the Gauntlet*, by creating buzz in his Facebook community

Approach

Pages To raise awareness of his Facebook presence, Jeffrey made his Page interactive by creating additional tabs featuring videos, his new book, a detailed biography, and other features.

- A welcome **tab** featuring a video of Jeffrey introduced people to his Page
- A second **tab** included several videos offering advice and insights on marketing and entrepreneurial objectives
- Jeffrey posted about the new book and gave users the chance to participate in a webinar discussion
- The page launched virtual events and contests that supported the book's release

Ads To raise awareness of Jeffrey and his events, the company used **Facebook Ads** to drive more people to both his Page and external website:

- To boost attendance to a Hayzlett-related event, **ads** asked people to register for a two-day conference
- To attract people who would be interested in marketing strategies, the company targeted words such as "business marketing," "social media marketing," "mobile marketing" and "business person"
- The Hayzlett group included questions in its ad copy to encourage people to 'like' their Page, such as "You want change? Change the questions you're asking!"

Results


- **74.9%** of traffic to the Hayzlett website came from Facebook
- **175%** increase in number of fans who have joined the Jeffrey Hayzlett Page in just three months from December 2011 to February 2012
- **14,000+** fans means that Jeffrey Hayzlett can now reach over 7.1 million friends of fans

"One of the most exciting things for us was to drive our fan growth and spread the word about Jeffrey's book. We were delighted about what we were able to accomplish through Facebook ads and the Page community. The fact that we could target so precisely taught us a lot about the people we're trying to reach from a marketing perspective. Facebook allows Jeffrey's community to travel with him around the world and interact with him on the journey. The pictures, videos and sentiments shared there are unique, and we highly value the interaction. 56% of marketing executives choose Facebook as their preferred platform and we know why! The people who connect on his page are passionate - and we do our best to meet them there with radical transparency."

Sue Jenks, Director of Social Media, The Hayzlett Group

Ads


Jeffrey Hayzlett



You want change?
Change the questions
you're asking!

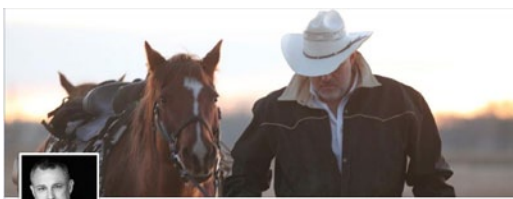
Like · 14,305 people like this.

Jeffrey Hayzlett



Biz Guru in the
80's was Tom
Peters. 90's
Michael Gerber,
2000 Jim Collins,
& now - Jeffrey
Hayzlett!

Like · 14,304 people like this.



Jeffrey Hayzlett
14,304 fans · 412 talking about this

Public Figure
Author: Running the Gauntlet & The Mirror Test.
Change your ATTITUDE. Change your BUSINESS.
Change your FUTURE. <http://www.Hayzlett.com/>

About Photos Likes **14,304** WELCOME! CONTACT

Jeffrey Hayzlett Page

Jeffrey Hayzlett is a global business celebrity and former Fortune 100 c-suite executive. From small business to international corporations, he has put his creativity and extraordinary entrepreneurial skills into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess and affinity for social media. He is a well-traveled public speaker, the author of the bestselling books, *The Mirror Test* and *Running the Gauntlet*, celebrity editor to one of the largest-circulation business publications and one of the most compelling figures in global business.

facebook.com/Jeffrey.Hayzlett