



Facebook Client Acquisition Gameplan

Complete Facebook outreach strategy for Avenir AI Solutions

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Avenir AI Solutions - Complete Facebook Outreach Strategy



**Your Target: Business Owners Who Need AI
Growth**

Perfect Prospects:

- Construction companies (framing, drywall, renovation)
- Real estate agencies and agents
- Home improvement contractors
- Small to medium businesses looking to grow
- Service-based businesses with lead generation challenges

What They Need:

- **More qualified leads** coming to their business
- **Automated lead analysis** and scoring
- **AI-powered customer insights** to close more deals
- **Growth intelligence** to scale their operations



Facebook Strategy Overview

Phase 1: Build Authority (Weeks 1-2)

Goal: Establish credibility and expertise

Phase 2: Engage & Provide Value (Weeks 3-4)

Goal: Build relationships and trust

Phase 3: Direct Outreach (Weeks 5-6)

Goal: Convert relationships into clients



Phase 1: Build Authority (Weeks 1-2)

Step 1: Join Relevant Facebook Groups

Target Groups:

- "Construction Business Owners"
- "Real Estate Marketing"
- "Home Improvement Contractors"
- "Small Business Growth"
- "Lead Generation for Contractors"
- "Business Automation"

How to Find Groups:

- 1. Search: "construction business owners"
- 2. Search: "real estate marketing"
- 3. Search: "small business growth"
- 4. Join 10-15 active groups

Step 2: Create Valuable Content

Post Types to Share:

- "5 Ways AI is Transforming Construction Lead Generation"
- "How Real Estate Agents Can Use AI to Qualify Buyers"
- "The Future of Small Business: AI-Powered Growth"
- "Why 90% of Contractors Miss Their Best Leads"

Content Strategy:

- Share insights about AI in their industry
- Post success stories (anonymized)
- Share industry trends and predictions
- Ask engaging questions to start discussions

Step 3: Engage Actively

Daily Actions:

- Comment on 5-10 posts with helpful insights
- Answer questions in your expertise area
- Share relevant articles with your commentary
- Like and engage with other members' content

Phase 2: Engage & Provide Value (Weeks 3-4)

Step 1: Identify Active Members

Look for:

- Business owners who post regularly
- People asking about lead generation

- **Members discussing** growth challenges
- **Active commenters** in relevant discussions

Step 2: Build Relationships

Engagement Strategy:

- **Respond to their posts** with valuable insights
- **Share their content** when relevant
- **Tag them** in helpful discussions
- **Send friend requests** to active members

Step 3: Provide Free Value

Offer Free Resources:

- **"5 AI Tools Every Contractor Should Know"**
- **"Lead Generation Checklist for Real Estate"**
- **"How to Automate Your Business Growth"**
- **"Free AI Assessment for Your Business"**

How to Share:

- **Post in groups** with valuable tips
- **Create lead magnets** (free guides)
- **Offer free consultations** (15-minute calls)
- **Share case studies** and success stories

Phase 3: Direct Outreach (Weeks 5-6)

Step 1: Identify Warm Prospects

Target Criteria:

- **Active in groups** you're in
- **Asking about growth** or lead generation
- **Engaging with your content**
- **Business owners** in your target industries

Step 2: Facebook Messenger Outreach

Message Template:



Hi [Name],

I noticed your post about [specific topic they mentioned] in [Group Name].

I've been helping [construction/real estate] businesses like yours use AI to automatically analyze and score their leads - many are seeing 3x more qualified prospects.

Would you be interested in a quick 15-minute call to see how this could work for your business?

Best,

[Your Name]



Step 3: Follow-Up Sequence

Day 1: Initial message

Day 3: Follow-up if no response

Day 7: Final follow-up with different angle

Day 14: Add to email sequence



Content Calendar (Weekly)

Monday: Industry Insights

- Post about AI trends in their industry
- Share relevant statistics and data
- Ask questions to start discussions

Tuesday: Success Stories

- Share case studies (anonymized)
- Post testimonials from clients
- Highlight results and outcomes

Wednesday: Educational Content

- Share "How-to" guides
- Post industry best practices
- Answer common questions

Thursday: Engagement Posts

- Ask questions to start discussions
- Share polls about industry topics
- Encourage sharing and comments

Friday: Value-Add Content

- Share free resources
- Post helpful tips
- Offer free consultations



Sample Posts for Each Industry

Construction Industry:



"🚧 CONSTRUCTION BUSINESS OWNERS 🚧"

Did you know that 78% of construction leads are never properly qualified?

Most contractors are missing their best opportunities because they're not using AI to analyze lead intent and urgency.

I've helped 15+ construction companies implement AI lead analysis systems that automatically:

- ✅ Score every lead by urgency and intent
- ✅ Identify high-value prospects instantly
- ✅ Send personalized responses based on lead data
- ✅ Track which leads convert to sales

Result: 3x more qualified leads and 40% higher close rates.

What's your biggest challenge with lead qualification? Comment below 📌 "



Real Estate Industry:



"🏠 REAL ESTATE AGENTS 🏠"

Tired of chasing unqualified leads?

AI can now analyze buyer intent, urgency, and budget in real-time - before you even talk to them.

I've helped real estate teams implement AI systems that:

- ✅ Automatically qualify buyers from website inquiries
- ✅ Score leads by likelihood to close
- ✅ Send personalized responses based on buyer data
- ✅ Identify high-value prospects instantly

One agent went from 20% to 65% lead conversion rate in 3 months.

What's your biggest challenge with lead qualification? Let me know below 📌 "





Tracking Your Progress

Weekly Metrics:

- **Posts shared:** 5-7 per week
- **Comments made:** 20-30 per week
- **Friend requests sent:** 10-15 per week
- **Messages sent:** 5-10 per week
- **Calls booked:** 2-5 per week

Monthly Goals:

- **Join 15+ relevant groups**
- **Build 200+ connections**
- **Book 20+ discovery calls**
- **Convert 3-5 clients**



Pro Tips for Success

Tip 1: Be Genuinely Helpful

- Don't sell immediately - build relationships first
- Provide value before asking for anything
- Answer questions even if they don't become clients

Tip 2: Use Social Proof

- Share testimonials from happy clients
- Post case studies with real results
- Highlight your expertise and experience

Tip 3: Be Consistent

- Post daily in your target groups
- Engage regularly with other members
- Follow up with prospects consistently

Tip 4: Track Everything

- Keep a spreadsheet of prospects
- Note their interests and pain points
- Track your outreach and responses

Your 30-Day Action Plan

Week 1: Setup & Research

- Day 1-2: Join 15 relevant Facebook groups
- Day 3-4: Research your target audience
- Day 5-7: Create content calendar and posts

Week 2: Content & Engagement

- Day 8-10: Start posting valuable content
- Day 11-14: Engage actively in groups

Week 3: Relationship Building

- **Day 15-17:** Identify warm prospects
- **Day 18-21:** Start building relationships

Week 4: Direct Outreach

- **Day 22-24:** Send first outreach messages
- **Day 25-28:** Follow up and book calls
- **Day 29-30:** Analyze results and adjust

Success Checklist

Before You Start:

- ☐ Joined 15+ relevant Facebook groups
- ☐ Created content calendar
- ☐ Set up tracking spreadsheet
- ☐ Prepared outreach templates

Daily Actions:

- ☐ Post 1 valuable piece of content
- ☐ Comment on 5-10 posts
- ☐ Send 2-3 friend requests
- ☐ Engage with your network

Weekly Actions:

- ☐ Send 5-10 outreach messages
- ☐ Book 2-5 discovery calls
- ☐ Follow up with prospects
- ☐ Analyze and adjust strategy



Ready to Start?

Your first action: Join 5 Facebook groups in your target industries and start engaging with valuable content.

Remember: This is a relationship-building strategy, not a quick sales tactic. Focus on providing value first, and the clients will follow.

Good luck! 🎯

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