

CONNECT-KING MARKETING

Lead Generation Case Study

Objective: Increase qualified leads and inbound conversations through social media

The Problem

The business was posting consistently but generating little to no inbound leads. Content was focused on visuals rather than conversion, with no structured buyer journey or call-to-action system.

CKM Strategy

We implemented the CKM Social Acquisition System: TikTok as the discovery engine, Instagram as trust, and WhatsApp as conversion. Each piece of content included a structured call-to-action designed to drive comments and direct messages.

Execution

- High-impact hooks in the first 2 seconds
- Comment-trigger CTAs (e.g. 'COMMENT STOCK')
- Daily engagement and fast response system
- DM qualification before sending product or pricing
- Consistent posting across platforms

Results

Within 30 days, the business experienced:

- Significant increase in inbound conversations
- Higher quality leads through DM qualification
- Faster sales cycles
- Multiple product sales directly from social media

Conclusion

Connect-King Marketing builds systems that turn attention into qualified conversations and revenue. Every piece of content is designed to generate leads, not just engagement.