

# How A Commercial Real Estate Generated Over 911 Book Downloads in Less Than 60 Days Using Facebook Ads

Discover how Heartland Investment Partners used a simple 3-step Facebook ad campaign to promote their new book.

## The Situation...

When Heartland Investment Partners came to us, they had been relying on referrals, podcasts and direct mail to generate leads for their commercial real estate investment business. They produced a new book that was a great lead in for new prospects, but they needed an easier, more efficient way to get it into the hands of the RIGHT people.

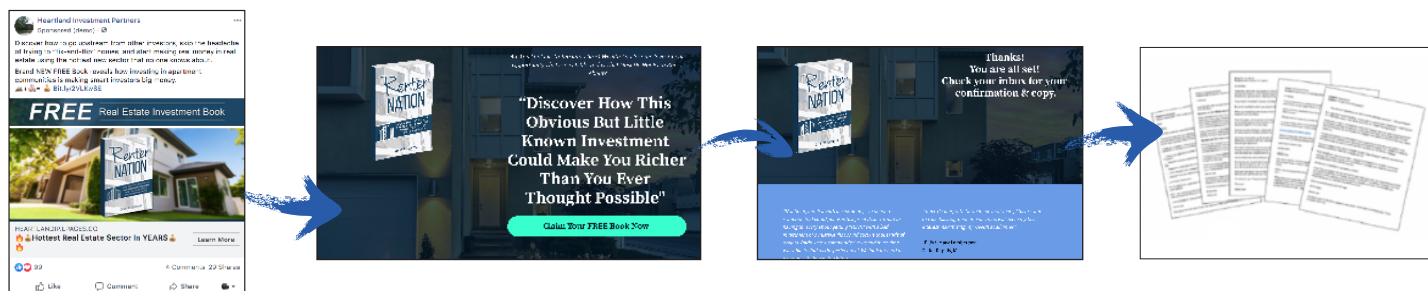
They knew they could reach more potential customers using social media, they just needed the right system in place to do it.

## How Heartland was Able to Get Hundreds of Book Downloads Using Facebook Ads

By launching a FREE Book Campaign targeting those most likely to be interested in commercial real estate, we were able to generate 911 book downloads in less than 2 months after launching.

## The campaign consisted of these three parts:

1. Optimized targeting to attract those most likely to be interested in the book and a demographic fit.
2. Creating "book pitch" ad copy to get their attention.
3. 3-Step follow-up emails designed to move those who downloaded the book to the next step of becoming a client.



## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 3-step Facebook ad campaign that targeted prospects within the set area who were most likely to be interested in commercial real estate investing and were ideal candidates for the program.

Using ad copy that pitched the book, the prospects were sent to a landing page where they could enter there information. The book was delivered via email and followed by a 3-part email sequence designed to move them into becoming a paying client.

## In Less Than 60 Days, Heartland Had 911 Downloads at \$5.11 Each

Since launching this Facebook ad campaign, Heartland has had 911 book downloads at \$5.11 a piece. Commercial real estate investing can be a long game, but with 911 new subscribers to their email list, the potential for additional revenue is huge. Between the follow-up sequence and weekly mailings, a percentage of these qualified prospects will likely become a client over time.

The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness and signing new clients.

## How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, promoting your book and growing your business, book your ROI Strategy Session with our Director of Client Strategy, Claire Wallace, by clicking [HERE!](#)