

How A Commercial Real Estate Launched & Sold 61 Copies Of Their NEW Book Using Facebook Ads

Discover how Heartland Investment Partners used a simple 4-step Facebook ad campaign to successfully 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.

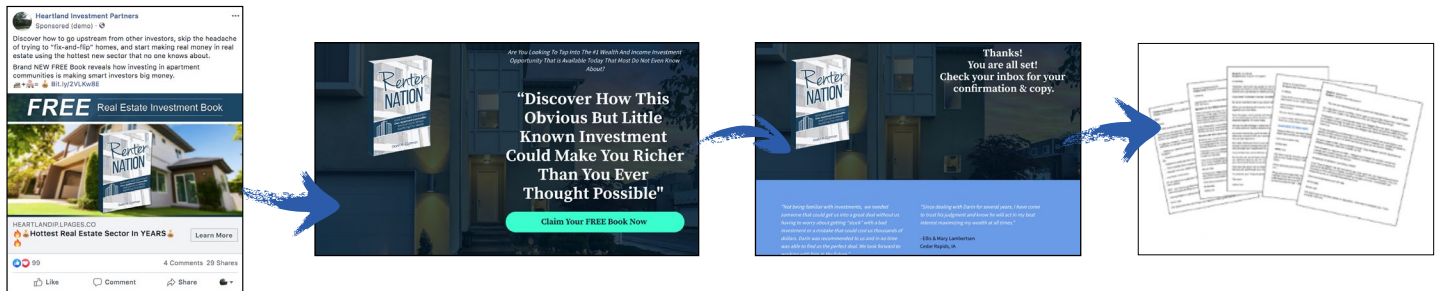
They knew they could reach more potential customers using social media, they just needed the right system in place to do it.

How Heartland was Able to Get Dozens of Book Purchases Using Facebook Ads

By launching a FREE Video To Book Campaign targeting those most likely to be interested in commercial real estate, we were able to generate 931 video downloads and 61 book purchases shortly after launching.

The campaign consisted of four parts:

1. Optimized targeting to attract those most likely to be interested in commercial real estate investing AND a demographic fit to do so
2. Creating "FREE video" ad copy
3. NEW Book Upsell on the video thank you page
4. 4-Step follow-up emails promoting the new book



Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-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 free video, the prospects were sent to a landing page where they could enter their information and get access to the free video. On the thank you page, they had the opportunity to purchase the book. If they did not purchase the book, they would be sent a series of follow-up emails promoting it.

Heartland Had 931 Video Downloads And Sold 61 Copies Of Their NEW Book

Since launching this Facebook ad campaign, Heartland has had 931 book downloads at an average of \$13 a piece. Of those, 61 immediately took the book upsell and several more through the email follow up sequence.

Commercial real estate investing can be a long game, but with 931 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 purchase the book or become an investing client over time.

The best part? This system is EASILY replicated month after month, consistently growing their email list, selling books, 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 by [clicking here!](#)