

How A Commercial Real Estate Company Generated \$250,000 in Investments in Less Than 5 Months Using Facebook Ads

The Challenge:

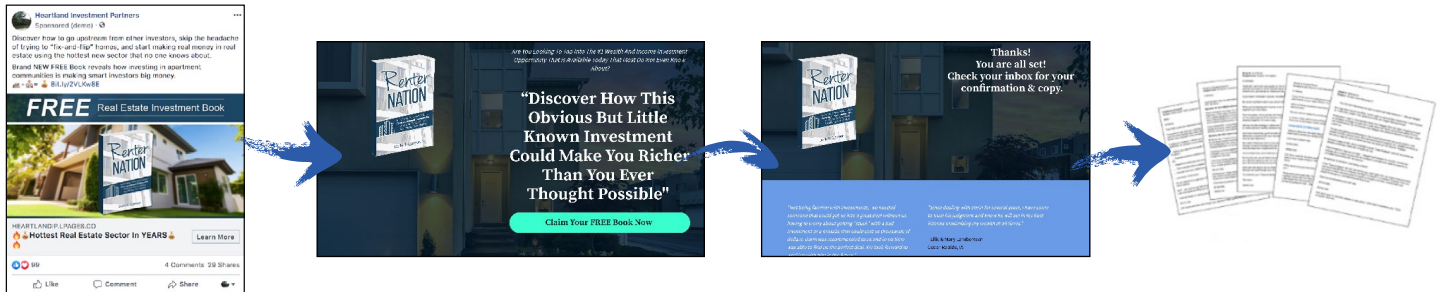
When Heartland Investment Partners came to us, they had been relying on referrals, podcasts and direct mail to generate leads for their commercial real estate investment business. They produced a brochure that highlighted all the new potential opportunities that were available, but they needed an easier, more efficient way to get it into the hands of the **RIGHT** people. They knew they could reach more potential investors using social media, they just needed the right system in place to do it.

The Solution:

After analyzing their processes, target market and utilizing our proven playbook, we created a marketing campaign to generate high-quality leads to get their core offering in front of hundreds of ideal prospects each month.

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 catalog" ad copy.
3. A thank you page with a direct link to book a call with Heartland Investment Partners.
4. 4-Step follow-up emails promoting investment opportunities and pushing back to a call.



The Results:

\$250,000 of Investments in Less Than 5 Months

In just 5 months, Heartland Investment Partners generated 6-figures in investments through our Facebook Campaign. Not to mention a high-quality lead generation strategy that speaks directly to their target market.

Thanks to the success and results generated, there is a ton of potential for additional revenue. Each one of these leads has the potential to turn into a new client with the right follow-up in place.

About Heartland Investment Partners:

Industry: Commercial Real Estate / Investing

Location: Hiawatha, IA

View Company Website: <https://www.heartlandinvestmentpartners.com/>

Want to Generate More Booked Calls & Leads?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!