

Using Facebook to Market a Monthly Webinar

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Meet Chris

Chris McAllister runs **Roost Real Estate Co.**, a real estate brokerage company that works with buyers, sellers, and investors. He's a real estate expert, having worked in the business for nearly twenty years and even authoring his own book detailing the common mistakes new real estate professionals should avoid in their career.

Needless to say, Chris knows a lot about real estate. When his business started to grow and he began to establish an online presence, he came to Leverage looking for a team that could help implement his ideas and ensure their success. Chris is well aware of

the value of digital marketing, so he wanted to make sure he did it right by using a team of professionals.

That's where the Leverage Team comes in...



Leverage



Chris's Goals

Chris wanted to **generate new registrants to his monthly webinar** about how to build an effective and profitable real estate company. He had been using a Facebook Ads campaign to do this, but it wasn't providing the results he was looking for. He looked to the Leverage team to help him optimize and improve his ad campaign, resulting in **more leads, higher conversion rates, and a better return on his investment.**



Jake M.

Leverage, SEO & Paid Traffic Expert

Jake created, implemented, and managed the SEO strategy. His skill sets include lead generation, ecommerce, SEO, digital ads, funnel optimization, analytics, and more.

Our Plan

We started this project by talking with Chris about his goals and what he had in mind, then developing a strategy to accomplish it. Here's what we did.

Step 1: Create new, relevant and conversion-optimized ad copy with new ad creative.

Step 2: Build segmented audiences based on popular cities with a strong real estate presence.

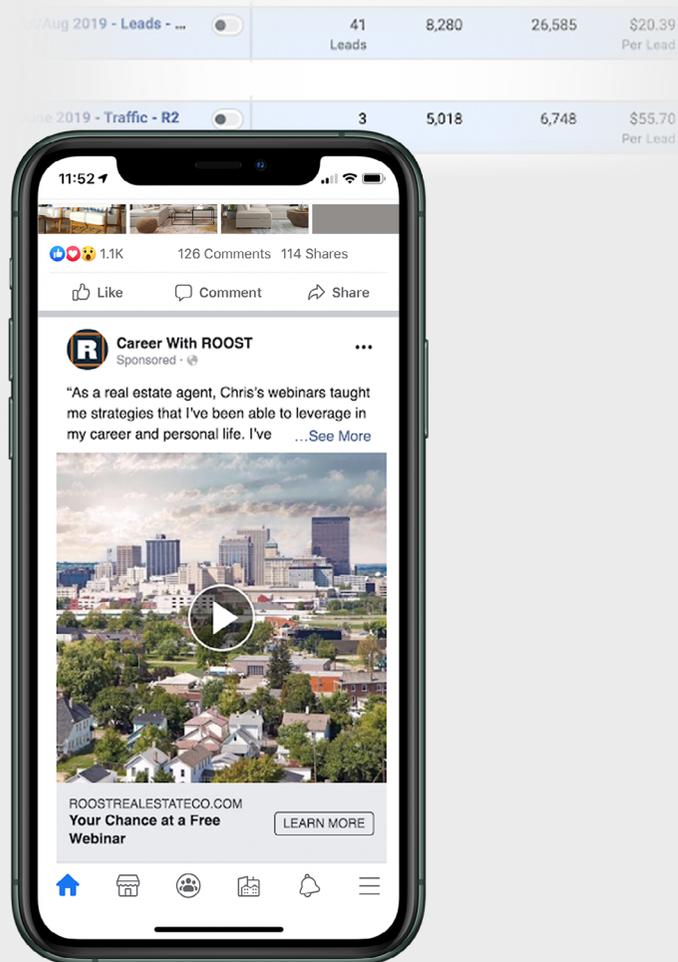
Step 3: Create a new landing page optimized for lead conversion.

The Results

We were able to accomplish Chris's goals with this project by not only generating leads for his webinar, but converting them. Our strategy decreased Chris's cost per lead from \$55.70 to \$20.39 while increasing his conversion rate from 7.5% to 16.8%. This meant Chris was able to drive more traffic to his webinars and ultimately generate more revenue for his business.

↓ **Cost Per Lead**
\$55.70 → \$20.39

↑ **Conversion Rate**
7.5% → 16.8%



Chris also uses Leverage for...

- Graphic design work
- Video editing and production
- Web design
- Copywriting and content creation