

Driving Traffic to a Free eBook

www.getleverage.com



Meet Keith

Keith Weinhold is the founder of **Get Rich Education** and host of the **Get Rich Education Podcast**, which has millions of downloads from over 180 nations across the globe. Keith got into the real estate industry practically overnight, learning the ins and outs of the industry through, as he says, “The School of Hard Knocks.” He created Get Rich Education as a resource for those getting into the real estate industry, so they could avoid the same mistakes he made during the beginning of his career. Keith provides education, actionable content, inspiration, and investment

opportunities for his followers, helping them become “financially-free” by making smart, calculated decisions around real estate investing. Keith came to Leverage looking for assistance with his marketing and the operations of his business.



Leverage



Keith's Goals

Keith came to us after finishing his eBook, *7 Money Myths That Are Killing Your Wealth Potential*, and asked the Leverage team to help develop a strategy for acquiring leads by releasing it for free. **He wanted to gather qualified, interested leads through a strategic campaign.**



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

When we discussed this project with Keith it was clear that this eBook would be his primary lead magnet. As such, we wanted to be sure to get a user's name, email, and contact information in return for the free eBook.

After some research and strategizing, we decided that a Facebook Ads campaign would be the best way to accomplish Keith's goals. Here's what we did...

Step 1: Create a Facebook Ad strategy.

Step 2: Create new, relevant, conversion-optimized ad copy and ad creative.

Step 3: Target Keith's existing audience data from his website to build custom audiences on Facebook.

Step 4: Create a new landing page optimized for lead conversion.

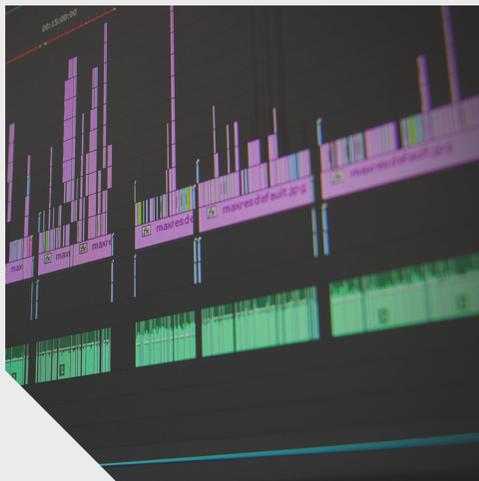
The Results

We were able to build an effective lead generation strategy for Keith's business on Facebook, pointing qualified and interested leads to his eBook, and converting them with an optimized landing page. Here are the results:

↓ **Cost Per Lead**
\$6.99 → \$0.82

↑ **Conversion Rate**
18.3% → 56.02%

Impressions	Clicks (All)	CTR (All)	CPC (All)	Cost per Result
1,916,304	44,961	2.35%	\$0.46	\$0.82 Per Lead
21,395	568	2.65%	\$1.27	\$6.99 Per Lead



Keith also uses Leverage for...

- Video production and editing
- Event planning and setup
- Ad campaign setup and management