

Increasing Podcast Downloads

www.getleverage.com



Meet Shana

Shana James is a professional coach with over 15 years of experience, having coached thousands of CEOs, authors, speakers, and people in leadership roles. Shana's coaching business specifically focuses on men—coaching them in the areas of love, leadership, and legacy. She helps men live extraordinary lives, increase their impact, and gain true confidence in themselves.

In 2017, Shana started **The Man Alive Podcast**, a resource for men who want more meaning, a bigger impact, unshakable confidence, and a more fulfilling love life. She interviews men from all walks of life, diving deep on issues that are seldom discussed among men.

Shana came to Leverage in search of a team who could help run her podcast and draw in new listeners and potential leads for her coaching business.

Let's take a look at what we did...

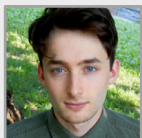


Leverage



Shana's Goals

Shana's primary goal was to **generate new podcast listeners** through a social media ads campaign. She came to Leverage with the idea of using a LinkedIn ad campaign to accomplish this.



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

Whenever a client comes to us with a specific plan in mind, we like to take a step back and look at their business and their goals more holistically to ensure their plan will give them the results they're looking for.

In this case, Shana came to us with the idea of creating a LinkedIn campaign. After looking at her goals and the options she had available to her, we determined that a Facebook campaign would actually give her a higher chance of success with a lower cost per lead and a broader reach. 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: Leverage Shana's existing audience data from her website to build targeted custom audiences on Facebook.

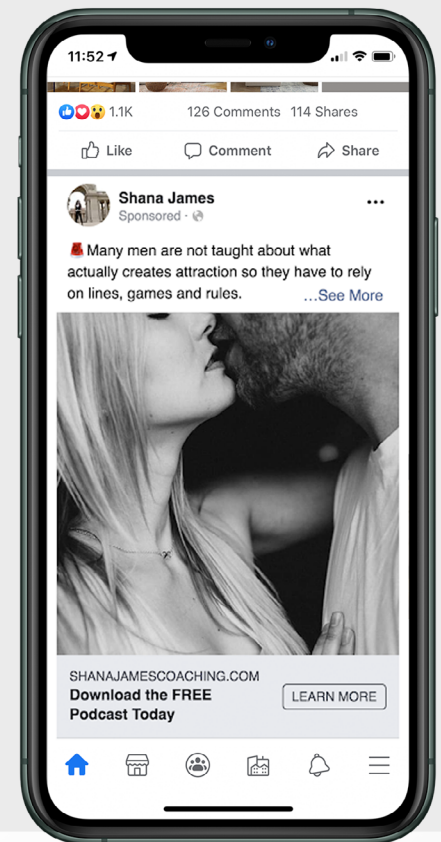
Step 4: Create a new landing page optimized for download conversion.

The Results

We were able to accomplish Shana's goals with this project by driving leads to her podcast, increasing the number of downloads, and decreasing her cost per lead.

↓ **Cost Per Lead**
\$6.69 → **\$0.66**

↑ **Conversion Rate**
1.05% → **9.01%**



Impressions	Clicks (All)	CTR (All)	CPC (All)	Results	Cost per Result
38,742	6,916	17.85%	\$0.06	623 Website Su...	\$0.66 Per Websit...



Shana also uses Leverage for...

- Optimizing her podcast
- General marketing strategy and advice
- Lead generation
- Podcast outreach