
F A C E B O O K

— ROI —

PLAYBOOK

BY KIM WALSH PHILLIPS
& ELITE DIGITAL GROUP

*"WHENEVER YOU FIND
YOURSELF ON THE SIDE
OF THE MAJORITY, IT IS
TIME TO REFORM."*

- MARK TWAIN

On this one, don't follow the masses.

The marketing gurus and Madison Avenue agencies want you to believe you have to "spend money to make money."

They lied.

The truth is, and as you can read in the pages that follow, you can generate profit while getting new customers. Your marketing can turn from an expense center to a profit center.

We have generated over a billion dollars in revenue through direct response Facebook Ads. From Information Marketers such as GKIC Insider's Circle, Ron LeGrand and Robin Robins, to financial advisors such as Dan Cupril and Jim Lange, to tiny niches like Martial Arts Studio Owners and Adventure Motorcycle Luxury Travel, Facebook is producing customers at a profit, every day.

Review the 17 Campaigns on the pages to follow for proof. But most importantly, use them for inspiration and to get started on your next money-making campaign.

Want a customized Facebook Marketing Strategy for your business?

Click here to schedule your FREE ***"ROI STRATEGY SESSION"*** today to discover how you should use Facebook to bring new clients on demand.

FREE ROI STRATEGY SESSION

1. GKIC INSIDER'S CIRCLE - \$1 BOOK FUNNEL



This campaign drove traffic to a landing page that was offering Dan Kennedy's No B.S. Direct Response Marketing book for \$1. The goal of the campaign was to significantly increase trial memberships and drastically increase monthly recurring revenue (MRR).

Target Market: Business Owners & Direct Response Marketers

Landing Page: <https://gkic.com/blog/10laws>

Results:


Gold Members	1,223
Silver Members	6
Diamond Members	6
IMA	23
Copy Confidential	20
Ad Spend	\$170,538
Total Revenue	\$889,823

 **GKIC Insider's Circle**
Sponsored · 

Like Page

Did you see this yet?
Here's the deal...

Thousands of marketers and entrepreneurs swear by this book for game-changing marketing strategies...but only few will actually click to see how it can change their business.... [See More](#)





Direct Response Marketing Book for \$1

Dan Kennedy dares you to profit from radically different, little-known, profit-proven direct mail strategies for ANY business now. Click here to uncover the strategies so little will ever challenge themselves to see...

[Learn More](#)


WWW.GKIC.COM

 **GKIC Insider's Circle**
Sponsored · 

Like Page

Did you see this yet?
Here's the deal...

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Direct Response Marketing Book for \$1

Dan Kennedy dares you to profit from radically different, little-known, profit-proven direct mail strategies for ANY business now. Click here to uncover the strategies so little will ever challenge themselves to see...

[Learn More](#)

WWW.GKIC.COM

2. RON LEGRAND - FREE BOOK & CD OFFER FOR MEMBERSHIP LEAD GENERATION

The Free Book & CD offers a digital download of a signature product from Ron LeGrand.

These leads were put into a follow-up email sequence which sold into a monthly membership program. After analyzing where in the region the majority of Ron LeGrand's engagement was coming from, we segmented targeting by state to allow us to use geographic-specific copy which proved highly successful. We tested multiple images against multiple versions of copy, the most successful of which directly called out the location in the top copy, mentioned Ron's credibility in the bottom copy and used pictures of the product along with arrows and the color red.

Landing Page: <http://www.recessionproofon.com/1-dollar-wholesaling-gf.php?aid=5147#top>

Results:

Free Book/CDs Claimed	Cost per conversion	Total Spent
452	\$10.34	\$4,463.74

**Ron LeGrand**
Sponsored · 🌟

Like Page

Attention Texas Residents... This Just In...

FREE Book & CD Reveals to Texas Residents: How to Become a Quick Turn Real Estate Investor – in ANY Economy.




Click to Claim Your FREE Book & CD

I'm Ron LeGrand, the leading expert on quick turning houses, and I've bought and sold over 2,000 to date and still do today...

REALESSTATESUCCESSSYSTEMS.COM


Learn More

**Ron LeGrand**
Sponsored · 🌟

Like Page

Attention California Residents...

FREE Book & CD Reveals: How to Become a Quick Turn Real Estate Investor – in ANY Economy.



1733 Properties Bought & Sold Already!

I'm Ron LeGrand, the leading expert on quick turning houses, and I've bought and sold over 2,000 to date and still do today...

REALESSTATESUCCESSSYSTEMS.COM

Learn More

33 Reactions 4 Comments 4 Shares



3. GOLF BODY RX - LEAD GENERATION QUIZ

This was a "Swing Imbalance" quiz targeted to golfers. The goal was to capture the prospects' information and run them through a multi-step email sequence to sell a high-end nutrition program for golfers.

Landing Page: <http://golfbodyrx.com/>


Results:

- Opt-ins: 564
- Average Cost Per Opt-In: \$0.72
- Total Spend: \$406.08

**Golf Body**
Sponsored · 

Like Page

Want more distance off the tee? Most golfers have a slight muscle imbalance that robs them of distance, but it can be easily fixed. Take this 30-second quiz and discover how to drive the ball further than the rest of your foursome.



Click to Take the Quiz

Start by taking my Golf Body Imbalance Quiz and discover what muscle imbalances are holding you back from making the swing changes you...

GOLFBODYRX.COM

4. DAN CUPRILL - CLIENT LEAD GENERATION

Gain qualified leads with a shock and awe kit including DVDs and information booklets on retiring tax-free. It was initially promoted on the radio, and then Facebook.

Through Facebook advertising, we dropped the cost per lead by \$20 each. We targeted homeowners 50 & older that looked like existing clients.

Landing Page: <https://matsonandcuprill.leadpages.co/free-tax-toolkit/>

Results:

- Opt-ins: 48
- Average Cost Per: \$37.95
- Total Spend: \$1,821.6



5. JIM LANGE - SEMINAR REGISTRATION

This was a seminar aimed at the senior community within a 20-mile radius of the event locations. This was a retirement seminar focused on social security. We played off the fact that the laws at the time were changing to increase the urgency. The landing page was long form style.

Landing Page: <http://iraseminar.com/>

Results:

- Opt-ins: 40
- Average Cost Per: \$16.14
- Total Spend: \$645.60

**James Lange, CPA/Attorney**
Sponsored · 🌐

Like Page

Top IRA expert here for 2 days only this year to help Floridians get bigger Social Security checks! Reserve your seat today. (Registration ends Jan. 9th)



FREE
RETIREMENT
WORKSHOP

SPACE IS LIMITED

Click to Reserve Your Seat

Congress set to Ban America's most profitable retirement strategy starting May 1, 2016. After that, it's...

WWW.PAYTAXESLATER.COM

6. ALLSTATES MEDICAL SUPPLY, INC. - FREE METER CAMPAIGN

This campaign drove traffic to a landing page that was offering a free glucose monitor to those living with diabetes. By giving away the free monitor, All-States could sell testing strips to the patient, among other diabetic related products.

Target Market: Men & Women, Age 45+ with diabetes

Results:

485 requests at \$7.80 each

 **All-States Medical Supply, Inc.**
Sponsored · 

Like Page

Get a FREE Advocate Plus Glucose Monitor (no cost to you).



FREE **
GLUCOSE MONITOR

****At no cost to you.**

Click to apply now!

Gain peace of mind with this easy-to-use advanced meter with 6 daily reminders!
Save time & money with mail order service-reduced pharmacy trips, no insurance paperwork, plus NO shipping or handling!

WWW.ALLSTATESMEDICAL.COM

 **All-States Medical Supply, Inc.**
Sponsored · 

Like Page

Get a FREE Advocate Plus Glucose Monitor (no cost to you).



FREE
GLUCOSE MONITOR*

*** No cost to you.**

Click to apply now!

Gain peace of mind with this easy-to-use advanced meter with 6 daily reminders!
Save time & money with mail order service-reduced pharmacy trips, no insurance paperwork, plus NO shipping or handling!



WWW.ALLSTATESMEDICAL.COM

7. WOMEN'S INSTITUTE FOR GYNECOLOGY AND MINIMALLY INVASIVE SURGERY – FREE HORMONE IMBALANCE GUIDE

This was a lead ad used to collect information and grow their email list with viable prospects. Targeting included women within 10 miles of their office location who fell into a specific age range as well as a lookalike of their current email list and a lookalike of those who had previously downloaded the hormone report. We tested one version of copy against multiple images of women that represented their target market.

Results:


Downloaded Report	Cost Per Download	Total Spent:
145	\$5.36	\$776.80

**Women's Institute for Gynecology**
Sponsored · 

Like Page

The good, the bad, the ugly...

Hormonal ups and downs can wreak havoc on a woman's daily life. Get the 411 on what's normal and what's not. (Free Guide)



The Truth About Hormones (Guide)

Hormones are a body's chemical messengers – but what happens if they're sending the wrong messages? Imbalanced hormones can be a nightmare. Mood swings, night sweats, and other surprises at every corner. Get the answers...

WWW.WOMENSINSTITUTEFORGYN.COM

Download

3 Likes

**Women's Institute for Gynecology**
Sponsored · 

Like Page

The good, the bad, the ugly...

Hormonal ups and downs can wreak havoc on a woman's daily life. Get the 411 on what's normal and what's not. (Free Guide)



The Truth About Hormones (Guide)

Hormones are a body's chemical messengers – but what happens if they're sending the wrong messages? Imbalanced hormones can be a nightmare. Mood swings, night sweats, and other surprises at every corner. Get the answers...

WWW.WOMENSINSTITUTEFORGYN.COM

Download

4 Reactions


8. KATHLEEN NASH - FREE BOOK & CD OFFER

This campaign drove traffic to a landing page that was offering a free book and CD to those struggling to lose weight. By gathering all their contact information, Kathleen was able to mail them additional marketing pieces and follow up directly about a consultation.

Target Market: Women age 45+ within 25 miles of Henderson, Nevada

Results:


117 book requests at \$4.36 each

**Dr. Kathleen Nash DC**
Sponsored · 🌐

Like Page

Did you see this yet?
Here's the deal...


Thousands of people swear by this book & CD for game-changing metabolism-boosting strategies...but only few will actually click to see how it can impact their lives.... [See More](#)



How To Focus On Your Metabolism

Through this FREE book & CD, discover how people can boost their metabolism by...


DRNASH.COM [Learn More](#)

**Dr. Kathleen Nash DC**
Sponsored · 🌐

Like Page

Did you see this yet?
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Thousands of people swear by this book & CD for game-changing metabolism-boosting strategies...but only few will actually click to see how it can impact their lives.... [See More](#)




How To Focus On Your Metabolism

Through this FREE book & CD, discover how people can boost their metabolism by...

DRNASH.COM [Learn More](#)

Dr. Kathleen Nash DC






Learn more by providing your info below.


Full Name	<input type="text" value="Enter your answer."/>
Email	<input type="text" value="Enter your answer."/>
Street address	<input type="text" value="Enter your answer."/>
City	<input type="text" value="Enter your answer."/>
State	<input type="text" value="Enter your answer."/>
Post code	<input type="text" value="US"/> <input type="text" value="Enter your answer."/>
Phone number	<input type="text" value="+1"/> <input type="text" value="Enter your answer."/>

By clicking Submit, you agree to send your info to Dr. Kathleen Nash DC who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [View Dr. Kathleen Nash DC's Privacy Policy](#)

[Back](#) [Cancel](#) [Submit](#)

Dr. Kathleen Nash DC





ATTENTION: FREE BOOK & AUDIO CD REVEAL...

Dear Friend,

If you're ready to finally trick your metabolism into high gear, then you've come to the right place.

My FREE Book and Audio CD – “7 SECRETS DOCTORS DON'T WANT YOU TO KNOW ABOUT TRICKING YOUR METABOLISM” – reveals exactly how you can overcome a stubborn metabolism and finally experience the CONFIDENCE you deserve. Even make hunger and cravings vanish like a puff of smoke.

Best of all, I'm going to send everything to you 100% FREE – just click the “Send Them Now” button — we'll deliver it to you immediately!

Dr. Kathleen Nash
1-866-515-0101

[Cancel](#) [Send Them Now!](#)

9. DR. PHELAN SEMINARS - VERTICAL DIMENSIONS WEBINAR TRAINING

These courses target those in general dentistry with ads for a free online training. At the end, they are given an offer to purchase a full training program for \$3,000.

Landing Page: <http://www.phelandentalseminars.com/vdofb>

Results:

- Opt-ins: 430
- Average Cost Per: \$8.55
- Total Spend: \$3,676.50

**Phelan Dental Seminars**
Sponsored · 🌟

Like Page

Discover a system to alter the vertical dimension, for the severe wear patient, that is predictable and simple to follow. Register now for this **FREE LIVE WEBINAR** on September 8th. (Registration Ends Sept. 8th)



7 Critical Factors You Must Consider When Altering The Vertical Dimension

During this webinar you will discover: +The one thing you never want to do when you alter the vertical dimension! +The starting point to assess if the vertical even needs...

PHELANDENTALSEMINARS.COM

Learn More

59 Reactions 3 Comments 13 Shares



10. REALTOR KERRY DAVIES - CONDO LEAD GENERATION

These leads are then followed up with in an email sequence and converted in to condo buyers.

Landing Page: <http://www.phelandentalseminars.com/vdofb>


Results:

- Opt-ins: 299
- Average Cost Per: \$7.09
- Total Spend: \$2,119.91

**Victoria Homes & Lifestyles**
Sponsored · 

Like Page

Thinking about downsizing into something a bit more cozy? Beautiful & quaint condos in the Victoria area don't stay on the market for long. Don't let the perfect one get away, sign up today and get weekly listings of the newest condos sent directly to you.



Kerry Davies | RE/MAX Camosun Oak

Click For Weekly Listing of Lovely Condos

Whether you're looking to downsize or just enjoy the simplicity of condo living, we have a constantly refreshing list of the newest condos on the market. Kerry Davies | RE/MAX Camosun Oak Bay.

KERRYDAVIESSIGNUP.GETRESPONSEPAGES.COM

Sign Up

36 Likes 8 Comments

11. DAVE DEE - FREE WEBINAR BLUEPRINT TEMPLATE


These ads drove traffic to the webinar template opt-in page. After exchanging their information for the free presentation template download, instead of a thank-you page, they were re-directed to a video sales page where they were given the opportunity to purchase a \$47 upsell. We were targeting a custom list of warm leads as well as two cold lookalike audiences. We used one version of copy against multiple successful images.

Results:

Webinar Template Downloads	Cost Per Download	Total Spent	Total Purchases (\$47 each):	Total Revenue:
2,210	\$3.31	\$7,306.52	193	\$9,071

Dave Dee
Sponsored · 🌐

Discover how to SELL MORE of your products or services in a day than you now do all year. Click to download now.



FREE 7-Figure Sales Presentation Template


"The techniques that Dave Dee exposes and reveals are ones I've personally relied on to make billions for my clients... that I've relied on to sell more than a million dollars of my programs from the stage each year as a speaker. Anyone should pay..."

WWW.DAVEDEE.COM [Download](#)

74 Reactions 15 Shares

Dave Dee
Sponsored · 🌐

Discover how to SELL MORE of your products or services in a day than you now do all year. Click to download now.



FREE 7-Figure Sales Presentation Template


"The techniques that Dave Dee exposes and reveals are ones I've personally relied on to make billions for my clients... that I've relied on to sell more than a million dollars of my programs from the stage each year as a speaker. Anyone should pay..."

WWW.DAVEDEE.COM [Download](#)

69 Likes 3 Comments 19 Shares

Dave Dee
Sponsored · 🌐

Discover how to SELL MORE of your products or services in a day than you now do all year. Click to download now.



FREE 7-Figure Sales Presentation Template


"The techniques that Dave Dee exposes and reveals are ones I've personally relied on to make billions for my clients... that I've relied on to sell more than a million dollars of my programs from the stage each year as a speaker. Anyone should pay..."

WWW.DAVEDEE.COM [Download](#)

58 Reactions 2 Comments 1 Share

Dave Dee
Sponsored · 🌐

Discover how to SELL MORE of your products or services in a day than you now do all year. Click to download now.



FREE 7-Figure Sales Presentation Template

"The techniques that Dave Dee exposes and reveals are ones I've personally relied on to make billions for my clients... that I've relied on to sell more than a million dollars of my programs from the stage each year as a speaker. Anyone should pay..."

WWW.DAVEDEE.COM [Download](#)

21 Likes 3 Shares

12. ELITE DIGITAL GROUP - ULTIMATE GUIDE TO INSTAGRAM LIVE POWER PACK

This campaign drove warm traffic into a webinar designed to sell the Ultimate Guide to Instagram for Business by offering a "Power Pack" of materials if someone purchased the book. After folks enter their information for the Power Pack, they are offered an upsell to purchase FB Profit Power for 50% off.

Target Market:

Live Event: Web Traffic, Contact List, Lookalike of Thank You Page

Power Pack: List & Live Event Registrants

FB Profit Power: Saw Sales page, didn't purchase


Landing Pages:

<https://elitedigitalgroup.com/ugig>

<https://elitedigitalgroup.com/ugig-livecast-kit>

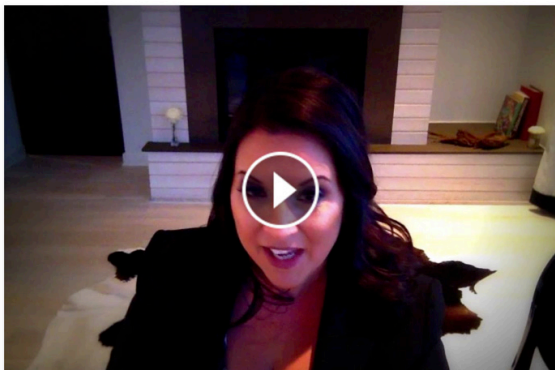
Results:

- 109 registered for live event

 **Kim Walsh Phillips**
Sponsored · 🌐

Congratulations on your decision to download the Instagram Power Pack! Are you looking for a NEW way to bring MORE customers in the door?

24 HOURS ONLY: Get our most-popular program for 50% off list price.
<http://bit.ly/2qp83eF>



50% OFF FB Profit Power

If you're a real business who wants more customers, clients or patients and wants to harness the FREE media you can get using Facebook then "Facebook Profit Power" is for...

 **Kim Walsh Phillips**
Sponsored · 🌐


LIVE EVENT: Join Me and 9 Experts as we Reveal the 21 Day Blueprint To Getting More Followers, Turning Followers Into Customers & Launching Products Using Instagram!




CLICK NOW: How to Use Instagram for Business

Here You'll Discover: ++The 21 Day Blueprint To Get Thousands Of Followers On Instagram ++Step-By-Step Process For Turning Followers Into Customers, Clients or Patients ++How To Launch Products And Make Sales To Your Instagram Followers...

ELITEDIGITALGROUP.COM [Learn More](#)

 **Kim Walsh Phillips**
Sponsored · 🌐

Looking for a new way to get FREE leads for your business? Discover the groundbreaking strategy in this newly-released book which features exclusive interviews with the world's leading marketing experts. Plus, get \$1,373 in bonuses if you order today.



Get FREE Leads For Your Business

Attention Business Owners, Practitioners, and Marketers: Discover how to invest in Instagram-enhanced efforts that reach today's visual consumers, engage with their target audience, and ultimately drive sales...

IGBOOKFORBIZ.COM [Learn More](#)

13. STEPHEN OLIVER: MARTIAL ARTS WEALTH MASTERY - FREE BOOK TO CONSULTATION

These ads drove traffic to sign up for a free book and schedule a one-on-one coaching consultation. After submitting complete contact info, they received their free book via email and were immediately prompted to schedule their consultation session. All leads were funneled into the follow-up sequence including direct mail, emails, and phone calls to encourage scheduling the consultation. There are multiple subcategories within "martial arts" and each was targeted separately with images that corresponded with the apparel/style of training used. We tested one top copy across all ad sets with 6 different images within each ad set. We also tested stacked lists of warm leads, lookalike audiences, and retargeted web traffic.

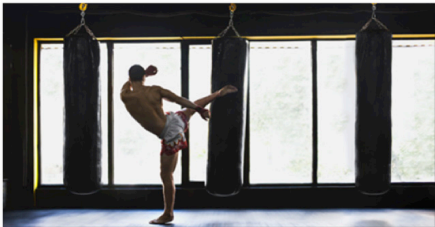
Landing Page: <http://martialartswealth.com/>

Results:

Requested Free Book & Consultation	Cost Per lead	Total Spent:
274	\$37.91	\$10,387.34

Stephen Oliver's - Martial Arts Wealth Mastery
Sponsored · 🌐

Want 6 strategies Martial Arts Studio Owners around the country are using to aggressively grow their student base and bottom line? Click to claim your COMPLIMENTARY Martial Arts School Growth Toolkit (Value \$1,297).




COMPLIMENTARY Martial Arts School Growth Toolkit
"If you haven't joined Inner Circle, you are seriously missing out on increasing your income immediately by at least two fold. All of Grandmaster Oliver's sales, marketing, and operational mentoring helped us train our staff to organize a..."

MARTIALARTSWEALTH.COM [Learn More](#)

114 Reactions 5 Comments 2 Shares

Stephen Oliver's - Martial Arts Wealth Mastery
Sponsored · 🌐

Want 6 strategies Martial Arts Studio Owners around the country are using to aggressively grow their student base and bottom line? Click to claim your COMPLIMENTARY Martial Arts School Growth Toolkit (Value \$1,297).



COMPLIMENTARY Martial Arts School Growth Toolkit
"If you haven't joined Inner Circle, you are seriously missing out on increasing your income immediately by at least two fold. All of Grandmaster Oliver's sales, marketing, and operational mentoring helped us train our staff to organize a..."

MARTIALARTSWEALTH.COM [Learn More](#)

140 Reactions 2 Comments 4 Shares

Stephen Oliver's - Martial Arts Wealth Mastery
Sponsored · 🌐

Want 6 strategies Martial Arts Studio Owners around the country are using to aggressively grow their student base and bottom line? Click to claim your COMPLIMENTARY Martial Arts School Growth Toolkit (Value \$1,297).



COMPLIMENTARY Martial Arts School Growth Toolkit
"If you haven't joined Inner Circle, you are seriously missing out on increasing your income immediately by at least two fold. All of Grandmaster Oliver's sales, marketing, and operational mentoring helped us train our staff to organize a..."

MARTIALARTSWEALTH.COM [Learn More](#)

201 Reactions 3 Comments 23 Shares

Stephen Oliver's - Martial Arts Wealth Mastery
Sponsored · 🌐

Want 6 strategies Martial Arts Studio Owners around the country are using to aggressively grow their student base and bottom line? Click to claim your COMPLIMENTARY Martial Arts School Growth Toolkit (Value \$1,297).



COMPLIMENTARY Martial Arts School Growth Toolkit
"If you haven't joined Inner Circle, you are seriously missing out on increasing your income immediately by at least two fold. All of Grandmaster Oliver's sales, marketing, and operational mentoring helped us train our staff to organize a..."

MARTIALARTSWEALTH.COM [Learn More](#)

67 Reactions 2 Comments 3 Shares

14. TECHNOLOGY MARKETING TOOLKIT - FREE CONSULTATION

This campaign drives warm traffic to a landing page that offered a free consultation for MSP & IT service providers looking for more clients. The goal of the consultation call was to pitch the Technology Marketing Toolkit and sign them on as a client.

Target Market: MSP & IT Service Providers, unconverted leads list

Landing Page: <http://www.technologymarketingtoolkit.com/facebook.php>

Results:

- 174 Viewed the first landing page
- 54 Completed the first portion and viewed the survey page (Conversion rate: 31%)
- 11 Completed the survey and viewed the schedule consultation page (Conversion rate: 20%)



15. THE DICKS & NANTON CELEBRITY BRANDING AGENCY - BRIAN TRACY BOOK CONSULTATION

Audiences targeted in order of best performing:

Lookalike of Purchasers + Job Titles - 41 @ \$13.02

Lookalike + Interests - 62 @ \$22.58

Interests: Brendon Burchard, Brian Tracy, Gary Vaynerchuk, John C. Maxwell, Les Brown, Richard Branson, Tony Robbins, Zig Ziglar

Target Market:

These ads were targeting professionals who can increase their authority in their niche. The ads push into a funnel driving them to sign up for the program to co-author a book that is guaranteed a best-seller with Brian Tracy.

Landing Page: <http://www.celebritybrandingagency.com/facebook-brian-tracy-book-edg-lp-7>

Results:

Registrants: 128

Unique Reach: 35,383

LP Traffic: 971

Spend: \$3000.00

Opt-In Conv Rate: 8%

Sales: 3 at total of \$18,000

 **Celebrity Branding® Agency**
Sponsored · 🌐

Like Page

Are you ready to be a best-selling author? Be Brian Tracy's next co-author.




Co-Author Brian Tracy's Next Best-Selling Book
Get your Best-Sellers Package: a FREE copy of our best-selling book, an MP3 of an exclusive call with Brian Tracy, plus access to an exclusive video from 3-time Emmy Award Winning Director Nick Nanton

CELEBRITYBRANDINGAGENCY.COM

Learn More

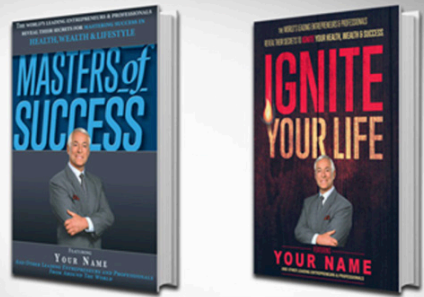
9 Likes

Like Comment Share

 **Celebrity Branding® Agency**
Sponsored · 🌐

Like Page

Are you ready to be a best-selling author? Be Brian Tracy's next co-author.



Co-Author Brian Tracy's Next Best-Selling Book
Get your Best-Sellers Package: a FREE copy of our best-selling book, an MP3 of a...

CELEBRITYBRANDINGAGENCY.COM

Learn More

69 Reactions 2 Shares

Like Comment Share

16. DAN KENNEDY - BOOK LAUNCH

This campaign drove Dan Kennedy followers to a landing page to register for the launch party livecast and receive a free chapter download. They were then targeted with ads driving traffic to the Amazon book page to purchase. The results produced a best-selling fiction book.

Target Market:

GKIC members & fans, Dan Kennedy Event Attendees

Landing Page: <https://iocreative.leadpages.co/speaking-book-vip-invitation/>

Results:

- 310 registrations for the launch party livecast at @ \$3.05
- 126 link clicks to Amazon @ \$2.62 each



Speaking Book by Dan Kennedy & Les Roberts
Sponsored · 🌐

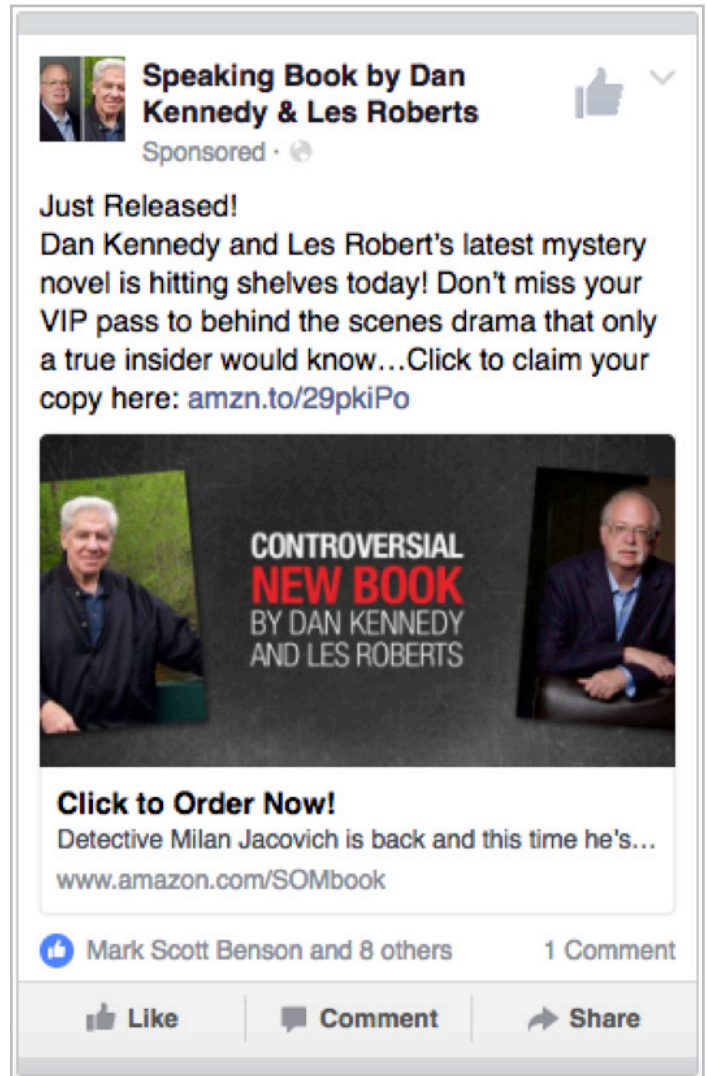
Just Released... A book TOO controversial for mainstream media (even Success Magazine refused to run an ad for it). Click below to get your sneak peak chapter download of Dan Kennedy and Les Robert's new book.

Click here to get your UNEDITED sneak preview:
<http://tinyurl.com/SOMfreechapter>

They're all here! The stars of the speaking circuit, the professional gurus, the pop-culture celebrities you think you recognize, zealously and jealously competing for attention at the bigges... [See More](#)

CONTROVERSIAL NEW BOOK
BY DAN KENNEDY AND LES ROBERTS

Download Your Sneak Preview
Dan Kennedy viciously bites the hands that fed him so well for 40 years and co-



Speaking Book by Dan Kennedy & Les Roberts
Sponsored · 🌐

Just Released!
Dan Kennedy and Les Robert's latest mystery novel is hitting shelves today! Don't miss your VIP pass to behind the scenes drama that only a true insider would know...Click to claim your copy here: amzn.to/29pkiPo

CONTROVERSIAL NEW BOOK
BY DAN KENNEDY AND LES ROBERTS

Click to Order Now!
Detective Milan Jacovich is back and this time he's...
www.amazon.com/SOMbook

👍 Mark Scott Benson and 8 others 1 Comment

👍 Like | 💬 Comment | ➦ Share

17. ROZ STRATEGIES - WEBINAR REGISTRATIONS



FREE Webinar Topic

"The 5 Secrets to a Million Dollar Tax Resolution Practice" Michael Rozbruch gives content on lead generation, charging premium prices, boosting show-up rate, closing prospects on the spot, and other strategies. He sells the "Tax Resolution Domination System & Toolkit" at \$2497.00.

Best Performing Audience targeted:

Lookalike of Purchasers Only - 139 registrants @ \$13.94

Target Market:

These ads targeted tax professionals, specifically EAs and CPAs. The targeting lists that performed the best were lookalike lists of the purchasers pulled from Infusionsoft.

Landing Page: <http://taxresolutiontraining.com/training-edg>

Results:


Registrants: 185
Unique Reach: 67,525
LP Traffic: 1,192
Spend: \$3662.87
Opt-In Conv Rate: 6%
Sales (\$2497 ea): 4
Revenue: \$9,988.00
ROI: 273%

 **Michael Rozbruch's Tax and Business Solutions Academy**
Sponsored (demo) · 🌐

Like Page

Stop Doing CHEAP Tax Returns and letting your cashflow dry up after tax season! 🚀 ATTN CPA's and EA's: Adding a niche in IRS Tax Resolution can help you quickly grow your practice with a steady stream of lucrative clients that pay your fees in advance! 🙌 WATCH MY LIVE WEBINAR, where I will show you:

- ✓ THE solution that ends your New Client and Cashflow Worries PERMANENTLY!
- ✓ My secret pricing formula that increases your hourly billing rates by more 100%!
- ✓ How to "Close" 80% or ... [See More](#)



Discover How To Get Endless Tax Resolution Clients During This FREE Online Training.

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 **Michael Rozbruch's Tax and Business Solutions Academy**
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Stop Doing CHEAP Tax Returns and letting your cashflow dry up after tax season! 🚀 ATTN CPA's and EA's: Adding a niche in IRS Tax Resolution can help you quickly grow your practice with a steady stream of lucrative clients that pay your fees in advance! 🙌 WATCH MY LIVE WEBINAR, where I will show you:

- ✓ THE solution that ends your New Client and Cashflow Worries PERMANENTLY!
- ✓ My secret pricing formula that increases your hourly billing rates by more 100%!
- ✓ How to "Close" 80% or ... [See More](#)



Learn How To Get Endless Tax Resolution Clients During This FREE Online Training.

ATTENTION! If You're a CPA, Attorney, or Enrolled Agent Looking for Proven Ways to Attract More Clients, Make More Money, and Eliminate the Competition... Then...

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(AND ONE BONUS CAMPAIGN)

18. SPEAKING EMPIRE - LIVE WEBINAR

This campaign drove traffic to a blog article about a Proven 12-Step Formula for Profitable Speaking. The article was designed to warm up a cold audience to retarget with webinar ads.

Target Market

Business Owners & Entrepreneurs who want to sell “one to many”

Landing Page: <https://gkic.com/blog/10laws>

Results:

Blog:

- This blog received 400 clicks to the website
- Average cost per click - \$0.63
- Spent: \$250.00

Webinar

- This offer had a total of 81 conversions
- Spent: \$965.75
- Average cost per: \$11.92

Blog:

 **Speaking Empire**
Sponsored · 🌐

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Do you know how to put together a profitable presentation? (Hint: Most people forget #7)



A Proven 12-Step Formula For Profitable Speaking

If you've ever given a thought to doing presentations such as webinars and teleseminars, then you own it to yourself to pay close attention to what I'm about to share with you. This isn't some theo...

WWW.SPEAKINGEMPIRE.COM

19 Likes 3 Shares

 Like  Comment  Share

Webinar:

 **Speaking Empire**
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FREE Live Event: 3 Ways To Achieve A Business Breakthrough By Selling To Many, Not Just Selling To One.



FREE LIVE EVENT REGISTER NOW

Click Now To Snag Your Seat

Want to make the most out your time on stage? There are lots of ways to present yourself and your business on stage, but here are the 3 that ways that will...

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8 Likes 1 Share

 Like  Comment  Share

Want a customized Facebook Marketing Strategy for your business?

Click here to schedule your FREE **“ROI STRATEGY SESSION”** today to discover how you should use Facebook to bring new clients on demand.

FREE ROI STRATEGY SESSION

ABOUT THE FOUNDER AND EDG:

Kim Walsh Phillips, @KWalshPhillips, is the world's #1 expert at direct response (meaning results rule, period) social media.

She is an award-winning Speaker, Author, and CEO, leading three separate companies – Elite Digital Group, a direct-response social media agency, Elite Capital Advisers, a lead generation firm for financial advisors and Powerful Professionals, a community of high achievers closing in on the million dollar mark.

Kim has brought in more than a billion dollars online with her laser focus on increasing revenue through direct-response marketing. She shares her strategies in two of her latest releases, “The Ultimate Guide to Instagram for Business,” and “The No B.S. Guide to Direct Response Social Media Marketing.”

She resides with her very tall husband, who is often asked to get things down from the ridiculously tall cabinets in their house, and their two glitter-and-all-things-pink-obsessed daughters, Bella and Katie, just outside of NYC.

Her secrets to success? Prayer, laughter, a great team, and coffee.



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