

BOOK PUBLISHING COMPANY CAPTURES HIGH-QUALITY LINKEDIN ADVERTISING LEADS

Social Media Advertising Case Study



JENKINS GROUP

- **Client:** Jenkins Group
- **Industry:** Custom Book Publishing

Jenkins Group

ABOUT JENKINS GROUP

Since 1988, Jenkins Group has provided custom book publishing and marketing services from Traverse City, Michigan. It also has founded several book awards programs.

OPPORTUNITY FOR JENKINS GROUP

Jenkins Group wanted to demonstrate book publishing capabilities, expertise, and capture individuals' desire to publish a book.

HBT DIGITAL'S SOLUTION

HBT Digital used a LinkedIn Conversion Ads campaign to drive downloads and capture lead information. The campaign drove 10 leads over three months.

Impact at a glance

↑ **8,353**
Impressions
Over 3 Months

↑ **10**
Conversions (LinkedIn
document ad downloads)

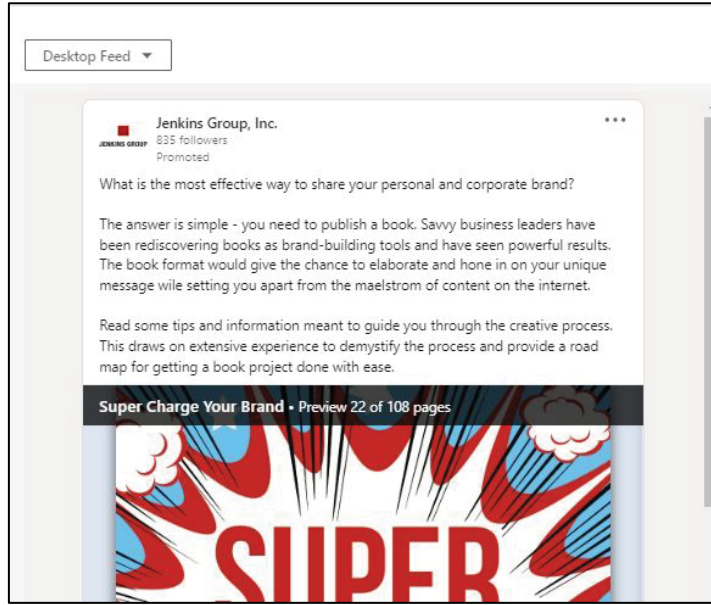
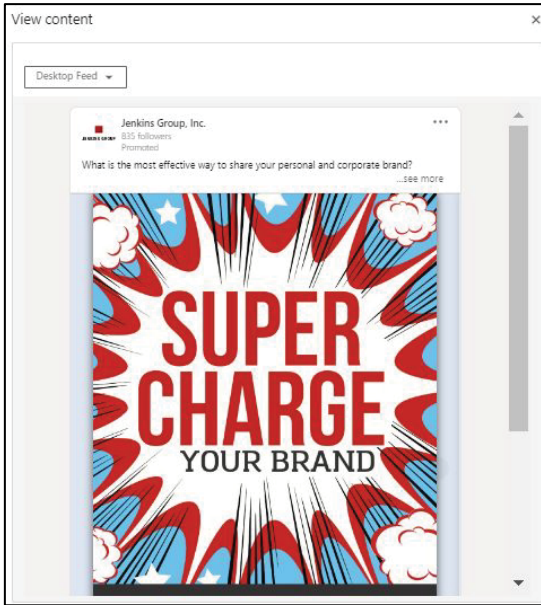
↑ **\$1,600**
Spent

↑ **\$160**
Cost per Lead

LINKEDIN
AD PERFORMANCE



Creative



TESTIMONIAL

"RJ is very focused on his client's results. We were in constant communication regarding lead generation. He was laser focused on finding a digital ad strategy that had a positive ROI."



Jenkins Group



**CONTACT HBT DIGITAL AND INCREASE
YOUR LEADS AND SALES TODAY!**

GET STARTED

