

# HEARTLAND COMMUNICATIONS GROUP, INC.

## FACEBOOK ADVERTISING

### BACKGROUND

AcreageLife magazine and Chicken Whisperer magazine are products under Heartland Communications Group, Inc. AcreageLife is the resource for people who enjoy country living, healthy eating, gardening, and the acreage lifestyle. Chicken Whisperer provides the most up-to-date poultry industry standards and is the ultimate educational guide for everything chickens.

Heartland Communications Group's goals were to **gain brand awareness** and **drive traffic to their website** to generate new subscribers to their magazine.

### FACEBOOK LEAD ADS

Blue Frog put together a Facebook lead ad strategy for both Chicken Whisperer and AcreageLife magazines. Using witty taglines and images relating to each brand, Blue Frog created three different ads for each magazine, allowing Facebook's algorithm to show the best performing ad to the most users. The lead ads' purpose was to generate new subscribers by offering a free digital copy to engage users' attention. Blue Frog refined audience targeting using Facebook's custom audience, allowing each magazine to show ads only to users who are most interested in what each magazine has to offer.

The average Facebook lead ad click-through rate for consumer magazines is 0.62%. In the first 90 days of working with Blue Frog, Chicken Whisperer's Facebook lead ad campaign had an average click-through rate of 12.5 times, and AcreageLife had an average-click through rate of 10 times. Chicken Whisperer generated 1,080 leads, and AcreageLife generated 880, totaling 1,960 leads in 90 days! Partnering with Blue Frog gave Heartland Communications Group the high conversion rates they were looking for.

CHICKEN WHISPERER

# 12.5x

ABOVE THE AVERAGE  
CLICK-THROUGH RATE

ACREAGE LIFE

# 10x

ABOVE THE AVERAGE  
CLICK-THROUGH RATE

# 1,960

NEW CONTACTS IN JUST 90 DAYS

**BLUE FROG**  
DYNAMIC MARKETING[SCHEDULE A CONSULTATION](#)

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