

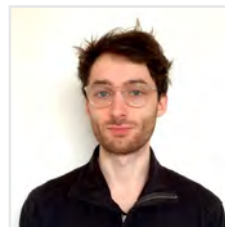
Ready to increase your revenue with growth marketing?

I've helped tons of businesses similar to yours, and I'm excited to discover how we can work together!

I offer full-service growth marketing services, specializing in paid social and paid search. My paid media work spans across Facebook, Instagram, TikTok, YouTube, Snapchat, LinkedIn, Reddit, Pinterest, Google Search Ads, Google Shopping Ads, and Bing Search Ads. I also work with programmatic display ads across Google Display, Criteo, and AdRoll, and provide on-page and off-page SEO work. CRO funnel work and creative strategy and AB testing are also core to my growth marketing services.

Through my 7-year freelance career, I've worked with over 25 brands, ranging from small (*\$5K-\$10K monthly spend*) to large-sized media budgets (*\$250K+ monthly spend*), helping these brands to optimize and scale their existing paid social media campaigns, evolve their creative strategy, and diversify their paid media marketing mix across different paid social channels. Much of my work with these clients is based on creating lean and efficient direct response campaigns across paid media channels so I can ensure we'll find a channel that can scale with their marketing goals, whether it's an eCommerce brand, a financial services company, or a local business owner trying to grow their practice.

I've grown brands like Kibou, a baby products company, and Partake, a CPG food company, from \$5K in monthly spend to \$50K+, maintaining a ROAS of 4.00 and above. I've also made existing campaigns more efficient for brands like Get Rich Education, a finance and real estate investing business, and IPO Renaissance, a stock/ETF research company, bringing down their CPAs by 20%-30% and increasing their lead volume by 50%-60%. Most notably, as a Lead Growth Marketer at Bespoke Post, a DTC subscription box service and eCommerce platform, I grew their subscriber base from about 55K to just under 300K through paid media efforts, scaling their monthly ad spend from \$300K at the start of 2017 to just over \$1.5 million by 2021. I've also trained green growth marketers and creative strategists and led growth and acquisition marketing teams to achieve their team and performance KPIs.



Jake Madoff

[JakeMadoff.io](https://www.jakemadoff.io)

[LinkedIn.com/in/jake-madoff-8a191070](https://www.linkedin.com/in/jake-madoff-8a191070)

DTC & B2B Real Estate Services

Increase leads through paid social and paid search media



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 Jake looking for assistance with his marketing and the operations of his business.





Keith's Goals

Keith came to me after finishing his eBook, *7 Money Myths That Are Killing Your Wealth Potential*, and asked me 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 Madoff
Paid Traffic, SEO & CRO
Expert

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My Plan

When I discussed this project with Keith it was clear that this eBook would be his primary lead magnet. As such, I 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.

Step 1: Created a Facebook Ad strategy.

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

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

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



The Results

We were able to build an effective lead generation strategy for Keith's business by targeting specific audiences 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 Jake for...

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



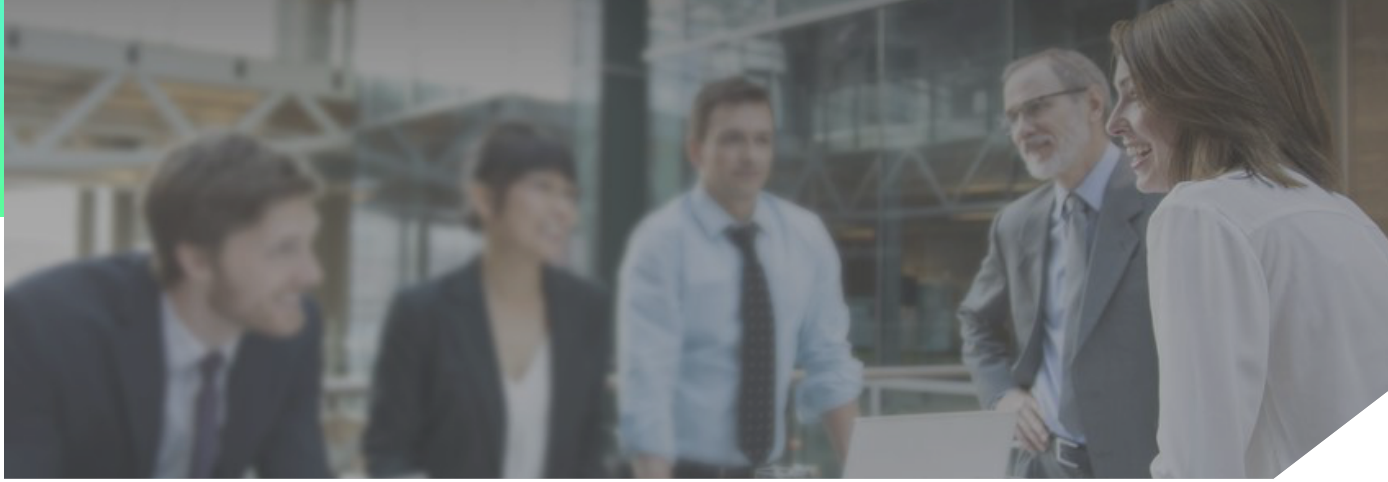
Meet Brad

Brad Franc is an entrepreneur, author, speaker, attorney, and coach who specializes in the transfer of closely-held businesses. He has formed four separate companies in his lifetime, which have been named nine separate times on INC. Magazine's list of fastest-growing companies in the U.S.

Most recently, he created **The Succession Solution**, a company that helps businesses set up succession plans for generational transitions. In his 30 years as an entrepreneur, consultant, and attorney, Brad represented hundreds of closely-held businesses. What he saw was that 70% of all businesses fail in the transition from the 1st generation to the 2nd, climbing to 85% and 95% for the 3rd and 4th generations, respectively.

His company solves that problem by creating robust succession plans that factor in everything from taxes to legal, family, and relational issues. Brad came to Jake to get a better understanding of how his website was performing and what steps he could take to improve his search engine rankings.





Brad's Goals

Brad's goal was to **improve the SEO rankings** of his Succession Solution website and ideally **appear on the first page of Google** or relevant search terms such as "succession solutions," "succession planning," and "succession planning solutions." Additionally, he wanted a **custom dashboard** built to help him better understand the traffic drivers to his site and what search terms are generating traffic for him.



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My Plan

I started this project by getting on a call with Brad to better understand his goals and what he was ultimately looking for. After talking to Brad, it became clear that an **SEO audit** would be the most effective first step, with a few simple SEO changes based on our findings. He was also in need of a **custom analytics dashboard** so he could easily understand what type of traffic was coming to his website and glean valuable insights.

Here's how I attacked the project:

Step 1: Performed keyword research to identify relevant high-volume keywords in Brad's niche.

Step 2: Conducted an SEO audit of Brad's website to find low-hanging fruit and identify site pages worth utilizing.

Step 3: Optimized the homepage for relevant, high-volume keywords in Brad's niche through on-page and off-page SEO tactics.

Step 4: Optimized additional sub pages for additional relevant, high-volume keywords in Brad's niche.

Step 5: Created a custom dashboard to track traffic and on-site behaviors.

The Results

We were able to accomplish Brad's goals with this project by ranking his homepage and building a custom analytics dashboard to monitor his website traffic and Google rankings. Through a few simple SEO changes we were able to increase the ranking for his primary keyword, "succession planning solutions," from the 45th position (the 4th page of Google) to position 5 on the first page.

These improvements resulted in an increase in traffic to Brad's website, which he was able to monitor via his custom analytics dashboard. His dashboard is broken into two parts: one part covers website traffic, trends, drivers, and conversion rates while the other shows SEO performance and Google rankings.

Google Rankings

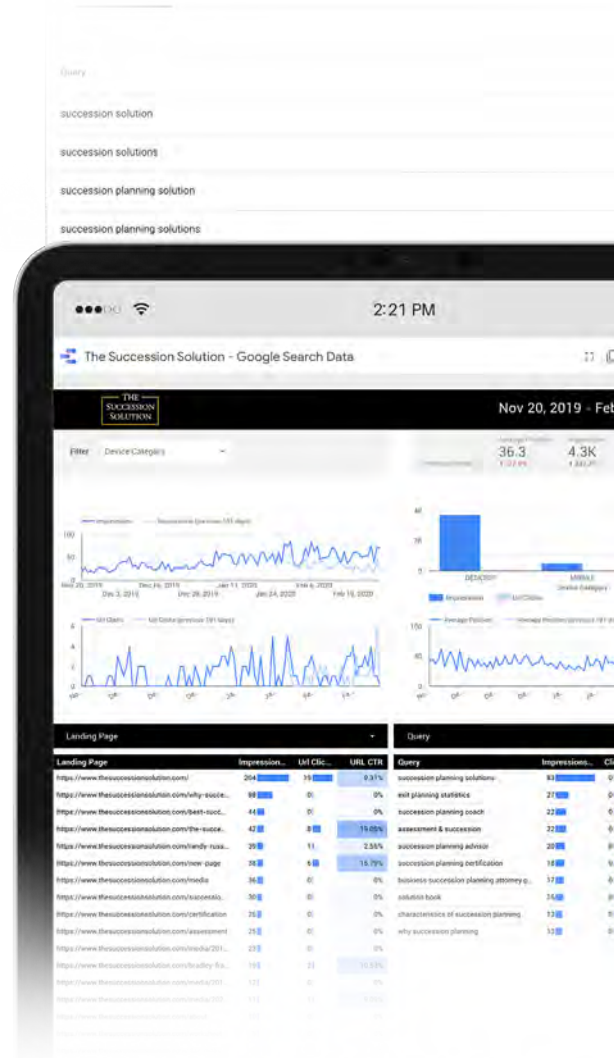
↑ Increased ranking from **45th to 5th** position for primary keyword

↑ Homepage is at **the top** of the 1st page of Google for desired keywords



Brad also uses Jake for...

- Book writing, editing, publishing, design, and launch strategy
- Copywriting
- Website adjustments and integrations
- Email marketing
- Marketing strategy



DTC & B2B Ecommerce for Dental Supplies

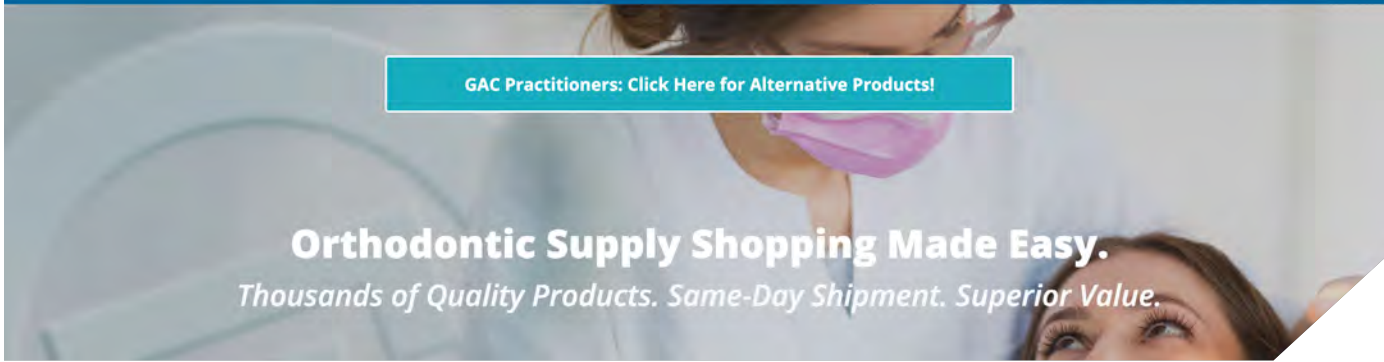
Increase online purchases at a profitable ROAS through growth marketing & CRO



Meet Jason

Jason Bourque is the Senior Manager of Marketing Communications at Ortho Technology, one of the largest dental supply companies. Since 1991, Ortho Technology has offered innovative and unique products that orthodontic professionals worldwide have come to trust. Ortho Technology offers a complete line of orthodontic supplies that include: brackets, bands, buccal tubes, archwires, adhesives, lab supplies, and patient accessories.





Jason's Goals

Ortho Technology wanted to generate purchases for their ecommerce site through Google Search Ads and Google Shopping Ads with a ROAS above \$4.



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Paid Traffic, SEO & CRO
Expert

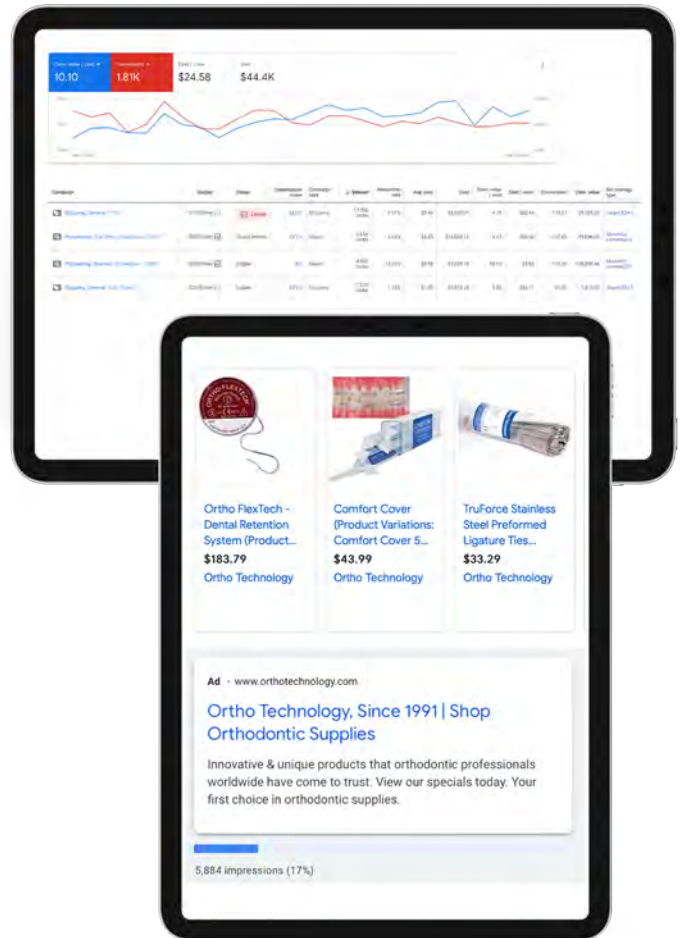
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My Plan

For this ROAS goal, my plan was to strategize and create new, relevant, and conversion-optimized ad copy, build segmented audiences based on specific keyword themes and match types, and run a series of AB tests at the bid, keyword, and ad copy levels. By month 2, the media plan was generating a ROAS above \$4 at a strong volume.

The Results

- ↑ **1,800 purchases** over the first 6 months
- ↑ **4X increase** in revenue year over year
- ↑ **A return on ad spend (ROAS) of \$10.10** on a \$50K monthly media budget



Jason also uses Jake for...

- Dashboards and analytics
- Facebook and Instagram retargeting ads
- Programmatic retargeting ads
- Ecommerce SEO

B2C Personal & Business Coaching Services

Increase leads through paid social and CRO



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 Jake in search of a someone who could help run her podcast and draw in new listeners and potential leads for her coaching business.





Shana's Goals

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



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Expert

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My Plan

Whenever a client comes to me with a specific plan in mind, I 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 me with the idea of creating a LinkedIn campaign. After looking at her goals and the options she had available to her, I 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 I did...

Step 1: Created a Facebook Ad strategy.

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

Step 3: Leveraged Shana's existing audience data from her website to build targeted custom audiences on Facebook.

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

The Results

I was 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	\$0.66
				Website Su...	Per Websit...



Shana also uses Jake for...

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

Online & Physical Retail Grocery Chain

Increase online purchases and in-store traffic via paid social and paid search



Meet Robin

Robin is the Vice President of Green Way Markets and Foodtown grocery stores, two large national grocery chains. Robin believes in taking bold action to serve his family, community, and team by helping them lead healthier lives. He is also the author of "Lessons from Behind the Counter: The Principles a Business Family Uses to Empower Future Generations."





Robin's Goals

Due to COVID-19, Green Way Markets and Foodtown wanted to increase their ecommerce and curbside grocery pickup traffic and bring in new customers that are looking for fresh and quality food and home essentials. They wanted to test a low budget to start and were hoping for a \$5 ROAS.



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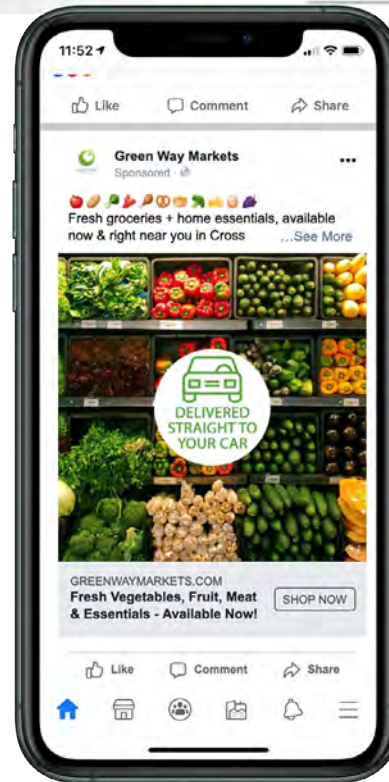
My Plan

For a online grocery store, my plan was to strategize and create new, relevant, and conversion-optimized ad copy and ad creative, build segmented audiences based on hyper-local zip code targeting and existing customers lists, and create a streamlined AB testing sequencing that will achieve this ROAS on a smaller budget.

The Results

- ↑ 132 new customers in the first quarter
- ↑ 64% decrease in CAC quarter over quarter
- ↑ A return on ad spend (ROAS) of \$15.74 on a \$10K quarterly media budget

Website Purchase ROAS (Return on Ad Spend)	Purchase ROAS (Return on Ad Spend)	Mobile App Purchase ROAS (Return on Ad Spend)	Purchases	Mobile App Purchases	Amount Spent	Purchases Conversion Value	Mobile App Purchase Conversion
15.74	15.74	—	44	—	\$485.56	\$7,640.35	\$3.16
15.74	15.74	—	44	—	\$485.56	\$7,640.35	\$3.16



Chiropractic Business in Maryland, USA

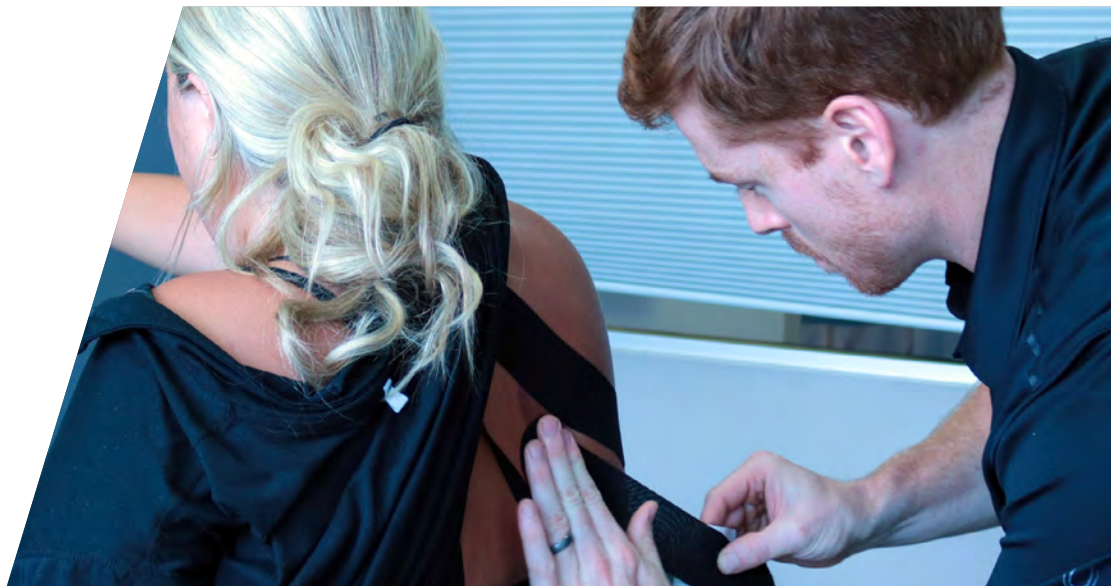
Increase leads and traffic through blog-focused SEO work



Meet Kalkstein Chiropractic

Jeff Kalkstein runs Kalkstein Chiropractic with his son Warren in Maryland, where he works with everyone from active duty wounded soldiers to elite professional athletes. Regardless of who he's helping, Jeff has one goal in mind when treating a patient—to get them out of pain and help them return to living their lives as quickly as possible.

With regards to his business, he knew he could be doing better, but he wasn't sure how. Jeff understood the value of SEO and was interested in optimizing his website to improve his rankings, but he didn't know how to go about it.





Kalkstein Chiropractic's Goals

Kalkstein Chiropractic came to Jake with a simple and specific goal. They wanted to **increase the organic search traffic to his website by 10X**. They wanted to be the **go-to choice** when someone searched for a chiropractor in their area.



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My Plan

We started this project by getting on a call with the Kalkstein Chiropractic team to discuss their business, marketing strategy, and goals. In this case, their goal of improving his search rankings made sense.

Step 1: Performed keyword research and identify keywords with high opportunity scores.

Step 2: Provided SEO notes to a copywriter with technical SEO recommendations.

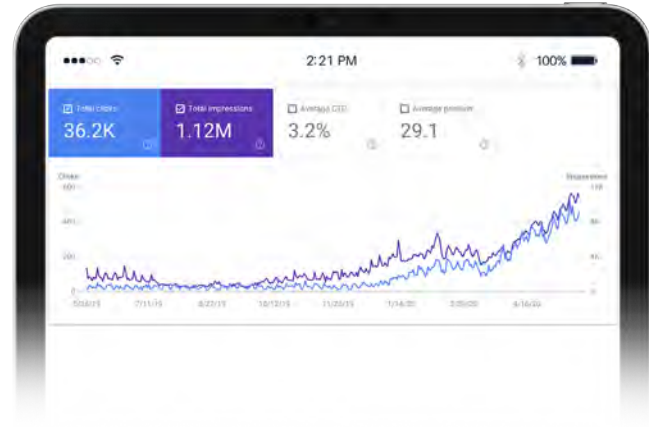
Step 3: Created a series of SEO-optimized blog posts.

Step 4: Managed, reported, and optimized published blog posts to ensure they rank and index properly.

The Results

We were able to accomplish Kalkstein Chiropractic's specific goals with this project by creating and publishing 15 SEO-optimized blog posts within a 6-month period. And instead of 10Xing their SEO traffic as requested, I increased it by 18X!

Of the 15 blog posts created, 14 rank for relevant keywords on the first page of Google and 11 rank at the top of the first page.



Organic Traffic

↑ **18X** increase from May 2019 to May 2020

Impressions

↑ 2,000 daily impressions
11,000 daily impressions

Clicks

↑ 10 daily clicks
500 daily clicks

Google Rankings

↑ **14 out of 15** blog posts ranking on first page of Google

↑ **11 out of 15** blog posts ranking on the top of the first page of Google



Kalkstein Chiropractic also uses Jake for...

- Email newsletters and campaigns
- High level marketing strategy and guidance
- Graphic design
- Social media management
- Marketing and sales copywriting

Residential & Commercial Real Estate Services

Increase leads through paid social



Meet Chris

Chris McAllister runs **Roost Real Estate Co.**, a real estate brokerage company that works with buyers, sellers, and investors. He's a real estate expert, having worked in the business for nearly twenty years and even authoring his own book detailing the common mistakes new real estate professionals should avoid in their career.

Needless to say, Chris knows a lot about real estate. When his business started to grow and he began to establish an online presence, he came to me looking for a team that could help implement his ideas and ensure their success. Chris is well aware of the value of digital marketing, so he wanted to make sure he did it right by using a professional.





Chris' Goals

Chris wanted to **generate new registrants to his monthly webinar** about how to build an effective and profitable real estate company. He had been using a Facebook Ads campaign to do this, but it wasn't providing the results he was looking for. He looked to me to help him optimize and improve his ad campaign, resulting in **more leads, higher conversion rates, and a better return on his investment.**



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My Plan

I started this project by talking with Chris about his goals and what he had in mind, then developing a strategy to accomplish it. Here's what I did.

Step 1: Created new, relevant and conversion-optimized ad copy with new ad creative.

Step 2: Built segmented audiences based on popular cities with a strong real estate presence.

Step 3: Created a new landing page optimized for lead conversion.

The Results

I was able to accomplish Chris' goals with this project by not only generating leads for his webinar, but converting them. Our strategy decreased Chris' cost per lead from \$55.70 to \$20.39 while increasing his conversion rate from 7.5% to 16.8%. This meant Chris was able to drive more traffic to his webinars and ultimately generate more revenue for his business.

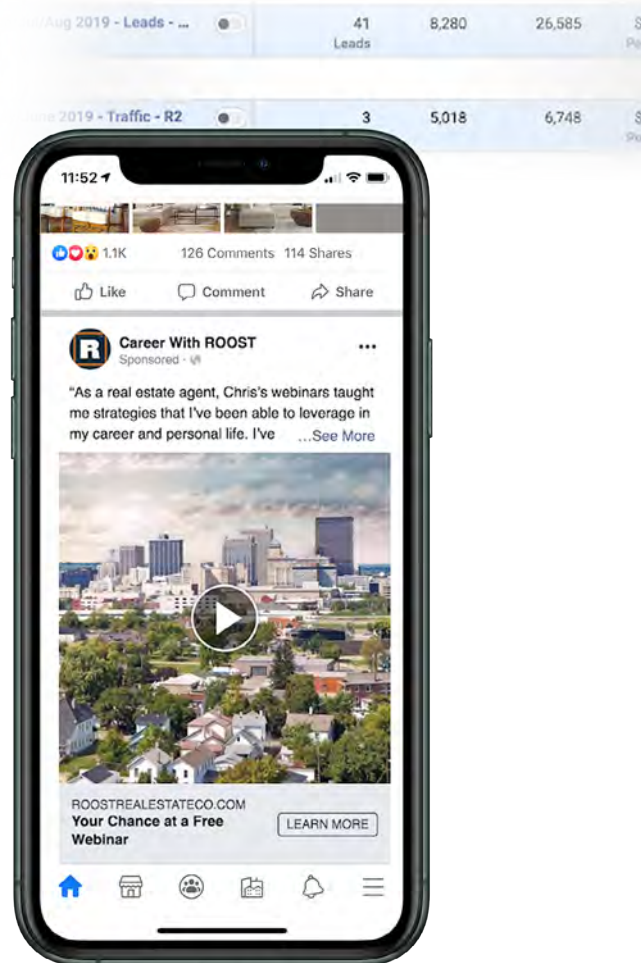
↓ **Cost Per Lead**
\$55.70 → \$20.39

↑ **Conversion Rate**
7.5% → 16.8%



Chris also uses Jake for...

- Graphic design work
- Video editing and production
- Web design
- Copywriting and content creation



Physical Therapy Business in Illinois, USA

Increase leads through blog-focused SEO and technical SEO work

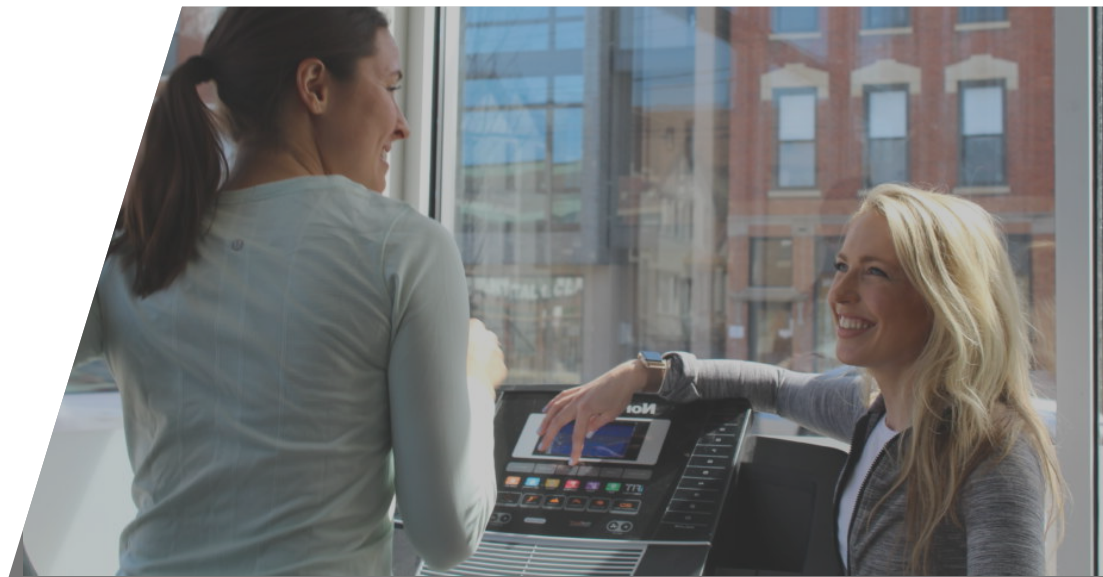


Meet Erin

Erin Conroy runs **West Town Physical Therapy**, a physical therapy practice in Chicago, Illinois. With an extensive background in physical therapy, orthopedics, sports medicine, and post-operative rehab, Erin has the knowledge and tools to serve her patients well, but she knows that will only get her so far...

Being able to serve your patients means nothing if you aren't getting any patients in the door!

Erin came to me looking to grow her business. She needed help with marketing and attracting new customers to increase her revenue, serve more patients, and build a sustainable business. Specifically, she wanted to improve the search engine rankings of her website. She knew the importance of this stuff, but wasn't sure how to execute it. After all, they don't give you an online marketing education with your physical therapy degree!





Erin's Goals

Erin's goal was to **improve the SEO rankings** of her physical therapy website. She had a number of competitors that she wanted to outrank, and she wanted to **appear on the first page of Google** when someone searches for a physical therapist in the Chicago area.



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My Plan

I started this project by getting on a call with Erin to discuss her business, her marketing strategy, and her goals. I looked at her business holistically to ensure my work would provide the results she was looking for.

In this case, Erin's goal of improving her website's SEO made sense. Here's how I attacked the project:

Step 1: Researched keywords relative to physical therapists near Chicago.

Step 2: Conducted an SEO audit of Erin's website.

Step 3: Identified keywords and current site pages worth utilizing.

Step 4: Optimized Erin's homepage for relevant, high volume keywords.

Step 5: Created a new page that ranks for additional relevant, high volume keywords.

The Results

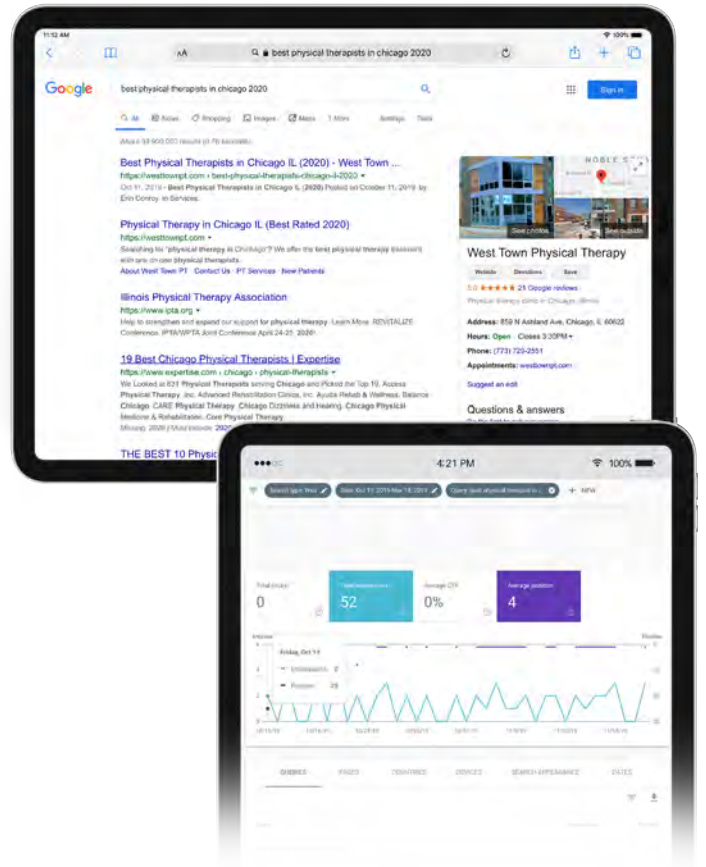
I was able to accomplish Erin's goals with this project and then some! I created a new, keyword-optimized article for her website. Then, I got that page and her homepage to the top of Google within 3 months. Now, when you type in "best physical therapist in Chicago 2020" or other similar keywords, you'll see Erin's website in the first one or two positions on Google. As a result, Erin saw a near-immediate increase in new patients for her business!

Google Rankings

↑ **1st Page** in 3 months

↑ **Top 2 Positions** for Relevant Keywords

↑ **Immediate Increase** in New Patients



*"Heck yes! Thank you!!
That's amazing! We have
had an increase in new
patients."*

— ERIN CONROY

Erin also uses Jake for...

- Creating and running social media marketing strategies
- Designing infographics for her business
- Hiring additional physical therapists