21-Day Weight Loss Meal Plan – Lead Generation

Campaign Title: 21-Day Weight Loss Meal Plan – Eat Healthy, Feel Lighter, Get Stronger.

1. Campaign Goal

Generate leads by offering a free 21-day weight loss meal plan eBook in exchange for the visitor's Name, Email ID, and Mobile Number.

2. Lead Magnet

eBook: "21-Day Weight Loss Meal Plan – Eat Healthy, Feel Lighter, Get Stronger."

Offer: Free downloadable eBook containing simple and healthy meal ideas for 21 days.

3. Target Audience

• People who want to lose weight

• Beginners starting a healthy lifestyle

• Working professionals with busy schedules

• People looking for simple and healthy meal ideas

• Fitness and wellness enthusiasts

4. Landing Page Content

Headline: Get Your Free 21-Day Weight Loss Meal Plan

Subheading: Simple, healthy and easy-to-follow meals to help you build better eating habits and feel lighter.

What You Get:

• 21 days of meal ideas

• Breakfast, lunch and dinner suggestions

• Healthy snack options

• Simple food choices

• Easy-to-follow meal schedule

5. Lead Form

Field	Purpose
Full Name	Personalization
Email Address	Send the eBook
Mobile Number	Follow-up communication

CTA Button: "Get My Free Meal Plan"

6. Lead Generation Flow

Social Media Ad / Instagram Post → Landing Page → eBook Information → Name + Email + Mobile Number Form → Form Submission → Thank You Page → Free eBook Download / Email Delivery → Follow-up Email Campaign

7. Promotional Ad Copy

Want to start eating healthier?
Get our **FREE 21-Day Weight Loss Meal Plan** and discover simple meal ideas for every day.
No complicated diets. No confusing meal plans.
Fill in the form and get your free eBook today.

CTA: Download Free Meal Plan

8. Key Performance Indicators (KPIs)

KPI	Purpose
Landing Page Visitors	Measure page traffic
Form Submissions	Measure number of leads
Lead Conversion Rate	Measure how many visitors become leads
Cost Per Lead	Measure campaign efficiency
eBook Downloads	Measure lead magnet interest
Email Open Rate	Measure follow-up engagement

Main Objective: Collect qualified leads (Name + Email + Mobile Number) by providing a useful free eBook.