SKYLINE ADS CREATIVE

LIFE COACH CASE STUDY

HOW A NEW LIFE COACH MADE 45K IN 30 DAYS

Results:

- Landing page conversion rate 49%
- Yielded 61 Booked Sales Calls in 30 Days at $15 per call, closed 13 people into her exclusive 3.5K 1:1 coaching program
- ROAS of 4352x
- Added 30 leads to her list daily for $1/lead for a total of 1038

Summary

Competition in life coaching is rampant. When launching a new life coaching business, all pieces have to be in place (including the freebies, to funnel, to pixel and social media strategy).

Recently, our team began working with a new life coach and author. She had been successful in distributing her book through organic social media but wanted to really uplevel and scale with her proven coaching program that worked with the book.

Goal

This life coach was starting with a new list and wanted to scale her 3.5K 1:1 program that was the companion to her life coaching book. While the online coach had experienced success through referrals, she hadn't yet cracked Facebook ads. We set out to make FB ads work for her.

Accomplishments

We did a partial build to pull together various landing pages she had created herself.

When we launched her funnel and ads, she quickly began to add 30 leads to her list per day. She still continues to add 30 leads to her list per day presently (3 months later) and is looking into adding staff to help with her program.

This funnel yielded opt-ins at $1 per lead and booked sales calls at $15 per sales call. The ads on her campaign steadily received Click-Through-Rates of double industry standards (this indicates the quality of the ads). She also got a cost-per-click of $0.48 (truly exceptional).

Keep in mind these exceeded industry averages which are: cost-per-click $2, CTR 1% (cold audience) and freebie opt-in $2-4 per lead.

In 30 days she booked 61 calls at $15 a piece (extremely cheap) and over 30 days she closed 13 people in her 3.5K 1:1 program yielding a profit of 45K in 30 days, which was a return on ad spend (ROAS) of 4352x.

Take A Look at The Magic Numbers Here:

r out of date starting in July of 2018. Learn more.

rrow the data you are seeing.

Jun 6, 2018 – Jul 6, 2018

Campaigns | 1 selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

Rules | Columns: Custom | Breakdown | Reports

Reach	Frequen	Cost per Result	Budget	Amount Spent	Ends	Schedule	Impressi	CPM pe Impre	Link Clicks	CPC (Cost per	CTR (Link Click-	Clicks (All)	CTR (All	C (	Website Registrations Completed
—	—	— Per Lead	$10.00 Daily	$0.00	Ongoing	Aug 3, 2018 – Ongoing	—	—	—	—	—	—	—	—	—
—	—	— Per Lead	$15.00 Daily	$0.00	Ongoing	Jul 10, 2018 – Ongoing	—	—	—	—	—	—	—	—	—
—	—	— Per Lead	$5.00 Daily	$0.00	Ongoing	Jul 11, 2018 – Ongoing	—	—	—	—	—	—	—	—	—
16,964	1.45	$1.06 Per Lead	$25.00 Daily	$196.64	Ongoing	Jun 21, 2018 – Ongoing	24,540	$8.01	319	$0.62	1.30%	1,892	7.71%	$0.10	19
—	—	— Per Lead	$10.00 Daily	$0.00	Ongoing	Jun 11, 2018 – Ongoing	—	—	—	—	—	—	—	—	—
45	1.00	— Per Lead	$10.00 Daily	$1.04	Ongoing	Jun 11, 2018 – Ongoing	45	$23.11	—	—	—	1	2.22%	$1.04	—
15,092	1.33	$0.94 Per Lead	$15.00 Daily	$192.35	Ongoing	Jun 6, 2018 – Ongoing	20,031	$9.60	413	$0.47	2.06%	1,972	9.84%	$0.10	17
29,184	1.41	$0.99 Per Lead	$21.50 Daily	$344.74	Ongoing	Jun 6, 2018 – Ongoing	41,041	$8.40	797	$0.43	1.94%	4,887	11.91%	$0.07	16
20,732	1.59	$1.00 Per Lead	$15.00 Daily	$300.04	Ongoing	Jun 5, 2018 – Ongoing	32,869	$9.13	606	$0.50	1.84%	3,106	9.45%	$0.10	16
—	—	— Per Lead	$12.50 Daily	$0.00	Ongoing	Jul 10, 2018 – Ongoing	—	—	—	—	—	—	—	—	—
—	—	— Per Lead	$12.50 Daily	$0.00	Ongoing	Jul 10, 2018 – Ongoing	—	—	—	—	—	—	—	—	—
73,664 People	1.61 Per Person	$1.00 Per Lead		$1,034.81 Total Spent			118,526 Total	$8.73 Per 1,000 ...	2,135 Total	$0.48 Per Action	1.80% Per Impressi...	11,858 Total	10.00% Per Imp...	$0.09 Per ...	68 Total

Strategy

Success like this doesn't happen overnight - it was a coordinated launch with the successful use of audience testing, audience research, strategically using FB Lives to generate rich audience data, as well as a coordinated social media approach.

Want to learn more?

Set up a free strategy call here: **www.skylineadscreative.com/reviews**