

A silver laptop sits on a rustic wooden desk. To its left is a clear glass of water. To its right is a black smartphone. The laptop screen displays a document titled 'EXECUTIVE SUMMARY' with some placeholder text. A green semi-transparent box is overlaid on the top left of the image, containing the text 'COACHING CASE STUDY'.

COACHING CASE STUDY

A decorative horizontal band consisting of alternating green and white diagonal stripes.

HOW AN ONLINE BUSINESS COACH MADE 24K IN 60 DAYS

Results:

Brought down cost per lead from over \$9 to \$2

Increased landing page conversion rate from 15% to 58%

Yielded \$2 webinar opt-ins

Increased booked calls by 320%

Return on Ad Spend of 9.6x

Grew mailing list by 650% in 60 days

Summary

Competition in the online coaching space is fierce. Every aspect of the marketing has to work just right, from the freebies, to funnel, to pixel and social proof on social media.

Recently, our mentor agency was brought in to uplevel an online business coach who started off with dismal ad performance and poor landing page conversions for multiple freebies she marketed, plus high-cost webinar registrations.

Goal

While the online coach had experienced success in through referrals, she hadn't yet cracked Facebook and she wanted to scale. Our first change was to make Facebook work for her.

Accomplishments

We did a partial build to fix her existing funnel, including reviewing messaging and design. We fixed several problems including a pixel that was firing improperly, as well as landing page messaging that wasn't consistent.

When we relaunched her funnel and ads, the coach grew her email list by about 10-20 new leads per day, an increase of 650% over 2 months.

In the first eight weeks on this account, we increased traffic to freebie opt-ins by 650%. We got freebie opt-ins for \$2.25-\$2.79 per lead, with a CTR of 1.76% (exceptional for a cold audience) and cost-per-click of \$1.29 (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.

From 3 webinars and email nurturing, she booked 32 calls over three weeks and with her sales closing rate of 25% she closed 8 clients into her 1:1 VIP coaching program (\$3000), making her \$24,000 USD in revenues, which was a return on ad spend (ROAS) of 9.6.

Take A Look at the Numbers:

Cost Per Lead:

Ad Sets

4 selected

Ads for 4 Ad Sets

Columns: Performance and Click

| Results | Reach | Frequen | Cost per Result | Amount Spent | Ends | Relevant Scoi | Impressions | CPM (Cc per 1,0 Impression | Link Clicks | CPC (Cost per Link Click) | CTR (Link Click- |
|-----------|---------------|-----------------|-----------------|------------------------|---------|---------------|--------------|----------------------------|-------------|---------------------------|--------------------|
| 117 Leads | 9,765 | 1.37 | \$2.70 Per Lead | \$315.72 | Ongoing | 8 | 13,417 | \$23.53 | 214 | \$1.48 | 1.59% |
| 206 Leads | 19,514 | 1.27 | \$2.59 Per Lead | \$534.56 | Ongoing | 8 | 24,714 | \$21.63 | 428 | \$1.25 | 1.73% |
| 37 Leads | 2,740 | 1.20 | \$2.25 Per Lead | \$83.37 | Ongoing | 7 | 3,301 | \$25.26 | 60 | \$1.39 | 1.82% |
| 276 Leads | 24,778 | 1.29 | \$2.67 Per Lead | \$737.31 | Ongoing | 8 | 31,917 | \$23.10 | 589 | \$1.25 | 1.85% |
| 636 Leads | 47,249 People | 1.55 Per Person | \$2.63 Per Lead | \$1,670.96 Total Spent | | | 73,349 Total | \$22.78 Per 1,000 Im... | 1,291 Total | \$1.29 Per Action | 1.76% Per Impre... |

Cost Per Webinar Registration:

igns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

Rules

| Delivery | Results | Reach | Freque | Cost per Result | Budget | Amount Spent | Ends | Schedule |
|----------------------------|----------------------------|---------------|-----------------|---------------------|---------------|----------------------|--------------|------------------------------------|
| Not Delivering All Ads Off | 23 Completed Registration | 2,281 | 1.08 | \$2.95 Per Compl... | \$10.00 Daily | \$67.86 | Ongoing | Feb 10, 2018 – Ongoing |
| Inactive | 3 Completed Registration | 422 | 1.03 | \$5.54 Per Compl... | \$10.00 Daily | \$16.62 of \$16.62 | Feb 20, 2018 | Feb 9, 2018 – Feb 20, 2018 11 days |
| Inactive | 16 Completed Registration | 365 | 1.70 | \$2.10 Per Compl... | \$12.50 Daily | \$33.60 of \$33.60 | Feb 20, 2018 | Feb 8, 2018 – Feb 20, 2018 12 days |
| Completed | 170 Completed Registration | 8,554 | 1.22 | \$1.78 Per Compl... | \$45.00 Daily | \$303.15 of \$303.15 | Feb 20, 2018 | Feb 8, 2018 – Feb 20, 2018 12 days |
| | 212 Completed Registration | 11,156 People | 1.25 Per Per... | \$1.99 Per Compl... | | \$421.23 Total Spent | | |

Landing Page Conversion Rates:

| Unique Views | Conversions | Conversion Rate | |
|--------------|-------------|-----------------|-----------|
| 212 | 105 | 50% | f ↗ ✎ ... |
| 699 | 0 | 0% | f ↗ ✎ ... |
| 106 | 0 | 0% | f ↗ ✎ ... |
| 1438 | 717 | 50% | f ↗ ✎ ... |
| 175 | 101 | 58% | f ↗ ✎ ... |

Strategy

Using our proprietary Coaching Roadmap Audit©, we established several audiences for the client and began testing which audiences converted best and with which freebies; the winning freebie was incorporated into her evergreen freebie funnel.

We tested various messages and ad types and crafted a social media strategy for her ads, which involved using FB Lives at top of funnel to do preliminary audience testing that yielded rich audience data. Keeping the client's ad budget in mind, we scaled the winning campaigns and we made sure that we met or exceeded the minimum ROAS to 9.6x.

Result

After testing a variety of audiences, we developed a number of large, highly responsive audiences who were rabid for the coach's offerings. We developed retargeting abandoned booking campaigns, as well as other important retargeting campaigns designed to pull clients back to the webinar registration and 1:1 booking page.

Having established audiences, we were able to set goals for the next round of intake for the 1:1 coach offerings which is set to launch in bi-monthly campaigns with the coach on-target to make 144K yearly.

Challenges

One of the challenges we ran into with this account was the speed at which the client wanted to fill her webinars. We know that an account budget that is increased too quickly can crash and burn but we used some creative audience solutions that allowed us to get just the right number of registrants.

We are on-target to double her webinar registrations for next round, with a minimal increase in adspend due to the cumulative effect of her list building and evergreen freebie funnel.

Want to see how we can help you?

Set up a FREE strategy call here: [BOOKING LINK](#)