



Cherie Logan Designs

# BUSINESS COACH 57K CASE STUDY

## HOW A BUSINESS COACH MADE 57K IN COURSE SALES IN 60 DAYS

Results:

- Yielded 23 High-Ticket Program Sales in 60 Days for \$57,500 Profit with \$4,098 In Ad Spend
- ROAS of 13.5X
- Landing page conversion rate 42%
- Added 1873 leads to her list daily for \$1.68/lead

# Summary

Recently, Sarah Mae Ives Social Media Inc. began working with a business coach and author. She was launching a high-ticket B2B online business training program with a price tag of \$2500. This coach had some momentum but was ready to scale significantly and was having trouble getting consistent results from advertising.

## Goal

This coach had a small list of under 1000 people and while she had some early traction and momentum from in-person trainings, had not yet mastered the art of the online sales with Facebook ads. We set out to make FB ads work for her with an emphasis on using an advanced video funnel in her ads manager to build rapport and trust with potential clients on autopilot.

## Accomplishments

We first started out with our signature onboarding process of 3 onboarding sessions with a warm audience ad test. We strategized with the coach about the type of content most likely to do well with a Facebook ads campaign and provided her with a detailed list of the exact sales videos needed for her funnel.

While this coach had expected we would emphasize list-building with a freebie/lead magnet, we took an alternate approach and we built her ads funnel "backwards" (not putting her lead magnet to a cold audience).

This "building backwards" approach allows us to use the ads budget strategically and with the highest amount of ROI for the client.

We then ran her lead magnet, and then a series of webinars, which gained opt-ins ranging from \$1.63 - \$3 (exceptional!) - well below industry averages, especially in the competitive niche of business coaching.

The next 30 days she launched a series of three webinars and - in total - enjoyed 23 sales on autoilot (no sales calls required). She made \$57,000 from \$4098.00 in ad spend and subsequently built an evergreen program funnel to continue getting program sales on autopilot. She added over 1800 people to her list and had a return on ad spend (ROAS) of 13.5X.

