

Summary

Recently, Raspberry Moon Marketing 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 autopilot (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.

Take A Look at The Magic Numbers Here:

| Account Overview | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|---------------------------|-------------------|----------------|-----------------|-----------------------|------------------|------------------------|--------------|-----------|---------------|----------------------------------|-------------|---------------------------|-------------------------------|--------------|------------------|------------------|-------------------|--|
| Campaigns | | | | | | | | | | | | | | | | | | | |
| Ad Sets for 7 Campaigns | | | | | | | | | | | | | | | | | | | |
| Ads for 7 Campaigns | | | | | | | | | | | | | | | | | | | |
| View Setup Columns: Custom Breakdown | | | | | | | | | | | | | | | | | | | |
| Ad Set Name | Delivery | Results | Reach | Frequency | Cost per Result | Budget | Amount Spent | Ends | Schedule | Impressions | CPM (Cost per 1,000 Impressions) | Link Clicks | CPC (Cost per Link Click) | CTR (Link Click-Through Rate) | Clicks (All) | CTR (All) | CPC (All) | Website Purchases | |
| ... | All Ads Off | Initiates C... | | | Per Initiat... | Daily | | | | | | | | | | | | | |
| ... | Not Delivered All Ads Off | 52 Initiates C... | 2,637 | 6.05 | \$7.03 Per Initiat... | \$20.00 Daily | \$365.62 | Ongoing | - Ongoing | 15,967 | \$22.90 | 308 | \$1.19 | 1.93% | 921 | 5.77% | \$0.40 | 6 | |
| ... | Not Delivered All Ads Off | 428 Leads | 28,535 | 1.69 | \$1.97 Per Lead | \$10.00 Daily | \$841.46 | Ongoing | - Ongoing | 48,193 | \$17.46 | 821 | \$1.02 | 1.70% | 2,972 | 6.17% | \$0.28 | 1 | |
| ... | Not Delivered All Ads Off | 1,445 Leads | 146,711 | 1.92 | \$1.60 Per Lead | \$28.00 Daily | \$2,306.25 | Ongoing | - Ongoing | 282,068 | \$8.18 | 3,660 | \$0.63 | 1.30% | 4,070 | 1.44% | \$0.57 | 5 | |
| ... | Not Delivered Campaign is | 215 Link Clicks | 1,597 | 4.02 | \$0.32 Per Link C... | \$1.00 Daily | \$69.76 | Ongoing | - Ongoing | 6,420 | \$10.87 | 215 | \$0.32 | 3.35% | 547 | 8.52% | \$0.13 | 3 | |
| ... | Not Delivered All Ads Off | Lead | --- | --- | --- | \$5.00 Daily | --- | Ongoing | - Ongoing | --- | --- | --- | --- | --- | --- | --- | --- | --- | |
| ... | Not Delivered All Ads Off | Lead | --- | --- | --- | \$5.00 Daily | --- | Ongoing | - Ongoing | --- | --- | --- | --- | --- | --- | --- | --- | --- | |
| ... | Completed | 78 Leads | 2,007 | 3.98 | \$2.37 Per Lead | \$35.00 Daily | \$184.94 | Dec 27, 2018 | 6 days | 7,989 | \$23.15 | 109 | \$1.70 | 1.36% | 250 | 3.13% | \$0.74 | --- | |
| ... | Completed | 42 Leads | 1,512 | 2.38 | \$1.84 Per Lead | \$20.00 Daily | \$77.39 | Dec 19, 2018 | 5 days | 3,595 | \$21.53 | 65 | \$1.19 | 1.81% | 190 | 5.29% | \$0.41 | --- | |
| ... | Completed | 78 Post Eng... | 725 | 1.66 | \$0.26 Per Post ... | \$20.00 Lifetime | \$20.00 | Dec 15, 2018 | 3 days | 1,200 | \$16.67 | 19 | \$1.05 | 1.58% | 79 | 6.56% | \$0.25 | --- | |
| ... | Completed | Complete... | 1,016 | 2.43 | --- | \$15.00 Daily | \$69.38 | Dec 10, 2018 | 6 days | 2,472 | \$28.07 | 43 | \$1.61 | 1.74% | 124 | 5.02% | \$0.56 | 6 | |
| ... | Completed | Complete... | 464 | 1.31 | --- | \$15.00 Daily | \$13.41 | Dec 10, 2018 | 7 days | 607 | \$22.09 | 19 | \$0.71 | 3.13% | 36 | 5.93% | \$0.37 | --- | |
| Res | | | 172,756 People | 2.17 Per Per... | --- | | \$4,098.31 Total Spent | | | 375,468 Total | \$10.92 Per 1,000 ... | 5,381 Total | \$0.76 Per Action | 1.43% Per Imp... | 9,511 Total | 2.53% Per Imp... | \$0.43 Per Click | 23 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.

This approach of "building backwards" with the use of an advanced video funnel is contrary to what most online coaching programs will advise you to do but more modern approaches effectively using live video can have truly exceptional results, as demonstrated by this case study.

Want to learn more?

Set up a free strategy call here: www.raspberrymoonmarketing.com