



LACY DAWN MARKETING

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, Lacy Dawn 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:

Nov 1, 2018 – Jan 1, 2019

Filters + Add filters to narrow the data you are seeing

Account Overview

Campaigns 7 selected

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-Per Impression)	Clicks (All)	CTR (All)	CPC (All)	Website Purchases
...	All Ads Off	Initiates C...	52	2,637	6.05	\$7.03	\$20.00	Ongoing	Nov 16, 2018 – Ongoing	15,967	\$22.90	308	\$1.19	1.93%	921	5.77%	\$0.40	6
...	Not Delivered All Ads Off	Initiates C...	428	28,535	1.69	\$1.97	\$10.00	Ongoing	Oct 10, 2018 – Ongoing	48,193	\$17.46	821	\$1.02	1.70%	2,972	6.17%	\$0.28	1
...	Not Delivered All Ads Off	Leads	1,445	146,711	1.92	\$1.60	\$28.00	Ongoing	Oct 8, 2018 – Ongoing	282,068	\$8.18	3,660	\$0.63	1.30%	4,070	1.44%	\$0.57	5
...	Not Delivered Campaign is	Link Clicks	215	1,597	4.02	\$0.32	\$1.00	Ongoing	Oct 5, 2018 – Ongoing	6,420	\$10.87	215	\$0.32	3.35%	547	8.52%	\$0.13	3
...	Not Delivered All Ads Off	Lead	---	---	---	\$5.00	---	Ongoing	Oct 4, 2018 – Ongoing	---	---	---	---	---	---	---	---	---
...	Not Delivered All Ads Off	Lead	---	---	---	\$5.00	---	Ongoing	Oct 4, 2018 – Ongoing	---	---	---	---	---	---	---	---	---
...	Completed	Leads	78	2,007	3.98	\$2.37	\$35.00	Dec 27, 2018	Dec 21, 2018 – Dec 2... 6 days	7,989	\$23.15	109	\$1.70	1.36%	250	3.13%	\$0.74	---
...	Completed	Leads	42	1,512	2.38	\$1.84	\$20.00	Dec 19, 2018	Dec 14, 2018 – Dec 1... 5 days	3,595	\$21.53	65	\$1.19	1.81%	190	5.29%	\$0.41	---
...	Completed	Post Eng...	78	725	1.66	\$0.26	\$20.00	Dec 15, 2018	Dec 12, 2018 – Dec 1... 3 days	1,200	\$16.67	19	\$1.05	1.58%	79	6.58%	\$0.25	---
...	Completed	Complete...	---	1,016	2.43	---	\$15.00	Dec 10, 2018	Dec 4, 2018 – Dec 10,... 6 days	2,472	\$28.07	43	\$1.61	1.74%	124	5.02%	\$0.56	6
...	Completed	Complete...	---	464	1.31	---	\$15.00	Dec 10, 2018	Dec 3, 2018 – Dec 10,... 7 days	607	\$22.09	19	\$0.71	3.13%	36	5.93%	\$0.37	---
Res	---	---	172,756	2.17	---	---	\$4,098.31	Total Spent	---	375,468	\$10.92	5,381	\$0.76	1.43%	9,511	2.53%	\$0.43	23

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.lacydawn.net/book-a-time