



BUSINESS COACH 57K CASE STUDY

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

SITUATION

Our team recently began working with a business coach and author who was launching a high-ticket B2B (business to business) online training program with a price tag of \$2500. She had some momentum and was ready to scale significantly, but was having trouble getting consistent results from advertising.

GOAL

The coach had a small list of under 1000 people, and although she had some early traction and momentum from in-person trainings, had not yet mastered the art of the online sales with social media ads. Our team 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.

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 for \$1.68/lead

ACCOMPLISHMENTS

We first started out with our signature onboarding process of 3 onboarding sessions and 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.

Next we ran her lead magnet, 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 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 CLOSER LOOK AT THE NUMBERS

unt Overview Campaigns 7 selected ⊙						7 selected 🤄	88 A	Ads for 7 Campaigns											
((li) Di	plicate w	€ Edit 🔻	0 0	# 6	Rules ♥									lew Setup	Columns:	Custom ▼	Breakdown 🕶	
Ac Sc -		Delivery -	Results	Reach	Frequenc	Cost per Result	Budget	Amount Spent	Ends	Schedule	Impressions	CPM (Co per 1,0 Impression	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-	Clicks (All)	CTR (All)	CPC (All)	Website Purchases
		All Ads Off	Initiales C			Per Initiat	Daily												
		Not Deliver All Ads Off	52 Initiates C	2,637	6.05	\$7.03 Per Initiat	\$20.00 Daily	\$365.62	Ongoing	Nov 16, 2018 - Ongoing	15,967	\$22.90	308	\$1.19	1.93%	921	5.77%	\$0.40	6
		Not Deliver All Ads Off	428 Leads	28,535	1.69	\$1.97 Per Lead	\$10.00 Daily	\$841.46	Ongoing	Oct 10, 2018 - Ongoing	48,193	\$17.46	821	\$1.02	1.70%	2,972	6.17%	\$0.28	1
		Not Deliver All Ads Off	1,445 Leads	146,711	1.92	\$1.60 Per Lead	\$28.00 Daily	\$2,306.25	Ongoing	Oct 8, 2018 - Ongoing	282,068	\$8.18	3,660	\$0.63	1.30%	4,070	1.44%	\$0.57	5
		Not Deliver Campaign is	215 Link Clicks	1,597	4.02	\$0.32 Per Link C	\$1.00 Daily	\$69.76	Ongoing	Oct 5, 2018 - Ongoing	6,420	\$10.87	215	\$0.32	3.35%	547	8.52%	\$0.13	3
		Not Deliver All Ads Off	Lead	-	-	Per Lead	\$5.00 Daily	-	Ongoing	Oct 4, 2018 - Ongoing	-	-	-	-	-	-	-	-	-
		Not Deliver All Ads Off	Lead	-	-	Per Lead	\$5.00 Daily	-	Ongoing	Oct 4, 2018 - Ongoing	-	-	-	-	-	-	-	-	-
		Completed	78 Leads	2,007	3.98	\$2.37 Per Lead	\$35.00 Daily	\$184.94	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	42 Leads	1,512	2.38	\$1.84 Per Lead	\$20.00 Daily	\$77.39	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	78 Post Eng	725	1.66	\$0.26 Per Post	\$20.00 Lifetime	\$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	Per Compl	\$15.00 Daily	\$69.38	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	Per Compl	\$15.00 Daily	\$13.41	Dec 10, 2018	Dec 3, 2018 - Dec 10, 7 days	607	\$22.09	19	\$0.71	3.13%	36	5.93%	\$0.37	-
÷			-	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?

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