



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.

