

# ONLINE BUSINESS COACH CASE STUDY

HOW AN ONLINE BUSINESS COACH  
MADE 24K IN 60 DAYS:

## SITUATION

In the online coaching space, every aspect of the marketing has to work just right, from the freebies, to funnel, pixel and social proof on social media. This client is an online business coach who started off with dismal ad performance and poor landing page conversions for multiple freebies she marketed, plus high-cost webinar registrations.

## GOAL

While the online coach had experienced success through referrals, she hadn't yet cracked Facebook and she wanted to scale. Our first goal was to make Facebook work for her.

## ACCOMPLISHMENTS

We did a partial build to fix her existing funnel, including reviewing messaging and design. We fixed several problems including a pixel that was firing improperly, as well as landing page messaging that wasn't consistent.

When we relaunched her funnel and ads, the coach grew her email list by about 10-20 new leads per day, an increase of 650% over 2 months.

In the first eight weeks on this account, we increased traffic to freebie opt-ins by 650%. We got freebie opt-ins for \$2.25-\$2.79 per lead, with a CTR of 1.76% (exceptional for a cold audience) and cost-per-click of \$1.29 (exceptional).

Keep in mind these exceeded industry averages which are: cost-per-click \$2, CTR 1% (cold audience) and freebie opt-in \$2-4 per lead.

From 3 webinars and email nurturing, she booked 32 calls over three weeks and with her sales closing rate of 25% she closed 8 clients into her 1:1 VIP coaching program (\$3000), making her \$24,000 USD in revenues, which was a return on ad spend (ROAS) of 9.6.

## RESULTS

- Brought cost per lead down from \$9 to \$2
- Increased landing page conversion rate from 15% to 58%
- Yielded \$2 webinar opt-ins, and increased booked calls by 320%
- ROAS of 9.6x
- Grew mailing list by 650% in 60 days

## STRATEGY

Using our proprietary Coaching Roadmap Audit®, we established several audiences for the client and began testing which audiences converted best and with which freebies; the winning freebie was incorporated into her evergreen freebie funnel.

We tested various messages and ad types and crafted a social media strategy for her ads, which involved using FB Lives at top of funnel to do preliminary audience testing that yielded rich audience data. Keeping the client's ad budget in mind, we scaled the winning campaigns and we made sure that we met or exceeded the minimum ROAS.



## A CLOSER LOOK AT THE NUMBERS...

### COST PER LEAD

Ad Sets <span>4 selected</span> <span>Ads for 4 Ad Sets</span>											
Columns: Performance and Click											
Results	Reach	Frequen	Cost per Result	Amount Spent	Ends	Relevanc Scor	Impressions	CPM (Co per 1,0 Impression	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-
117 Leads	9,765	1.37	\$2.70 Per Lead	\$315.72	Ongoing	8	13,417	\$23.53	214	\$1.48	1.59%
206 Leads	19,514	1.27	\$2.59 Per Lead	\$534.56	Ongoing	8	24,714	\$21.63	428	\$1.25	1.73%
37 Leads	2,740	1.20	\$2.25 Per Lead	\$83.37	Ongoing	7	3,301	\$25.26	60	\$1.39	1.82%
276 Leads	24,778	1.29	\$2.67 Per Lead	\$737.31	Ongoing	8	31,917	\$23.10	589	\$1.25	1.85%
636 Leads	47,249 People	1.55 Per Person	\$2.63 Per Lead	\$1,670.96 Total Spent			73,349 Total	\$22.78 Per 1,000 Im...	1,291 Total	\$1.29 Per Action	1.76% Per Impre...

### COST PER WEBINAR REGISTRATION

igns <span>1 selected</span> <span>Ad Sets for 1 Campaign</span> <span>Ads for 1 Campaign</span>									
Rules									
Delivery	Results	Reach	Freque	Cost per Result	Budget	Amount Spent	Ends	Schedule	
● Not Delivering All Ads Off	23 Completed Registration	2,281	1.08	\$2.95 Per Compl...	\$10.00 Daily	\$67.86	Ongoing	Feb 10, 2018 – Ongoing	
● Inactive	3 Completed Registration	422	1.03	\$5.54 Per Compl...	\$10.00 Daily	\$16.62 of \$16.62	Feb 20, 2018	Feb 9, 2018 – Feb 20, 2018 11 days	
● Inactive	16 Completed Registration	365	1.70	\$2.10 Per Compl...	\$12.50 Daily	\$33.60 of \$33.60	Feb 20, 2018	Feb 8, 2018 – Feb 20, 2018 12 days	
● Completed	170 Completed Registration	8,554	1.22	\$1.78 Per Compl...	\$45.00 Daily	\$303.15 of \$303.15	Feb 20, 2018	Feb 8, 2018 – Feb 20, 2018 12 days	
	212 Completed Registration	11,156 People	1.25 Per Per...	\$1.99 Per Compl...		\$421.23 Total Spent			

### OVERALL

After testing a variety of audiences, we developed a number of large, highly responsive audiences who were rabid for the coach's offerings. We developed retargeting abandoned booking campaigns, as well as other important retargeting campaigns designed to pull clients back to the webinar registration and 1:1 booking page.

Having established audiences, we were able to set goals for the next round of intake for the 1:1 coach offerings which is set to launch in bi-monthly campaigns with the coach on-target to make 144K yearly.

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