

Beauty Academy achieves 21x ROAS from Google and Facebook Ads

CASE STUDY • BEAUTY EDUCATION

We Love a Good Challenge.

With the beauty industry becoming more saturated, we needed to find a way to get **Vine Studios Beauty Academy** to stand out from the competition.

Vine Studios is a beauty academy that offers courses and certifications for artists and aspiring artists who want to become successful business owners in the permanent cosmetics industry. Her brand was well-established and known within its niche, but struggled to generate consistent leads and sales from paid digital advertising.

Dawn Hunter, the CEO and Founder, had been running ads on Google and Facebook, but leads were generated sporadically. There were weeks when her ads resulted in no leads at all. Then, to top it off, her show-up rate was not hitting benchmarks.

When Dawn contacted us, she knew things needed to change and that a stable lead pipeline would help stabilize her beauty academy's revenue.

We worked with her to reorganize her digital marketing efforts through new optimized campaigns and marketing automation.

Over one quarter, we achieved:

Decrease in Cost
per Lead

⌵ -47%

Increase in Number
of Leads

⌶ 305%

Total Ad Spend

⌶ \$4,327

How We Achieved Success

The competition for online and live education for niche audiences can be fierce. We knew that to be successful, we had to help our client's ads and content stand out.



1 Attracting the Right Prospects at the Right Cost

One of the first things we did was create a consultation funnel that would lead potential clients to a page where they could book a free consultation with someone in our client's sales team. Redirecting potential clients to a dedicated consultation funnel can help generate better leads than redirecting them to the client's website.

Once we had more leads, we created an application page for the courses our client offered to help sort the high-quality leads from the low-quality ones.

2 Creating an Efficient Marketing to Sales Pipeline

We knew our changes would result in an increased number of leads, so we set up analytic trackers to monitor important KPIs. By tracking all this information and sharing it with our client, we suggested areas of improvement and helped them continuously automate different steps in the process.

We also created a series of lead nurturing email sequences to ensure the potential clients who interacted with the client's brand received constant information about the services that would entice them to become clients.

Our Results



Throughout the months of working with our client, we were able to decrease the cost per lead by 47% and increase the number of leads by 305%. And during the most successful month, we helped our client spend approximately \$4,500 on ads. Resulting in 154 leads and over \$117k in sales, a 21x ROAS.

There's real power in knowing your target audience. Once you know the right content, the right channel, and have the right tools to track your campaigns — you can get a better idea of what your audience really wants. In the case of this client, a few tweaks reaped great rewards.

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