NEXTWAVE MARKETING GROUP

CASE STUDY

HOW AN ONLINE BUSINESS COACH MADE 24K IN 60 DAYS

Results:

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

Summary

Competition in the online coaching space is fierce. Every aspect of the marketing has to work just right, from the freebies, to funnel, to pixel and social proof on social media.

Recently, Nextwave Marketing Group was brought in to uplevel 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 in through referrals, she hadn't yet cracked Facebook and she wanted to scale. Our first change 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.

Take A Look at the Numbers:

Cost Per Lead:

Ad Sets | 4 selected | Ads for 4 Ad Sets

Columns: Performance and Click

Results	Reach	Frequen	Cost per Result	Amount Spent	Ends	Relevanc Scor	Impressions	CPM (Cc 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 | 1 selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

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		

Landing Page Conversion Rates:

Unique Views	Conversions	Conversion Rate
212	105	50%
699	0	0%
106	0	0%
1438	717	50%
175	101	58%

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 to 9.6x.

Result

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.

Challenges

One of the challenges we ran into with this account was the speed at which the client wanted to fill her webinars. We know that an account budget that is increased too quickly can crash and burn but we used some creative audience solutions that allowed us to get just the right number of registrants.

We are on-target to double her webinar registrations for next round, with a minimal increase in adspend due to the cumulative effect of her list building and evergreen freebie funnel.

Want to learn more?

Set up a free strategy call here: www.nextwavemarketingllc.com/schedule