



MOUNTAIN SUN MARKETING

**ONLINE
COACH
CASE
STUDY**

How an online coach made 24k
in course sales in 60 days

An Overview

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, Mountain Sun Marketing was brought in to up-level 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

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.

Challenges and Objectives

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.

Objectives

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.

The deets

Results

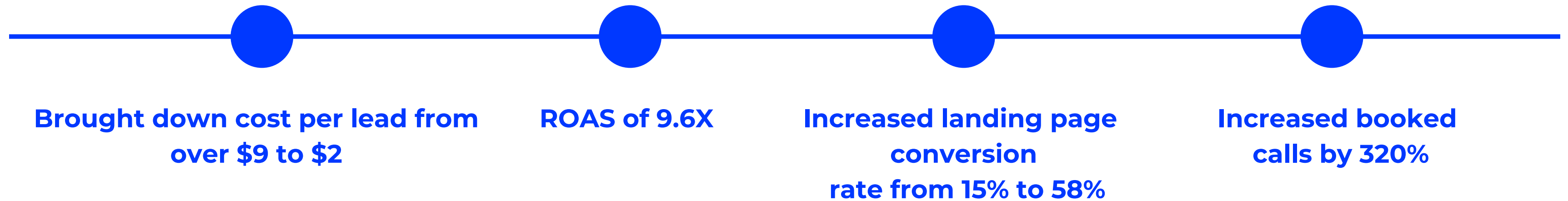
**Return on ad spend
(ROAS) of 9.6X**

+ partial build to fix her existing
Funnel

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.

Accomplishments



Have a peak on the inside...

Cost Per
Lead:

Ad Sets4 selectedAds for 4 Ad Sets

Columns: Performance and Clicks

Results	Reach	Frequency	Cost per Result	Amount Spent	Ends	Relevance Score	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Clicks / Impressions)
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 Impressions	1,291 Total	\$1.29 Per Action	1.76% Per Impression

Cost Per Webinar
Registration:

Ad Sets1 selectedAd Sets for 1 CampaignAds for 1 Campaign

Rules

Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent
Not Delivering All Ads Off	23 Completed Registration	2,281	1.08	\$2.95 Per Completed Registration	\$10.00 Daily	\$67.86
Inactive	3 Completed Registration	422	1.03	\$5.54 Per Completed Registration	\$10.00 Daily	\$16.62 of \$16.62
Inactive	16 Completed Registration	365	1.70	\$2.10 Per Completed Registration	\$12.50 Daily	\$33.60 of \$33.60
Completed	170 Completed Registration	8,554	1.22	\$1.78 Per Completed Registration	\$45.00 Daily	\$303.15 of \$303.15
	212 Completed Registration	11,156 People	1.25 Per Person	\$1.99 Per Completed Registration		\$421.23 Total Spent

Strategy

We use our tested and proven ads strategies with our clients.

Using our method, 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.

MOUNTAIN SUN MARKETING

Our clients ' wins are OUR wins.

We work with our clients as diligently as a business partner to help them reach their goals.

Ready to see what ads can do for your business?

BOOK A FREE CALL HERE

<https://mountainsunmarketing.com/booking>

