

CASE STUDY

FACEBOOK ADS



Coaching Company

OVERVIEW



OVERVIEW

The case study involves an overview of a business coach company on how we aimed to increase brand awareness, generate qualified leads, and optimize the cost per lead (CPL) to ensure budget efficiency for a business coaching client.

These goals were pivotal in overcoming the challenges of a competitive market and achieving sustained growth.



ABOUT THE CLIENT

The business coaching company is dedicated to helping both aspiring and seasoned entrepreneurs achieve success by providing cutting-edge insights, skills, and resources. Specializing in transforming business ideas into thriving ventures, the client offers personalized coaching and strategic guidance tailored to the unique needs of each entrepreneur.



PROBLEM STATEMENT

Despite its strengths, the client faced significant challenges in building brand awareness and establishing a strong presence in the highly competitive business coaching niche. The primary objective was to attract more qualified leads for their training programs while maintaining a cost-effective approach to lead generation.

GOALS

The primary challenge was to create an audience that would converted buy the coaching program. The client's objective was to attract entrepreneurs, startup owners, or business owners who want to grow their business online.



STRATEGY

THE CAMPAIGN RAN FOR 1 MONTH

The team created campaigns with the group of researched audiences on Facebook and Instagram, targeting business owners, entrepreneurs, testing different combinations to increase leads and lower CPA.

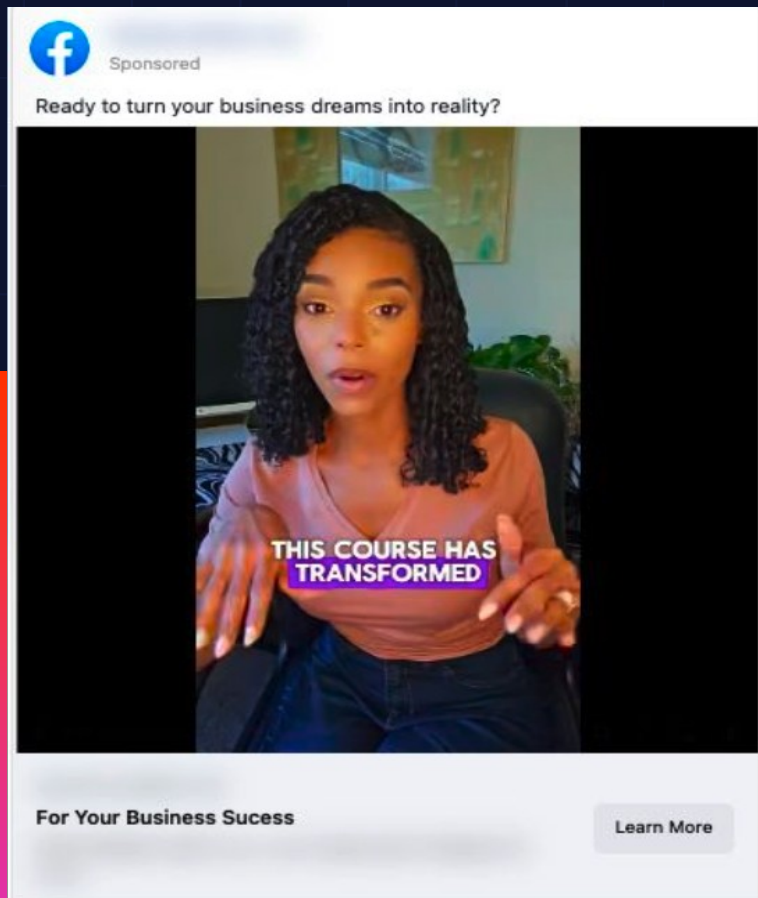
Remarketing and lookalike audiences boosted sales, resulting in 40 leads as the best CPL of \$8.43.

Continuous AB testing showed videos performed very well, leading to a constant supply of leads at the optimized CPL.

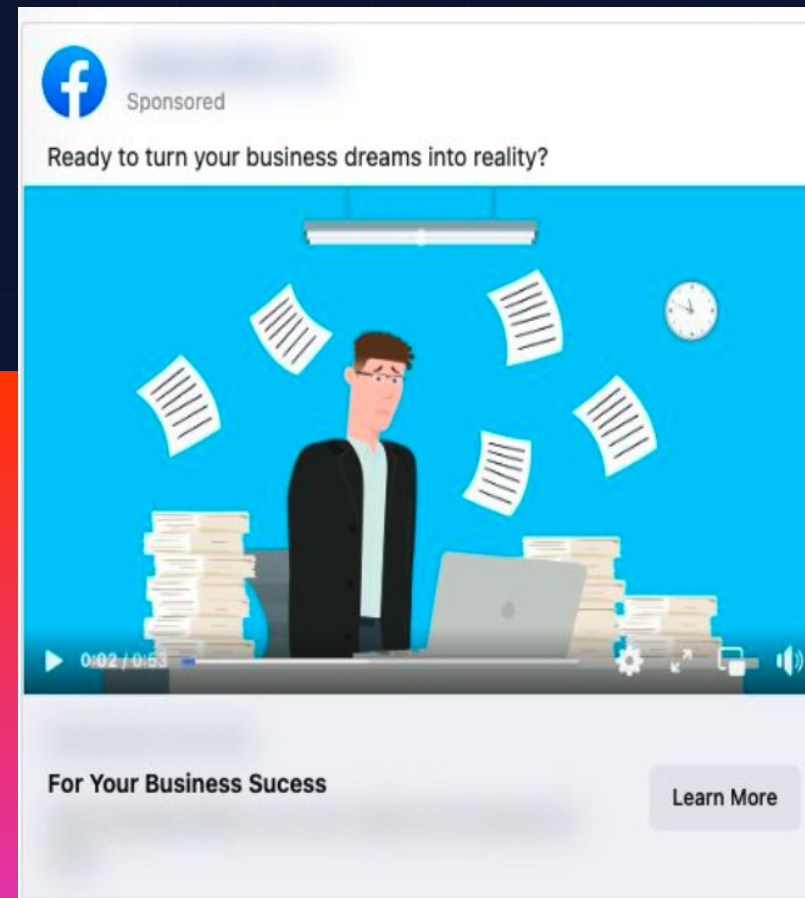


BEST PERFORMING ADS

The best-performing ads were video ads with conversion ads. Remarketing and lookalike audiences were applied, leading to optimized creative performance.



A Facebook video advertisement. At the top left is the Facebook logo and the word "Sponsored". Below that is the text "Ready to turn your business dreams into reality?". The main content is a video of a woman with dark curly hair, wearing a pink top, sitting in a chair and speaking. A purple text box with white text "THIS COURSE HAS TRANSFORMED" is overlaid on the video. At the bottom left of the ad is the text "For Your Business Success" and at the bottom right is a "Learn More" button.

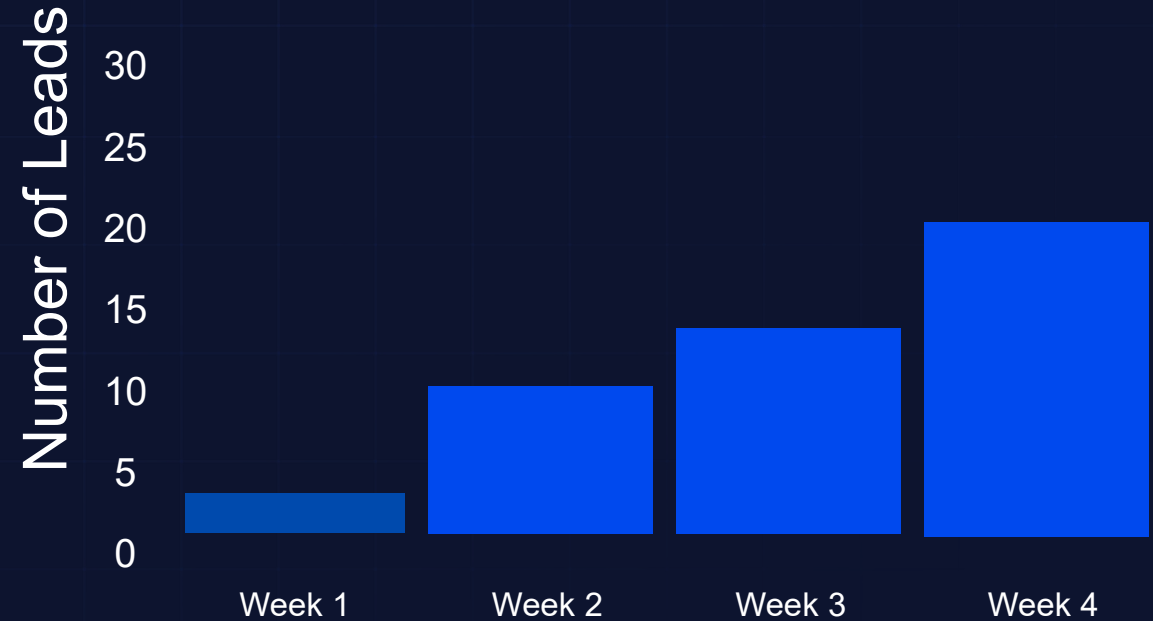


A Facebook video advertisement. At the top left is the Facebook logo and the word "Sponsored". Below that is the text "Ready to turn your business dreams into reality?". The main content is a video with a blue background showing an illustration of a man in a suit sitting at a desk with a laptop. There are stacks of papers on the desk and several papers are floating in the air. A clock is visible on the wall. At the bottom left of the video is a play button icon and the text "0:02 / 0:53". At the bottom right of the video are icons for settings, share, and volume. Below the video is the text "For Your Business Success" and at the bottom right is a "Learn More" button.

DETAILED RESULTS

Our initial ad sets need time to find the right audiences, which may lead to higher costs per lead of \$18.57.

We started with a website leads conversions campaign with a lead magnet for quality leads. As we optimized it gradually, costs decreases and targeting learnings improved. We were fully focused on the cost per leads and the best performing ad.



Budget: \$500 Per Month
Location: United States

FINAL OUTCOME

The campaign successfully generated a total of 40 leads at a final CPL of **\$8.43**.

CONCLUSION

The Facebook Ads campaign for the automotive performance product client was a resounding success. The campaign achieved a significant increase in sales and revenue, far exceeding the client's expectations.

This case study demonstrates the effectiveness of a well-executed digital marketing strategy in reaching and converting a highly specific target audience.

