



FACEBOOK ADVERTISING WITH US

LIFE COACH CASE STUDY

HOW A NEW LIFE COACH MADE \$45K IN 30 DAYS

Results:

- Landing page conversion rate 49%
- Yielded 61 Booked Sales Calls in 30 Days at \$15 per call, closed 13 people into her exclusive 3.5K 1:1 coaching program
- ROAS of 4352x
- Added over 1000 leads to her list for \$1/lead



Summary

Competition in life coaching is TOUGH. When launching a new life coaching business, all the pieces have to be in place (including the freebies, to the funnel, to the pixel and social media strategy).

Recently, our team worked with a new life coach and author. She had been successful in distributing her book through organic social media, but wanted to really uplevel and scale with her proven coaching program that worked with the book.

Goal

This life coach was starting with a new prospect list and wanted to scale her \$3.5K 1:1 program that was the companion to her life-coaching book. While this online coach had experienced success through referrals, she hadn't yet cracked Facebook ads. We set out to make FB ads work for her.

Accomplishments

We did a partial build to pull together the various landing pages she had created herself.

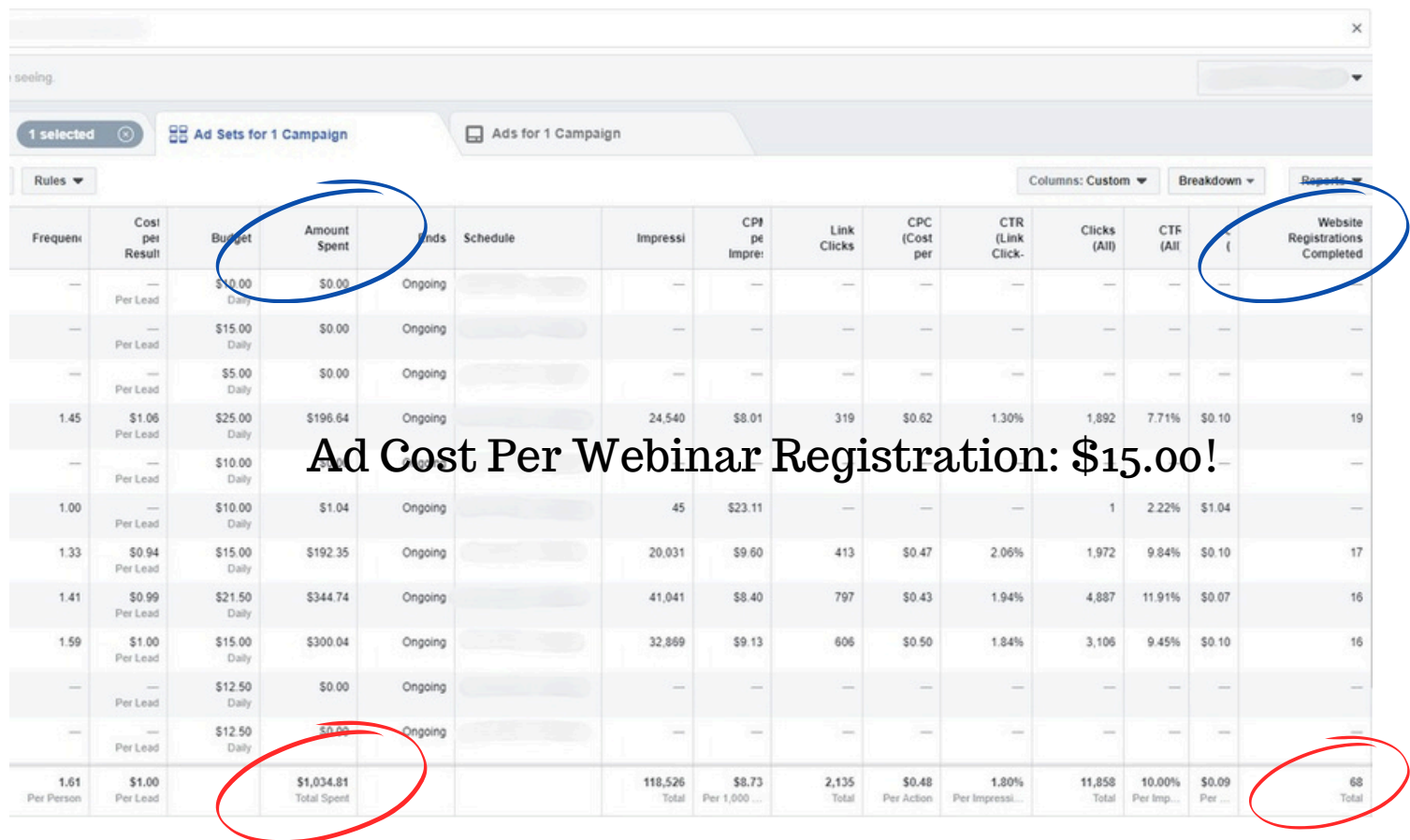
When we launched her funnel and ads, she quickly began to add 30 leads to her list per day. Three months later, she was still adding 30 leads to her list per day and was considering adding staff to help with her program.

This funnel yielded opt-ins at \$1 per lead and booked sales calls at \$15 per sales call. The ads on her campaign netted Click-Through-Rates (CTR) of 1.8%, almost double industry average (this indicates the quality of the ads). She also got a cost-per-click of \$0.48 (truly exceptional).

Just for context, industry averages are: CTR 1% (cold audience) and cost-per-click \$2.00.

In 30 days she booked 61 sales calls at a cost of \$15 a piece (extremely cheap), and over 30 days she closed 13 sales for her \$3.5K 1:1 coaching program - or \$45K revenue in 30 days! Her return on ad spend (ROAS) was 4352X.

Take A Look At These Results:



The screenshot shows a Facebook Ads Manager interface. At the top, there are tabs for 'Ad Sets for 1 Campaign' and 'Ads for 1 Campaign'. Below the tabs, there are filters for 'Rules', 'Columns: Custom', 'Breakdown', and 'Reports'. The main table displays various metrics for different ad sets. Annotations include blue circles around the 'Amount Spent' and 'Website Registrations Completed' columns, and a red circle around the 'Total Spent' and 'Total' rows. A text overlay reads 'Ad Cost Per Webinar Registration: \$15.00!'.

| Frequency | Cost per Result | Budget | Amount Spent | Status | Schedule | Impressions | CPA (Per Impression) | Link Clicks | CPC (Cost per Click) | CTR (Link Click-Through Rate) | Clicks (All) | CTR (All) | Website Registrations Completed |
|-----------|-------------------|---------------|------------------------|---------|----------|---------------|----------------------|-------------|----------------------|-------------------------------|--------------|-------------------|---------------------------------|
| — | — | \$10.00 Daily | \$0.00 | Ongoing | | — | — | — | — | — | — | — | — |
| — | — | \$15.00 Daily | \$0.00 | Ongoing | | — | — | — | — | — | — | — | — |
| — | — | \$5.00 Daily | \$0.00 | Ongoing | | — | — | — | — | — | — | — | — |
| 1.45 | \$1.06 Per Lead | \$25.00 Daily | \$196.64 | Ongoing | | 24,540 | \$8.01 | 319 | \$0.62 | 1.30% | 1,892 | 7.71% | \$0.10 |
| — | — | \$10.00 Daily | \$0.00 | Ongoing | | — | — | — | — | — | — | — | — |
| 1.00 | — | \$10.00 Daily | \$1.04 | Ongoing | | 45 | \$23.11 | — | — | — | 1 | 2.22% | \$1.04 |
| 1.33 | \$0.94 Per Lead | \$15.00 Daily | \$192.35 | Ongoing | | 20,031 | \$9.60 | 413 | \$0.47 | 2.06% | 1,972 | 9.84% | \$0.10 |
| 1.41 | \$0.99 Per Lead | \$21.50 Daily | \$344.74 | Ongoing | | 41,041 | \$8.40 | 797 | \$0.43 | 1.94% | 4,887 | 11.91% | \$0.07 |
| 1.59 | \$1.00 Per Lead | \$15.00 Daily | \$300.04 | Ongoing | | 32,869 | \$9.13 | 606 | \$0.50 | 1.84% | 3,106 | 9.45% | \$0.10 |
| — | — | \$12.50 Daily | \$0.00 | Ongoing | | — | — | — | — | — | — | — | — |
| — | — | \$12.50 Daily | \$0.00 | Ongoing | | — | — | — | — | — | — | — | — |
| 1.61 | \$1.00 Per Person | — | \$1,034.81 Total Spent | — | — | 118,526 Total | \$8.73 Per 1,000 ... | 2,135 Total | \$0.48 Per Action | 1.80% Per Impressi... | 11,858 Total | 10.00% Per Imp... | \$0.09 Per ... |

Strategy

Success like this doesn't happen overnight - it was a coordinated launch with the successful use of audience testing, audience research, strategically using FB Lives to generate rich audience data, along with a coordinated social media approach.

Want to learn more?

Set up a free strategy call here: www.GRKAdvisors.com