



MOREOVER MARKETING  
DIGITAL ADS AGENCY

# **BUSINESS COACH 81K CASE STUDY**



## **HOW A BUSINESS COACH MADE 81K IN COURSE SALES IN 30 DAYS**

### Results:

- Yielded 15 High-Ticket Program Sales in 30 Days for \$81,000 Profit with \$8976 In Ad Spend
- ROAS of 9X
- Added 1382 leads to her list daily for \$6.49/lead

# Summary

Recently, Moreover Marketing Digital Ads Agency began working with a business coach and author. She was launching a high-ticket B2B online business training program with a price tag of \$5400. This coach had some momentum but was ready to scale significantly and was having trouble getting consistent results from advertising.

## Goal

This coach had a small list of under 1000 people and while she had some early traction and momentum from in-person trainings, had not yet mastered the art of the online sales with Facebook ads. We set out to make FB ads work for her with an emphasis on using an advanced video funnel in her ads manager to build rapport and trust with potential clients on autopilot.

## Accomplishments

We first started out with our signature onboarding process of 3 onboarding sessions with a warm audience ad test. We strategized with the coach about the type of content most likely to do well with a Facebook ads campaign and provided her with a detailed list of the exact sales videos needed for her funnel.

The next 30 days she launched a series of three webinars and - in total - enjoyed 15 sales from 38 booked calls. She made \$81,000 from approx \$9000.00 in ad spend and subsequently built an evergreen program funnel to continue getting program sales on autopilot. She added 1382 people to her list and had a return on ad spend (ROAS) of 9X.

# Take A Look at The Magic Numbers Here:

## Email List Opt-Ins:

| Ad sets                             |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
|-------------------------------------|----------|----------|---------|----------------------------|-------------------|--------------------|------------------------|------------------|---------------------------|---------|-------------------|
| Updated just now                    |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Campaign name contains leads        |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Search and filter                   |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Save Clear                          |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Maximum: Dec 5, 2019 – Jun 24, 2022 |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Campaigns                           |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| 1 selected                          |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Ad sets for 1 Campaign              |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Ads for 1 Campaign                  |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
| Columns Breakdown Reports           |          |          |         |                            |                   |                    |                        |                  |                           |         |                   |
|                                     | Off / On | Ad Set   | At sett | Results                    | Reach             | Frequency          | Cost per result        | Budget           | Amount spent              | Ends    | Schedule          |
|                                     |          | Lem...   | 7..     | 1,382 [2]<br>Website Leads | 192,501           | 1.32               | \$6.78 [2]<br>Per Lead | Using campaig... | \$9,375.41                | Ongoing | May 11, 2021 – On |
|                                     |          | Resul... | 7...    | 1,382 [2]<br>Website Leads | 192,501<br>People | 1.32<br>Per Person | \$6.78 [2]<br>Per Lead |                  | \$9,375.41<br>Total Spent |         |                   |

## Booked Calls:

| Ad sets                             |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
|-------------------------------------|----------|------------------------|---------|-----------------------------------|----------------------------|---------------------------|-------------------|--------------------|---------|------------------|--|
| Updated just now                    |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| Search and filter                   |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| Maximum: Dec 5, 2019 – Jun 24, 2022 |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| Campaigns                           |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| 1 selected                          |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| Ad sets for 1 Campaign              |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| Ads for 1 Campaign                  |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
| Columns Breakdown Reports           |          |                        |         |                                   |                            |                           |                   |                    |         |                  |  |
|                                     | Off / On | Ad Set                 | At sett | Cost per result                   | Results                    | Amount spent              | Reach             | Frequency          | Ends    | Schedule         |  |
|                                     |          | broad - Copy 2         | 7..     | \$177.32 [2]<br>Per Complete R... | 19 [2]<br>Website Compl... | \$3,369.08                | 39,728            | 1.26               | Ongoing | May 12, 2022 – C |  |
|                                     |          | business - Copy        | 7..     | \$250.70 [2]<br>Per Complete R... | 15 [2]<br>Website Compl... | \$3,760.53                | 46,624            | 1.32               | Ongoing | May 12, 2022 – C |  |
|                                     |          | broad - Copy 3         | 7..     | \$461.76 [2]<br>Per Complete R... | 4 [2]<br>Website Compl...  | \$1,847.03                | 28,081            | 1.29               | Ongoing | May 12, 2022 – C |  |
|                                     |          | Results from 3 ad sets | 7...    | \$236.23 [2]<br>Per Complete R... | 38 [2]<br>Website Compl... | \$8,976.64<br>Total Spent | 102,817<br>People | 1.44<br>Per Person |         |                  |  |

## 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, as well as a coordinated social media approach.

## Want to learn more?

Set up a free strategy call here: [www.moreovermarketing.com/schedule](http://www.moreovermarketing.com/schedule)