

# CASE STUDY

FACEBOOK ADS



Business Coach

# OVERVIEW



## OVERVIEW

This case study delves into a successful Facebook Ads campaign aimed at boosting lead generation for a coach and consultant catering to elite entrepreneurs.

Over the span of 4 months, the campaign not only enhanced the client's online presence but also significantly increased qualified leads while optimizing costs through targeted strategies.



## ABOUT THE CLIENT

The client operates as a coach and consultant, specializing in empowering elite entrepreneurs to transform and expand their businesses. With a focus on delivering high-value programs, the client's success hinges on attracting qualified leads for enrollment.



## PROBLEM STATEMENT

The client, possessing minimal online visibility, faced challenges in personal branding and lead qualification critical for enrollment in their coaching and training programs.

# GOALS

The primary objective of the campaign was to increase the client's online presence and attract more qualified leads for their high-ticket coaching and training programs, all while optimizing costs through an efficient Facebook Ads structure.



# STRATEGY

## THE CAMPAIGN RAN FOR 4 MONTHS

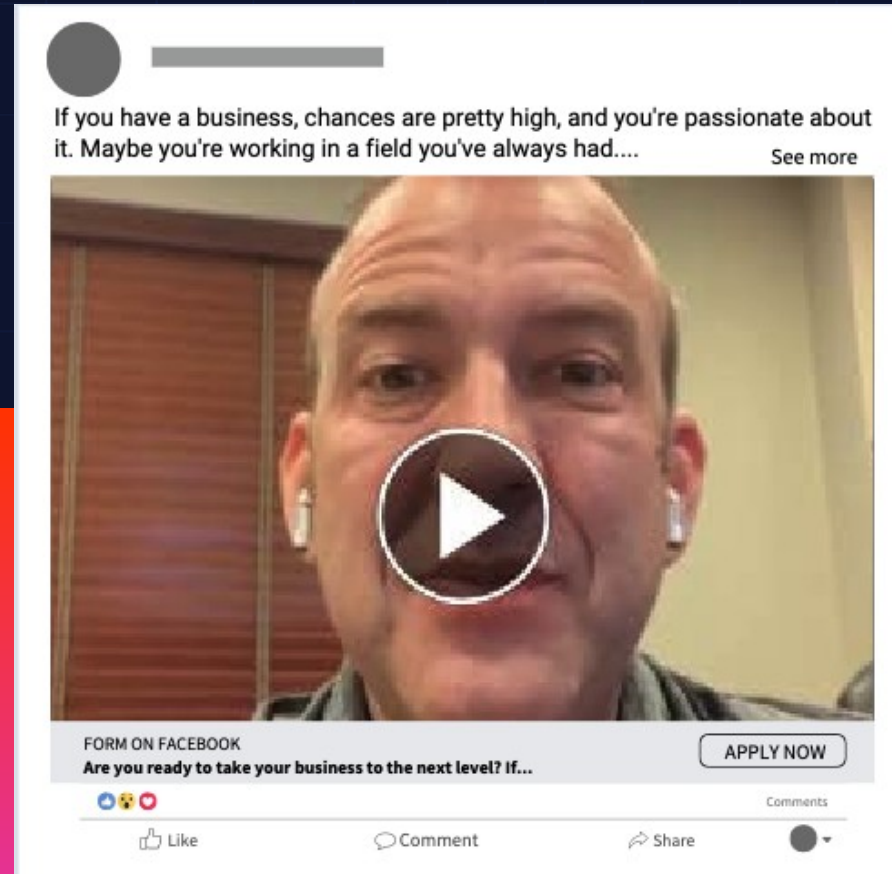
The campaign used a step-by-step approach, trying out different ways to get more leads while spending less money. First, it targeted people interested in famous business mentors and coaches. Then, it switched to using Facebook Lead Ads, where people could fill out forms directly.

inally, it focused on a specific type of audience that was similar to the client's existing customers and used ads to remind people who started but didn't finish filling out the forms.



# BEST PERFORMING ADS

The best-performing ads were video ad with a explainer script and carefully researched targeting.

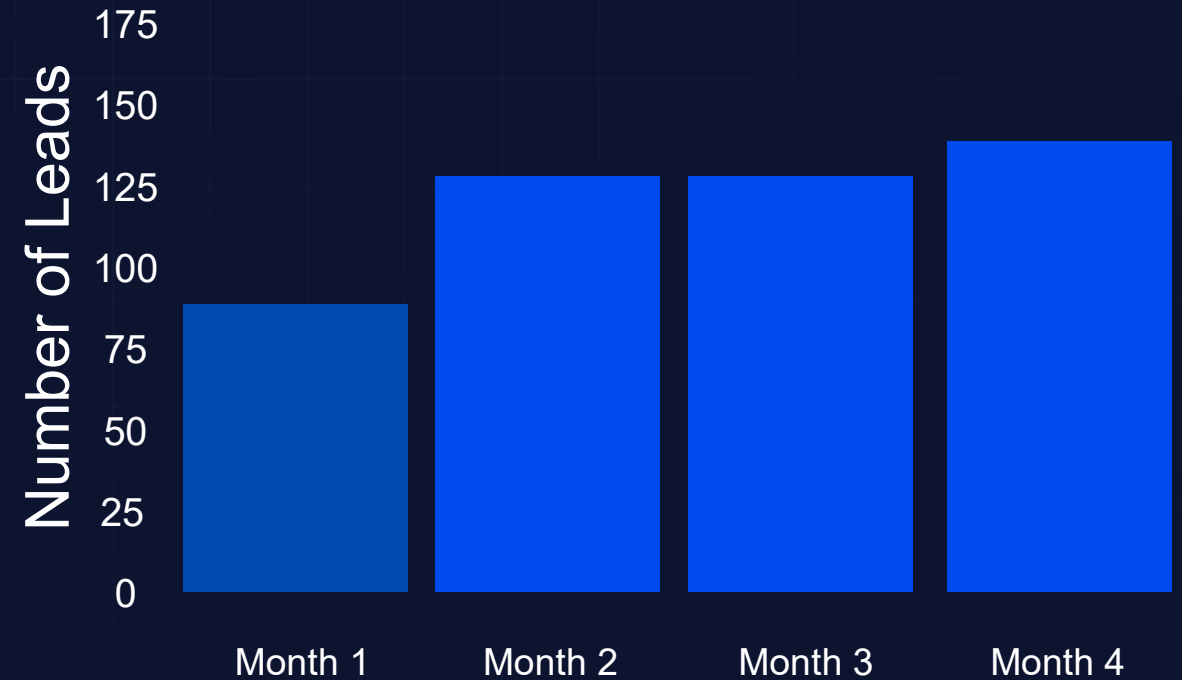


A screenshot of a Facebook video advertisement. The ad features a close-up video of a man speaking. The text above the video reads: "If you have a business, chances are pretty high, and you're passionate about it. Maybe you're working in a field you've always had..." with a "See more" link. Below the video, the text says "FORM ON FACEBOOK" and "Are you ready to take your business to the next level? If..." followed by an "APPLY NOW" button. At the bottom, there are icons for sharing, reacting, and commenting, along with "Like", "Comment", and "Share" text options.

# DETAILED RESULTS

The campaign generated 400 high-quality leads, showcasing the efficacy of targeted strategies.

Notably, the utilization of lookalike audiences and retargeting ads contributed to a 50% reduction in the cost per lead compared to interest-based ad sets, underscoring the campaign's success in optimizing lead generation efforts.



## FINAL OUTCOME

The campaign successfully generated 400 high-quality leads in just 4 months.

Budget: \$1200 Per Month  
Location: United States

# CONCLUSION

This Facebook Ads campaign underscores the potency of a data-driven approach to digital marketing. Through strategic targeting and leveraging lookalike audiences, the campaign surpassed expectations, delivering a significant volume of qualified leads while maintaining cost efficiency.

