

CASE STUDY

GOOGLE ADS

How Google Ads Drove Growth for
a Coaching Business

Coaching Business



OVERVIEW



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A coaching company, specializing in helping coaches and consultants fill their programs with valuable clients, sought to enhance their online presence and increase product sales. This case study explores the strategic implementation of Google Ads over a six-month period, culminating in impressive results.



ABOUT THE CLIENT

The coaching business focused on helping coaches and consultants increase program enrollment by using a strategic Google Ads campaign to enhance their online presence and drive product sales, resulting in significant business growth and client engagement.



PROBLEM STATEMENT

The company's primary challenge was to increase new product sales and grow coaching program enrollment by using a robust online marketing strategy that would not only attract potential clients but also convert these leads into sales.

GOALS

The goal of the Google Ads campaign was to significantly increase client inquiries, specifically targeting high-quality phone calls and leads. We aimed to achieve this goal using strategic digital marketing in enhancing visibility, attracting new clients, and fostering business growth in a competitive market.



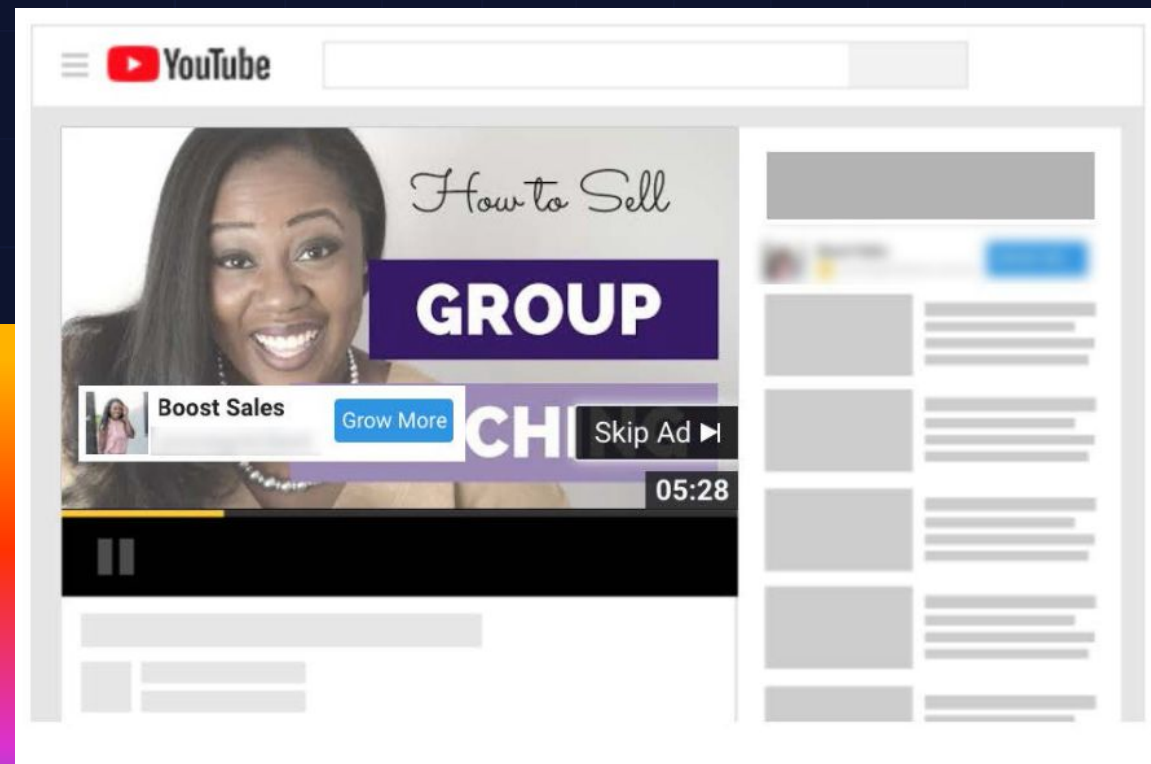


STRATEGY

To achieve the desired outcome, a phone call-optimized search campaign was implemented, targeting individuals aged 25-65+ in the top 50% income bracket. Tailored search ads with relevant keywords directed users to specific landing pages and click-to-call ads. Continuous optimization ensured optimal performance throughout the campaign.

BEST PERFORMING ADS

The standout ad in the campaign achieved 86 conversions, 266,901 unique impressions, and a 1.76% click-through rate (CTR).

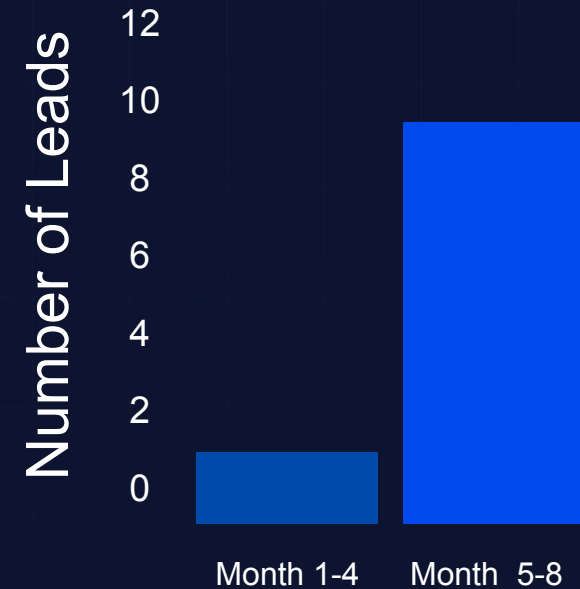


DETAILED RESULTS

The strategic use of Google Ads resulted in significant business growth for the client. The campaigns not only generated quality link clicks and product sales but also set a strong foundation for future expansion. This success demonstrates the transformative impact of targeted online advertising in driving sales and enhancing client engagement for a coaching business.

FINAL OUTCOME

The campaign generated 266,901 unique impressions and a 1.76% CTR, which underscore the effectiveness of tailored ad campaigns in achieving business objectives and positioning the client for continued success in the competitive coaching market.



Budget: \$1,200 per month

Location: N/A

CONCLUSION

This case study showcases how a well-executed Google Ads strategy can drive substantial growth in sales and client engagement for a coaching business.

