



## CASE STUDY

# HEALTH COACH

HOW WE MADE \$10916 USING \$280  
AD SPEND IN 4 WEEKS.

The client came to us looking for help with a Facebook marketing campaign for an upcoming program launch. When we met, the client had an engaged another agency but had not received the results they wanted.

Their goal was to sign up 80 participants into the program  
The last campaign had produced 14 sign-ups with the previous agency they had hired.

We got to work straight away!

Aug 24, 2020 – Oct 2, 2020	
Purchase ROAS (Return on Ad...)	Purchases Conversion...
73.84	\$3,768.00
73.84	\$3,768.00
63.22	\$2,032.00
63.22	\$2,032.00
39.71 Average	\$10,916.00 Total

We took account of the Ads that had performed well in the previous campaign.

We then identified the audience and key elements of those Ads to incorporate into the new campaign.

We tested various Ad sets with different copy, creative and audience segmentation.



**The results were good but we wanted to see more traction and to reach a wider audience.**

We changed up the copy to convey EXACTLY what her target audience was looking for.

We also changed up the creative and switched off the Ads that weren't performing well.

**IT WAS A HIT!**

Conversions increased and before the 6-week campaign was over we had surpassed her goal of 80 signing up 104 participants.

Almost half purchasing directly through the Ads. We used \$280 total ad spend and generated \$10916 from Ads.

ARE YOU READY TO SCALE YOUR SALES  
AND ROAS?

**APPLY TO WORK WITH US!**