About

MOMENTUM MARKETING

OUR CLIENT
This client is a coach/consultant to elite entrepreneurs. He helps entrepreneurs transform and grow their businesses.

GOAL
To bring in more qualified leads for training and coaching programs and reach a lower cost per lead with a simplified Facebook Ads structure.

PROJECT DURATION
4 Months

PROBLEM STATEMENT
The client's online presence was almost nonexistent and there was an urgent need for personal branding. There was a need to qualify leads for enrollment.

Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

1

The First Phase

Our team decided to run Facebook Leads Ads so that interested users can fill the lead form on Facebook without the need for a landing page.

2

The Second Phase

Leads acquired by the Facebook Lead Ads were pushed into the client's CRM to be nurtured by their sales team. Video and image ads were used as promotional material.

3

The Third Phase

We created multiple Ad sets with different target audiences. We also ran ad sets targeting the interests of famous business mentors/coaches. The target location was the United States.

Number of Leads Per Month

Month 1		Month 2		Month 3		Month 4	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
124	$7.95	85	$11.54	96	$7.60	95	$7.55
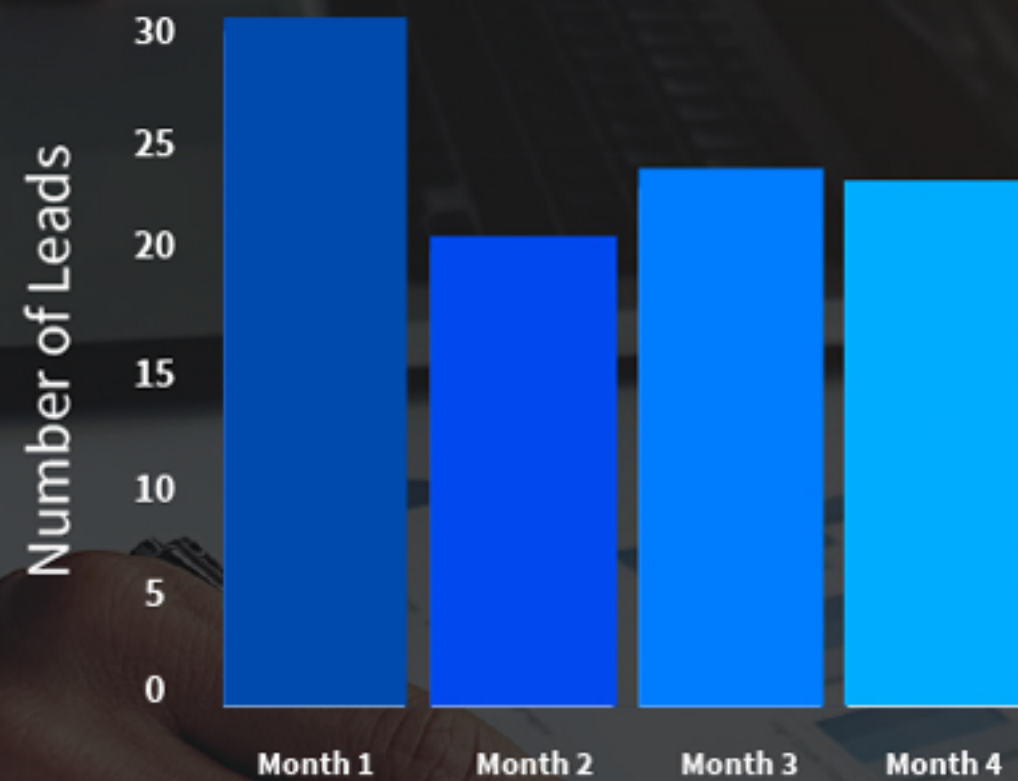
$ Budget:

$1,200 Per Month

Location

UNITED STATES

Key Metrics

Reach	Leads	CPR	CTR	CPC
253,896	846	$14.05	3.99%	$0.38

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Best Performing Ad

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.... See more

FORM ON FACEBOOK
Are you ready to take your business to the next level? If... **APPLY NOW**

Like   Comment   Share

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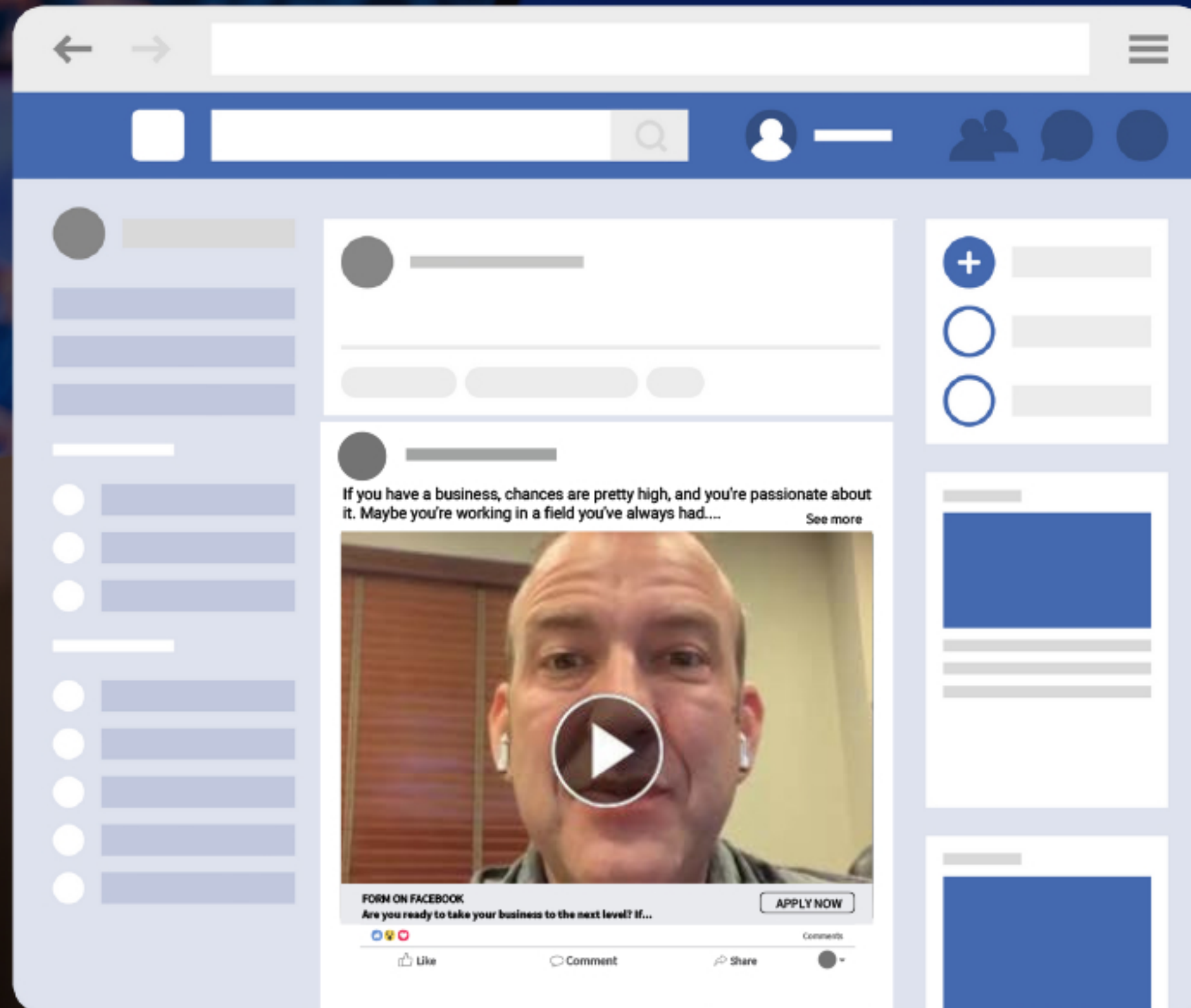
Solution

Once we gathered enough leads and clicks data, we created a lookalike ad set targeting 1% lookalike audience. Using the lookalike audience, cost per lead went down 50% compared to the interest-based sd sets. We also used retargeting ads to those who opened but did not fill the Lead form.

Final Outcome

We were able to generate 846 high quality leads at a CPR of $14.05 for this client (a business with almost zero online presence).

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