

SARAH MAE IVES SOCIAL MEDIA INC.

ADS CLIENT CASE STUDY

ONLINE BUSINESS
COACH
1.2 MILLION DOLLAR
LAUNCH ON 24K AD
SPEND DEC 2020

Results:

Spent \$24,000 over a three week period to net 1.2 million dollars in sales in less than 30 days
Yielded 3-day challenge opt-ins under a \$2
Sold \$200,000 of high-ticket back end sales
Sold 1 million dollars of \$997 business program
ROAS of over 40X

Summary

Sarah Mae Ives Social Media Inc recently conducted a new product launch for a business coach client in the online space selling a range of products from \$97-\$497.

Client recently developed a new program with the price tag of \$997 (sold \$1,000,000), plus a mastermind upsell of \$30,000 (sold ~~200,000.

The ads strategy encompassed a 3-tierd system of spending \$10,000 in lead generation for a new 3-day challenge, plus retargeting at middle of funnel and bottom of funnel to drive sales.

Goal

To successfully launch client's new \$997 business program and hit a million dollars.

Accomplishments

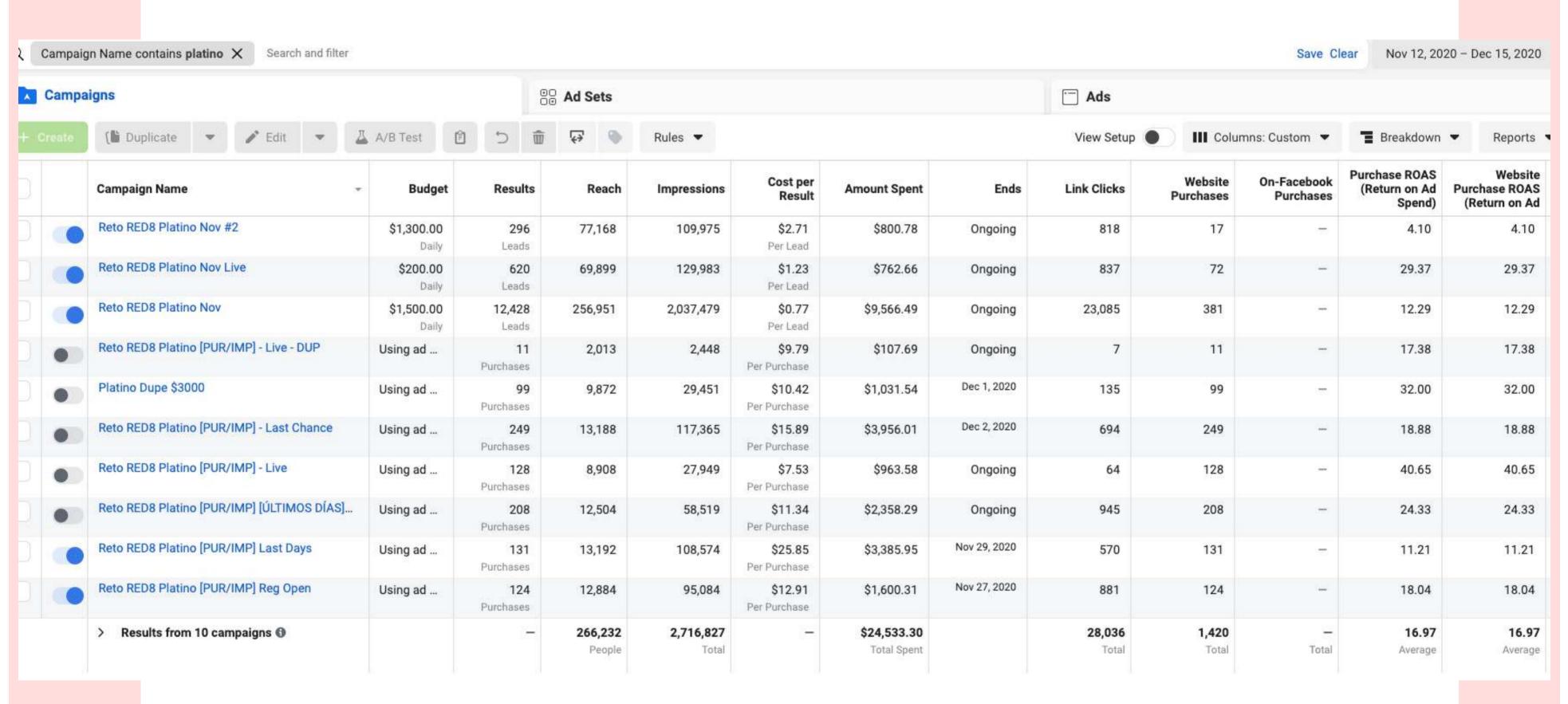
We initially spent \$10,000 in lead generation for the 3-day challenge over a 7 day period, followed by a series of retargeting campaigns: "doors open", "last days" and "last chance." The reargeting ads spent a budget of \$14,000.

Challenges

One of the challenges we ran into with this account was the speed at which we needed to spend money but with our proprietary scaling techniques we were able to keep ad costs low and fully engage people in retageting and to point of sale.

Looking at the numbers...

Purchases attributed in the ads manager reflect a 17X ROAS (already pretty exciting, right?!) but this does NOT account for monies recieved for payment plans nor purchases made offline for mastermind event. In total client, generated a revenue of 1.2 million.



Want to see how we can help you with your next launch?

Set up a free strategy call here: www.sarahmaeives.com/schedule