

SARAH MAE IVES SOCIAL MEDIA
INC.

ADS CLIENT CASE STUDY

**ONLINE BUSINESS
COACH**

**1.5 MILLION DOLLAR
LAUNCH ON 300,000K
AD SPEND IN 2020**

Results:

Spent \$300,000 over an 11 month period, taking client from a 30K per month revenue and scaling up diligently to get client to a 250K revenue (per month) position in 11 months.

Grew email list from 2000 to 25,000

Sold \$1.5 million in high ticket course sales.

ROAS of over 5X

Summary

Sarah Mae Ives Social Media Inc recently conducted a new product launch for a business coach client in the online space selling a \$5000 program.

Client launched a completely new product with a \$500 per day ad spend in Jan. 2020 and scaled up to \$2000/day in Sept 2020 going from 40K per month in January to up to \$250K per month in Oct 2020 and client is currently experiencing continued growth.

The ads strategy includes about 70% of budget top-of-funnel to a cold audience and then 30% of budget for retargeting people to book a call.

Goal

To successfully launch client's new \$5000 business program.

Accomplishments

We initially started by spending a modest \$500 per day and as sales came in, client went up to \$1000 per day and hit 90K per month and then went up to \$2000 per day and is currently making excess of 250K per month.

Challenges

Since this was a brand new offer with a brand new coach in the space, we wanted to carefully test proof of concept without burning too much money. Client started slowly and we carefully measured results, tested audiences and tested messaging to attract the right kind of customer. Main challenges moving forward are ensuring lead costs stay low, which we effectively handle with our proprietary scaling method.

Looking at the numbers...

All purchases for this coach were conducted offline but you can still see the impressive number of call bookings generated for only \$150-200 per call and with a team close rate of 40%, you can do the math on profitability of over 5X. What a win!

Search and filter Lifetime: Dec 5, 2019 – Jan 22, 2021

Campaigns Ad Sets Ads

Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

Campaign Name	Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Lemonade New Lookalikes \$1250	Active	Lowest cost	\$750.00 Daily	7-day click or ...	804 Leads	130,920	164,424	\$7.58 Per Lead	\$6,098.07	
Lemonade Luxury \$1000/Day	Active	Lowest cost	\$1,350.00 Daily	7-day click or ...	1,004 Leads	169,304	231,837	\$8.45 Per Lead	\$8,487.12	
Lemonade Luxury Jan 12th 2021	Ads Off	Lowest cost	\$1,550.00 Daily	7-day click or ...	364 Leads	79,460	91,475	\$8.00 Per Lead	\$2,913.68	
Lemons Free Guide LALs	Ads Off	Lowest cost	\$1,000.00 Daily	7-day click or ...	799 Leads	116,992	148,974	\$6.80 Per Lead	\$5,436.69	
MIDDLE - Maven	Ad Off	Lowest cost	\$100.00 Daily	7-day click or ...	— Lead	—	—	— Per Lead	\$0.00	
Lemonade Interests (Originals)	Ads Off	Lowest cost	\$1,005.00 Daily	7-day click or ...	210 Leads	43,074	53,963	\$9.64 Per Lead	\$2,024.44	
Sandbox Lemonade \$50/Day	No Ads	Lowest cost	\$50.00 Daily	7-day click or ...	— Lead	—	—	— Per Lead	\$0.00	
Sandbox Lemonade	No Ads	Using ad set bid...	Using ad set bu...	-	—	—	—	—	\$0.00	
Lemonade Aug 27th 2020	No Ads	Lowest cost	\$1,000.00 Daily	7-day click or ...	154 Leads	28,752	31,794	\$5.45 Per Lead	\$839.54	
Lemonade July 4th 2020	Ad Sets Inactive	Lowest cost	\$530.00 Daily	7-day click or ...	595 Leads	96,096	152,234	\$5.27 Per Lead	\$3,134.57	
BOTTOM Book A Call Testimonials	Ads Off	Using ad set bid...	Using ad set bu...	7-day click or ...	34 Landing Page Views	3,989	5,080	\$9.78 Per Landing Page Vi...	\$332.44	
Live June 23rd	Ad Off	Using ad set bid...	Using ad set bu...	7-day click or ...	62 ThruPlays	1,364	2,240	\$0.68 Cost per ThruPlay	\$42.02	
Lemonade June 21st	No Ads	Lowest cost	\$450.00 Daily	7-day click or ...	879 Leads	101,505	170,563	\$4.76 Per Lead	\$4,180.49	
Results from 154 campaigns <small>Excludes deleted items</small>				Multiple Attrib...	—	2,139,849 People	7,136,744 Total	—	\$226,421.95 Total Spent	

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

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