



High Profile Author Facebook Ads Program Launch Case Study

CAMPAIGN OVERVIEW

Our client is one of the world's most recognized and influential spiritual teachers and authors, best known for his *New York Times* best selling works. In Q1 of 2017, we were hired by our client's publishing company to design and execute a full-scale digital marketing campaign to drive users to sign up for a live webinar, and then to retarget participants with sales ads for his online program.

Having never previously run any type of online advertising, the client was reticent to engage in any type of online promotion, thinking that it would be against his brand. However, we were still given very aggressive goals in regards to growing our client's online presence and bringing participants to his webinar series and program.

We designed a full digital marketing strategy from top of funnel engagement and lead generation down to sales conversion and customer acquisition. We also created on executed on the creative strategy needed to achieve the client and his publishing company's conversion goals.

Live Webinar Event/Program Ads

Our client conducted a live webinar series over the course of 8 weeks that included over 16 hours of video teachings, as well as live Q&As and entrance into a community of followers and fellow participants.

We consulted with the publishing company to build out conversion optimized landing pages as well as engaging in a top of funnel lead generation campaign that exchanged free bonus lessons/webinar for user emails. We then retargeted participants of the webinars to purchase the client's online program.



Campaign Expectations

We had target goal of 33,000 participants and a 1.5% sales conversion rate on a \$297 product. That would immediately yield a 47% profit margin, in addition to adding 33,000 users to their email list for future retargeting campaigns.



Campaign Targeting

We were provided us lists of their subscribers, but the main focus of lead generation was to expand by finding users of other spiritual teachers and in-market interests.



Segmentation of Audience Data

In addition to providing sales, we were tasked with increasing our client's social media following as well as providing a more comprehensive breakdown of his analytics. The goal was to increase his Facebook following by 8-10k followers.

Top of Funnel Lead Generation

Our top of funnel strategy involved serving 10 different ad creative variations to a combination of warm and cold audiences (mostly cold audiences). Our top of funnel campaign ran in tandem with an email drip campaign for 3 weeks.

Top of Funnel Ad Budget: \$100k

66,760

Leads Generated/ Participants to Webinar

Through comprehensive data modeling, we were able to 2x+ the desired number of participants to the webinar. Our audience strategy involved targeting lookalikes of the provided email lists, as well as adding in-market followers of similar authors, teachers and topics.

\$1.59

Cost per Webinar Registration

We were able to improve to provide leads at a cost savings of 47.52% on the pre-campaign stated goals.

Because we were able to generate many more leads than expected, Our client saw his email subscriber list grow by approx. 51,000 new followers.

43.46%

Landing Page Conversion Rate

Our initial projections and assumptions were based on a 20% landing page conversion rate, which we considered to be extremely aggressive. Depending on the type of product or service, a 10%-15% conversion rate is considered highly successful.

Sales Retargeting Campaign

After generating over 66,000 signups to the webinar series, we created and executed a direct to cart sales retargeting campaign targeting the webinar participants. This campaign was run over the course of 2 weeks.

Top of Funnel Ad Budget: \$85k

1,736

Sales Generated

Under the assumption/goal of a 1.5% sales conversion rate, we were targeting 1,001 sales from the 66k+ leads generated.

By generating 1,736 sales, we surpassed our goal by 73.42%.

\$50.69

Cost per Purchase

Our initial CPA goal was \$84.91. By generating sales at \$50.69, we improved on our initial goal by 40.3%

With a sales cost of \$297, we were able to drive a profit margin of 82.97% per unit.

2.60%

Sales Page Conversion Rate

Our 2.6% sales page conversion rate equated to a 73.33% improvement on the desired and projected sales page conversion rate prior to retargeting campaign launch.

\$515k Revenue

Generated during 8 week advertising period.

165.49% ROI

On advertising spend for top of funnel lead generation and sales retargeting campaigns.

\$80K+ in LTV

Added through email drip campaigns and upsells for other products and courses from the publishing company's website..

