just digital

Beauty Academy achieves 15x ROAS from Google and Facebook Ads

SERVICES

Google Ads
Facebook Ads
Marketing Automation

We Love a Good Challenge.

And with the beauty industry becoming more saturated, we needed to find a way to get our client to stand out from the competition.

Our client is a beauty academy that offers courses and certifications for artists and aspiring artists who want to become successful business owners in the permanent cosmetics industry. Her brand was well-established and known within its niche, but struggled to generate leads and sales from paid digital advertising.

She had been running ads on Google and Facebook, but these only generated leads sporadically. There were weeks and even months when her ads would result in no leads at all. And when her marketing efforts generated leads that led to booked sales calls, a majority of them wouldn't show up for the call.

When our client contacted us, she knew things needed to change and that a stable lead pipeline would help her stabilize the revenue for her beauty academy.

We worked with her to reorganize her digital marketing efforts through new optimized campaigns and marketing automation.

How We Achieved Success

The competition for online and live education for niche audiences can be fierce. We knew that to be successful, we had to help our client's ads and content stand out.

Over one quarter, we achieved:

Decrease in Cost per Lead

-47%

Increase in Number of Leads

305%

Total Ad Spend

$4,327

1 Attracting the Right Prospects at the Right Cost

One of the first things we did was create a consultation funnel that would lead potential clients to a page where they could book a free consultation with someone in our client's sales team. Redirecting potential clients to a dedicated consultation funnel can help generate better leads than redirecting them to the client's website.

Once we had more leads, we created an application page for the courses our client offered to help sort the high-quality leads from the low-quality ones.

Then we A/B tested different ad sets and audiences on Facebook and Google to find the best-performing ones. It allowed us to efficiently use our client's budget, attracting more and better leads without increasing the cost per lead.

2 **Creating an Efficient Marketing to Sales Pipeline**

We knew our changes would result in an increased number of leads, so we set up analytic trackers to monitor important KPIs. By tracking all this information and sharing it with our client, we suggested areas of improvement and helped them continuously automate different steps in the process.

We also created a series of lead nurturing email sequences to ensure the potential clients who interacted with the client's brand received constant information about the services that would entice them to become clients.
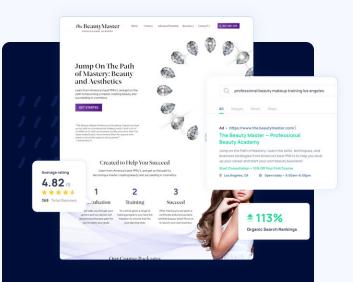
Our Results

Throughout the months of working with our client, we were able to decrease the cost per lead by 47% and increase the number of leads by 305%. And during the most successful month, we helped our client spend approximately $4,500 on ads. Resulting in 154 leads and over $170k in sales, a 15x ROAS.

There's real power in knowing your target audience. Once you know the right content, the right channel, and have the right tools to track your campaigns — you can get a better idea of what your audience really wants.

In the case of this client, a few tweaks reaped great rewards.

Advertise With Us and Boost Your Sales

GET STARTED