



# From Clicks to Clients: Facebook and Instagram Ads for Life Coaching Success

This success story presents a six-week case study on lead generation optimization for a life coach targeting individuals seeking personal growth. Discover the campaign's evolution, showcasing how data-driven strategies, audience refinement, and creative testing led to a significant reduction in cost per lead while maintaining lead quality.



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# Campaign Goals and Baseline Metrics

## Business Type

Life coach catering to individuals aged 30-50 seeking personal development and self-improvement.

## Campaign Objective

Reduce cost per lead (CPL) while ensuring high-quality leads for one-on-one coaching sessions.

## Initial Metrics

Initial CPL: \$28.57. Click-through rate (CTR): 1.20%.

# Week 1: Audience and Ad Testing

## Strategy

Started with broad targeting to test various demographics and behaviors. Used a single video ad creative with a motivational message.

## Results

Leads: 22. Amount Spent: \$329.74. CPL: \$14.99. CTR: 2.11%.  
This initial testing phase established a baseline for subsequent optimizations.

# Week 2: Refining Targeting with Interests

## Strategy

Narrowed down audiences based on interests related to personal development, motivation, and growth. Launched two new video ad variations featuring testimonials and value propositions.

## Results

Leads: 30. Amount Spent: \$400.32. CPL: \$13.34. CTR: 1.84%.  
This stage demonstrated the effectiveness of leveraging specific interests to reach a more engaged audience.

# Week 3: Introducing Lookalike Audiences

## Strategy

Created lookalike audiences based on website visitors, lead form submissions, and video viewers. Paused underperforming ads and introduced a free coaching session offer in the ad creative.

## Results

Leads: 36. Amount Spent: \$452.89. CPL: \$12.58. CTR: 1.97%.  
The introduction of lookalike audiences improved lead quality and cost-effectiveness.

# Week 4: Refining Lookalike Audience Variations

## Strategy

Dropped low-performing interest-based audiences. Tested multiple lookalike audience variations (1%, 2%, 3%) to find the best-performing groups. Highlighted a sense of urgency in the ad copy to increase conversions.

## Results

Leads: 19. Amount Spent: \$223.45. CPL: \$11.76. CTR: 2.27%.  
This week's focus on optimizing lookalike audience variations further refined campaign targeting and performance.

# Week 5: New Creative Strategy

## Strategy

Launched new creatives focusing on pain points (e.g., overcoming self-doubt) and solutions offered by coaching.  
Ran split tests comparing image ads versus video testimonials.

## Results

Leads: 41. Amount Spent: \$362.87. CPL: \$8.85. CTR: 2.31%.  
The introduction of new creatives and A/B testing led to significant improvements in click-through rate and cost-effectiveness.

# Week 6: Final Optimization

## Strategy

Combined the best-performing audiences with high-converting creatives from Week 5. Increased daily ad budget to maximize lead volume before the campaign end.

## Results

Leads: 105. Amount Spent: \$601.62. CPL: \$5.73. CTR: 2.42%.  
The final week's optimization leveraged insights from previous stages, leading to significant improvements in lead volume and CPL.



Campaign	Results	Cost per result	Reach	Amount spent	CTR (all)	Link clicks
Video Ads Detailed Targeting Audiences - diandigital	68 Website leads	\$8.48 Per lead	36,743	\$576.36	2.31%	1,267
Video Ads Lookalike Audiences - diandigital	94 Website leads	\$8.55 Per lead	49,526	\$803.59	2.57%	1,785
Video Ads Broad Audiences (Winners) - diandigital	38 Website leads	\$10.56 Per lead	24,573	\$401.43	2.02%	895
Image Ads Lookalike Audiences - diandigital	26 Website leads	\$14.87 Per lead	22,756	\$386.52	1.67%	735
Retargeting Audiences/Ads - diandigital	27 Website leads	\$7.52 Per lead	11,749	\$202.99	2.05%	412
Results from 5 campaigns	253 Website leads	\$9.37 Per lead	123,739 Accounts Centre a...	\$2,370.89 Total Spent	2.15% Per Impressions	5,094 Total

# Final Campaign Results

**253**

**Total Leads**

The campaign generated a substantial number of qualified leads, exceeding initial expectations.

**\$2,370.89**

**Total Spent**

The campaign delivered impressive results with a relatively low total budget.

**\$9.37**

**Avg. CPL**

The average cost per lead significantly reduced, achieving a remarkable improvement from the initial baseline.

# Key Takeaways: Data-Driven Lead Generation

## 1 Data-Driven Approach

Regularly analyze data to identify areas for improvement, adjust strategies, and optimize campaign performance.

## 2 Audience Refinement

Focus on targeted audiences through interest-based and lookalike audiences to reach the most qualified prospects.

## 3 Creative Optimization

Experiment with different ad creatives, including testimonials, value propositions, and offers, to find the most effective messaging and visuals.



# Applying Insights to Future Campaigns

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## Targeted Audience

Utilize a multi-faceted approach to target audiences, leveraging both interest-based and lookalike audience strategies.

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2

## Creative Testing

Constantly test and refine ad creatives to ensure they resonate with the target audience and drive conversions.

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3

## Lead Nurturing

Implement a lead nurturing strategy to build relationships and guide potential clients through the sales funnel.

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## Performance Analysis

Track campaign metrics closely and make data-driven decisions to optimize performance and ROI.



## Conclusion: Optimizing for Success

This case study demonstrates that a systematic and data-driven approach to lead generation can significantly enhance the performance of coaching businesses. By prioritizing audience refinement, creative optimization, and ongoing analysis, marketing professionals in the coaching industry can achieve substantial improvements in cost per lead, lead quality, and overall ROI. Remember, a consistent focus on data-driven insights and continuous improvement is key to achieving sustainable success in today's competitive market.