

Optimized FB/IG Ads for a Fitness Coach: From High CPL to High ROI

This case study showcases how strategic planning and continuous optimization led to remarkable results in Facebook and Instagram advertising for a fitness coach business. Initially facing high costs and minimal engagement, the campaign evolved to achieve significant improvements in lead generation and cost efficiency.

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The Challenge

- High Cost Per Lead
Initial campaigns resulted in expensive lead acquisition.
- Minimal Engagement
Early ads failed to capture audience interest effectively.
- Inconsistent Performance
Results varied widely, lacking stability and predictability.





Strategy Implementation: Campaign Objectives

- 1** — Initial Focus
Lead generation through lookalike audiences was the primary goal at the start of the campaign.
- 2** — Subsequent Phases
Introduced traffic and engagement ads to build comprehensive audience data pools, expanding the strategy beyond direct lead generation.

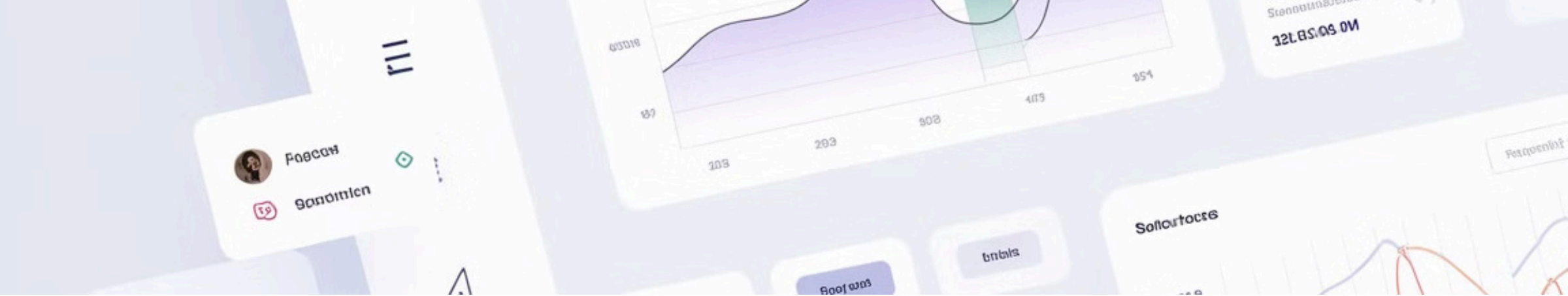
Strategy Implementation: Ad Content

From Static to Dynamic

Shifted from using static images to engaging videos and client testimonials, increasing viewer interest and interaction.

Continuous Testing

Implemented frequent testing of new creatives to maintain freshness and prevent ad fatigue among the target audience.



Strategy Implementation: Audience Optimization

1

Broad Audiences

Started with wide-reaching audience targeting to cast a large net.

2

Data Collection

Gathered behavioral data from initial campaigns to refine targeting.

3

Narrowed Focus

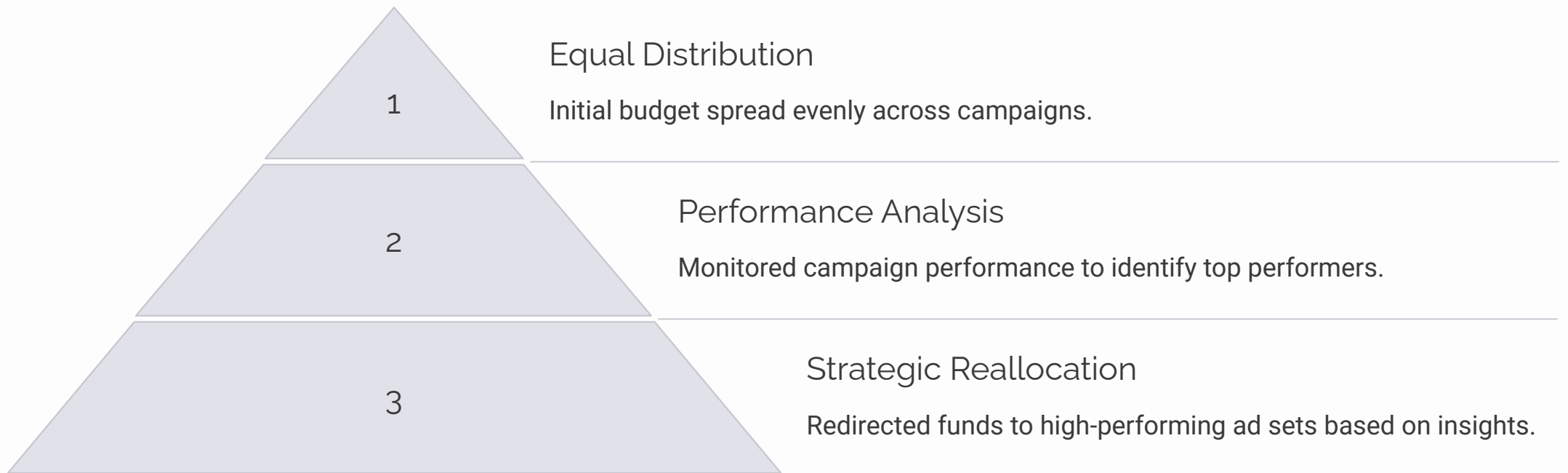
Used insights to create more specific, high-performing audience segments.

4

Lookalike Optimization

Long-term strategy relied on continuously refined lookalike audiences based on engagement tracking.

Strategy Implementation: Budget Allocation



Results: Key Metrics

550%

Lead Growth

Increased from 6 leads to 39 leads
per month.

81.5%

CPL Reduction

Decreased from \$52.28 to \$9.63 per
lead (average for a month).

100%

CTR Improvement

Grew from 1.43% to a peak of 2.87%
(average for a month).



Results: Performance Timeline



1

Initial Phase

May 2024: Started with a high CPL of \$52.28. Strategic changes led to a steady decline in costs.

2

Intermediate Phase

August 2024: Campaigns showed consistent improvement, with CPL reaching \$11.66.

3

Final Phase

October 2024: Achieved the lowest CPL of \$5.01, demonstrating long-term benefits of optimization.



Lessons Learned

Focus on High-Performing Audiences

Lookalike audiences delivered exceptional results when given sufficient time to optimize.

Content Innovation

Introducing fresh creatives significantly boosted CTR and lead generation efficiency.

Data-Driven Budgeting

Gradual reallocation of budgets from underperforming campaigns ensured efficient use of resources.

Future Recommendations



Refresh Creatives

Continue periodic updates of ad content to maintain audience interest.



Video Campaigns

Allocate more resources to video ads, which have shown higher engagement rates.



Advanced Retargeting

Explore options like targeting post-engagement users for better conversion rates.



Overall Campaign Performance

\$2,524

Total Spent

Total investment in the advertising campaigns.

170

Total Leads

Number of leads generated throughout the campaigns.

\$14.85

Average CPL

Average cost per lead across the entire period of the campaigns.

2.18%

Average CTR

Average click-through rate for all ads.

Overall Campaign Performance

ads ⚡ Had delivery ⚡ Active ads ⚡ Active ads + More views 📅 10 May 2024 - 29 Oct 2024

IS 🗪 Ad sets 📄 Ads

📄 Duplicate ✎ Edit 🧪 A/B test More 📊 Columns: Custom 📊 Breakdown 📄 Reports 📄 Export 📊 Charts

Campaign	Results	Leads	Cost per Lead	Reach	Cost per result	Amount spent	CTR (all)	Link clicks
Lookalike Audiences - diandigital <small>📊 View Charts ✎ Edit 📄 Duplicate ⌵</small>	73 Website leads	73	\$11.17	71,834	\$11.37 Per lead	\$815.63	2.31%	1,415
Detailed-Targeting Audiences - diandigital	55 Website leads	55	\$12.35	52,839	\$12.35 Per lead	\$679.08	1.87%	1,306
Broad Audiences - diandigital	13 Website leads	13	\$22.20	21,065	\$22.20 Per lead	\$288.55	1.56%	487
Post Engagements - diandigital	7,356 Post engagements	—	—	34,894	\$0.02 Per post engagement	\$146.23	2.89%	189
Website Traffic - diandigital	1,181 Link clicks	—	—	28,015	\$0.24 Per link click	\$287.04	1.95%	1,181
Retargeting Audiences - diandigital	29 [2] Website leads	29	\$10.60	35,925	\$10.60 [2] Per lead	\$307.52	2.02%	612
Results from 6 campaigns ⓘ	— Multiple conversions	170 Total	\$14.85 Per Action	188,825 Accounts Centre a...	— Multiple conversions	\$2,524.05 Total Spent	2.18% Per Impressions	5,190 Total



Conclusion: A Proven Roadmap to Success

This case study demonstrates the power of strategic planning and continuous optimization in achieving stellar results through Facebook and Instagram advertising. For fitness coaches aiming to grow their businesses, this approach offers a proven roadmap to success.

By focusing on audience refinement, content innovation, and data-driven decision-making, significant improvements in lead generation and cost efficiency can be achieved over time.