

Full funnel strategy realises 28,168 leads for personal training certifier over first four months



INDUSTRY
Beauty & Fitness

PRODUCT
Personal Training Certifier

ADVERTISING SOLUTION
Full Funnel Strategy

CAMPAIGN LENGTH
Seven Months

Objective

The client wanted to bring in more qualified leads to the business that their sales team could convert. They also sought to increase their online sales.

Challenge

Operating in a competitive marketplace, the client's prices were in between competitors. While they were not the cheapest option, they offered the highest quality services.

Solution

Our recommendation was to utilise a full funnel strategy consisting of Display, Paid Search, Retargeting, and Facebook. This combination of products helped drive users down the sales funnel towards conversion.

Results

In the first four months of running the \$260,000/month campaign, the client recorded 4,633 online sales and received 28,168 leads! The campaign achieved a \$29.63 cost per lead.

Key Findings

Sales were up 300% year over year for the client, and they had the largest record sales month in company history!