

Entrepreneur Group Case Study



Client: Entrepreneur Group/Coaching Client

Flights: August 1st - January 31st

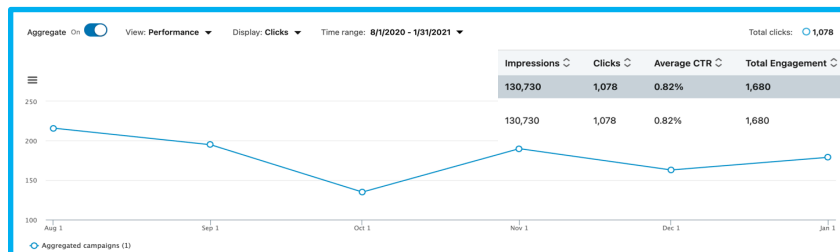
Ad Spend: \$6,000

Goal: Registration for information sessions regarding group membership as well as direct applications to the program. Both avenues were also designed to upsell members on additional 1:1 coaching.

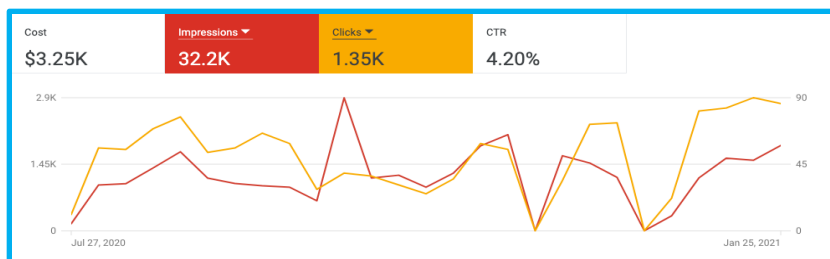
Approach: We utilized a multi-platform, full-funnel lead generation approach. LinkedIn provided the ability to strategically prospect potential B2B members, with lookalike/remarketing capabilities introduced 3 months into the campaign after audiences scaled. Google recaptured the attention of interested members during the research/conversion stage. LinkedIn ended up providing 33 mid-level conversions, and Google provided 102 at a conversion rate of 7.54% - 58% higher than the industry average.

Campaign Performance/Data

LinkedIn Ads



Google Ads



Outcome: The campaign produced 69 information session attendees resulting in 17 new members. Each member had a minimum lifetime value of \$1,350 prior to any additional coaching, which resulted in an additional \$22,950 in revenue and a 383% return on ad spend (ROAS).