

Christopher
TAYLOR^{MFT}

www.christtaylormft.com

512 LEADS

\$1.98 PER LEAD

Client: Christopher Taylor MFT

Niche: Family Therapist

Service: Facebook Ads

Result: 512 Leads, \$1.98 Cost Per Lead (CPL)

Date: January 2018

Timeline: 1 Month Campaign

Context

Christopher Taylor is a marriage and family therapist. He mainly focuses on helping families where there are issues present with their teenage kids. Typically, from teenagers lashing out and having problems such as anxiety, depression and negative behaviours.

He already had a sales funnel setup to sell some of his courses and had hired a 'Facebook expert' from Upwork to get him more leads. This led to achieving poor results such as paying up to \$15 per lead!

This is a common mistake that many firms make when they choose cheap freelancers over a premium service.

Our aim was to simply focus on the advertising side and to get qualified leads as cheap as possible.

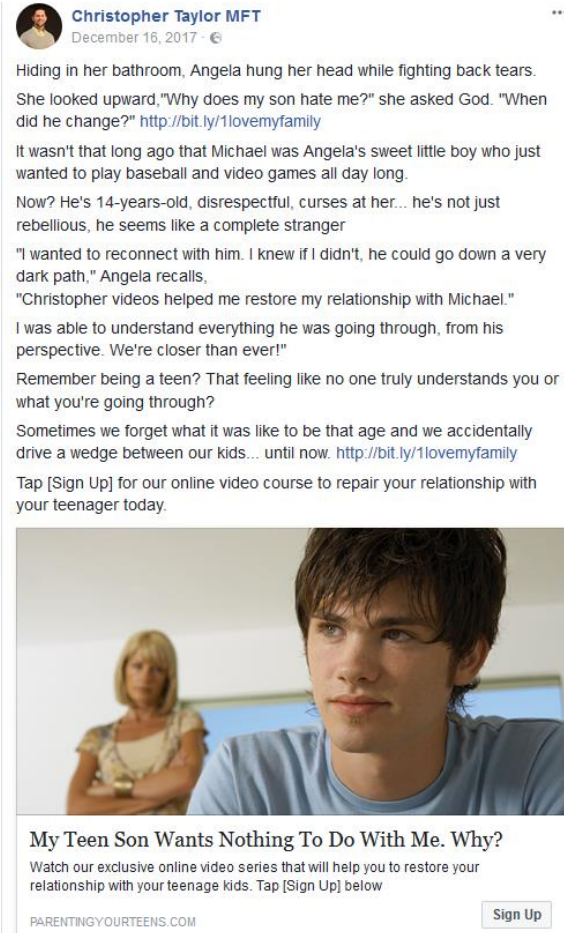
Strategy

Since Christopher already had a funnel setup, our strategy focused on getting him leads as cheap as possible. At least cheaper than his previous Facebook freelancer (\$15 per lead).

He didn't have any previous Facebook advertising experience apart from that freelancer's work, which meant we were almost starting from scratch. This meant that results would take longer than usual.

Much research and A/B split-testing was needed to find his audience on Facebook, and then we could create lookalike audiences based off leads.

Ads

A screenshot of a Facebook advertisement. At the top left is a profile picture of Christopher Taylor MFT, dated December 16, 2017. The ad text is a long, emotional story about a mother's relationship with her teenage son. It includes several paragraphs of text and a link to a website. Below the text is a video thumbnail showing a young man and a woman. At the bottom of the ad is a call-to-action box with the text "My Teen Son Wants Nothing To Do With Me. Why?" and a "Sign Up" button.

Christopher Taylor MFT
December 16, 2017 · 🌐

Hiding in her bathroom, Angela hung her head while fighting back tears. She looked upward, "Why does my son hate me?" she asked God. "When did he change?" <http://bit.ly/1lovemyfamily>

It wasn't that long ago that Michael was Angela's sweet little boy who just wanted to play baseball and video games all day long.

Now? He's 14-years-old, disrespectful, curses at her... he's not just rebellious, he seems like a complete stranger

"I wanted to reconnect with him. I knew if I didn't, he could go down a very dark path," Angela recalls.

"Christopher videos helped me restore my relationship with Michael."

I was able to understand everything he was going through, from his perspective. We're closer than ever!"

Remember being a teen? That feeling like no one truly understands you or what you're going through?

Sometimes we forget what it was like to be that age and we accidentally drive a wedge between our kids... until now. <http://bit.ly/1lovemyfamily>

Tap [Sign Up] for our online video course to repair your relationship with your teenager today.

My Teen Son Wants Nothing To Do With Me. Why?
Watch our exclusive online video series that will help you to restore your relationship with your teenage kids. Tap [Sign Up] below

PARENTINGYOURTEENS.COM [Sign Up](#)

Here is one sample of an ad we ran. We tested a long story copy because Christopher's audience was experiencing a lot of pain, which meant that this story would be something that they could easily relate to.

The audience clearly liked our ads since we had a perfect 10/10 relevancy score on them.

Relevance Score ⓘ

10

Campaign Results




Account: Christopher Taylor MFT Search Filters Dec 20, 2017 – Jan 20, 2018

Account Overview	Campaigns	Ad Sets	Ads
+ Create Campaign Edit Duplicate Campaigns... Create Rule More + Columns: Performance Breakdown Export			
Campaign Name	Delivery	Results	Reach Impressions Cost per Result Amount Spent Ends
<input checked="" type="checkbox"/> Conversion campaign, parenting - Post ...	Active	512 Leads	81,012 116,362 \$2.54 Per Lead \$1,299.87 Ongoing
<input checked="" type="checkbox"/> Social Proof Generator	Active	660 Post Engagements	17,202 26,294 \$0.27 Per Post Engagement \$181.35 Ongoing
<input checked="" type="checkbox"/> Retargeting sequence 2, DUR, video	Active	4 Link Clicks	150 225 \$1.11 Per Link Click \$4.45 Ongoing
<input type="checkbox"/> Retargeting sequence 1, DUR, video	Inactive	53 Link Clicks	669 2,850 \$1.15 Per Link Click \$60.73 Ongoing
<input type="checkbox"/> Retargeting, Video View	Inactive	251 3-Second Video Views	284 768 \$0.03 Per 3-Second Video View \$8.47 Ongoing
<input type="checkbox"/> Conversion campaign, parenting	Inactive	— Lead	— — — \$0.00 Per Lead Ongoing
<input type="checkbox"/> Parenting Tough Teens - Test 1	Inactive	— Lead	— — — \$0.00 Per Lead Ongoing
Results from 7 campaigns ⓘ		—	93,977 People 146,499 Total \$1,554.87 Total Spent

For our first month of advertising, we saw a huge success in our campaigns. We got Christopher 512 leads at a total cost of \$2.54 per lead (this average includes testing). The cost per lead was \$1.98 on our optimized ads.

Leads for under \$2 in your first month of advertising is a massive achievement. Typically, this would be achieved after several months of testing and optimization.




Our ads also got over 100 shares, showing how much we really nailed the message and audience.

   199

157 Shares

- 512 leads
- \$2.54 total cost per lead (CPL)
- \$1.98 cost per lead (CPL) on optimized ads
- Over 100 shares and likes

Campaign Analysis

	Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score
<input checked="" type="checkbox"/>	 Ad - Old creative - Copy	● Active	311 Leads	55,075	67,894	\$1.98 Per Lead	\$616.75	10
<input type="checkbox"/>	 Ad - Creative New 2 - Copy	● Inactive	4 Leads	572	673	\$2.95 Per Lead	\$11.78	9
<input type="checkbox"/>	 Ad - Creative New 1 - Copy	● Inactive	— Lead	—	—	— Per Lead	\$0.00	—

After we found our audience, we A/B split-test different ad copies and images, in order to scale up the best performing ads.

As you can see from the image above, we managed to find our winner very fast giving a significantly cheaper cost per lead than the others, and a higher relevancy score.

512 LEADS

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