



will to wellness

[www.fb.com/willtowellness](http://www.fb.com/willtowellness)

**222 LEADS**

**\$1.07 PER LEAD**

**10 DAYS**

**Client:** Chris Garrett

**Niche:** Health Coach

**Service:** Facebook Ads + Funnel

**Result:** 222 Leads, \$1.07 Cost Per Lead (CPL)

**Date:** January 2018

**Timeline:** 10 Day Contest Campaign

## **Context**

Chris Garrett is a health and wellness coach that was looking to jumpstart his business.

He had an idea for a fitness and nutrition course. He understood Facebook could attract leads but didn't know how to run Facebook Ads himself and didn't want to spend months learning something he didn't enjoy, he would have rather spent that with his clients which is what he was passionate about!

When he came to us at Hawk Reach, he had two objectives that he wanted us to help him achieve; 1) to get more leads for him to handle, and 2) to get more market data for him to create new courses.

## **Strategy**

We knew to get a bunch of email subscribers fast, it would be beneficial to run a contest. A contest is the fastest way to get people on your email list and incentivize them to answer a quick survey. This survey would let us gather all responses to gather data and insight on what his audience would buy when he created his course.

We decided to run a video conversion campaign. The video will introduce Chris to his audience and show off the contest prize: a new FitBit. From there, we sent the users to a landing page with a google form. This allowed us to get survey responses and email addresses.

In exchange for their information, they would be entered into the contest. After they entered, we threw users into an email nurturing sequence to drive them toward booking a call with Chris. Chris would take it from there as he had this part of the funnel already handled.

## **Ads**

**Will to Wellness**  
Sponsored · 🌐

You might be wondering:  
A Chance to Win a FitBit!  
What's the Catch?  
No Catch 😊

As an Appreciation for my loyal fans, I wanted to give something back to aid you on your path to reaching your health and wellness... [More](#)



**Reclaim Your Health Today:  
Your Chance to Win a FR...** [LEARN MORE](#)

👍❤️ 42      23 Comments 8 Shares

👍 Like    💬 Comment    ➦ Share

Above shows an ad we used for Chris. The goal was to show people who Chris was and why he wants to help with nutrition and fitness. On top of the personal touch, a video allowed people to see that the Fitbit was real and get them excited to enter the contest.

## Email Sequences

Email Address	First Name	Last Name	Tags	Email Marketing	Source	Contact Rating	Date Added
[REDACTED]	Allison			Subscribed	API - Generic	★★★★☆	8/12/17 11:51PM
[REDACTED]	Deb			Subscribed	API - Generic	★★★★☆	8/13/17 11:27AM
[REDACTED]	Tammy			Subscribed	API - Generic	★★★★☆	8/13/17 6:56PM
[REDACTED]	Maureen			Subscribed	API - Generic	★★★★☆	8/13/17 8:55PM
[REDACTED]	Bobbi	[REDACTED]		Subscribed	API - Generic	★★★★☆	8/14/17 1:57AM
[REDACTED]	Virginia			Subscribed	API - Generic	★★★★☆	8/14/17 2:40AM
[REDACTED]	Marie	[REDACTED]		Subscribed	API - Generic	★★★★☆	8/14/17 9:21AM
[REDACTED]	Carla	[REDACTED]		Subscribed	API - Generic	★★★★☆	8/14/17 9:37AM
[REDACTED]	BERNADETTE			Subscribed	API - Generic	★★★★☆	8/14/17 3:17PM

For the funnel we created for Chris, we also provided some email marketing services. Above shows some of the leads we generated to his list.

After a User opts in and responds to the survey, we sent them into an email nurturing sequence with helpful tips and strategies to drive them to a phone call with Chris.

## Survey

Below is the survey questions and responses. Their responses would give Chris great insight into his target market’s pains and needs. Based on their responses, Chris would be able to create a course tailored to them. This is exactly the proper market research that Chris was struggling to get without our help.

What is your #1 Challenge on maintaining a healthy lifestyle?	What are 3 Nutrition Goals You'd Like to Achieve in the Next Year?	If you had an 1 more hour each day to learn something
:27 Exercise	Lose weight, be healthy, and eat better	Maybe
:49 walking	sleeping-walking-&let pills	relieve pain
:09 Have a adlation for Heart Rhythm	Be my self again. being able to do thing that I did 3 years ago&not tired& s	How to get better
:17 Walking with bad kneez	More healthy eating in general	How to incorporate walking into my daily routine when it hu
:05 Finding the time	Eating smaller portions of the right foods that help boost my metabolism	The correct exercises for my problem areas
:46 The time required to create healthy meals	Portion control, less white flour, less sugar	Easy ways to eat right
:49 Eating out	Being more active, losing weight and cooking using more spices ~ reducin	Cooking with spices and reducing sodium
:44 Getting & staying in shape	Drink more water, eat better ( more fruits & veggies ) workout more	How to stay motivated
:57 Physical fitness eating h	Eating healthy	Healthy eating and physical fitness
:02 Exercise	More fruit and vegetables, less sugar, eat to live	Gut microbiome
:35 Time	Being a healthy weight, exercise, eating healthy	How to get your fitbit involved.
:33 Time! I work two part time jobs after my full Time job as a teacher.	More nutritional quick breakfast. More protein. Good nutri all dinner.	How to tone muscles
:11 diet exercise	eat healthy, exercise more, maintain weight	eating habits
:16 Getting my blood prea. Down	Eating healthy	Anything would be a help
:50 Family	Weight change food habits stronger	How to keep it off
:39 Eating right	Lose weight, maintain healthy eating habits,	Everything
:09 motivation	drink less sugary drinks, eat more fruit & veggies, eat breakfast every da	proper techniques for weight lifting
:55 Eating on the go. I'm a college student.	Healthy ready to go meals, more meatless dishes & energy foods & snack	How often should I exercise per week. Was working out da
:06 Exercise	Drinking more water, eating 3 healthy meals a day, stop eating fast food	How to take better care of myself
:54 Eating right	Drink more water and cut out sugar	What to eat and not to eat
:25 Commitment to sticking to a new lifestyle	Less sugar, soda more vegetables	Time management to spend time on me

## FitBit Questionnaire

Just Answer These 5 Questions below for your Chance to Win a FREE Fitbit!

What is your #1 Challenge on maintaining a healthy lifestyle? \*

Short answer text

What are 3 Nutrition Goals You'd Like to Achieve in the Next Year? \*

Short answer text

If you had an 1 more hour each day to learn something new about Health and Wellness, what would you like to learn? \*

Short answer text

## Campaign Results

Results	Reach	Frequency	Cost per Result	Budget Ad Set	Amount Spent	Ends	Relevance Score	Impressions
105 FitBit Opt In	6,528	1.08	\$1.08 Per FitBit Op...	\$20.00 Daily	\$113.38	Ongoing	—	7,076
117 FitBit Opt In	5,526	1.18	\$1.07 Per FitBit Op...	\$10.00 Daily	\$125.68	Ongoing	—	6,522

With Hawk Reach's help, the client had a 10-day contest campaign which exceeded his expectations.

The above image shows that we managed to get Chris 222 leads for an average of a \$1.07 cost per lead (CPL)! This can be seen from above image as 'FitBit Opt In' which means leads that actually opted in.

This is significantly lower than the industry average, and was done in way less time than usual. This was all in a span of 10 days. Imagine 222 leads in just 10 days for your business.

We believe the success of this was due to our strategy and how structured and planned the funnel. Although it was a 10-day campaign, there was a lot of planning before and we fully took over the process for Chris. This meant that Chris could actually focus on doing what he enjoyed, and left the technical work for us!

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- \$1.07 cost per lead (CPL)
- 10 days

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