

The Power of Ads in a Six-Figure Launch

Meta Ad Case Study

Well-Oiled Click

Company Name

Simply Plant Based Kitchen

Industry

Whole Food Plant-Based Coaching

Client Overview

For five years, Simply Plant Based Kitchen has guided clients into a whole food, plant-based lifestyle through digital training, live demos, and group coaching. They launch their main course live 2-3 times annually.

Strategy Breakdown

Problem

The client aimed for a six-figure course launch with a free five-day challenge, focusing on her zone of genius. To avoid stress during the cart open-close process, she was looking to delegate tasks such as developing the marketing strategy, creating assets, and monitoring and adjusting ads.

Strategy

The client, experienced in launching this product multiple times, sought new ideas and audiences. With an active email list and a large affiliate network, the goal was to capture attention from various potential client platforms and stay top of mind.

Key Statistics & Results

Campaign 1

Campaign 1 targeted cold & warm audiences to join our free 5-day challenge, followed by retargeting participants with a VIP upgrade offer.

Our ads brought in just under **4,440 leads at \$3.89** per lead, plus **broke even on ROAS!**

Campaign 2

Campaign 2 targeted mostly a new, cold audience who did not participate in the 5-day challenge, promoting our main product webinar.

These short running ads brought us **another 971 leads** direct to our live webinar.

Campaign 3

Campaign 3 informed our warmed-up audience that the big product launch was open for enrollment through cart closed.

These ads kept us top of mind and helped to close another **49 sales** finishing with a **ROAS of 4.6!**

Campaign 1

Unique link clicks	Unique outbound CTR (click-...)	CTR (link click-through...)	Results	Cost per result	CPC (cost per link click)	CPM (cost per 1,000 impressions)	Purchases	Purchase Conversion Rate	Purchase ROAS (return on ad spend)
16,744	4.61%	2.13%	4,391 [2] Website Lea...	\$3.89 [2] Per Lead	\$0.88	\$18.80	178 [2]	\$17,116.00	1.00 [2]
Results	Cost per result	Purchase Conversion Rate	Purchase ROAS (return on ad spend)	CPM (cost per 1,000 impressions)	CPC (cost per link click)	Unique outbound clicks	Unique CTR (link click-through rate)	Frequency	AOV
179 [2] Website purch...	\$6.11 [2] Per Purcha...	\$13,381.00	12.24 [2]	\$30.15	\$2.78	279	6.67%	8.20	\$74.75

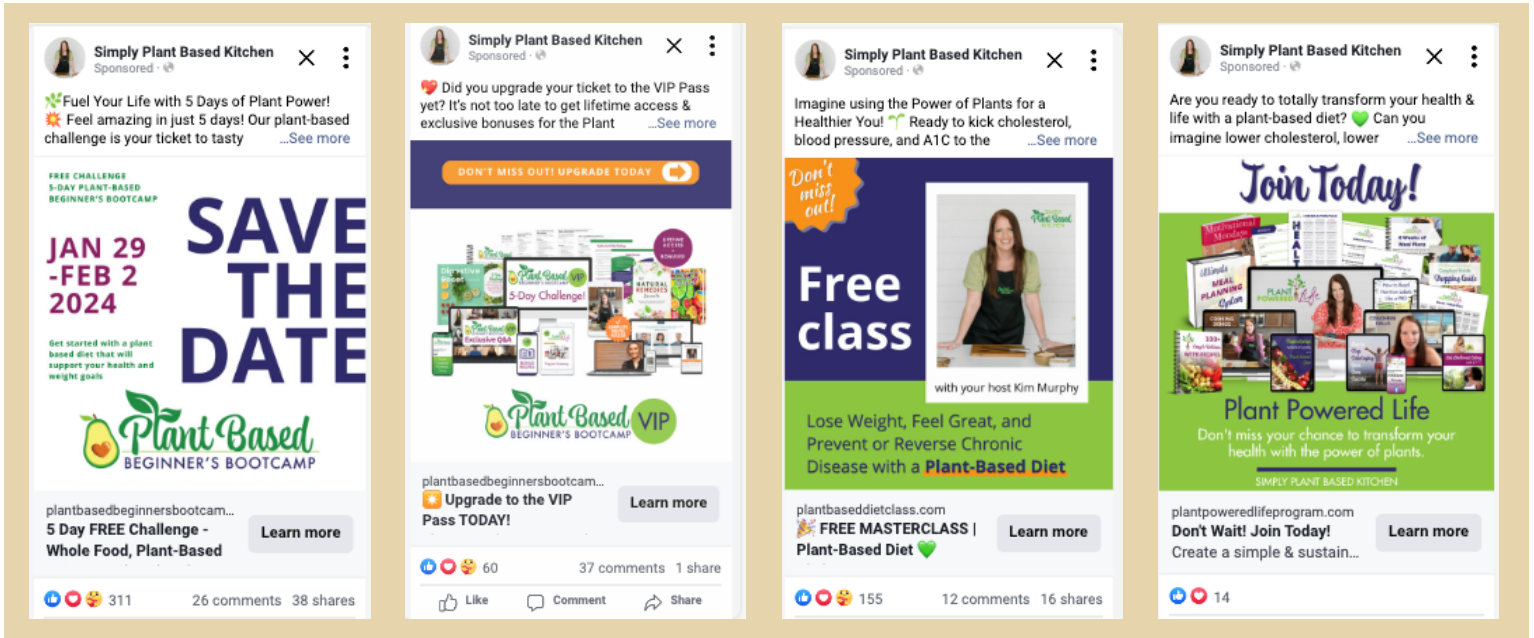
Campaign 2

Unique outbound CTR (click-...)	CTR (link click-through...)	Results	Cost per result	CPC (cost per link click)	CPM (cost per 1,000 impression)
2.31%	1.55%	484 [2] Website Co...	\$4.08 [2] Per Complete ...	\$1.17	\$18.17
2.47%	1.83%	288 [2] Website Co...	\$4.46 [2] Per Complete ...	\$1.47	\$26.89
5.15%	3.06%	113 [2] Website Co...	\$1.94 [2] Per Complete ...	\$0.91	\$27.73
5.08%	3.62%	86 [2] Website Co...	\$1.01 [2] Per Complete ...	\$0.85	\$30.56
2.77%	1.73%	971 [2] Per Accounts Cen...	\$3.67 [2] Per Complete ...	\$1.23	\$21.32 Per 1,000 Impr...

Campaign 3

Results	Cost per result	Purchase Conversion Rate	Purchase ROAS (return on ad spend)	CPM (cost per 1,000 impressions)	CPC (cost per link click)	Unique outbound clicks	Unique CTR (link click-through rate)	Frequency	AOV
49 [2] Website pur...	\$32.42 [2] Per Purchase	\$7,276.00	4.58 [2]	\$30.12	\$3.22	373	3.89%	4.88	\$148.49

Some Of The Ad Creative Used



A six-figure launch can be intense. There are many moving pieces, and sometimes, they do not all play nicely together. It's essential to give yourself enough of a runway to make adjustments and tweaks as needed before the event takes place.

With the marketing strategy taken care of and the ad management off her plate, Kim could focus more of her energy where she wanted to be, on her students and in her workshops. We accomplished our task of driving leads and staying top of mind to her students.

“Sarah has literally helped me make more money. Her knowledge and skills are off the charts and has helped me to grow my business exponentially! I am so grateful!”

Kim Murphy
Simply Plant Based Kitchen



LET'S GET IN TOUCH

Sarah Maynard is a skilled strategist committed to empowering female entrepreneurs in the wellness and coaching fields.

Specializing in Facebook and Instagram ad strategy, I support women in creating vibrant coaching programs, evergreen digital products that sell seamlessly, and thriving membership communities with recurring revenue.

Dedicated to empowering clients to stay in their zone of genius, I craft ad campaigns that enhance visibility, cultivate engaged audiences, and turn aspirations into realities.

Offering a range of services from consulting to specialized VIP sessions, I provide comprehensive marketing strategy and campaign management to ensure your message resonates and your audience expands.

Let's amplify your impact and achieve your business goals together.

Sarah Maynard
Well-Oiled Click



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