

Company Name

Industry

Spenser Brassard

Certified Life and Fertility Coach

Client Overview

Spenser is a certified life coach specializing in a mind-body approach to fertility. She recently authored a book on the subject, which is available on Amazon. Her goal was to increase book sales and use the book as a lead magnet to generate interest in her signature coaching program that she sells on a sliding pricing scale.

## Strategy Breakdown

Problem

The client wanted to drive traffic to her book on Amazon to increase sales and visibility beyond her email list and social following.

Once she launched her book to her existing audience she knew that the sales would potentially stop and that organic traffic to Amazon wouldn't be consistent or predictable.

Strategy

We implemented a targeted ad campaign focusing on driving traffic to the book's landing page.

Once visitors landed on the main book page we gave them information on the book, bonus details of what they get when they purchase and a call to action button that sent them directly to Amazon to make a purchase.

# Key Statistics & Results

Traffic Pushed to Amazon

103

Books Sold

85

Conversion Rate

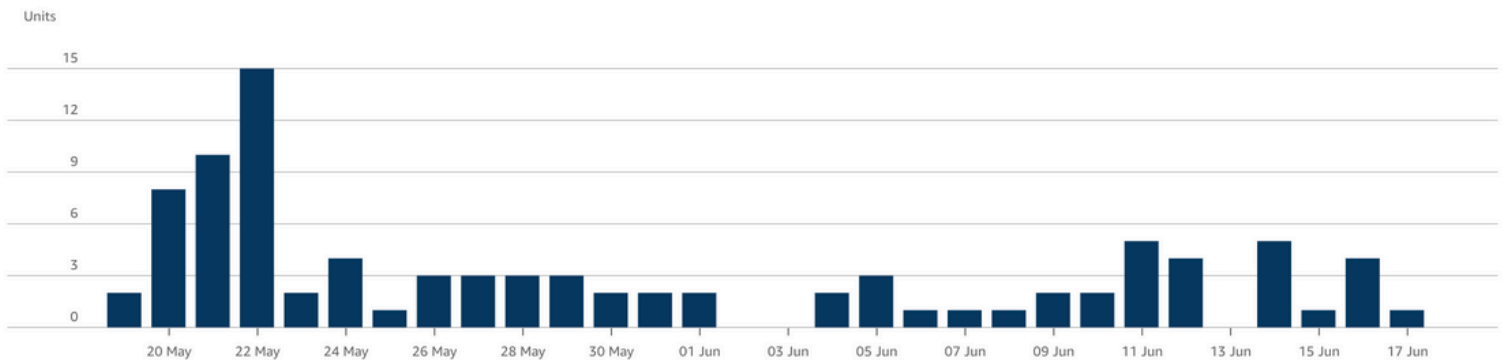
82%

After one month of running this campaign the client sold 85 copies of the Fertile Ground Book through the Amazon platform, resulting in a 82% conversion rate of the traffic we were able to send directly to the sales page.

Last 30 days

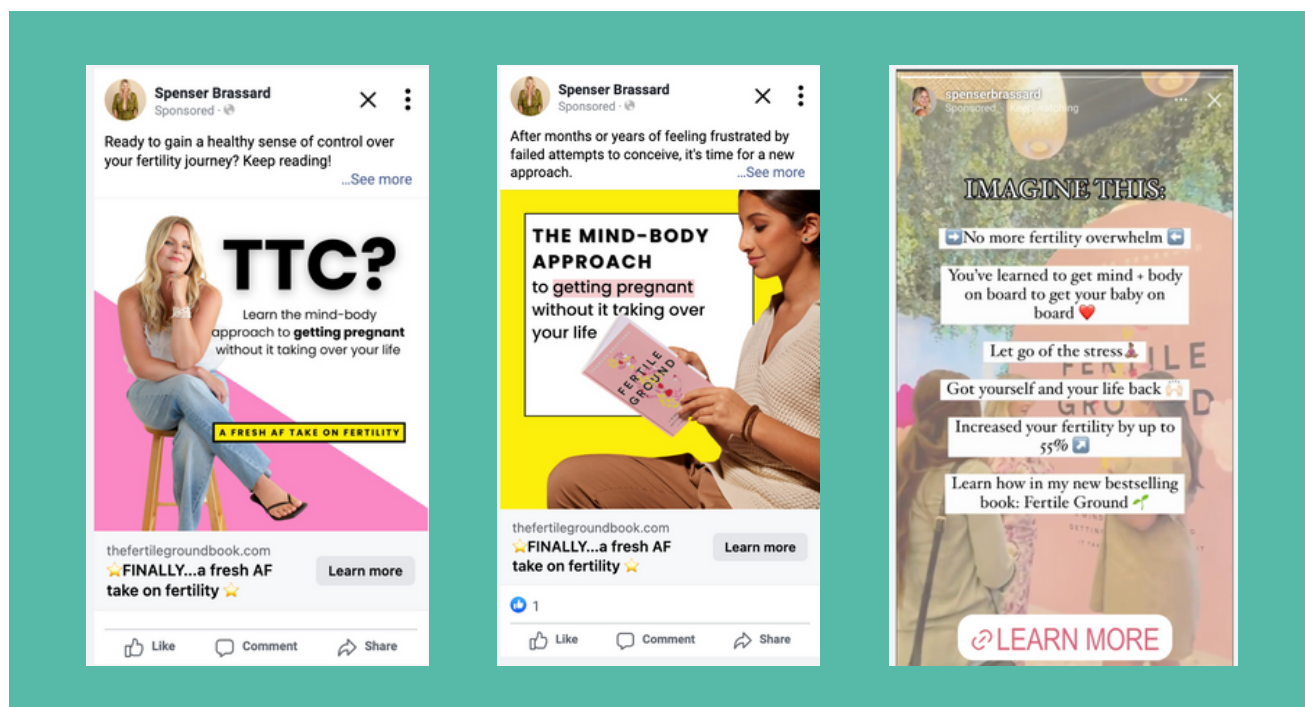
Line chart

Bar chart



Ad sets for 1 Campaign													
Ads for 1 Campaign													
Ad	Cost per impression	Amount spent	Link clicks	Cost per result	CPC (all)	CPC (cost per link click)	Clicks (all)	CTR (all)	Results	CTR (link click-through rate)	Link view		
Image 3 Copy 2	\$29.68	\$113.69	50	\$4.55 Per Initiate Checkout	\$1.28	\$2.27	89	2.32%	25 Website Initiates Ch...	1.31%			
Reel 1 Copy 1	\$23.47	\$172.46	129	\$3.75 Per Initiate Checkout	\$0.77	\$1.34	224	3.05%	46 Website Initiates Ch...	1.76%			
Image 1 Copy 2	\$33.17	\$158.41	67	\$5.87 Per Initiate Checkout	\$0.92	\$2.36	172	3.60%	27 Website Initiates Ch...	1.40%			
Image 1 Copy 1	\$31.46	\$31.18	16	\$10.39 Per Initiate Checkout	\$1.01	\$1.95	31	3.13%	3 Website Initiates Ch...	1.61%			
Image 3 Copy 1	\$33.87	\$12.77	2	\$12.77 Per Initiate Checkout	\$4.26	\$6.39	3	0.80%	1 Website Initiate Che...	0.53%			
Reel 2 Copy 2	\$32.28	\$14.04	6	— Per Initiate Checkout	\$1.40	\$2.34	10	2.30%	— Website Initiate Che...	1.38%			
Image 2 Copy 2	\$45.85	\$9.40	3	— Per Initiate Checkout	\$2.35	\$3.13	4	1.95%	— Website Initiate Che...	1.46%			
Image 2 Copy 1	\$34.51	\$13.63	8	\$13.63 Per Initiate Checkout	\$1.36	\$1.70	10	2.53%	1 Website Initiate Che...	2.03%			
Results from 8 ads	\$28.63 300 Impressions	\$525.58 Total spent	281 Total	\$5.10 Per Initiate Checkout	\$0.97 Per Click	\$1.87 Per Action	543 Total	2.96% Per Impression	103 Website Initiates Ch...	1.53% Per Impressions			

# Some Of The Ad Creative Used



## THINGS TO NOTE

- **Tracking Difficulty:** Running a campaign to a platform you don't own or have control over can be tricky to track. So we opted to use a landing page on the client's own website.
- **Organic Launch:** A small organic launch gave the client a boost in sales initially, but investing in paid ads insured daily sales of her book.
- **The End Goal:** This is an ongoing campaign that will continue to bring in revenue and leads to the client's high ticket coaching program that works on a sliding payment scale
- **Book Revenue:** Her book revenue during this time was \$840.00 With a smaller budget of \$525 in ad spend this campaign provided a 1.6X return on ad spend.
- **Additional Campaigns:** Moving forward the client will be increasing her ad budget to accelerate sales and get her high ticket signature program in front of her existing warm audience.

# LET'S CONNECT!

Hey there! I'm Genevieve Rachal.

With over a decade of experience in digital marketing - specializing in Facebook and Instagram ads and funnels - I've dedicated my career to empowering female entrepreneurs.

I'm on a mission to redefine entrepreneurship by promoting a Life-Led Business model that harmonizes work and personal life.

I created my programs and services to help coaches and course creators connect with more of their ideal clients while spending less time behind their computer.

My approach focuses on strategic ad campaigns and creating automated evergreen ecosystems that work for you, so you can ditch the constant hustle.

If you're ready to elevate your client attraction game and enjoy a business that supports your life (and not the other way around), let's chat.



**Let's connect and see how I can help you rock your paid ads!**

[CLICK HERE TO CHAT](#)

CHEERS, *Genevieve*