

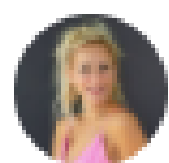
HOLLIE & COMPANY CASE STUDY

MEMBERSHIP LAUNCH FOR ADULTING 101 | 25.36X ROAS

Christi came to me in August 2020 with a vision of growing her membership, Adulting 101, significantly.

Christi has a huge audiences of 2.2M+ followers on Instagram alone. She did her first beta launch with her warm audience and now she was ready to bring her membership to new faces to grow it.

We started with a simple campaign with a freebie to build her list, "The 9 Things I Wish I Knew When I Graduated", until we were ready to launch in September.



Christi Lukasiak ✓

Sponsored · 🌐



Remember being young, looking up to 20-year-olds and thinking they are full-on adults?

Oh were we in for a rude awakening 🤔

You go to school and expect them to teach you a ton of life skills, only to be left knowing what a parallelogram is.

Well that parallelogram isn't doing my taxes for me, that's for sure!

Getting an apartment, investments, credit, retirement, tax returns, bills, laundry...

SO MANY THINGS - and I knew none of them.

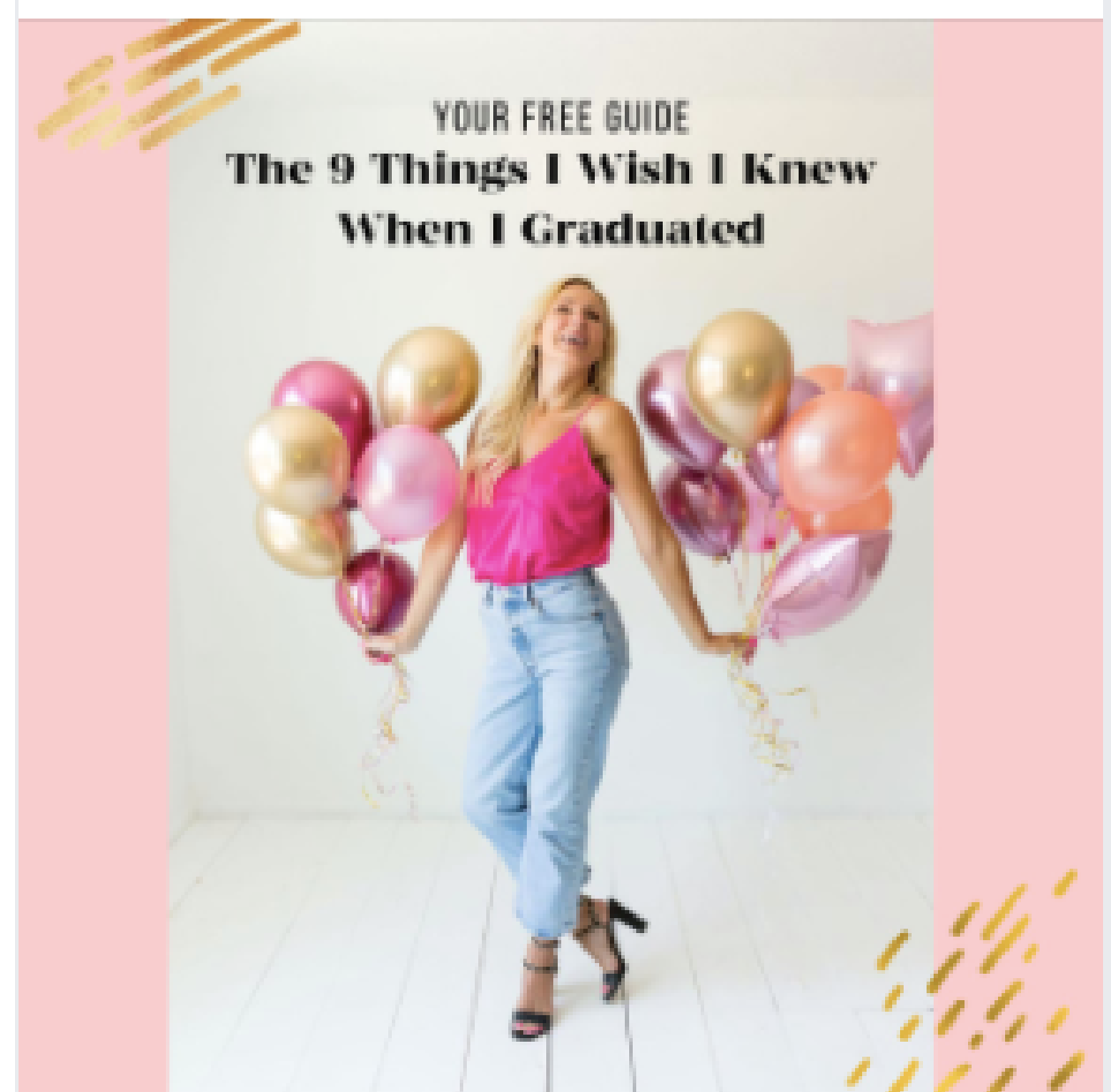
I was lost and pretty clueless as to what I was supposed to do with myself.

There were 9 things I WISH I knew when I graduated.

And I am not going to let anyone find out the hard way.

So I have made this completely free guide of the 9 things I wish I knew when I graduated!

Save the struggle and get your free guide today 💕



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Get your free guide today



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Here are a some amazing results we have gotten from this freebie:

Results	Link Clicks	Cost per Result	CTR (Link Click-Through)	CPC (All)
143 Free Guide - ...	340	\$0.37 Per Free Gui...	2.02%	\$0.04
112 Free Guide - ...	336	\$0.97 Per Free Gui...	1.31%	\$0.07



COST PER LEAD

GOAL: \$6

ACTUAL: \$0.37-\$0.97

CTR (LINK CLICKS)

GOAL: 1%

ACTUAL: 1.25%-2.04%

LANDING PAGE CONVERSION

GOAL: 20%

ACTUAL: 37.77%

Next up, the Adulting 101 launch!

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CASE STUDY

Now it's September we're ready to launch!

We do a campaign to get opt-ins to Christi's free challenge so they can get to know Christi more.

Results	Link Clicks	Cost per Result	CTR (Link Click-Through)	CPC (All)
323 Challenge - ...	522	\$0.67 Per challeng...	1.05%	\$0.10
234 Challenge - ...	671	\$1.70 Per challeng...	1.07%	\$0.14
214 Challenge - ...	529	\$1.49 Per challeng...	0.98%	\$0.14

COST PER LEAD

GOAL: \$6
ACTUAL: \$0.67-\$1.70

CTR (LINK CLICKS)

GOAL: 1%
ACTUAL: 1.03%

LANDING PAGE CONVERSION

GOAL: 20%
ACTUAL: 44.77%



After these ads, we run a retargeting campaign for open cart and a down sell campaign for a \$1 trial to sell the \$22 a month membership. In total we spent We spent \$1,331.94 in ad spend and had a ROI of \$33,789. That is a 25.36X ROAS!