

# DIGITAL MARKETING

Facebook & Instagram Advertising Services

CASE STUDIES BY



*Clean Slate Advertising*

# BIOGRAPHY

## Sally Hendrick



Sally Hendrick is the CEO of Go-Sally-Go Consulting, LLC. Before leaving the corporate world in 2016, Sally spent 3 years developing digital marketing education courses inside her online academy, Social Media Traffic School. At the same time, she has helped clients grow and scale their businesses with her advertising services via her agency, Clean Slate Advertising.

Sally specializes in target market research, marketing & sales funnels, digital courses, membership sites, and Facebook advertising strategies.

With 25 years as an actuarial statistician backing her up, Sally has been turning statistics into stories for companies to adjust and tweak their digital marketing programs to be effective. Strategic planning, execution, and communicating comprehensible results are her forte.

In addition to working with solopreneurs and small businesses to help them plan and accelerate their marketing strategies using Facebook, Sally also works with medium and large size companies to create strategic Facebook marketing plans and train marketing departments to carry out company objectives. Her methods are used to successfully increase return on investment with digital marketing.

Her current clients consist of a variety of businesses including a software company, a furniture business, financial coaches, business coaches, e-commerce product companies, life coaches, accountants, fitness coaches, non-profits, and more.

In her past life as an actuarial statistician (fancy word for behavioral & financial statistician), she often presented analytical results to boardrooms of companies like PepsiCo, Dollar General, HCA, and hundreds more, on how their employee and customer behaviors affected their financial bottom lines.

Sally resides in Nashville, Tennessee with her husband and 3 daughters.



## CASE STUDIES

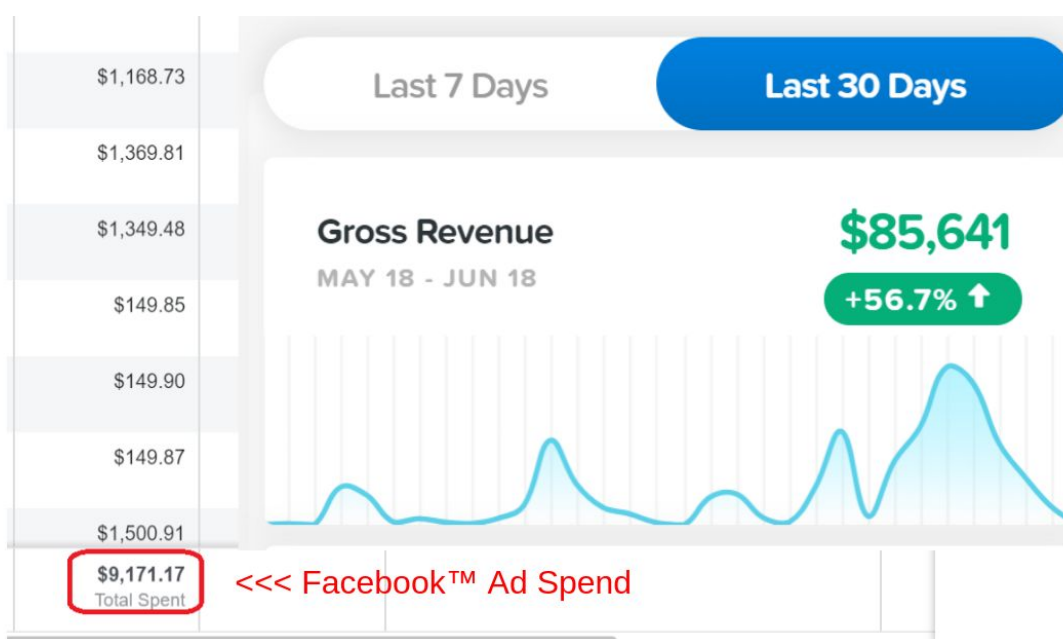
### Clean Slate Advertising

#### Client 1: Membership Client

The following client's objective is to sell consulting services online to a global market using a lead magnet and sales funnel that nurtures the clients into trusting the company before offering a sale. This client produces content that is posted daily on his social media channels and puts money behind everything he posts.

This client spends nearly \$10,000 on advertising every month. Ad spend grew from approximately \$3,000 per month to \$10,000 per month. They started out with a negative return on ad spend until they found their formula. After 3 months of testing, a positive return was starting to happen. After 9 months, these are the results they are getting consistently.

**Return on Ads Spend (ROAS) = 9.3.**



**Note:** This client reached this level of monthly income after testing 5 funnels to see which method produced the best and most consistent results.

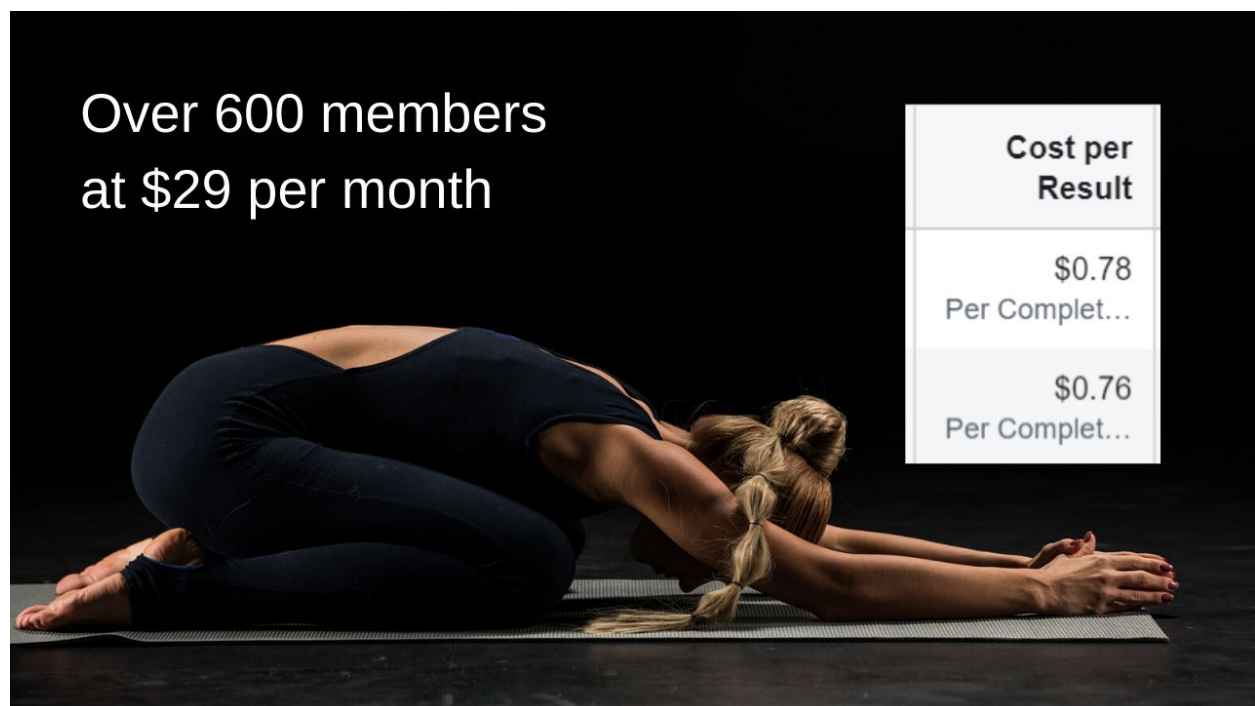


## Client 2: Membership Client

The following client sells a monthly membership online to women in English speaking countries. Her membership has over 600 members at \$29 per month, bringing her nearly \$18,000 in income per month as she lives the laptop lifestyle sailing around the world.

She pays under \$0.80 per lead on Facebook and typically has a 60 to 90 day sales cycle from lead generation to customer acquisition by opening doors to join for a short period of time, then closing doors to purchase. This is a scarcity technique that works well for her industry and offers.

Monthly ad spend varies between \$1,000 and \$3,000 every month as she builds rapport with new people. She now opens doors 1 to 2 times per year to her membership. It usually costs about \$60 per person to acquire them as a customer, which means she is profiting by the 3rd month for each new member that remains in her membership.



Over 600 members  
at \$29 per month

Cost per Result
\$0.78 Per Complet...
\$0.76 Per Complet...



## Client 3: Business Mastermind Client

This client coaches financial coaches on how to run their businesses and close more clients. His email list has grown by about 1,500 over the last 18 months, and his membership has added over \$200,000 in annual recurring income (nearly \$18K per month)

His marketing plan consists of broad brand awareness video advertising to the financial coaching field, free lead generation with varying lead magnets, consistent meetups to discuss issues, share stories, and answer questions, plus 1 to 2 membership openings per year.

We run ads to enhance participation in all of his online events and to encourage sign up for those considering membership.

The following chart shows how much this client has spent in advertising and how much the initial purchase was for when they came into membership. Some of the figures are annual, and some are monthly, as his program offers both payment options.

**His most recent launch in February 2020 produced projected 12 month revenue of \$67,000 with \$2,900 in Facebook ad spend. This is a gross return on ad spend of 23.**

Campaign Name	Start	Ends	Frequency	Unique Link Clicks	Website Purchases	Landing Page Views	Link Clicks	Cost per Landing Page View	Purchases	Mobile App Purchases	Offline Purchases	On-Facebook Purchases	Purchases Conversion Value
GSG: [LM] Lead Conversions - Assessment Guide	10/18/19	Ongoing	1.50	102	2	98	116	\$5.10	2	—	—	—	\$1,117.00
GSG: [WEB] Conversions - Virtual Conference	13/18/19	Ongoing	4.94	85	24	89	101	\$3.84	24	—	—	—	\$3,945.00
GSG: [WEB] Video views - Virtual Conference	17/18/19	Ongoing	2.71	8	—	5	9	\$3.73	—	—	—	—	\$0.00
GSG: [WEB] Lead Conversions - Live Meetup	15/18/19	Jun 12, 2019	2.62	172	18	195	217	\$4.64	16	—	—	—	\$2,928.00
GSG: [LM] Lead Conversions - 3 Steps	18/18/19	Ongoing	1.43	380	—	350	401	\$3.84	—	—	—	—	\$0.00
GSG: [SALES] Initiate Checkout Conversions	10/18/19	Ongoing	23.99	41	9	47	54	\$8.12	9	—	—	—	\$1,176.00
GSG: [WEB] Webinar Lead Conversions	12/18/19	Ongoing	2.12	114	10	86	126	\$5.19	19	—	—	—	\$641.00
GSG: [NUR] Engagement	15/18/19	Ongoing	22.88	—	7	—	—	—	7	—	—	—	\$244.00
GSG: [LM] Lead Conversions - Wait List	15/18/19	Ongoing	7.80	9	—	9	11	\$4.74	—	—	—	—	\$0.00
GSG: [LM] Lead Conversions - Retargeting	16/18/19	Ongoing	5.03	5	1	4	5	\$5.49	1	—	—	—	\$1.00
> Results from 38 campaigns			2.40 Per Person	1,583 Total	158 Total	1,767 Total	2,259 Total	\$5.14 Per Action	158 Total	Total	Total	Total	\$17,748.00 Total

**Note:** This chart represents a year’s worth of ad spend and initial revenue (some monthly, some annual) of a recurring membership program. As it stands, this client brings in over \$200,000 per year in recurring membership fees. He has a very low churn rate, meaning that very few people leave his membership. Many members have been with him for over 10 years.



## Client 4: E-commerce Client

This client sells products to people who follow her blog. Her blog gets between 100,000 and 300,000 views per month. She has sold ad space on her blog for years to make a living, and she pays a marketing firm to produce blog content for her under her direction as to what content her fan base is asking for on the daily.

Her email marketing plan includes emailing her subscribers every single day something valuable to know in her industry.

In 2019, she started selling products that her subscribers needed. Her order value varies between \$25 and \$1,000, depending on if her clients buy one-offs or in bulk. Typically they buy a one-off and then bulk orders later on as repeat customers.

Within 3 months of opening her online store, she was grossing \$100,000 on an annual basis. She has since expanded her operations to larger retailers to supplement her online sales.

This client learned how to do ads by paying me to coach her on how they work and how to set them up for her specific business. She comes back to me time and again to review her strategies, and I recommend any adjustments she needs to make.

"Sally is truly a master with Facebook ads. I've taken a lot of courses, and they ALL had missing pieces - critical pieces. My ads started converting, and I have a rinse-and-repeat approach to running ads in any niche. My latest eCommerce venture is making over 6 figures, and we just started a few months ago with Facebook advertising."



**MAAT VAN UITERT**

*Lazy Girl Traffic & Profit and Pampered Chicken Mama*



## ADDITIONAL PRAISE

### Niyc Pidgeon

#### Positive Psychologist, MSc & 7 figure earner

"Before I worked with Sally I was struggling to pull together a cohesive campaign for a product upsell funnel I had designed. I knew what result and set up I wanted, but the know-how to implement and manage the full integration was beyond my technical reach (and I just didn't have the time to do it myself).

Sally has been fantastic to work with and I'm thrilled to have her on board as part of our wider team. She has completely taken the management of our ads out of my hands and has fully optimised and scaled what's worked, returning a 7 x ROI.

Our work together has been fun, and always met with a professional attitude which when combined with Sally's reputation as a leader in the industry, really makes me feel certain I am in safe hands. Huge gratitude to you Sally, and I've already been recommending you within my network. 😊"

### Elaine Lou Cartas

#### Assertive Business Coach

"It was amazing working with Sally! She over delivered with her explanations, examples, follow-up checklist, and prompt turn-around. I got amazing reports and insights of trends. I got 18 x my ROI!"



## Rail Yard Studios

### Artisan Furniture Company

“You don’t know social media until you know Sally. She helped me do deep target market research for my Facebook ads in just one afternoon, making my company 18 times the money I spent on advertising with a push for one of our products.”

**For more testimonials, [click here](#).**

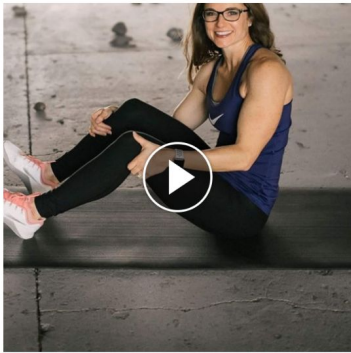
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**Michelle Weidenbenner**  
November 9 at 7:37 PM

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MICHILLEWEIDENBENNER.COM  
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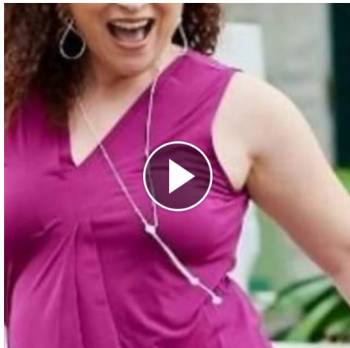
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