

# Case Study: How We Helped a U.S.-Based Coaching Business 5X Their Revenue with Facebook Ads & AI Automation

**Client:** Confidential (U.S.-based Executive & Life Coach)

**Agency:** *Invincible Growth*

**Services Provided:** Paid Ads | AI Automation | Website Design

**Project Duration:** 90 Days

**Location:** United States

## Client Background & Key Challenges

Our client was a U.S.-based executive and life coach with a growing reputation — but growth had plateaued due to:

- Heavy reliance on referrals and organic leads
- Inefficient lead handling and follow-up systems
- A website with low conversion rates
- Lack of time for marketing while managing 1:1 sessions

They approached *Invincible Growth* to **systematically attract, convert, and automate** their client acquisition funnel.

## □ Our Strategic Framework: Traffic → Conversion → Automation

We implemented a 3-phase growth system focused on:

1. **Scaling visibility through Facebook Ads**
2. **Maximizing conversions through AI-enhanced follow-ups**
3. **Reducing operational workload with smart automation**

## Phase 1: Facebook Ads That Delivered Consistent, Qualified Leads

**Goal:** Book 1:1 discovery calls with ideal prospects (entrepreneurs, mid-level execs, growth-minded professionals)

### Approach:

- Created detailed buyer personas targeting professionals aged 30–55 in cities like New York, LA, and Miami.
- Launched **two conversion-focused campaigns**:
  - *Webinar Sign-Up Funnel*
  - *Direct 1:1 Call Booking Funnel*

### Ad Creative Strategy:

- Emotion-driven video ads with real client testimonials
- Carousel creatives highlighting coaching benefits
- Story format ads with countdown CTAs

#### ✅ Campaign Results (90 Days):

- Total Ad Spend: **\$4,500**
- Qualified Leads Generated: **1,205**
- Discovery Calls Booked: **318**
- Conversion Rate: **24%** (Call to client)
- **Revenue Generated: \$23,400**
- **Return on Ad Spend (ROAS): 5.2X**

#### Phase 2: AI Automation Workflows That Saved 60+ Hours/Month

We deployed an end-to-end AI automation suite to **eliminate manual workload** and improve follow-up speed.

#### ✅ Automations Implemented:

- **Instant CRM Integration:** Leads synced to HighLevel CRM with tagging & source tracking
- **AI WhatsApp & Email Bot:** Sent real-time reminders, pre-call prep guides, and follow-ups
- **AI Booking Assistant:** Nudged prospects to book/reschedule via SMS and email
- **Post-Call AI Survey Bot:** Captured qualitative feedback and rated session satisfaction using sentiment analysis

#### ✅ Impact:

- Manual follow-up time reduced by **65%**
- Response rate increased by **40%**
- Show-up rate for booked calls improved to **81%**

#### Phase 3: Website Revamp That Tripled Conversions

We redesigned the client's website to turn cold traffic into high-quality leads.

#### ✅ Features Added:

- Mobile-optimized, modern UI with personal branding
- Chatbot assistant trained to answer FAQs and guide booking
- Embedded booking calendar + dynamic testimonials
- AI-enhanced lead magnet with gated access (free guide)

### ✅ Results:

- Website conversion rate increased from **1.6% → 4.7%**
- Bounce rate decreased by **38%**

### 💡 Overall Outcomes (in 90 Days)

Metric	Result
Ad Spend	\$4,500
Leads Generated	1,205
Calls Booked	318
Clients Converted	76
Revenue Generated	\$23,400
ROAS	5.2X
Manual Hours Saved (Monthly)	60+
Website Conversion Boost	+194%

### 👤 Client Testimonial

“The Invincible Growth team didn’t just run ads — they *engineered a system* that works while I sleep. From lead generation to client onboarding, it’s all automated. I have more calls, more clients, and more freedom.”

— *Executive Coach, USA*

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### ✅ Ready to Scale Your Coaching Business?

Whether you’re a mindset coach, business mentor, or executive trainer — we help you **generate qualified leads at scale, automate follow-ups, and close more clients with less effort.**

Let’s build your growth engine.

👉 **Book Your Free Strategy Call Today**

<https://calendly.com/pradhumanyadav017/30min?month=2025-05>