

BRANDALLY CASE STUDY

\$80K to \$1M+
in 6 Months.

How we rebuilt Nurse Life Coaching Academy's funnel so closers only talk to hot, qualified leads.

CLIENT

Nurse Life Coaching Academy

INDUSTRY

High-ticket coaching

Who is NLCA

Nurse Life Coaching Academy trains working nurses to become certified life coaches. It's a high-ticket program, around \$4K a sale, so every deal rides on a real sales call.

The buyer is a nurse who's burned out on bedside shifts and wants a way out. The marketing has to find her, qualify her, and only then put her on a call.

What was broken

01

One funnel, untested

Stuck around \$80K with a single path to the call. No way to know what actually produced buyers.

02

Calls full of tire-kickers

Closers burned hours on people who were never going to buy. Close rate sat low.

03

Ads talked to every nurse the same

One generic message for a job with very different reasons to leave it.

04

High AOV, thin top of funnel

At \$4K a sale the math works, but there weren't enough qualified leads feeding the calendar.

What we changed

1

Tested multiple funnels

Built and ran different funnels and cycles. Kept the paths that produced real buyers, cut the rest.

2

Built 5 persona ad sets

Five different nurses, five different reasons to leave the floor. Each one got its own message.

3

Fixed the upper funnel

Fed the calendar with hot, qualified leads instead of raw volume. Quality over count.

4

Tightened the close rate

Callers only got people ready to buy. Call-to-close conversion jumped to 30%.

The numbers

\$1.47M

Closed-won revenue in 6 months

30%

Call-to-close conversion

353

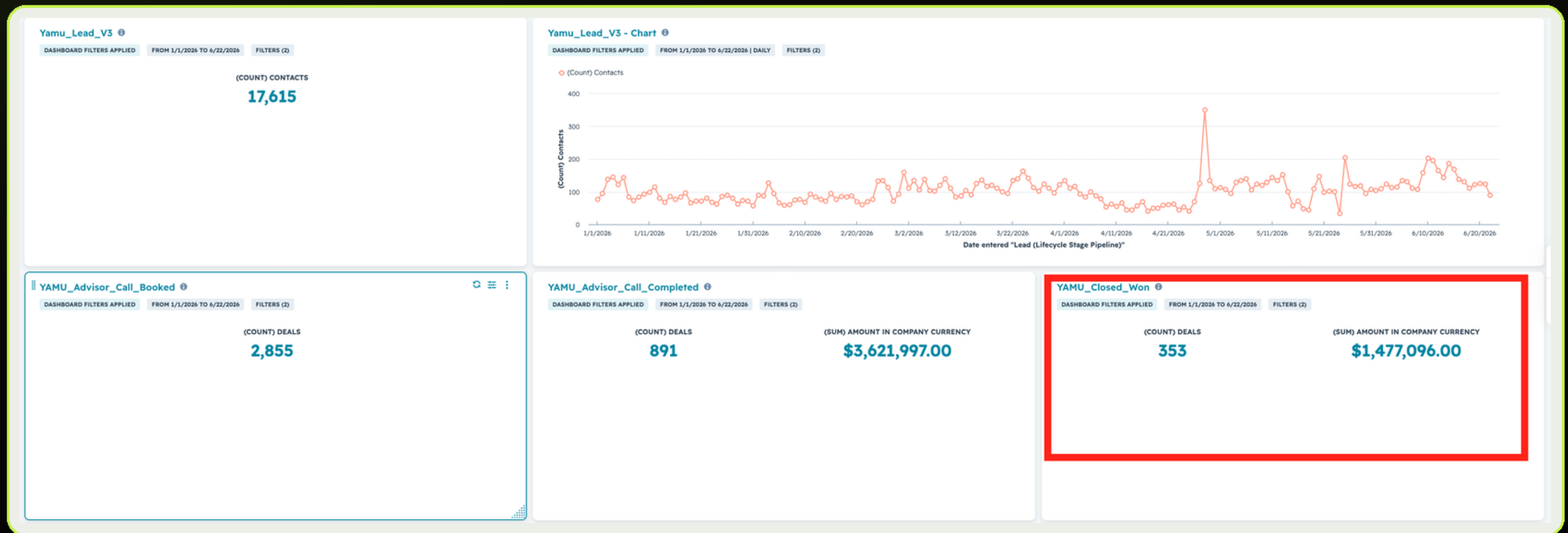
Deals closed

\$4,184

Average order value

From \$80K to seven figures in 6 months. 17,615 leads in, 891 calls completed, website leads at \$15 to \$20.

Pipeline and closed revenue



\$1.47M closed-won

891 calls completed

\$3.62M pipeline

Lead gen across 39 campaigns

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Edit

A/B test

More

Columns: Performance

Breakdown

ign	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM (cost per 1,000...	Link clicks
Evergreen Book Call Lead V2 – New Pi...	21 NLCA Call Booked	\$99.97 Per NLCA Call Booked	\$200.00 Daily	\$2,099.43	31,913	20,353	1.57	\$65.79	1,056
Prospecting 10 Things Guide Leads	793 Website leads	\$15.82 Per lead	\$200.23 Daily	\$12,547.28	189,272	80,563	2.35	\$66.29	5,294
Prospecting 6 Figure Guide Leads	1,376 Website leads	\$15.02 Per lead	\$400.00 Daily	\$20,666.37	469,147	260,700	1.80	\$44.05	9,471
Figure Guide Leads CBO USA Master ...	1,931 Website leads	\$18.91 Per lead	\$500.00 Daily	\$36,510.91	1,032,264	553,821	1.86	\$35.37	16,442
Figure Guide Leads CBO USA Master ...	960 Website leads	\$19.56 Per lead	\$300.46 Daily	\$18,781.72	682,702	452,800	1.51	\$27.51	8,237
Things Guide Leads CBO USA Mix D...	1,041 Website leads	\$19.93 Per lead	\$100.00 Daily	\$20,743.59	414,923	170,323	2.44	\$49.99	7,705
Figure Guide Leads CBO USA Mix De...	3,351 Website leads	\$16.28 Per lead	\$800.00 Daily	\$54,558.43	2,508,961	877,077	2.86	\$21.75	28,548
s from 39 campaigns	Multiple conversions	Multiple conversions		\$292,702.97 Total Spent	9,501,989 Total	2,057,491 Meta accounts	4.62 Per Meta account	\$30.80 Per 1,000 Impressions	135,918 Total

Website leads \$15 to \$20

2.05M reach

39 campaigns tested

WANT SIMILAR RESULTS?

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