

Real Estate Training Program – Education/Coaching

The Challenge

This national real estate training program was running ads consistently but felt stuck. Despite investing heavily in Meta, their leads were costing too much, and the revenue growth they expected just wasn't showing up. Their ad account had been built using an outdated structure, split into too many campaigns and ad sets that competed against each other. On top of that, their ad creative was generic — the same message was being shown to everyone, regardless of whether they were new to the brand or already warm prospects. As a result, they weren't converting enough leads into paying customers, and scaling the program further seemed risky.

The Solution

We began by completely restructuring their Meta ad account into the modern “one campaign, one ad set” structure that allows Meta's algorithm to optimize performance efficiently. This eliminated wasted spend and ensured all data was flowing into a single, scalable setup. Next, we overhauled their creative and copy strategy. Instead of using one-size-fits-all ads, we developed messaging for different stages of the funnel: attention-grabbing creatives to pull in cold audiences, authority-driven ads for mid-funnel prospects, and conversion-focused copy for those already familiar with the program. This gave potential customers the right message at the right time, dramatically improving engagement and conversion rates.

The Results

In just 60 days, the changes transformed their performance:

- Lead costs were cut in half, allowing the program to acquire significantly more prospects without increasing ad spend.
- Revenue grew by **30%** — a direct impact of lower lead costs and better nurturing of prospects through the funnel.
- The new ad account structure gave the business a foundation they could scale on confidently, knowing performance wouldn't collapse under higher spend.

This combination of structural improvements and creative strategy not only delivered immediate results but positioned the real estate training program for long-term, sustainable growth.