


HOLLIE & COMPANY CASE STUDY

COURSE LAUNCH FOR DRUM & SONG ACADEMY | 16.70X ROAS

Larisa came to me in September 2020 with a vision of a great launch for her course, Drum & Song Academy at the price point of \$499-\$864.

We ran ads to her free workshop to funnel them into buying her course.



Larisa Gosla Music
Sponsored · 🌐

Are you wanting to sing confidently while playing rhythm?

I have a completely FREE interactive workshop on how to sing with the frame drum!

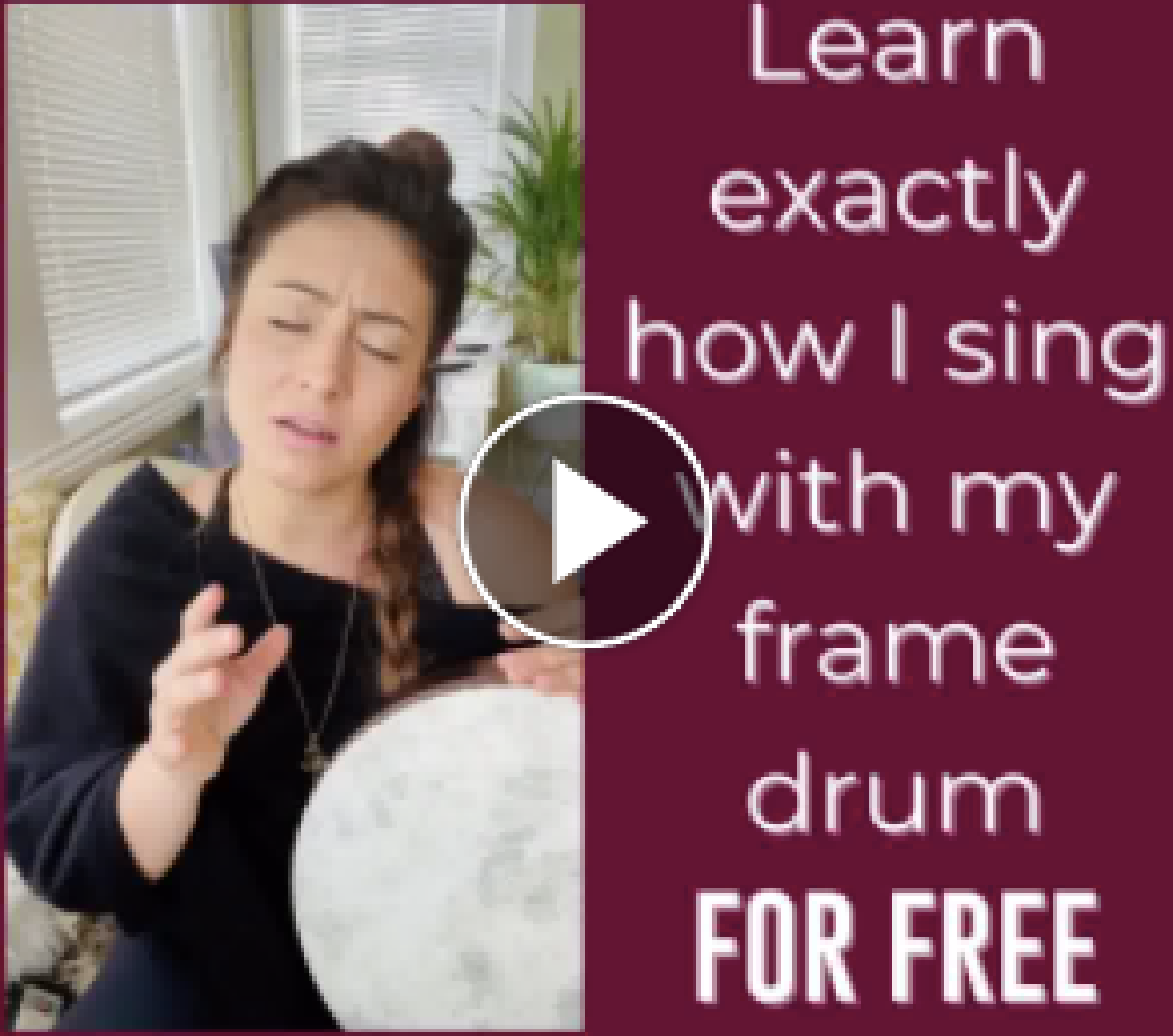
I will teach you how to confidently sing and play the frame drum at the same time so you can be empowered with sharing your voice and songs!

In this workshop, I will teach you:

- 🎵 How to set yourself up for success with the frame drum rhythm foundations
- 🎵 How to sing and play at the same time with The Ma Chant
- 🎵 Align to your higher self with drumming and Affirmational Chanting

Join me for this completely FREE interactive workshop and let's make music 🎵

Join me for this completely FREE interactive workshop and let's make music 🎵



LARISAMUSIC.COM
JOIN MY FREE WORKSHOP [LEARN MORE](#)

👍❤️😮 379 77 Comments 48 Shares

👍 Like 💬 Comment ➦ Share

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Here are some amazing results from our workshop campaign:

Results	Link Clicks	Cost per Result	CTR (Link Click-	CPC (All)
344 Drum & S...	1,349	\$0.69 Per Drum & S...	5.49%	\$0.08
729 Drum & S...	2,726	\$0.76 Per Drum & S...	5.17%	\$0.10
96 Drum & S...	362	\$0.52 Per Drum & S...	8.87%	\$0.06

COST PER LEAD

GOAL: \$6

ACTUAL: \$0.52-\$0.69

CTR (LINK CLICKS)

GOAL: 1%

ACTUAL: 5.49%-8.87%

LANDING PAGE CONVERSION

GOAL: 20%

ACTUAL: 26.3%



After these ads, we ran a retargeting campaign for open cart. In total we spent **\$999.30** in ad spend and had a ROI of **\$16,689**.

That is a **16.70X ROAS!**