

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

Retainer 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 and plans to scale more over the coming months. Ad spend has grown 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. Now after 9 months, these are the results they are getting.

Return on Ads Spend (ROAS) in May 2019 = 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.

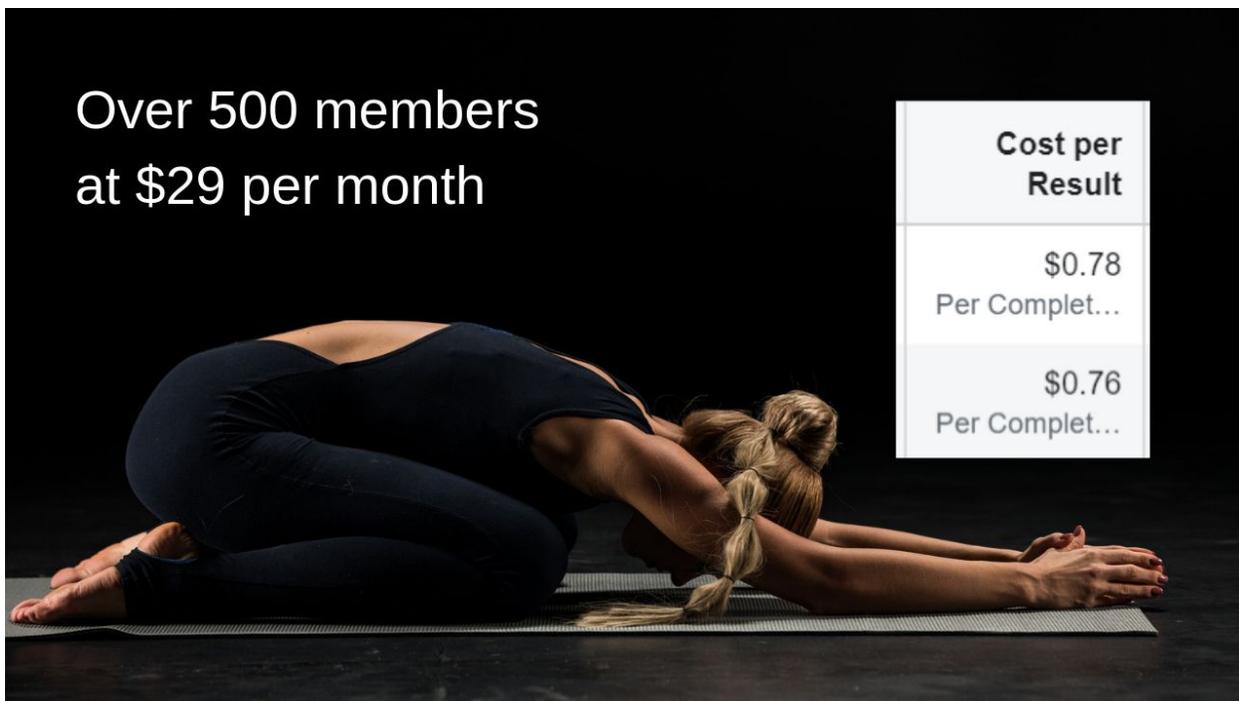


Retainer Client 2: Membership Client

The following client sells a monthly membership online to women in English speaking countries. Her membership has over 500 members currently at \$29 per month, bringing her nearly \$15,000 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 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. Membership over the last 6 months has increased from 300 to 500 members (income \$8,700 per month to \$14,500 per month).



Over 500 members
at \$29 per month

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

Update: After this client's latest launch, her membership has **613** members at **\$29** per month, totaling nearly **\$18,000** in monthly recurring income.



Coaching 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.

This year she started selling products that her subscribers need. Her order value varies between \$25 and \$1000, 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 switched her focus to being able to fulfill orders, as this is a new piece of her business, and she plans to come back to Facebook advertising to scale this further once she's worked out her fulfillment plan.

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

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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.”

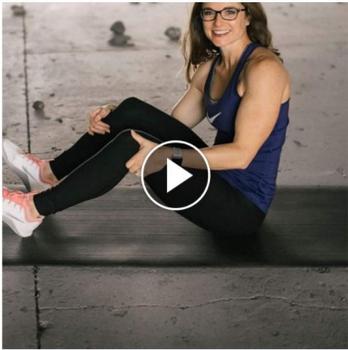
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November 9 at 7:37 PM

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