



Case Studies

SEPTEMBER 2021

Hey! I'm Jenzaia

**Teacher. Momma.
FB Ad Strategist.**



And I'm on a mission to empower fellow ambitious teacherpreneurs. If you are changing the world with your course or program and are ready to have a bigger impact, then I'm your girl!

About these Case Studies



These are some of my client's best-performing Facebook ad campaigns. Remember that each campaign is unique and results may vary.



In this document, we dive into the strategy for each ad as well as some of the key takeaways that made the ad successful. My hope is you can use these strategies and takeaways in your own ad campaigns!

Case Studies #1

Details:

List Builder w/ Tripwire
\$0.73/lead

ICA: Middle School ELA Teachers

Strategy:

To build her email list and sell a tiny offer on the thank you page.

Takeaways:

Tiny offers can be a great way to build your email list and make back some of the ad spend.

Tiny Offer Tips

- 1) The offer needs to be related to the freebie
- 2) It needs to be an absolute no-brainer for the price
- 3) The goal is to first breakeven with the tiny offer and then profit on your bigger offer (e.g., a course/membership)

Language Arts Teachers
Published by Jenzaia DiMartile · July 30 ·

Want to skip the 'Sunday Scaries' and not worry about planning another Monday for a whole month?

I created a **FREE** resource bundle for the middle school ELA classroom that includes a whole month's worth of non-fiction articles celebrating diversity. 🌟

Each article includes...

- ★ One page of easy, accessible reading for struggling students.
- ★ 4 standards-based questions for simple test-prep AND deep discussion.
- ★ Teacher answer key so you're never feeling stuck.

🎁 BONUS 🎁 This resource is PERFECT for both the in-person and online classroom.

Grab the **FREE** bundle of articles here >>>
<https://languageartsteachers.lpages.co/articles...>

FREE ELA RESOURCES

Non-fiction Article Bundle

John Harrington, Astronaut

Dr. Susan La Flesche Picotte, Doctor

Dolores Huerta, Activist

Daymond John, Entrepreneur

Daymond John, Entrepreneur

LANGUAGEARTSTEACHERS.LPAGES.CO

[FREE] Article Bundle for Middle School ELA!
Ditch the social media overwhelm and make it simple again with b...

Learn More

36

4 Comments 20 Shares

Case Studies #2

Details:

Summit Registration Ads

\$0.64/Lead

ICA: Middle School Math Teachers

Strategy:

To promote her free summit for math teachers, grow her email list and sell VIP tickets

Takeaways:

A summit is a great way to collaborate with others in your niche to build your email and showcase your expertise.

Using a P.S. at the end of your ad copy can be a powerful way to draw attention to the most important detail. In this ad, we used it to remind people of the VIP ticket upgrade.



Prealgebra Teachers
Published by Jenzaia DiMartile · July 10 · 🌐

Come and join hundreds of middle school math teachers for the **FREE** Middle School Math Summit 2021.

This **epic** 3 day event is full of exciting, relevant professional development brought to you by expert math teachers, just like you!

Each day will dive deep into a different focus.
Day **1** → Back to School Success + Differentiation
Day **2** → Cool Tech Tools
Day **3** → Balance and Boundaries

So, whether you're exhausted 😩 from the experience of teaching this past year...
...or still unsure of what 2021-2022 will look like 😬...
...or looking for new strategies, tools and ideas to implement in your math class 📚 ...

✨ THIS IS THE SUMMIT FOR YOU! ✨

- ✓ You will leave the summit feeling confident from trainings that are actually applicable
- ✓ capable of implementing game-changing math strategies
- ✓ ready with a plan for back-to-school success and organization

Click the image to grab your **FREE** ticket today!

P.S. Don't forget to check out the VIP Pass for access to bonus resources from each speaker, quality math resources gifted to you for the next year PLUS 15 hours of CE/PD.



Grab your FREE ticket

Middle School Math SUMMIT

MIDDLESCHOOLMATHSUMMIT.COM

Virtual Conference for Middle School Math Teachers [F R]
Learn More

Case Studies #3

Details

TPT Product Sales

\$0.23/page view

ICA: Primary Teachers

Strategy:

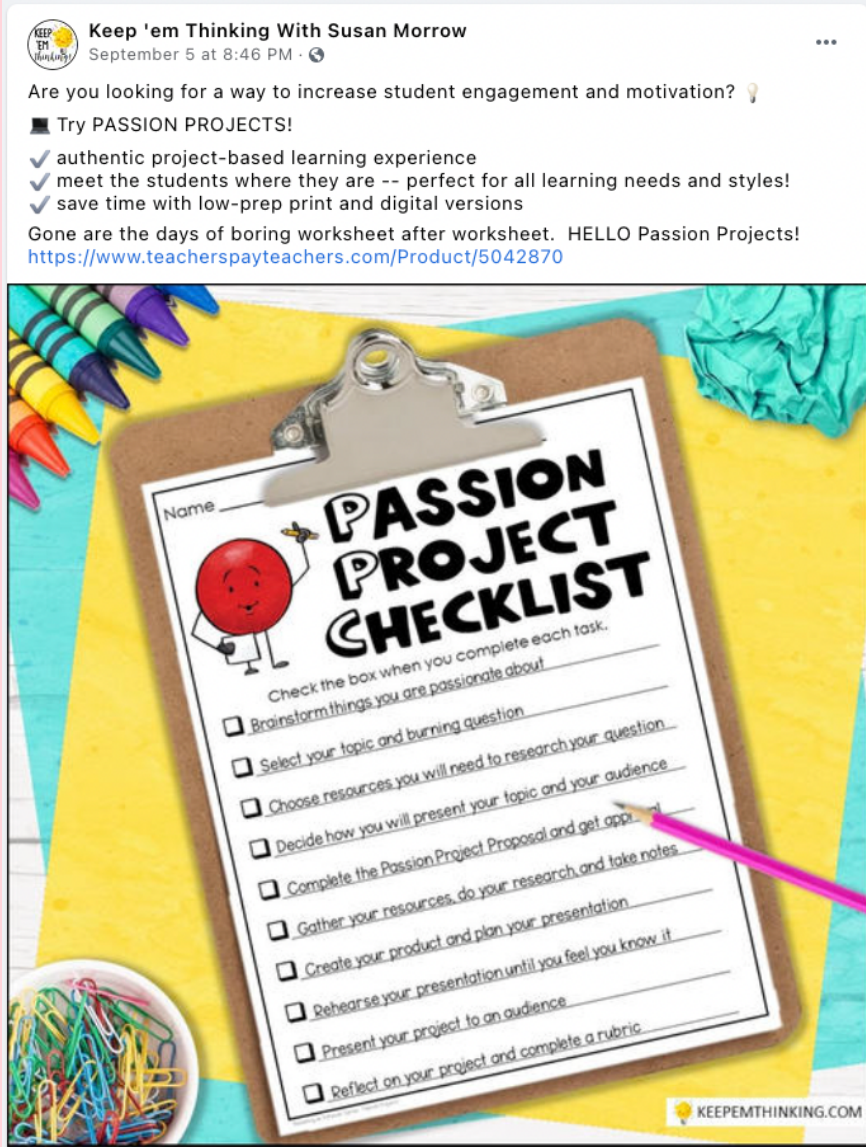
To drive traffic to the product listing and increase sales

Takeaways:

The bright colours and clear images were the perfect way to draw attention to her product.

We kept the ad copy short and to the point which has been working really well this quarter.

We are also running ads for a free sampler of this product and have found that many of the people who have opted-in to that freebie are also interested in purchasing the full product.



Keep 'em Thinking With Susan Morrow
September 5 at 8:46 PM · 🌐

Are you looking for a way to increase student engagement and motivation? 💡

■ Try PASSION PROJECTS!

- ✓ authentic project-based learning experience
- ✓ meet the students where they are -- perfect for all learning needs and styles!
- ✓ save time with low-prep print and digital versions

Gone are the days of boring worksheet after worksheet. HELLO Passion Projects!
<https://www.teacherspayteachers.com/Product/5042870>

TEACHERSPAYTEACHERS.COM
Passion Projects -- Authentic Project-Based Learning
This resource has been updated to contain a Google Slides versio...

Learn More

👍 26 11 Shares

Quarter Three's Top Tips

Tip #1 - Keep Building Your Email List

This was one of last quarter's tips as well! That's how important it is... Email lists are essential to building your brand in a long-term sustainable way. It's a wonderful way to nurture your audience and build relationships. And of course, you can also sell to your list. With open rates averaging 20-30% and no algorithm to fight, your email list is one of your most valuable business assets.

Tip #2 - Use Video View Campaigns to build an audience on Facebook/Instagram

With the iOS changes, building up your FB and IG audiences has never been more important when running Facebook ads. One of my favourite ways is to use video view campaigns. They are cheap and extremely engaging!

Tip #3 - You NEED a holistic approach to marketing

A holistic strategy should include content marketing (e.g., blog, podcast, video, etc), email marketing and community building as well as your paid marketing strategy. It may feel like a lot but include repurposing into your strategy so you don't have to be constantly creating brand new content.

Client Spotlight

Marissa Rehder is a life coach who works with women looking to live happy and healthy lives.

Since March 2021, we've been running a Self-Liquidating Offer (S.L.O. funnel) to grow her email list.

Her Self-Care Toolkit is full of amazing tools for women looking to be happier, healthier versions of themselves and at \$27 it's an amazing deal. [Grab it here!](#)

As with most S.L.O. funnels, we were looking to break even. So, in March we gathered data and made small, gradual improvements to the sales page.

After a few weeks, sales EXPLODED! We were seeing DOUBLE and TRIPLE returns on the ad spend. This is practically unheard of with S.L.O. funnels.

So of course, we slowly began to scale the campaign.

And then everything CRASHED and BURNED! Suddenly, we went from making multiple sales each day to multiple DAYS between sales.

Marissa showed extreme perseverance and dedication to following our process when the campaign suddenly stopped working.

After more than 4 months of tweaks, changes and major overhauls, the campaign is up and running again successfully!

Keep reading to learn more about our process for when a campaign doesn't meet our expectations.



When a campaign isn't working...

Here's a peek at our process for when a campaign isn't hitting our goals.

1) Look at the data and make data-driven decisions.

The first thing we always do is look at the data, which allows us to determine exactly what is working and what is NOT working.

2) Consider lowering the ad spend or pausing the campaigns

If a campaign isn't working, then lowering the ad spend can save you money while you adjust and improve the leaky parts of the funnel. We never just give up and move on... Follow the data!

3) Diving deep into the messaging, pain points and marketing angles.

Almost always, the messaging is to blame for a campaign that isn't converting as expected. Dive deeper, interview your audience and really zero in on the problem you're looking to solve. Each time, look at the data and see what, if anything, has changed. Rinse and repeat at least 3-5 times.

4) Look at the offer.

If you've followed the data and updated the messaging 3-5 times and it still isn't converting well, then it may be time to update or revamp your offer. But again, don't give up!! Sometimes minor tweaks to what is included or how it's packaged will make all the difference!

Big Takeaway: Follow the data and make data-driven decisions!

MARKET scale GROW

EPISODE #33
THE IMPORTANCE OF STAYING ORGANIZED
WITH MELISSA SEIDEMAN



EPISODE #34
LONG-FORM CONTENT STRATEGY WITH
HAYLEY KLEES



EPISODE #35
LEVEL UP ✨ FACEBOOK AD COPY TIPS FOR
TEACHERPRENEURS



EPISODE #36
FROM THE CLASSROOM TO FULLY BOOKED
OUT WITH MARANDA BULLINGTON



EPISODE #37
#REALTALK - OVERCOMING FACEBOOK
AD OVERWHELM



EPISODE #38
MORE THAN 4% - WHY EMAIL MARKETING IS
SO IMPORTANT IN DIGITAL MARKETING?



EPISODE #39
FOLLOWING YOUR PASSION AND JOY AS A
TEACHERPRENEUR WITH CAILEIGH DENNIS



EPISODE #40
ORGANIC PINTEREST STRATEGY FOR
TEACHERPRENEURS WITH CHELSEA HALL



listen
NOW