



# Attention Grabbing Media CASE STUDY

- INFORMATION PRODUCT / PERSONAL BRAND -  
FACEBOOK MASTERS COURSE - MANUEL SUAREZ

## ABOUT AGM

- Located in Clearwater, FL
- Preferred Facebook Agency Partner
- Certified Messenger Marketing Experts
- Facebook Blueprint Certified

## ABOUT THE BRAND

The Facebook Masters Course (FBMC) is a 40+ hour course created by Manuel Suarez that teaches marketers how to master social media marketing.



## GOALS

Establish Facebook Masters as a brand, grow warm audiences and ultimately, acquire new students for the Facebook Masters Course.



## THE STRATEGY

We decided to go with a multi-level marketing approach. At the first level, we focused on providing value to our targeted audience. This primarily consisted of regularly posting organic content across multiple channels including Facebook, Instagram, YouTube, IGTV, and LinkedIn.

From that, we were able to collect now-warm audiences and turn them into actual leads (i.e. - webinar registrations). The webinar registration process itself was automated to not only collect information (phone & email) but actually registered them for the webinar, triggered a confirmation email, and sent out regular reminders (via email, Messenger, and SMS) to increase attendance.

All of this was done using Messenger flows built with ManyChat, ClickFunnels, and Zapier integrations. Post webinar messages (also via email, Messenger, and SMS) and ads were also automated to promote the webinar replay to all who registered as well as warm audiences. For those who had watched the webinar, retargeting ads were created to encourage purchases.

# SUMMARY OF RESULTS

- From ZERO to \$2.5 Million in 2 years
- 43.5K+ leads generated inside Messenger
- \$13.5K monthly income generated (average)
- 2K podcast downloads per week (average)
- 337.74 ROAs (average)

## Messenger Growth MANUEL SUAREZ



## Messenger Growth MANUEL SUAREZ TRAINING

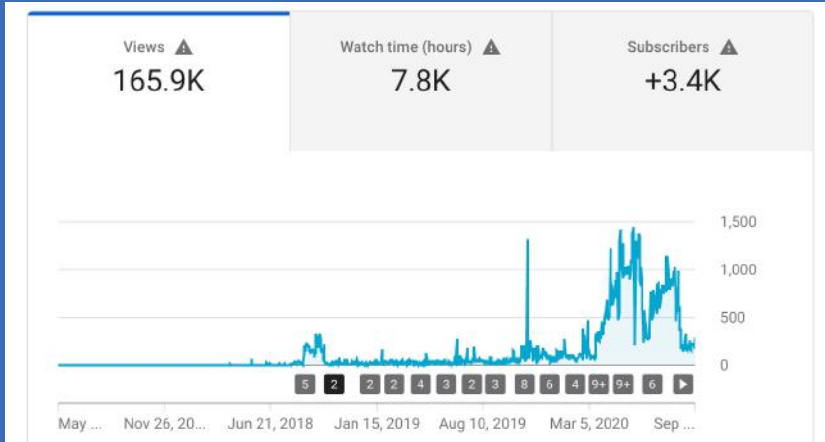


## Facebook Page Growth

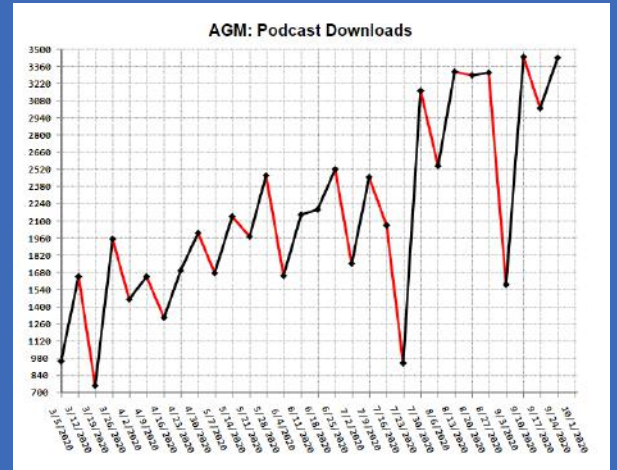


# SUMMARY OF RESULTS

## YouTube Channel Views & Growth



## Podcast Downloads (March 2020 - Sept 2020)



## Instagram Page Growth



## Average ROAs

Ad Name	Purchases	Cost per Purchase	Purchase ROAS (Return on Ad Spend)
MS VID 20X Facebook Messenger List D...	6	\$0.11	3,581.54
FB Masters 4.0 - Webinar Retargeting - Rep...	2	\$1.12	1,783.04
Default name - Conversions	16	\$1.45	1,376.65
WSAD GIF 10K-220K Duplicate		\$0.57	931.88
Carousel of Bonuses - Copy			858.31
Single Image			424.89
FB Masters 4.0 - Webinar Retargeting - Rep...			205.24
Default name - Conversions - Copy		\$11.26	177.35
Yellow 10K-220K Duplicate	1	\$8.48	11.44
MS VID Generate Thousands Duplicate			
<b>Results from 52 ads</b>	<b>46</b> Total	<b>\$4.04</b> Per Action	<b>337.74</b> Average

## Net Revenue Generated in 8 Months



## CONCLUSION

In the course of 2 years, the Manuel Suarez / Facebook Masters Course brand managed to go from ZERO to \$2.5 million, an average of \$13K/month in recurring sales from Coaching Program students, 35K email leads, and thousands of followers across various social channels.

This , in turn, contributed to massive growth for his agency, AGM Marketing which now generates an average of \$280K/month.

## AWARDS



**Top Performing Agency  
ManyChat Award**



**Two Comma Award  
ClickFunnels™**



**Most Engaging Bot  
ManyChat Award**