



## **Lead Generation for Forex Training**

How does a global market leader in Forex Trader Education get more quality registrations for their seminars and online events for lesser Ad spend?

### **The Client**

The client is a global leader in financial trading education, with trading floors and coaching teams in multiple countries worldwide. In the UK, the client holds regular Forex trading seminars and online workshops, with a view to selling their financial trading courses. These courses are high-ticket items, so quality of leads is a big factor in sales conversion. The client spends a bulk of its marketing budget on paid traffic, and to maintain a healthy ROI, it must reduce the average cost per new user registration.

### **The Goal**

The client wanted to optimize its ads for greater ROI, generate better leads, and increase new registrations WHILE reducing total ad spend. Startup-n-Marketing (SnM) was tasked with overseeing social advertising and delivering these results, and that's what we did.

### **The Strategy**

The SnM team worked first to understand the type of leads that would provide the optimal down-funnel performance that the client needed.

This involved identifying what demographics their existing customers belonged to and using the information to create a target customer profile. We further divided the client's ideal target audience into segments based on cost-efficiency and developed content and design to appeal to the people in each segment.



To further optimize content and design, we divided the target audience once again, this time based on user journey and as shown below:

1. Never traded before
2. First-time traders
3. Inexperienced traders
4. Experienced traders

Afterward, we implemented a localized approach and messaging. This was important because the client's events and seminars are held in over 20 different cities in the UK. So, we had to create designs, landing pages, and content with the local approach in mind.

The next steps involved using localised approach and messaging, since the events and seminars were held in 20-25 different cities in the UK. This included design elements, landing pages and copy writing that was developed keeping the local approach in mind.

Once the audience segments and designs were ready, we launched the campaigns and used our 'best-of-test' approach to continuously optimise the ads and targeting. Since the Ads were running every month in each city, ad fatigue and audience saturation was a continuous issue that had to be kept in check. The following tactics were used to continually keep costs low while maintaining the quality of registrations:

1. Lookalike Audiences
2. Retargeting
3. High-quality content and video ads
4. Developing new videos and ad images every month
5. Identifying audience segments that returned the best ROI through GID code tracking



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Ad Set Name	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent
online poker	304 Completed ...	319,035	1.72	£13.15 Per Comple...	£55.00 Daily	£3,997.82
Trading Only 55k	81 Completed ...	15,257	6.66	£13.20 Per Comple...	£55.00 Daily	£1,069.47
Trading terms mix	2 SA Registr...	6,050	1.17	£13.26 Per SA Regi...	£25.00 Daily	£26.51
Banking only - 44L	201 Completed ...	118,812	2.72	£13.30 Per Comple...	£55.00 Daily	£2,674.06
Exchanges Only	42 Completed ...	29,077	2.60	£13.31 Per Comple...	£60.00 Daily	£559.15
Income + Saving	57 Completed ...	23,431	1.84	£13.45 Per Comple...	£55.00 Daily	£766.69
<b>Results from 2,631 ad sets</b>		<b>9,887,575</b> People	<b>8.14</b> Per Person	—		<b>£679,206.35</b> Total Spent

## Results

**48%**

**The decrease in CPL**

**350%**

**Increase in Leads**

**£670,000**

**Ad Spend Managed**

Startup-n-Marketing reduced the client's cost-per-lead (CPL) by 48% year-on-year. At the same time, we improved the quality of leads generated and registered more new customers. In essence, the client acquired more customers for less money.

From January 2019 to December 2019, the client got more qualified leads and completed more sales than at any other time since it began PPC ads, with SnM managing ad spend exceeding £670,000. In return, the client got a 350% ROI.



**When would you like your results to start?**

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