BALANDIN/AGENCY

Consulting marketing

Proposal from Balandin Agency

Leads from business owners, not from students and competitors. In consulting the cost of a mistake is not the budget, but the expert's time. We build funnels that filter out unqualified people before the call: qualifying forms, webinars, reviews. The metric is the cost of a meeting with a qualified client

1,939

registrations into a consulting webinar funnel for business owners

€3.41

cost per registration on a €6,615 budget

135

B2B leads for franchise packaging at $10.05

Where consulting loses money

Registrations are cheap, but the live session is empty

Optimizing for registrations collects freebie collectors. We move the goal to attendance and a request for a review.

Calls with people who will not buy

An expert’s hour costs more than a click. We put qualification before the call: turnover, role, task; no fit, no slot.

A long cycle breaks reporting

A deal takes weeks, ads are judged in days. We look at cohorts: how much the launch month brought over the whole cycle.

What we do so the calendar fills with qualified people

Qualification before the call

Turnover, role, task — a multi-step form cuts off students and competitors before they take the expert's slot.

A funnel matched to the ticket and deal cycle

Webinar, review or lead magnet — we choose the format by the ticket: for a high ticket a review funnel with a short form often works faster.

The goal is attendance and a request for a review

Optimizing for registrations collects freebie collectors. We move the goal deeper: 1,939 registrations at €3.41 — with attendance controlled up to the live session, not just the entry price.

Cohorts instead of daily reporting

A consulting deal matures over weeks. We count how much the launch month brought over the whole deal cycle, not over the reporting week.

Client results

HR consulting for business owners

Two and a half years of ads for an HR consultancy — 532% return

$84,683
Ad spend

13,996
Leads

532%
ROMI

Career consulting for IT professionals abroad

High-ticket consulting on cold traffic — 197% ROMI over 15 months

$125,104
Ad spend

16,391
Leads

$371,285
Revenue

197%
ROMI

Executive assistant recruiting agency

Cheap lead-form leads were misleading — we scored by qualified leads, 145% ROMI

$6,210
Ad spend

362
Leads

$15,186
Revenue

145%
ROMI

Client results

Franchmaker (franchise packaging)

A narrow B2B segment — leads from business owners at $10.05

$1,357	135
Ad spend	Leads

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

egor@balandin.agency

Telegram @balandin_egor

30-minute call

All case studies