BALANDIN/AGENCY

Meta Ads for consulting

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

532%

return — HR consulting for business owners

197%

ROMI — Career consulting for IT professionals abroad

145%

ROMI — Executive assistant recruiting agency

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 did: Meta Ads for consulting

HR consulting for business owners

Optimized ads for qualified leads. We sent Meta only the leads that matched the profile: an owner with a team of 10+. The cost of a qualified lead dropped by 15–30% without changing the creatives.

Career consulting for IT professionals abroad

Worked for 15 months straight. Traffic went not into one funnel but four parallel ones, and we kept those that paid back:

Executive assistant recruiting agency

Tested a lead form with a free download. A lead through a Meta lead form cost $4 versus $17 from the website, but almost none were qualified: in August, while the form was running, 3 of 74 leads were qualified.

Franchmaker (franchise packaging)

Launched targeted ads aimed at an entrepreneurial audience for whom scaling a business is relevant. Traffic was driven to a lead — a direct request for franchise packaging, not to intermediate touchpoints.

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.

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.

What our work includes: Meta Ads

Creatives

We shoot video, statics and UGC ourselves: we test dozens of ideas and keep the ones that bring leads — a winning ad combination burns out in 7–14 days, so new ones are needed constantly

Pre-landing pages for ads

We build pre-landers and quizzes for the ads — half of the result depends on the page, so it cannot be outsourced. A full landing page is not part of this service, it is a separate service

Tracking

We set up the pixel and server-side events so the algorithm learns from purchases, not clicks

Scaling

We structure campaigns so the budget can be raised without payback dropping

Reporting

Once a week we show what was spent and how many leads and how much money it brought — without the 200 columns from the ad account

Case studies: Meta Ads for consulting

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

Case studies: Meta Ads for consulting

Franchmaker (franchise packaging)

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

$1,357
Ad spend

135
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