BALANDIN/AGENCY

Meta Ads for online education

Proposal from Balandin Agency

We optimize not for a registration, but for the person who showed up and paid.

12,402

automated-funnel leads at $2.45 — a marketing expert

672%

launch ROMI — a school with a failed ads experience before us

$0.79

per webinar registration — 1,400 registrations

What usually hurts

Registrations are cheap, nobody shows up

Optimizing for the form brings people who find it easy to press a button. We send Meta the attendance and payment events — the algorithm starts looking for people who watch the webinar through.

The launch does not pay back on cold traffic

The launch economics cannot bear the cost of a cold lead if you count a single launch. We count by cohort: attendance, conversion to payment, repeat purchases — and set the cost per registration against that calculation.

The ad combination burns out faster than the launch runs

A creative in this niche lives 7–14 days. One successful message does not save you: in the online gymnastics school case, one out of twenty tested creatives turned out to work.

What we do

The whole funnel

Webinar, automated funnel, bot, challenge, offline group — matched to the product and deal cycle, not “let’s run traffic to a landing page”.

The event we optimize for

Not “a lead happened”, but showed up / paid. Event value = product margin, not one.

A creative pipeline

Hypotheses from audience pain points and interviews, concept tests, scaling the theme. Copy, statics and video — on our side.

Russian speakers abroad

Geos, languages and payment methods for an audience outside Russia: Europe, the CIS, Israel, the UAE, the USA. Separate ad combinations for each market.

Reconciliation with payments

Registrations from ads are stitched to CRM deals. The report shows the launch ROMI, not the cost per click.

A human review

Weekly: what happened, why, what we switch off. Without a 200-column export.

The numbers we rely on

$0.79	per webinar registration, 1,400 of them
$2.45	per automated-funnel lead, 12,402 of them
$1.67	per lead in the competitive yoga niche, 2,674 of them
$3.44	per lead for offline lectures in one city
104–672%	ROMI range across published launches

Case studies: Meta Ads for online education

Private school in Odintsovo

Found parents earning a million-plus a month — 11 school contracts

$2,001	77
Ad spend	Leads
$283,582	14072%
Revenue	ROMI

Tayny Zhizni school (online education)

Paid ads used to fail — built the unit economics and paid back 7.7x

$1,108	1,400
Ad spend	Registrations
$8,559	672%
Revenue	ROMI

SETTERS (touring lectures, Tomsk)

Filled an offline lecture hall in one city with targeted ads — 627% ROMI

$2,239	650
Ad spend	Leads
$16,282	627%
Revenue	ROMI

Case studies: Meta Ads for online education

v.orlova_nails (courses for nail technicians)

A controllable flow of subscribers at $0.10 paid back at 603%

$642	6,221
Ad spend	Subscribers
$4,511	603%
Revenue	ROMI

Brought 98,000 subscribers to a Telegram channel and earned $2,025,240 in 2 years at 569% ROMI

Took Telegram subscribers all the way to payments — 569% ROMI over two years

$302,868	98,015
Ad spend	Subscribers
$2,025,240	569%
Revenue	ROMI

Yoga course

Competitive yoga niche — held the lead at $1.67, 445% ROMI

$4,466	2,674
Ad spend	Leads
445%	
ROMI	

BALANDIN/AGENCY

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