

Chris Kidd

Business & Financial Coaching · Google Ads · Meta Ads · Lead Generation

13.8x

ROAS

\$10k

Initial Ad Spend

Week 1

Validation Achieved

Dual

Channel Strategy

THE CHALLENGE

Chris Kidd was a seasoned construction business owner pivoting into high-ticket business and financial coaching — with zero track record in the new niche. He needed rapid market validation before committing serious time and capital. Spending without traction meant retreating. The stakes were high and the window was short.

OUR APPROACH

01 Niche Positioning & Offer

We locked in a hyper-specific angle: construction business owners scaling past £500k — where Chris's background gave unmatched credibility. The offer became a high-ticket 1:1 advisory programme built around profitability, systems, and exit planning.

02 Dual-Channel Launch

Google Search captured active demand from contractors searching for growth support. Meta ran lookalike audiences from competitor engagement. Both fed a single VSL funnel with a direct booking CTA.

03 Rapid Creative Testing

Six variants launched in week one — three problem-aware, three identity-based. The identity ads (positioning Chris as the coach who's actually built what he teaches) outperformed by 2.4x and became the scaling foundation.

04 Weekly Optimisation Cadence

Bid adjustments, audience exclusions, and creative refreshes on a strict 7-day cycle compounded performance gains week on week throughout the campaign.

THE RESULTS

13.8x

Return on Ad Spend

\$10,000

Initial Ad Spend

First Week

Validation Timeline

Fully Validated

Pivot Status

**Google Search +
Meta**

Channels

"I came to the team as a construction owner looking to pivot into business consulting. We started with just a \$10,000 ad spend and saw an immediate 13.8x ROAS. It completely validated my new direction."

— Chris Kidd — Business & Financial Coach

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