More consults at *$100 or less*

For your new creative director: what's converting right now, what isn't, and what to make next so we can keep adding budget without the cost per lead climbing.

60
consult leads, last 7 days

$121
cost per lead now

$100
goal cost per lead

Five ads made 50 of the 60 leads



$80 per lead · 50 leads

$325 per lead · 10 leads

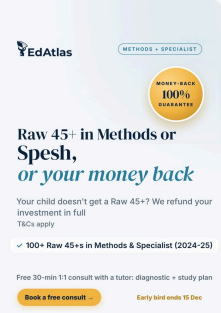
The goal is already being hit by the right creative. The job now is to **make more of what works**, faster.

Meta Ads, 11–17 Nov 2026. A lead = a completed free 30-min consult form (pixel Lead on /book-a-consult).

WHAT'S CONVERTING

The five ads *doing the work*

Each one makes a single, clear promise to a parent, backed by something real.



18 leads $87

Raw 45+ or your money back

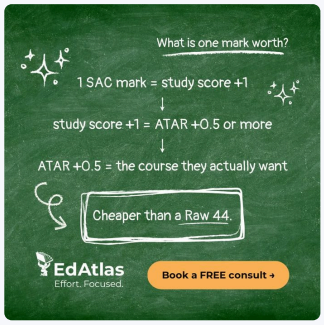
Takes the risk off the parent. Our biggest lead driver.



10 leads $56

"This is the standard"

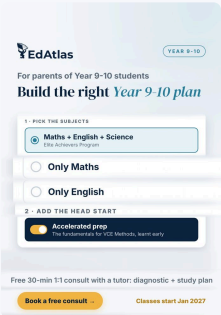
Real names on real Raw 50s. Proof you can check.



8 leads $56

What is one mark worth?

Parent maths. Frames tuition as the cheap option.



10 leads $114

Build the right Year 9–10 plan

A decision the parent has to make now.



4 leads $74

Meet Cyril + $700 off by 15 Dec

A real tutor, plus an offer and a deadline.

$80

combined cost per lead across these five, against a $100 goal

1. Remove the risk

The guarantee is in our top ad and in "one mark".

2. Names beat percentages

Named Raw 50s convert; "~30% of Victoria" alone didn't.

3. Talk money like a parent

"One mark = +1 study score" makes the fee feel small.

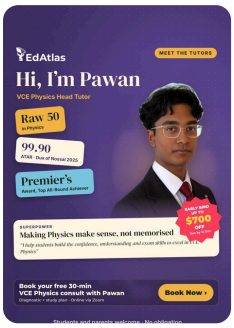
4. Give them a reason to act now

Subject choices, Early Bird deadline, a free consult.

WHAT ISN'T CONVERTING

Clicks *aren't bookings*

These got attention, some of the highest click rates in the account, but parents didn't book.



Tutor intros with no offer

Pawan, Rob and Sienna: **$1,081 for 4 leads ($270 each)**, even with click rates of 1.9–4.5%.

Fix: keep the faces, add the offer. Meet Cyril works at $74 because it carries "$700 off by 15 Dec".



Stats without people

"~30% of all VIC Raw 50s" alone: **$167, 0 leads**. The same fact on a wall of named students (page 2) costs $56 a lead.

Fix: lead with names, faces and schools; let the percentage support them.



Results carousels and feature lists

Results carousels: **$434, 0 leads** (last 30 days). Specialist, Chemistry, Year 7–8 "habits" and the "ecosystem" ad also spent with nothing back.

Fix: one promise per ad. If it needs swiping or a list to explain, it's too much.

A face or a big number gets the **click**. A promise, a reason to act now and a free consult get the **booking**.

FOR THE CREATIVE DIRECTOR

What to make *next*

Mostly new versions of the winning ideas, not new ideas. Roughly 70% variations, 30% fresh tests.

1

The guarantee, told by a person

Rob to camera, 15–20 seconds: the promise, then the catch (your child does the work). Plus a Specialist-only version.

Hook: *"What if they do all the work and still don't get a 45?"*

9:16 video · "T&Cs apply" on screen · links to the guarantee page

2

Name walls for every subject

The Methods trophy wall, done for Specialist, Chemistry and Biology using results already on the site. Build a 2026 template now so it goes live the day the new results are on the website.

static + 9:16 · named students only

3

More parent maths

One question a parent is already asking, answered in three lines, like "What is one mark worth?"

e.g. *"Is Year 11 too early for a tutor?"* · *"What does a SAC actually decide?"*

chalkboard / handwritten style · no new stats

4

Decision moments

Year 9–10 subject choice worked. Do the same for Year 10 → 11 (Unit 1/2 picks) and for "Year 12 is about to start".

checklist / plan visual · "your child"

5

Tutor faces, now with the offer

Re-cut Pawan, Rob, Noa and Chloe the Meet Cyril way: credentials, then the Early Bird saving and the free consult.

photo or short video · offer in the first line

6

Early Bird countdown

For the last 10 days before 15 Dec: "5 days left to save up to $700". Then roll to the next date.

simple, bold, daily swap · confirm terms per subject

HOW WE SCALE

More leads, *same $100*

Vertical first

Instagram Reels gave us leads at $79, cheaper than feed ($130–158), but nearly every ad is a static. Design 9:16 first.

Parents 35–44

Half our leads (22 of 46) at $75 each. Under-25s took $605 and booked nothing. Write to the parent.

Fresh every week

The same people are seeing our ads ~5 times a week and costs are rising. New creative fixes that.

THIS WEEK

Back the winners

Budget follows the five ads on page 2. Anything that spends $200 with no lead gets switched off.

EVERY WEEK

4–6 new ads in

Built from the briefs on page 4. We test them next to the winners and keep what beats $100.

EVERY 3–4 DAYS

Add ~20% budget

Only while the 7-day cost per lead is at or under $100. If it goes over, we hold and refresh creative before adding more.

Ground rules for every ad

- Every stat is already on edatlas.com.au, word for word
- Guarantees say "T&Cs apply", and the page they link to shows the terms
- Written to parents, never marketed at students under 18
- One promise, one action: the free 30-min consult

What would help from your side

- Phone video of Rob and the tutors talking to camera
- Parent and student testimonials we have permission to use
- Early Bird terms for each subject
- A heads-up when 2026 results go on the site

Placements: 19 Oct–14 Nov. Ages: 11–16 Nov. Frequency: 11–17 Nov. All Meta Ads, cost per consult lead.