

How a Chicago training business turned on Google Ads and built a 12-week waitlist

CLIENT: ANOTHER CHANCE TRAINING · CHICAGO, IL

3 hrs

FROM LAUNCH TO
QUALIFIED LEADS

25+

LEADS IN MONTH ONE,
OVER HALF BOOKED

3.8X

RETURN ON AD SPEND

12 wks

WAITLIST

LOCATION

Chicago, IL

THIS CAMPAIGN

Google Ads strategy, management and real-time optimization; an on-brand landing page

THE BUSINESS

3,000+ clients since 2020; serves up to 120 at a time

THE CHALLENGE

Shir Limazati grew Another Chance Training through relationships and referrals after moving to Chicago. Referrals have a speed limit, though. She wanted more bookings each week and a brand that reached past the rooms she could walk into.

OUR APPROACH

- 01** Met people at the moment they search, with Google Ads.
- 02** Built one on-brand landing page with one next step: book a call.
- 03** Gave every dollar a job and optimized in real time.

WHAT CHANGED

Qualified leads arrived within three hours of launch. Month one brought more than 25 leads, and more than half booked. The program settled at about 1.5 new clients a week, and ACT now keeps a 12-week waitlist.



"I never thought marketing was in my reach, but in the first month of our campaign I received over 25 leads and booked over 50% of those clients. ... Those clients that were sourced from the ads are now referring me to their friends and neighbors!"

SHIR LIMAZATI · FOUNDER, ANOTHER CHANCE TRAINING

Figures from the Another Chance Training Google Ads program.

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