

CLIENT CASE STUDY

From Zero to Profit in 14 Days.

How Virtuecore took Science Sphere, a one-person online tutoring business, from no paid advertising to a profitable Meta Ads funnel returning cash inside the first two weeks.

INDUSTRY

Online Tutoring

PLATFORM

Meta Ads (Facebook + Instagram)

£1,050

REVENUE CLOSED

cash in bank, first 14 days

5.4×

RETURN ON AD SPEND

12-month blended ROAS

28.6%

LEAD → CLIENT RATE

industry avg: 10–20%

£23.31

COST PER LEAD

winning creative

THE CLIENT

A great tutor with no system to fill his calendar.

Harrison runs Science Sphere, an online tutoring service for GCSE and A-Level students in Maths and Physics. His results speak for themselves: students consistently hitting target grades, a real track record, glowing reviews. His competitive edge? He sat these exams himself, recently. He knows exactly where students lose marks, and why.

The problem wasn't the service. It was discovery. Harrison had no paid advertising infrastructure, no tested creative, and no reliable system to turn cold traffic into booked sessions. Growth was word-of-mouth and luck.

The brief we received: Build a Meta Ads funnel from scratch. Test what works. Make it profitable as fast as possible. Don't waste money finding out.

THE APPROACH

Seven creatives. Three angles. One objective: find what prints.

We ran a structured creative test across three distinct angles, Ambitious Student, Worried Parent, and Educational Content, using Meta Advantage+ to let the algorithm allocate budget toward whatever was actually converting. No gut-feel budget decisions.

ANGLE TESTED	HYPOTHESIS	RESULT
Ambitious Student (identity + loss aversion)	Students who already care about grades respond to specific exam technique messaging, not generic tutoring ads.	WINNER, drove 79% of all leads at £23.31 CPL
Worried Parent (empathy + rescue)	Parents searching for a tutor respond to reassurance and outcome proof first.	Under-delivered, audience too broad at cold stage
Educational Content (value-first organic style)	Teaching-style content builds trust and drives consideration over time.	High reach, low direct response, strong for retargeting

THE TIMELINE

Profitable before most agencies finish their onboarding.

Fourteen days from campaign launch to closed revenue. Here's the exact sequence.



PHASE	WHAT HAPPENED	WHY IT MATTERS
Days 1-3 Live	Seven creatives launched across three angles. Meta Advantage+ begins distributing budget based on early engagement signals.	Structured test, no single creative gets all the spend before it earns it.
Days 4-7 Winner emerges	'Marks, Not Talent' pulls ahead with a £23.31 cost-per-lead against a £41.25 blended average. Budget allocation shifts to the proven angle.	The algorithm did exactly what we designed it to do: find the winner without wasting budget on guesswork.
Days 8-10 First leads	14 qualified leads captured. Students actively interested in a tutoring package, not browsers. The follow-up sequence activates.	£41.25 blended CPL on a £350 package is profitable unit economics before close rate is even factored in.
Days 11-14 First clients closed	4 paying clients confirmed. Three on the £350 package and one on a recurring weekly seat. £1,050 closed before the two-week mark.	28.6% lead-to-client close rate. The funnel and the sales system are working in lockstep.

THE RESULTS

The numbers that matter, and what they mean.

- ✓ **£1,050 in closed revenue** from cold traffic, cash confirmed before the first two weeks were done.
- ✓ **28.6% lead-to-client close rate** on cold traffic. Industry standard for considered education purchases is 10–20%. Science Sphere ran at the top of best-in-class.
- ✓ **5.4× blended 12-month ROAS**, every £1 spent on ads is backed by £5.40 in client value when recurring revenue is included.
- ✓ **One recurring weekly client** enrolled during the campaign window, a committed, ongoing seat that compounds returns over time.
- ✓ **A proven winning creative identified:** ‘Marks, Not Talent’ drove 57% of all leads at £23.31 per lead, a scalable angle the account can now scale budget into.
- ✓ **14,000+ people reached** with a frequency of 1.73, audience nowhere near saturated, significant scale headroom remaining.

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A £577 test that returned £1,050 in cash and a recurring client, before the first two weeks were done.

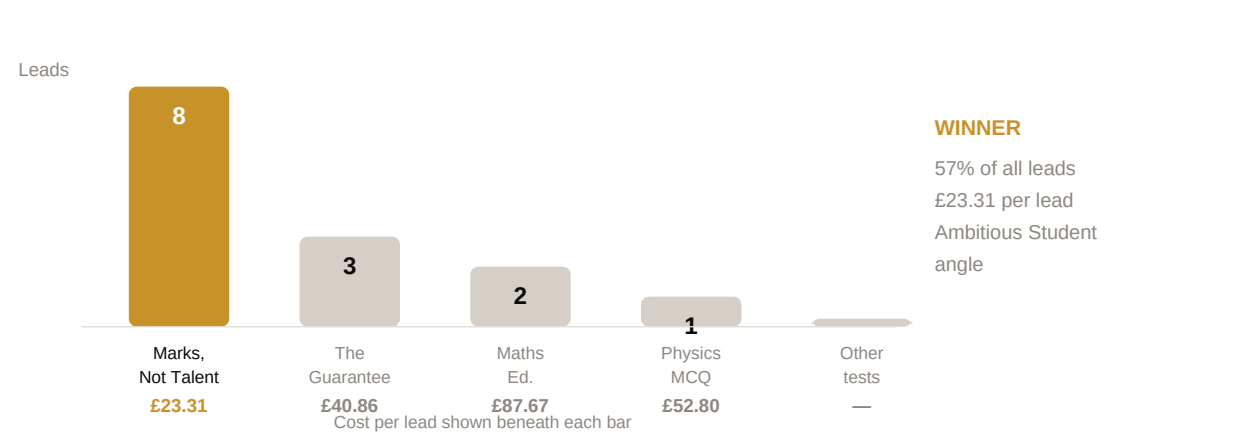
— Virtuecore campaign analysis, Science Sphere

Since the reported window: Five more students have enrolled, each on the £350 package and continuing as recurring seats, bringing the campaign to **9 clients from the original £577 test**. Blended cost to acquire a client has dropped to **£64**, closed package revenue stands at **£2,800**, and the recurring base has grown from a single seat to six.

CREATIVE PERFORMANCE

One angle won decisively. That’s the point of a structured test.

Seven creatives entered. The algorithm, given equal opportunity, sent its budget toward the one that converted. That creative revealed something more valuable than any single result: **who to talk to and how.**



The insight the test bought: Speak to the student's identity, not the parent's anxiety. Every ad that addressed the student directly, 'you're leaking marks, not lacking talent', outperformed every parent-facing and educational angle. That finding now shapes every piece of Science Sphere creative going forward.

THE UNIT ECONOMICS

What it costs to get a client. What that client is worth.

£64

**COST TO ACQUIRE
ONE CLIENT**

$£577 \div 9$ clients

5.5×

LTV : CAC

on the £350 entry package

£2,800

CLOSED REVENUE

9 clients, campaign to date

6

RECURRING SEATS

up from 1, compounding

At £64 to acquire a client against a £350 entry package, the account clears a 5.5:1 LTV:CAC on the entry tier alone, before the six recurring seats are even counted. The 3:1 ratio is the industry benchmark for scaling paid acquisition confidently; Science Sphere sits comfortably above it, which means the account is underinvesting, not overspending. Every pound put in is backed by multiples of client value.

METRIC	SCIENCE SPHERE	BENCHMARK	VERDICT
Lead → Client Close Rate	28.6%	10–20% is strong	Top tier (first 14 days)
Cost Per Acquired Client	£64	Varies by vertical	9 clients from £577 spend
Closed Package Revenue	£2,800	—	Before recurring LTV is counted
Recurring Seats Enrolled	6	—	Up from 1, compounding base
Best Creative CPL	£23.31	Varies by vertical	Efficient, scalable winner
12-Month ROAS	5.42×	2–3× is 'good'	Conservative, pre-expansion

WHAT COMES NEXT

A proven funnel. A proven winner. Now we scale.

The first 14 days answered the only question a new campaign has to answer: does this work? It does. Phase two is scaling a known winner into a consistent booking engine.

CONSOLIDATE	Budget moves from underperforming tests to the proven Ambitious Student angle at 2–3× current spend, same winners, more reach.
ITERATE	Fresh creative variations on the winning hook to lift cost-per-lead below £23. Same angle, new executions.
LOOKALIKE	Once efficiency holds at scale, lookalike audiences built from actual buyers (not just leads) unlock a new tier of cost-efficient acquisition.

COMPOUND

The recurring weekly seat is the highest-value outcome in the funnel. Build the offer and follow-up to convert more package buyers into long-term students.

WANT RESULTS LIKE THESE?

Let's build your funnel.

Virtuecore builds and manages paid advertising funnels for ambitious UK businesses, from first creative test to profitable, scalable campaigns.

virtuecore.co.uk