

Build a Predictable Lead System in 90 Days

Using strategic social media, paid
ads, and funnels.

(Without Guesswork, Burnout, or Wasted Ad Spend)

Or we don't move forward.

Hi, I'm **Fathima**, founder of **Business Beyond Realms**.

I help service-based business owners attract qualified leads and booked calls through strategic social media, paid ads, and high-converting funnels - all working together as one system.

No random posting. No "boost and pray." No marketing chaos.

Just clarity, structure, and growth that actually makes sense.

The **Problem** With Most Digital Marketing

Most service-based businesses struggle with marketing because they:

- ✗ Post consistently but don't get leads
- ✗ Run ads without a clear strategy or funnel
- ✗ Send traffic to pages that don't convert
- ✗ Feel overwhelmed by tech, tools, and decisions
- ✗ Don't know what's actually working

Marketing becomes **noisy, confusing, and exhausting** — instead of predictable and supportive.

Here's What We Do **Differently**

We don't treat social media, ads, and funnels as separate tactics.

We build **one connected growth system** - designed around your business, your audience, and your goals.

Instead of trying everything, we focus on what **moves the needle**.

Our Proven Growth Process

(The Orbit Method™)

Step 1: Clarity & Strategy

We start by **understanding**:

- Your offer
- Your ideal client
- Your goals
- What's currently blocking growth

This becomes the **foundation** for everything we build.

Step 2: Visibility That Connects

We create **strategic social media content** that:

- Builds trust and authority
- Speaks directly to your audience's pain points
- Prepares people to take action

No posting for the **sake of posting**.

Step 3: Paid Ads That Amplify

Once messaging is clear, we use **paid ads** to:

- Reach the right people
- Test creative and messaging
- Drive traffic with intention

Ads **don't** replace strategy - they **amplify** it.

Step 4: Funnels That Convert

We design **landing pages** and **funnels** that:

- Clearly communicate your value
- Guide visitors step-by-step
- Turn clicks into enquiries or booked calls

Your funnel becomes your **24/7 salesperson**.

Client Results

Emily



Claire



fi

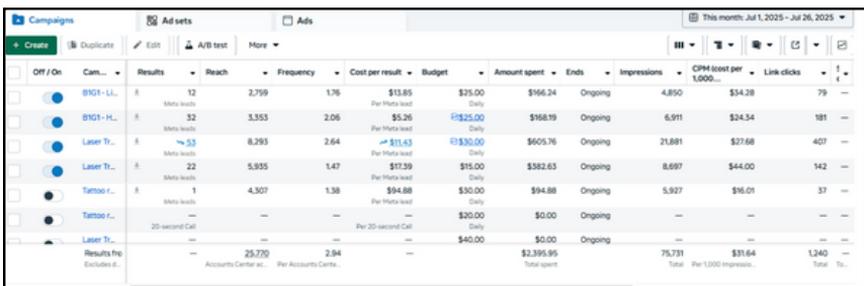
LaserClear Clinic

Before

- Most of the leads were from existing customers referring new customers
- Did not have a consistent volume of leads coming in every month
- Very dependant on referrals

After

- We were acquiring leads at a cost of \$20 or less (most of the time less than 20)
- These leads were for appointments ranging from \$300 - \$1K+ (so paying \$20 for a \$300+ lead)
- Consistently brought in nearly 100 leads a month (P.S. This month we have already got 120+ leads. Refer the screenshot below)



Off / On	Cam...	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...)	Link clicks
	B101 - LL	12 Meta leads	2,799	1.76	\$13.85 Per Meta lead	\$25.00 Daily	\$166.24	Ongoing	4,850	\$34.28	79
	B101 - HL	32 Meta leads	3,353	2.06	\$5.26 Per Meta lead	\$25.00 Daily	\$168.19	Ongoing	6,911	\$24.34	181
	Laser Tr...	53 Meta leads	8,293	2.64	\$11.63 Per Meta lead	\$130.00 Daily	\$605.76	Ongoing	21,881	\$27.68	407
	Laser Tr...	22 Meta leads	5,935	1.47	\$13.39 Per Meta lead	\$15.00 Daily	\$382.63	Ongoing	8,697	\$44.00	142
	Tattoo r...	1 Meta leads	4,307	1.38	\$94.88 Per Meta lead	\$30.00 Daily	\$94.88	Ongoing	5,927	\$16.01	37
	Tattoo r...	20-second Call	---	---	---	\$20.00 Daily	\$0.00	Ongoing	---	---	---
	Laser Tr...	---	---	---	---	\$40.00 Daily	\$0.00	Ongoing	---	---	---
	Results fro Excludes d...	---	25,720	2.94	---	---	\$2,395.95 Total spent	---	75,731 Total	\$31.64 Per 1,000 impressio...	1,240 Total

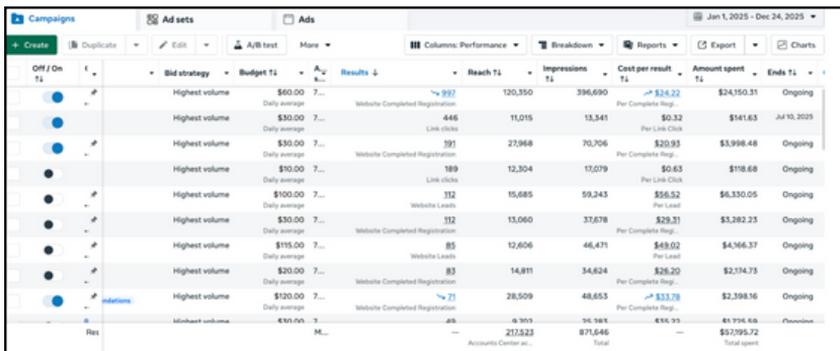
Extrodinary Financial Advisors (XFA)

Before

- The primary source or lead acquisition was through organic content, mainly word of mouth.
- Had tried ads before but did not convert very well
- In 2024, they never had a consistent source of client acquisition.

After

- Strategically restructured their Ads, offers, creatives and landing page
- Consistently bringing in more than 100 leads every month
- Consistently closing high ticket clients worth 10s of thousands
- Our average lead cost is LESS than \$50



Off / On	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends
●	Highest volume	\$60.00	7... Daily average Website Completed Registration	997 120,350	396,690	\$24.22 Per Complete Reg.	\$24,150.31	Ongoing
●	Highest volume	\$30.00	7... Daily average Link Clicks	446 11,015	13,341	\$0.32 Per Link Click	\$41.63	Jul 10, 2025
●	Highest volume	\$30.00	7... Daily average Website Completed Registration	391 23,968	70,706	\$20.93 Per Complete Reg.	\$1,996.48	Ongoing
●	Highest volume	\$10.00	7... Daily average Link Clicks	189 12,304	17,079	\$0.63 Per Link Click	\$18.68	Ongoing
●	Highest volume	\$100.00	7... Daily average Website Leads	332 15,685	59,243	\$56.52 Per Lead	\$6,330.05	Ongoing
●	Highest volume	\$30.00	7... Daily average Website Completed Registration	332 13,060	37,678	\$29.31 Per Complete Reg.	\$3,282.23	Ongoing
●	Highest volume	\$115.00	7... Daily average Website Leads	85 12,606	46,471	\$49.02 Per Lead	\$4,166.37	Ongoing
●	Highest volume	\$20.00	7... Daily average Website Completed Registration	83 14,811	34,624	\$26.20 Per Complete Reg.	\$2,174.73	Ongoing
●	Highest volume	\$120.00	7... Daily average Website Completed Registration	71 28,509	48,653	\$13.78 Per Complete Reg.	\$2,398.16	Ongoing
●	Lowest volume	\$30.00	7... Daily average Website Completed Registration	48 6,303	16,388	\$34.93 Per Complete Reg.	\$1,754.64	Paused
Ret				212,523	871,646		\$37,095.72	Total spent

Emily Yates Naturopath

Before

- The primary source or lead acquisition was through Emails and word of mouth
- They did not have a predictable volume of clients coming in each month. Some months were good while most others were slow

After

- Got ads to work from the get go
- Client acquisition costs are under \$10, with an average ticket price in the hundreds.
- 2025 was our best year in business, driven by our ad strategy in a highly competitive market.

Off / On T1	Ca... T1	A... T1	Results	Reach T1	Frequency T1	Cost per result T1	Budget T1	Amount spent T1	Ends T1	Impressions T1	CPM (cost per 1,000...)
	Forw...	7...	Website Leads 392	15,591	1.63	\$1.94 Per Lead	\$104.62 Daily average	\$759.47	Ongoing	25,482	\$29.80
	Cleas...	7...	Website Leads 352	17,291	1.91	\$2.69 Per Lead	\$30.00 Daily average	\$475.92	Ongoing	33,016	\$16.53
	Forw...	7...	Website Leads 229	13,755	1.29	\$1.33 Per Lead	\$40.00 Daily average	\$372.22	Ongoing	17,804	\$20.91
	Christ...	7...	Website Leads 55	5,720	1.87	\$5.36 Per Lead	\$75.00 Daily average	\$294.75	Dec 15, 2025	8,977	\$32.83
	Final ...	7...	Website Leads 22	2,360	4.75	\$12.85 Per Purchase	\$30.00 Daily average	\$282.65	Ongoing	11,213	\$25.21
	Insta...	7...	Link Click	---	---	---	\$20.00 Daily average	---	Ongoing	---	---
	{1370...	7...	Link Click	---	---	---	\$4.00 Daily average	---	Jul 18, 2022	---	---
	Insta...	7...	Follow or like	---	---	---	\$30.00 Lifetime	---	Jun 9, 2022	---	---
	Insta...	7...	Link Click	---	---	---	\$30.00 Lifetime	---	Jun 8, 2022	---	---
Results Excl.	M...	---	---	55,803	2.20	---	\$2,799.79 Total spent	---	---	122,803 Total	\$22.80 Per 1,000 Impressions

TeddyBear Entertainment

Before

- The overall creative and ad strategy were not properly aligned. The creative strategy needed work to get better results from the ads.
- Even though the client was getting leads, most of them were not good quality (meaning most didnt convert into paying customers)

After

- We consistently got over 100 leads, and the lead quality was much better.
- We were also able to expand targeting from just Sydney to all of Australia



Off / On T1	Campaign T1	Results T1	Reach T1	Frequency T1	Cost per result T1	Budget T1	Amount spent T1	Ends T1	Impressions T1
	Messages - Kids Party - Copy	27	2,713	1.88	\$3.82	\$13.00	\$103.25	Ongoing	5,113
	Messages - Kids Party	~49	5,255	2.35	~\$4.54	\$13.00	\$313.37	Ongoing	12,337
	Messages - Kids Party - Copy	36	2,537	2.25	\$9.67	\$7.00	\$191.51	Ongoing	5,720
	Kids Party - Leads	---	---	---	---	\$10.00	---	Ongoing	---
	Kids Party - Messages	---	---	---	---	\$20.00	---	Ongoing	---
	New Engagement Campaign	---	---	---	---	\$30.00	---	Ongoing	---
	23/01/2025 Promoting Send message	---	---	---	---	\$3.00	---	Feb 3, 2025	---
	Results from 14 campaigns	---	8,559	2.71	---	---	\$668.13	Total spent	23,570

PS: For most of our clients, 2025 was their best performing year in business. Nearly every client saw a positive return on ad spend month after month, whether they were investing a modest budget or a significant one.

What You Get When You Work With Us

- ✓ A **clear** digital growth strategy
- ✓ Social media content **aligned** with your goals
- ✓ Paid ads **managed and optimised** properly
- ✓ Funnels and landing pages built to **convert**
- ✓ Ongoing optimisation based on **real data**
- ✓ A strategic **partner**, not just someone “doing tasks”

Who This Is For

This is for **service-based business owners** who:

- Are serious about growth
- Want clarity instead of chaos
- Are tired of guessing what to do next
- Want marketing systems that support their life — not consume it

What This Is NOT

- ⊘ Not overnight success
- ⊘ Not viral hacks
- ⊘ Not “one-size-fits-all” marketing
- ⊘ Not random posting or boosted ads

We build sustainable systems — not short-term spikes.

Ready to Get Clarity?

If you want to understand:

- What's holding your marketing back
- What to focus on next
- And whether we're the right fit

Start with a free strategy call.

(No pressure. No obligation. Just clarity)

BOOK YOUR STRATEGY CALL