

Case Study - Facebook Ads Campaign: \$1/Lead List Growth

Problem

A coaching client needed to grow their email list to fill future programs but didn't have a scalable system. Organic methods were slow, and the website was too complex for conversions.

Solution

I set up a **lean, hyper-focused Facebook ads campaign**:

- Clear, simple **lead magnet landing page** with a one-click opt-in.
- Highly targeted ad creative aimed at the client's exact demographic.
- Daily testing of headlines, visuals, and call-to-actions.
- Automated email follow-up to immediately nurture new leads.

Results

- **\$1 cost per lead** consistently.
- Scaled list from **0 to 1,200+ engaged subscribers in 6 weeks**.
- New list members opened at 40%+ rates and funneled into coaching offers.

Key Takeaway

With the right targeting and page simplification, paid ads can quickly build an engaged list at scale, setting the foundation for high-ticket sales down the line.

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