

# 74% List Growth in 45 Days

Meta Ads Case Study

Heather Aaron Digital Marketing

Company Name

Industry

Podcast(H)er™ Network

Podcasting and Coaching

## Client Overview

The Podcast(H)er™ Network is a community platform that supports women in the podcasting industry. Led by Joanne Bolt, host of The B-Word Podcast, The Podcast(H)er™ Network serves as a resource hub for women to learn, connect, and thrive. Through education, networking, and motivation it empowers women podcasters to succeed.

## Strategy Breakdown

Problem

Strategy

The client had a very small email list of just 255 subscribers which was limiting her ability to sell her programs.

The strategy was to run a Lead Campaign with her free podcasting course as the opt-in incentive.

# Key Statistics & Results

## Key Stats of Campaign

The client added 309 new subscribers through the Lead Campaign, increasing her email list by 74% in just 45 days. At only \$1.65 per lead, this was an extremely cost-effective way to rapidly scale her audience.

Growing her email list has provided a sizable audience to now market her offerings to, setting her business up for enhanced sales and revenue growth.



# Some Of The Ad Creative Used



- This campaign ran for 6 weeks from September 9th to October 24th.
- The client was thrilled to see her email list growing so fast at such a low cost per lead.
- The initial testing phase was helpful in determining the most effective creative and ad copy.
- We faced a couple of challenges:
  - Managing the budget with limited funds available.
  - The client uses Kajabi which caused tracking issues. Initially the Conversions API was not installed correctly, resulting in inaccurate data. Additionally, standard events in Kajabi can cause duplication problems. After removing the standard event, the tracking improved and became largely accurate, though some discrepancies remained due to the platform.
- Lessons Learned
  - The client's lead magnet effectively grows her email list at a low CPL, providing a strong lead-in to paid programs.
  - Scaling budget and audience size will drive future sales growth.

Overall, the campaigns exceeded expectations and set the client up for ongoing success by significantly expanding their email subscriber base. The affordable CPL provides opportunity to scale further.



**Joanne Bolt** 8:04 PM

Omg. You're amazing

# LET'S GET IN TOUCH

Heather is a Facebook and Instagram ads strategist, dedicated to supporting female entrepreneurs building active coaching and membership communities.

Her passion lies in helping her clients beat the organic social media algorithms with budget friendly ad campaigns that finally get them the visibility they desire, grow an engaged audience of raving fans, and achieve the success they've been dreaming of.

Heather offers a range of advertising services, including consulting, exclusive VIP sessions, and end-to-end campaign strategy and management. Her hallmark lies in the deployment of straightforward yet highly effective strategies, consistently delivering impactful results.

## HEATHER AARON

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