

From Cold Traffic to Warm Launch List

Snapshot

Industry
Platform

B2B Coaching
Meta (FB | IG)



The Challenge

This 7-figure online business was preparing to launch a brand-new course offer. But instead of waiting until launch day, they wanted to build momentum early.

The strategy?

Use Meta ads to test the full front end—lead magnet, messaging, audience targeting—before the offer was live.

The goals:

✓ Attract the right prospects

Overview

7-figure company launches a new offer that pulls in 1,217 leads at under \$5 each

1217

LEADS TOTAL

\$4.80

AVERAGE CPL

- ✓ Validate resonance with cold audiences
- ✓ Build a warm audience for launch day

This case study shows how strategic testing in pre-launch set the stage for a more profitable, data-informed launch.

The Tools

- Meta Ads: Facebook + Instagram
- 3-tier campaign setup (Broad, Warm, Targeted)
- Brand-new lead magnet
- Testing of ad formats (Reels vs. static), hooks, and landing page copy
- Performance-based ad pruning and scaling
- Tracking of CPC, CTR, CPL, and subscriber behavior

The Results

541 @ \$4.33

Warm Audience Leads

348 @ \$4.58

Targeted Audience Leads

328 @ \$5.80

Broad Audience Leads

TOTAL= 1217 @ \$4.80

The Gold in the Data

Just as valuable than the lead count? The insights.

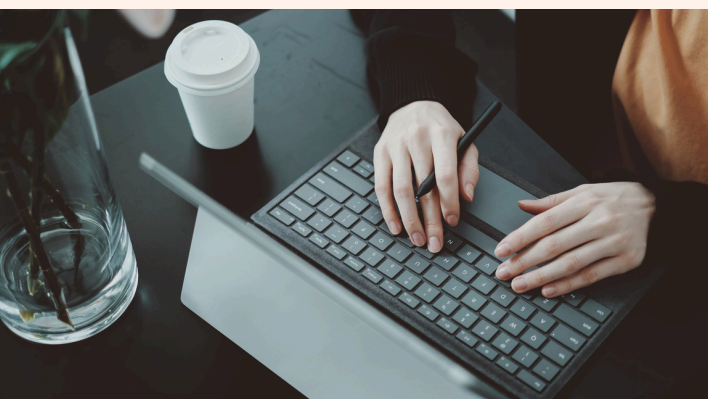
- Creative Performance: Reels consistently outperformed static visuals in clicks, but static lead to more opt-ins.
- Message Testing: Ads emphasizing lifestyle outcomes (e.g., freedom, flexibility) generated better response than those focused on income claims.
- Agile Optimization: By pausing any ad over \$6 CPL, we protected budget and redirected spend to top performers—maximizing ROI.

What's Next

Launching the full offer funnel with a pre-warmed, pre-qualified audience that is ready to convert

Conclusion

Pre-launch list building isn't just smart, it's strategic. This 7-week campaign didn't just build a list...it created a launchpad. By clarifying the right audience, creative, and messaging before launch, we saved time, money, and guesswork, paving the way for a more profitable rollout.





Cassie BAKER

SERVING UP CONVERSIONS FOR YOUR BUSINESS

LET'S GET IN TOUCH

Hey, I'm Cassie!

I partner with course creators, coaches, and entrepreneurs who are ready to scale smarter—not just get more clicks.

As a certified Meta Ad Strategist, I build conversion-focused, full-funnel campaigns that guide the right people from curiosity to client. Whether you're pre-launching a new offer or reigniting growth on a proven one, I help you attract quality leads, test strategically, and turn traffic into actual revenue.

If you're ready for marketing strategy that aligns with your goals, your voice, and your actual business model, let's talk.

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WHAT DO CLIENTS SAY?

"Cassie is both knowledgeable and inspiring! She gives such clarity when explaining the ad strategies that I need to succeed and cares about my business like it is her own. I am a solo entrepreneur but I feel as if I have a partner in my business!!"



Karen Whipple
KWS Vocal Studio