

# LEAN LAUNCH STRATEGY: 54% LIST GROWTH IN 6 WEEKS

Meta Ad Case Study | Business Baddie by Ashley Kruse

Client Name

Industry

Jen Underwood Leadership

Coaching

## Client Overview

Jen Underwood is an emotional mastery coach specializing in trauma-informed somatic experiencing. She uses her unique framework to help individuals lead with integrity and build healthier relationships. Despite her expertise, Jen faced a challenge: her innovative courses and annual certification program were ready to impact more lives, but she needed a larger audience to meet her enrollment goals. Recognizing the need for a more efficient list-building strategy that didn't rely heavily on her time-intensive organic efforts, Jen partnered with Baddie Creative to implement a more efficient and cost-effective email list-building strategy.

# STRATEGY BREAKDOWN

## Problem

We tackled a significant challenge: expanding Jen's email list to meet the enrollment targets for her coaching courses and certification program. Jen, being new to using ads and cautious with her initial investment, needed a strategy that maximized results without extensive spending. Our focus was on refining her marketing efforts—not only to accelerate list growth but also to ensure her budget was used efficiently. This approach allowed Jen to explore the potential of ads while freeing up her time for more strategic, high-value activities, setting her business on a path to efficient scaling and sustained profitability.

## Strategy

To strategically grow Jen's email list within her budget constraints, we utilized a dual webinar approach—both pre-recorded and live. This strategy targeted two distinct audience personas: everyday individuals and entrepreneurs, with content specifically tailored to each group's needs and interests. Our success rested on precise audience targeting and message alignment. We conducted extensive audience research to ensure the ads reached the right people with messages that resonated deeply with their aspirations and challenges. Through careful ad placements and message optimization, we efficiently managed Jen's budget, achieving substantial results.

# KEY STATISTICS & RESULTS

<b>COST PER LEAD</b>	<b>OPT-IN CONVERSION RATE</b>	<b>EMAIL LIST GROWTH</b>
<b>\$1.93</b>	<b>61%</b>	<b>54%</b>

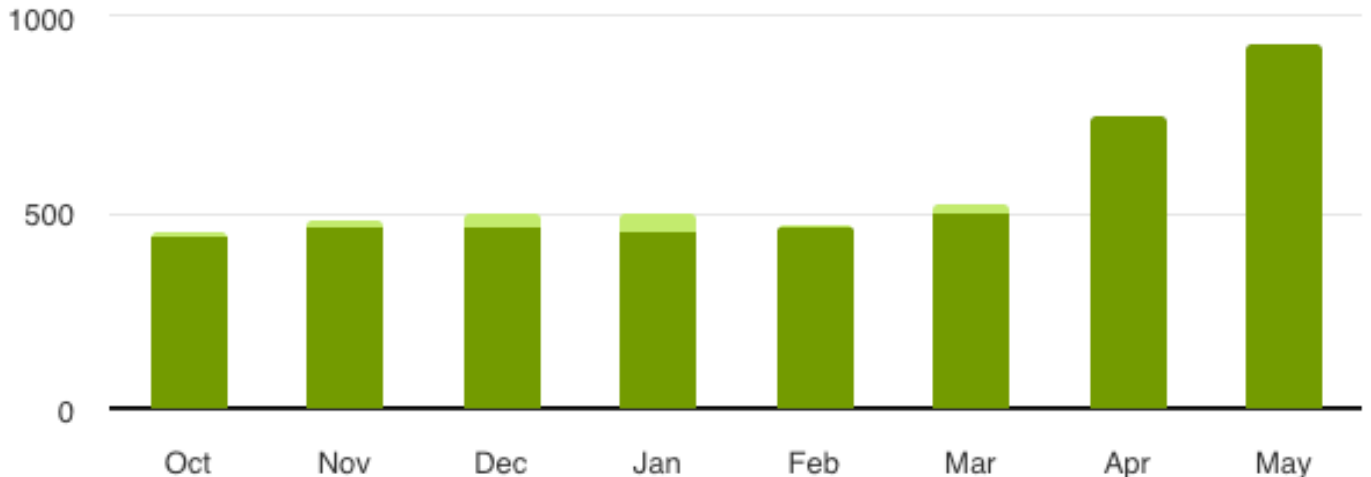
Keeping the cost per lead low while maintaining quality sign-ups allowed us to maximize the number of new contacts added to Jen's list within her budget constraints.

The high conversion rates demonstrate the effectiveness of the webinars and the resonance of the message with the targeted audience.

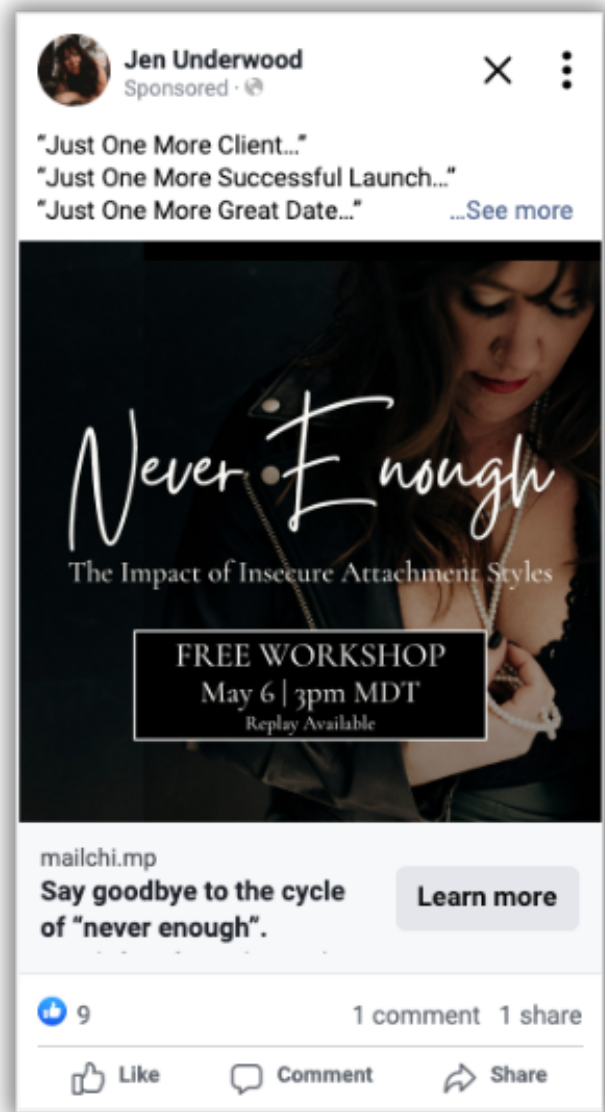
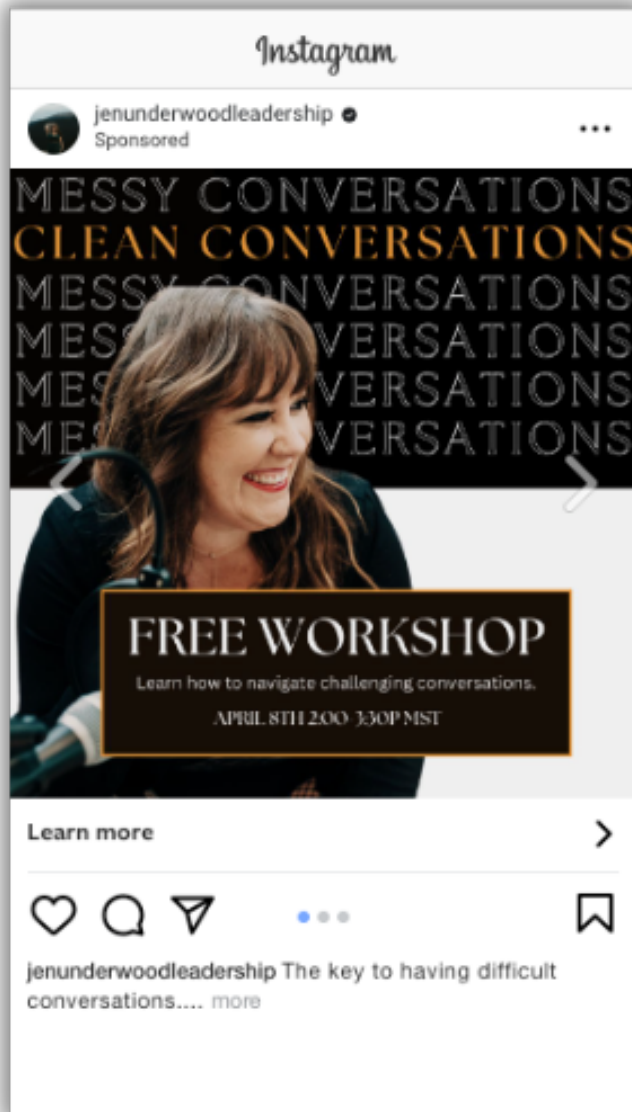
The 54% growth in Jen's email list in 6 weeks is crucial for expanding her program's reach, bringing in new, quality leads quickly and efficiently, setting a strong foundation for future success.

## Total email subscribers

936 ↑ 119% compared to last year



# AD CREATIVE



## THINGS TO NOTE:

- **Campaign Duration:** Ads ran from March 25 to May 8, focusing on long-term engagement and reducing future customer acquisition costs as part of a strategic plan for 2025.
- **Organic Promotion:** Jen relied minimally on organic promotion, directing her efforts towards an ad-driven strategy to gather 510 opt-ins, which she plans to nurture and upsell into lower-ticket offerings leading up to her 2025 certification launch.
- **Messaging Challenges:** A major challenge was translating the complex nature of Jen's work into everyday language for a cold audience. The successful opt-in results demonstrate that with the right copy, even intangible outcomes can yield significant results.

# ASHLEY KRUSE

## ADS & FUNNEL STRATEGIST

Hey there ! I'm Ashley Kruse.

With over 15 years of experience in sales, marketing, and coaching at top-tier companies like LinkedIn, I've honed a deep understanding of what truly drives conversions and growth. I believe the key to significantly impacting your bottom line is leveraging automated marketing strategies that seamlessly attract high-quality leads.

I created Business Baddie to revolutionize how coaches and course creators connect with their ideal clients. My approach focuses on strategic ad management and funnel optimization, cutting through the noise to ensure that your transformative offerings reach the people who need them most.

If you're ready to transform the way you attract clients without the constant grind, let's talk. Together, we can set your business on a path to attract loyal, ride-or-die clients on repeat.

XOXO,

*Ashley Kruse*



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