

A 63.9% Decrease in Warm Cost Per Lead in 4 Months

Meta Ads Case Study

Heather Aaron Digital Marketing

Client Name

Industry

Mel H. Abraham, Inc.

Coaching in Personal Finance & Wealth Creation

Client Overview

Mel Abraham is a CPA by education but has been in the thought leader space for many years. His passion lies in helping entrepreneurs build their wealth so they can attain true financial freedom. Mel sells various digital products and is also an accomplished speaker, podcaster, and bestselling author. In our work together, he was focused on the pre-sale and launch of his latest book, **Building Your Money Machine**.

Strategy Breakdown

Problem

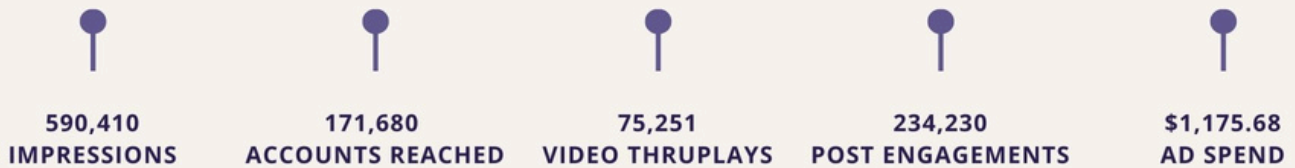
Strategy

My client's primary goals were to grow his audience and boost book pre-order sales. Secondary priorities included registrations for two Masterclasses and a Summit. Instead of a standard webinar pitch, the offer was \$1,300 in free bonuses with a \$30 book pre-order. Knowing the ads wouldn't generate direct financial ROI, the focus was on audience growth, expanding his email list, and driving first-week sales to support bestseller positioning.

We started with a \$10/day brand awareness ad funnel to warm up a cold audience, aiming to build a larger retargeting pool and reduce lead costs for Masterclass and Summit registrations. This was followed by nurture ads on Facebook and Instagram. Lead ads were then used to target both cold and warm audiences for registrations for the April and May Masterclasses, as well as the June Summit.

Key Statistics & Results

KEY METRICS FROM THE BRAND AWARENESS CAMPAIGNS



Significant Reduction in CPL

- ★ 63.9% decrease in warm cost per lead
- ★ 35.4% decrease in overall cost per lead

CONSISTENT DECREASE IN WARM COST PER LEAD

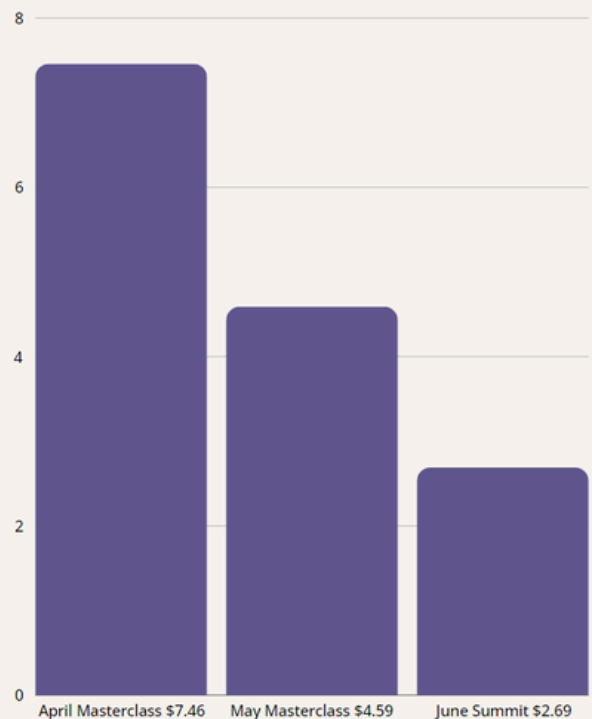
The cost per lead for the Masterclass and Summit registrations consistently decreased each month.

Warm cost per lead:

- April - \$7.46 each
- May - \$4.59 each
- June - \$2.69 each

Overall cost per lead (warm+LAL+cold):

- April - \$12.32
- May - \$8.22
- June - \$7.96



Some Of The Ad Creative Used



Brand Awareness Campaign Success!

The consistent, low-cost brand awareness campaign, running at \$10 a day from March 12th to June 20th, was a key factor in the success of all the lead campaigns. It significantly reduced the cost per lead for warm audiences and overall lead costs over time.

With a total spend of \$1,175.68, the strategic campaign generated 590,410 impressions, reached 171,680 accounts, and secured 234,230 post engagements. **This resulted in a 63.9% decrease in warm cost per lead and a 35.4% decrease in overall cost per lead**, showing how effectively the campaign stretched the budget and delivered significant cost savings.

The reduction in registration costs enabled us to achieve more with less, meeting the primary goals of audience growth and book pre-order sales, while also boosting Masterclass and Summit registrations.

Additionally, the book achieved impressive rankings, reaching #4 in business and #24 in all books, and briefly surpassed Dave Ramsey, a major competitor, in bestseller status.

This case study showcases how an innovative, low-cost strategy, combined with consistent execution, can lead to outstanding results. By thinking outside the box and making the most of every advertising dollar, we achieved impressive successes and significantly improved this client's market presence. This example highlights how a well-planned and patiently executed ad strategy can produce substantial returns.

LET'S GET IN TOUCH

heather aaron
DIGITAL MARKETING

Heather is a Certified 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 revenue 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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