

FROM STRUGGLING TO FILL SEATS TO SELLING OUT THE HOUSE

Meta Ad Case Study

Stephen Chandler

Company Name

Industry

The Builders Network

Community, coaching and systems to help churches grow.

Client Overview

The Builders Network is a supportive community created for purpose-driven ministry leaders seeking to maximize their church's potential. Centered on authenticity and care, The Builders Network provides inspiration, education, and valuable connections to help churches grow. With extensive experience overcoming various growth barriers, the network aims to share these hard-earned lessons, helping others avoid common pitfalls and achieve faster breakthroughs.

Strategy Breakdown

Problem

Strategy

With a small email list of under 500, they struggled to sell tickets for their live event for the previous year and resorted to giving free tickets to their church members, resulting in 475 seats filled but not necessarily all as paid tickets. With a target of selling 800 tickets at \$99 each, they faced the challenge of attracting a sufficient audience willing to purchase tickets to meet their capacity goal. This year, they aimed to use Facebook ads to warm up their audience and achieve a full room.

To address the client's challenge of filling seats for their conference, we began by warming up a cold audience through ads promoting a masterclass. This approach was designed to build interest and familiarity with the event. We successfully acquired leads at a cost of under \$5 each, growing their email list by 2,000. With this warmed-up audience, we then ran ads targeting both warm and cold segments to drive ticket sales. This strategy resulted in a cost per ticket purchase of just \$10.39, ultimately helping the client sell out the event.

Key Statistics & Results

**COST PER
THRUPLAY**

\$0.01

**COST PER
LEAD**

\$4.54

ROAS

5.77X

Campaign 1

While waiting for the client to be ready to launch ads for his masterclass, we implemented a strategic approach by running visibility ads to warm up both his ad account and audience, as he was new to advertising.

This strategy yielded 69,810 through plays at an exceptionally low cost per result of under \$0.01. These results not only boosted his brand visibility but also effectively engaged his target audience, laying a strong foundation for the upcoming masterclass campaign. This warm-up phase allowed us to create a more receptive audience and optimize the ad account for future conversions.

Campaign 2

The client launched a masterclass, and we strategically leveraged Facebook ads to start warming up his audience. Our campaign successfully generated over 2,000 high-quality leads at an impressive cost per lead of under \$5

This not only built significant momentum for his upcoming launch but also created a warm, engaged audience primed for conversion. Additionally, through targeted ad optimization and strategic audience segmentation, we achieved a click-through rate (CTR) of 1%, indicating strong ad engagement. This resulted in a total reach of 115,714 people, showcasing the campaign's extensive impact and setting the stage for future marketing efforts.

Campaign 3

By targeting both warm and cold audiences, we conducted extensive testing with multiple creatives to pinpoint what resonated most with his audience. This iterative process allowed us to optimize the campaign effectively and dial in on high-performing content.

As a result, we successfully hit his big goal by fully selling out the event, achieving an impressive return on ad spend (ROAS) of 5.77%. This not only demonstrated the power of strategic audience segmentation and creative testing but also maximized the client's investment, driving significant revenue from the campaign.

Some Of The Ad Creative Used

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Summary

Having a lengthy launch runway was invaluable, as it gave us the opportunity to warm up both a cold audience and the client's ad account. This extended period allowed us to thoroughly test multiple creatives, identify what resonated most, and optimize for peak performance. By strategically honing in on the best-performing content, we built a strong foundation for the launch, ultimately driving better results and maximizing the campaign's success.

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LET'S GET IN TOUCH

Hey there!

I'm a data-driven ad strategist and master marketer with a passion for helping businesses grow. As a mom of two (plus one furry friend!) and a wife, I love spending my free time outdoors, hiking, and exploring nature.

With years of experience in marketing, funnel performance, and data analytics, I ensure my clients achieve the best possible results. I'm not just your "ads girl"—I'm a partner in your business success. I thrive on building lasting relationships with my clients, working side by side to craft strategies that truly make an impact. Let's achieve your goals together!

JENELE LINK

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