

324% List Growth in 40 Days

Meta Ad Case Study

Katherine Hamelund, LLC

Company Name

Industry

A Free Life Coaching

Health and Wellness

Client Overview

AFreeLife Coaching is a coaching practice dedicated to helping individuals transform their relationship with alcohol. We ran a campaign focused on increasing email list subscribers. This was achieved through a freebie opt-in funnel offering prospective clients a valuable resource, allowing us to generate high-quality leads.

Strategy Breakdown

Through personalized coaching and science-backed resources, AFreeLife empowers clients to regain control, build confidence, and experience a healthier, more fulfilling life free from the constraints of alcohol.

Problem

Strategy

AFreeLife faced a critical challenge in growing their business—they needed a larger, engaged audience to introduce coaching services and resources to. With only 191 email subscribers and no prior experience running ads, their ability to generate consistent leads was limited. While they had experimented with boosting posts in the past, these efforts produced minimal results, leaving them without an effective strategy to connect with potential clients.

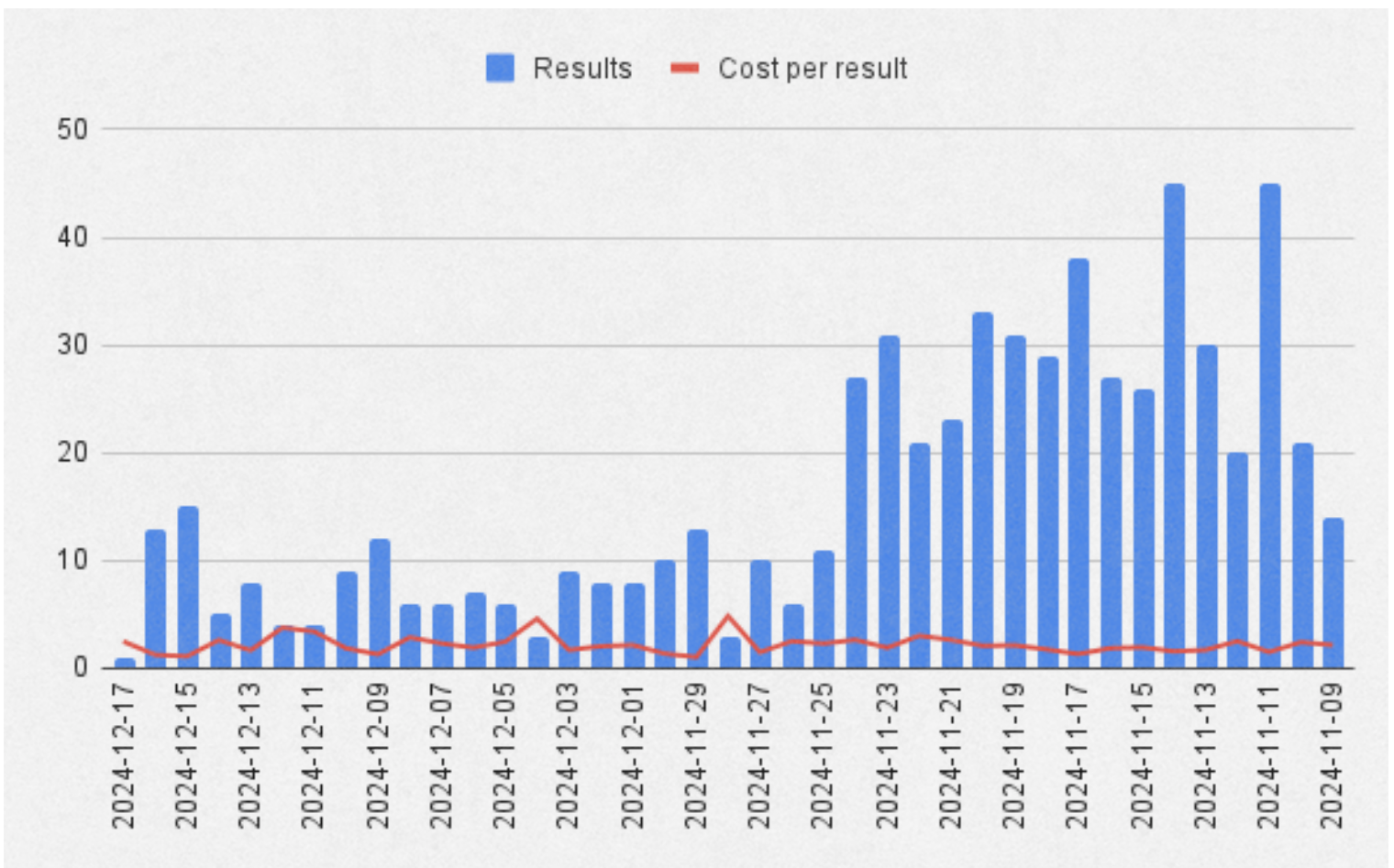
We focused on solving their visibility problem by building up the email list through a strategic lead-generation campaign. This was vital in establishing a pool of qualified prospects who could benefit from coaching and be nurtured into clients. By leveraging a freebie opt-in funnel, we provided value upfront, attracting high-quality leads and creating a strong foundation for business growth.

Key Statistics + Results

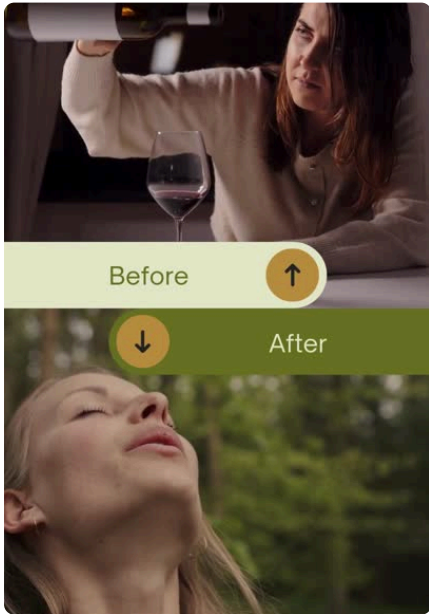
Lead Generation

During the 40-day lead generation campaign, AFreeLife's email list grew from 191 to 809 subscribers—a **324% increase**. The campaign achieved an opt-in conversion rate of 58%, while keeping the cost per lead (CPL) at \$1.97.

This expanded audience base gives AFreeLife a significantly larger pool of potential clients to engage with, opening up more opportunities for client conversions and consistent revenue growth. With nearly 1,000 subscribers, they can nurture these leads through tailored email campaigns, sharing valuable content to build trust and strengthen connections.



Some Of The Ad Creative Used



With a \$1,000 monthly budget, the campaign delivered great results by focusing on a winning audience and leveraging lookalike audiences for precise targeting. Before launching the lead generation campaign, I ran a short video view campaign to warm up the audience, creating engagement and awareness around the brand.

By identifying high-performing audiences early, I scaled ad spend on these groups, ensuring efficient use of the budget and achieving an increase in qualified leads. This brand now has a foundation to continue growing leads through this freebie opt in funnel.

“Cannot say enough good things about Katherine. She is so organized and always on top of things. Would highly recommend! She always goes above and beyond!”

-Chelsea V.

Hey, I'm Katie!

I'M YOUR GO TO GAL & META AD STRATEGIST.

I'm thrilled you're here! My passion is making Facebook and Instagram ads simple and effective for businesses like yours. I want to take the confusion out of ad strategies with my done-for-you ad service, so you can focus on what you do best. Let's connect and bring your business to the next level, together!

Katie

Book a free strategy call!

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