



# From Awareness to Action...

Turning video views into high-quality leads

## Client Overview

Pirk is an Australian-based business in the cosmetic and aesthetic health industry. With a goal to increase brand visibility, educate new audiences, and generate high-quality leads, Pirk engaged in a full-funnel Meta Ads strategy. The approach focused on building awareness through low-cost video views, nurturing trust through retargeted engagement, and ultimately driving enquiries through lead form campaigns, all while keeping costs efficient and aligning with industry compliance requirements.



## Problem

They weren't seeing consistent lead flow, and it was difficult to build trust or scale enquiries. It was essential for them to solve this quickly, not only to validate their offer, but also to build the momentum needed to grow their partnerships and revenue.

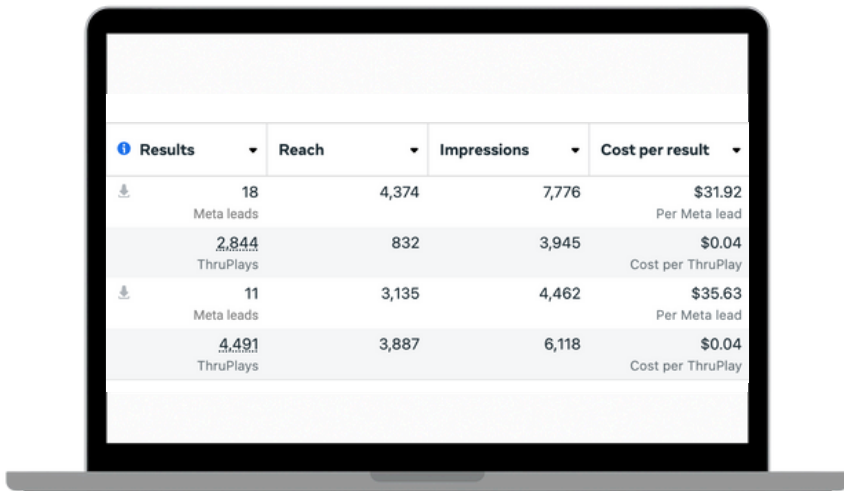
## Solution

I implemented a full-funnel Meta Ads strategy to move users from awareness to enquiry. This began with low-cost video view campaigns to introduce the brand and build trust with cold audiences. From there, we retargeted engaged users with Facebook lead ads, capturing qualified enquiries directly on the platform. Multiple creatives were tested, and all leads were synced to Pipedrive for follow-up.

# Key Statistics & Results

## Campaign Results

The Meta Ads strategy for Pirk delivered impressive results across both video engagement and lead generation. With video view campaigns achieving a cost-effective \$0.04 per ThruPlay, I successfully built warm audiences ready to convert. Retargeting those viewers led to high-quality leads at just \$31.92 — nearly 50% lower than their usual cost per lead. Even cold audience campaigns performed efficiently, bringing in leads at \$35.63. These results show that a well-structured funnel and engaging content can drive significant performance improvements in a short time.



Results	Reach	Impressions	Cost per result
18 Meta leads	4,374	7,776	\$31.92 Per Meta lead
2,844 ThruPlays	832	3,945	\$0.04 Cost per ThruPlay
11 Meta leads	3,135	4,462	\$35.63 Per Meta lead
4,491 ThruPlays	3,887	6,118	\$0.04 Cost per ThruPlay

# Creative Strategy

## Key Learnings

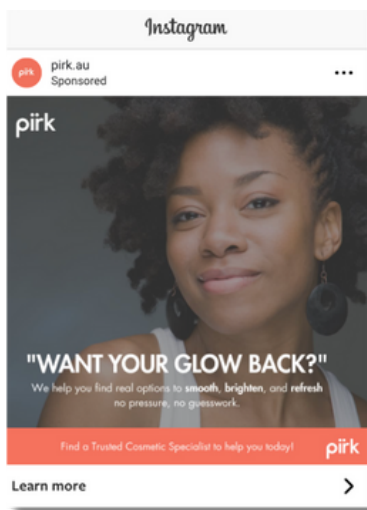
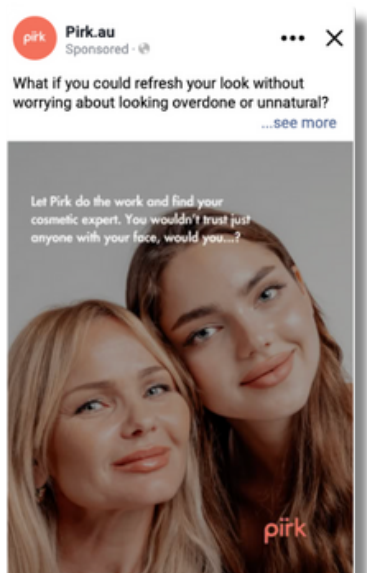
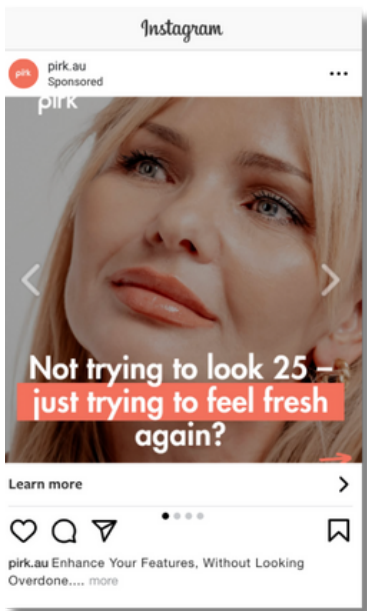
Advertising in the health and wellness space comes with strict compliance requirements under Meta's policies and AHPRA guidelines. Throughout this campaign, we navigated those rules carefully by focusing on education, empowerment, and clarity in every ad creative. We tested a mix of static graphics, reels, and carousels, each designed to be engaging while remaining compliant.

## Timeline

The campaigns were rolled out over several weeks, starting with video view campaigns to build retargeting audiences, followed by lead form campaigns. We optimised based on real-time performance data, refining creative based on CTR, and layering in retargeting and lookalike audiences for greater efficiency.

## Challenges

A technical hurdle was ensuring smooth CRM integration. I needed to connect Meta lead forms to Pipedrive in a way that reliably captured lead data and correctly assigned it to the relevant campaign (e.g. cosmetic vs surgical). After troubleshooting issues around custom fields and test data, I successfully set up an automated system that fed leads into the right pipeline and triggered email/SMS follow-ups, essential for timely lead handling and tracking.



# Get In Touch

With over 10 years of experience in the online business space, I bring a well-rounded background in digital marketing, project management, and strategic support. My journey began in virtual assistance and project management, where I spent six years helping service-based businesses streamline operations and scale with confidence.

For the past four years, I've specialised in organic social media management, crafting content strategies, managing communities, and building engaged audiences across platforms. As the digital landscape has changed, so have I. Through continuous upskilling, training, and hands-on experience, I've transitioned into Meta Ads management to support clients with high-converting, compliant advertising strategies that align with their goals.

I combine a strategic mindset with a strong understanding of systems, creative storytelling, and data-driven decision-making, supporting businesses to grow their visibility, leads, and results with confidence.



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