

more
than

DOUBLED HER GOAL. PACKED THE WEBINAR. \$3 LEADS.

META AD CASE STUDY

STACYCO

CLIENT

A COACH AND SPEAKER

BUSINESS SPECIALTY

WOMEN IN DENTISTRY

CLIENT OVERVIEW

The client is an established and highly successful dentist and a happiness coach for other women in dentistry. She offers several high-ticket programs and needed a way to consistently reach the right audience. Despite a strong brand and podcast presence, organic marketing alone wasn't generating enough visibility.

We used Meta's advanced targeting to build a warm audience, nurture them through low-cost awareness ads, and invite them to her online masterclass.

STRATEGY BREAKDOWN

PROBLEM

- Organic Marketing not reaching enough people
- Small email list with not the right audience for offer
- Messaging wasn't speaking to ideal client
- No ad account, so no pixel, data or audiences

STRATEGY

- **Detailed Audience Targeting** low cost ads to build brand awareness and test messaging
- **Conversion Campaign** targeting warm audience to reach client goal of 50-100 highly interested sign ups for the live masterclass
- **Email and Text Nurturing** to sign ups to achieve high show up rate
- At the end of the webinar the client invites attendees to a consultation call

KEY STATISTICS & RESULTS

CONVERSION CAMPAIGN

442
LEADS

\$3.13
Cost Per

280
SIGN
UPS

100
LIVE

10
APPTS



COLD AUDIENCE GROWTH

↑ **71.4% PROFILE VISITS**

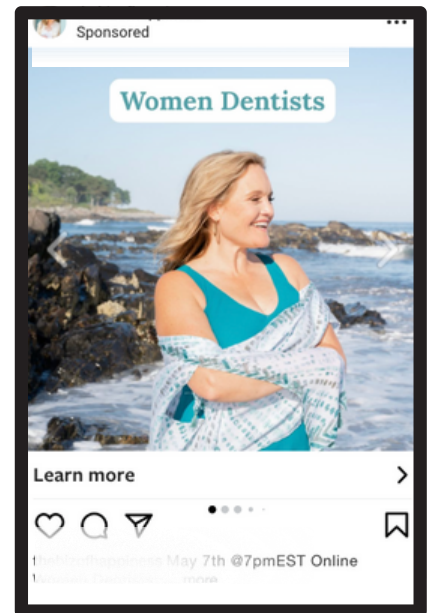
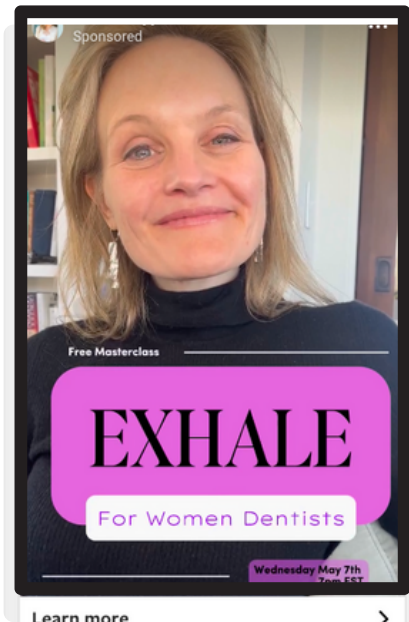
↑ **173.2%FOLLOWS**

↑ **270.2%VIEWS**

↑ **329.6%REACH**

	More ▾	Columns: Masterclass Leads ▾	Breakdown ▾	Reports ▾		▾
Results ▾	Cost per result ▾	Conversion Rate ▾	Unique outbound... ▾	CPM (cost per 1,000... ▾	Unique outbound... ▾	Leads
442 Website Leads	\$3.13 Per Lead	35.14	1,234	\$15.69	3.20%	

AD CREATIVE



CHALLENGES

- brand new ad account
- no data or warm audiences
- specialized ideal client
- Meta capped ad spend lower than we planned

EXCEED GOALS

- Initial goal for webinar was 50-100 registrations with 25 attending live
- initial estimate of lead cost was \$10-15

WHAT WORKED

- Didn't make a lot of changes once we found the winning combination
- Spending 2 months building up an audience with highly targeted low cost
- ads

STACY COVITZ

STACYCO

Hi I'm Stacy!

I'm a wife, mom to four daughters, and a Facebook and Instagram ads strategist.

Over the past five years, I've built my business from the ground up with no team, so I know what it's like to manage everything yourself!

Your time is too valuable to be spent chasing algorithm changes, current trends, tech stuff, and trying to decode ad platform fine print.

I work closely with experienced female entrepreneurs to build ad strategies that match their business, goals, and budget.

Because I run a solo business, nothing gets lost in the shuffle, and communication is key.

When I'm not geeking out over metrics, I love yoga, reading, learning, and being with my family.

Ready for a strategy that's designed for your business?
Let's chat!

[Schedule your call](#)

