

Leads on Autopilot: How I Grew My Audience With Meta Ads

A DUAL-CAMPAIGN APPROACH THAT BOOSTED AUDIENCE ENGAGEMENT AND FILLED MY
LEAD FUNNEL

Meta Ad Case Study

Campaign performed by Marissa Washington for Marissa Washington Media

Client Overview

Marissa Washington Media helps service-based entrepreneurs grow through strategic Meta Ads campaigns. For this initiative, the company's goal was to expand brand visibility, provide valuable resources to its target audience, and build a strong email list as the foundation for ongoing client acquisition. By leveraging both engagement and lead generation campaigns, Marissa Washington Media created a marketing funnel designed to attract, educate, and convert qualified prospects into paying clients.

Strategy Breakdown

Problem

Marissa Washington Media wanted to increase visibility and attract qualified leads but faced a common challenge: organic content alone was not generating enough reach or connecting with the right audience. To overcome this challenge, Marissa turned to Meta Ads as a strategic solution to expand its reach, engage the right audience, and generate a steady flow of qualified leads.

Strategy

Implemented a two-step Meta Ads strategy. First, a top-of-funnel engagement campaign introduced the brand to a cold audience and built familiarity. Next, to drive lead generation, we launched a leads campaign that retargeted those who engaged from the ad, as well as reached a cold audience. The campaign offered a free lead magnet, providing immediate value while also qualifying prospects for future nurturing. This approach created a clear path from awareness to lead capture, ensuring the right audience was reached and converted into potential clients.

Key Statistics & Results

Engagement

35K+

Video Thru-Plays

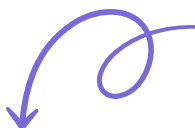
8K+

Leads

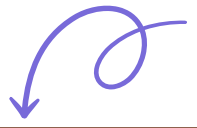
262

Cost Per Lead

\$1.04



Campaign name	Ad Set Name	Impressions	Results	Amount spent	Cost per result	CPM (cost per 1,000 impressions)	CPC (all)	ThruPlays
Engagement TOF Aug 11 2025	All	57,211	35,794 Post engagements	\$258.98	\$0.01 Post Engage...	\$4.53	\$1.98	8,362
	Freelancer AND FB page admin , Female, ...	21,039	13,102 (2) Post engagements	\$93.53	\$0.01 (2) Post Engage...	\$4.45	\$4.68	3,165
	Social Media Marketing, Female , 21-57, U...	21,049	12,718 (2) Post engagements	\$94.71	\$0.01 (2) Post Engage...	\$4.50	\$1.25	2,997
	Online Ad AND Lead Generation, Female, ...	15,123	9,974 (2) Post engagements	\$70.74	\$0.01 (2) Post Engage...	\$4.68	\$2.02	2,200
Results 3 / 3 rows displayed		57,211 Total	35,794 Post engagements	\$258.98 Total spent	\$0.01 Post Engage...	\$4.53 Per 1,000 Impressions	\$1.98 Per Click	

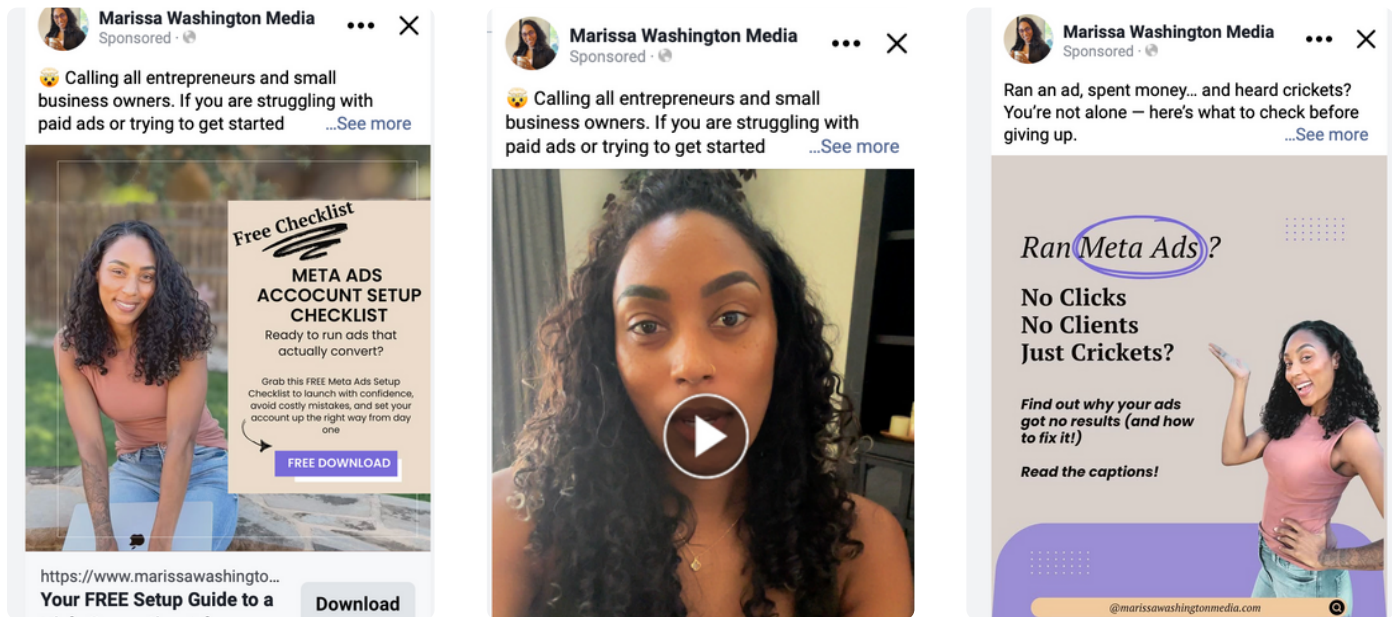


Campaign name	Ad Set Name	Impressions	Results	Amount spent	Cost per result	CPM (cost per 1,000 impressions)	CPC (all)
Leads - Freebie Download (8/20...	All	10,881	262 (2) Website Leads	\$279.77	\$1.07 (2) Website Leads	\$25.71	\$0.53
	AA+, Entrepreneur or Small Business , Fe...	10,659	261 (2) Website Leads	\$271.13	\$1.04 (2) Website Leads	\$25.44	\$0.53
	Custom Audience - Retarget Engagement ...	222	1 (2) Website Lead	\$8.64	\$8.64 (2) Website Leads	\$38.92	\$0.58
Total results 3 / 3 rows displayed		10,881 Total	262 (2) Website Leads	\$279.77 Total spent	\$1.07 (2) Website Leads	\$25.71 Per 1,000 Impressions	\$0.53 Per Click

Call Outs

- All results achieved in just 3 week or less
- 3 weeks → 35K engagements
- Only 11 days to generate 262 leads
- Total ad spend between both campaigns: \$538
- Proven success in less than a month
- We will continue to receive about 20 leads per day on average

Some Of The Ad Creative Used



Campaign Takeaways

- The engagement campaign produced over 35,000 interactions at only \$0.01 per engagement. With CPMs under \$5, it reached more than 36,000 people and drove 7,000+ ThruPlays, showing strong awareness and content consumption while building a warm audience pool for future retargeting.
- The leads campaign delivered excellent results, generating 262 leads at just \$1.04 each. With strong CTRs (3.13% outbound, 4.40% unique) and a low \$0.53 CPC, the ads drove efficient traffic.
- Optimization throughout the three weeks was critical. By closely monitoring CPL and CTR, I was able to quickly identify underperforming ad sets, such as the retargeting group in the leads campaign that produced only one lead at \$8.64. After further analysis, my custom retarget audience criteria was too aggressive and decided to disable it and allow Meta and the feature of Advantage Audience + to auto retarget warm leads. This custom audience can be leveraged as a stronger retargeting pool for future campaigns.

Overall, in just three weeks, these campaigns demonstrated how a combined TOF and conversion strategy can build brand awareness at scale while simultaneously driving hundreds of qualified leads at a very low cost. This approach established a repeatable funnel model that can be scaled and refined in future campaigns.

READY TO GROW YOUR BUSINESS? LET'S TALK!

HI, I'M MARISSA

I specialize in running Meta Ad campaigns that spark engagement, generate leads, and build high-performing funnels. I'm passionate about helping entrepreneurs and businesses expand their reach, amplify their impact, and accelerate their success — I've seen firsthand how these strategies can transform a business, and I love guiding others to achieve the similar results.

With a background in marketing and sales spanning the last 15+ years, it's given me a deep understanding of the big picture and how all the pieces of a business come together.

When I'm not optimizing campaigns, you'll find me working out or whipping up colorful, delicious smoothie bowls — because a little creativity and fun outside of work keeps me energized and inspired to help businesses thrive.

-MARISSA

Let's Chat! Book A Free
Consultation Call!

BOOK A FREE CALL

