The \$37k and 28x ROAS Launch

Meta Ad Case Study

Hype Digital Ads

Company Name

Industry

Lisa Ganora's Herbal Constituents

Functional Phytochemistry for Clinical & Medical Herbalism and Botanical Pharmacy

Client Overview

Offers advanced online education in herbal phytochemistry for clinical herbalists, integrative health professionals, and botanical formulators. With decades of experience in both traditional herbalism and plant chemistry, Lisa bridges science and practice in a way that is clear, engaging, and clinically relevant. The signature course, HC-1, provides a structured path for understanding the chemical nature of medicinal plants to support more confident and effective clinical decisions. The brand serves a highly qualified niche audience that includes herbalists, medical professionals, and wellness educators seeking science-backed herbal training.

Strategy Breakdown This was our first campaign working together, with the primary goals of increasing enrollment in

the HC-1 program and expanding the email list with qualified leads.

Problem Strategy Last year, enrollment in the HC-1 course had plateaued, largely due to an exhausted warm audience and limited reach beyond existing students. On top of that, we had just one week to set up a brand new ad account, one week to generate leads for the First we got new ad account set up and pixel installed for webinar, and only four weeks to convert those leads into ads and tracking. course enrollments. This short timeline gave us very little room to build momentum or nurture the audience. Our strategy focused on growing a new, qualified audience through lead generation ads for a free webinar. To overcome this, we focused on fast, strategic list growth through lead generation ads for a free masterclass, Followed by a targeted sales push with time-sensitive followed by urgency-driven open cart messaging and incentives to convert interest into course enrollments. time-limited discounts to drive conversions.

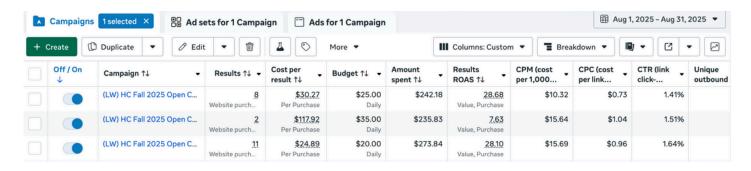
Key Statistics & Results



We had 579 new webinar leads in just 7 days (total webinar opt ins = 1,170) We had 22 new students join HC-1 (\$1200) and 5 new students join HC-2 (\$2400). Of the 27 new students 21 came directly from Ads. Resulting over \$37k in sales.

With a \$1,070 ad spend across her webinar registrations and cart open sales campaigns we delivered a return on her ad spend of 28x





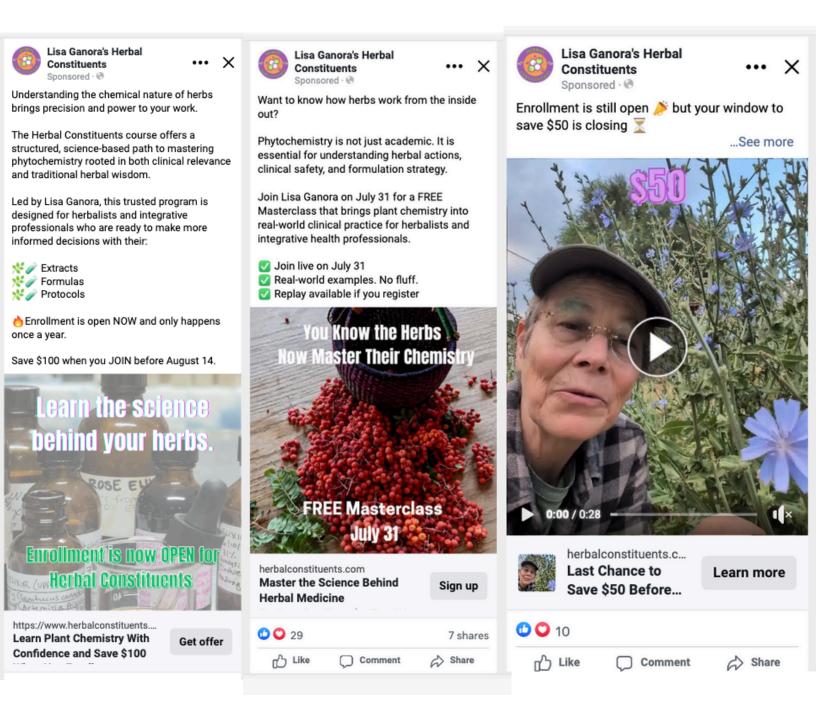
Working with Lindsay was a real pleasure. Her positive, can-do attitude was inspiring and contagious! She went above and beyond to work things out when we got into some complications with my previous ad account, and she put together a great campaign in a short period of time. I learned so much more about marketing because of her clear communication style and willingness to educate. I look forward to working with her on our next launch!

-Lisa Ganora



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Some Of The Ad Creative Used



27 New students for HC-1 Fall course 1,300 added to email list 9 New HC Intro Course students

HYPE DIGITAL ADS

LET'S GET IN TOUCH

Hey Y'all I'm Lindsay!

Thank you for taking the time to explore my case study! Let's discuss whether Facebook and Instagram ads could benefit your business.

I have a strong interest in health and wellness, and supporting local businesses and course creators to succeed in the competitive online landscape.

My expertise as a Facebook ads strategist lies in developing precise Facebook ad campaigns that draw in qualified leads, boost brand visibility, and drive significant business growth.

I am eager to join your team and devise a customized strategy for you. Ads are my passion because I understand their potential impact on businesses like yours. Let me assist you in working smarter to achieve greater financial success.

Cheens. Lindsay

Don't be shy! Book A Free Consultation Call Today



LINDSAYWOOD@HYPEDIGITALADS.COM HYPEDIGITALADS.COM

CLICK HERE TO BOOK A CALL

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