

How a \$1,810 Instagram Campaign Generated 121 Qualified Leads and Reached 720,000+ People in 40 Days

Meta Ad Case Study

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Company Name

Industry

Niche Course Creator

Course Creator

Client Overview

The client needed to launch a new product and faced the challenge that confronts every business during a product launch: how to build widespread market awareness while simultaneously capturing qualified leads ready to buy—all within a limited budget and tight timeframe.

Strategy Breakdown

This product launch used a two-phase Instagram Stories campaign over 40 days. Phase 1 maximized reach through cost-optimized awareness building. Phase 2 converted that warm audience into leads using mobile-optimized capture forms. The Stories-exclusive approach created premium positioning through immersive, full-screen storytelling. This sequential strategy—awareness first, conversion second—delivered both mass market exposure and qualified leads within a modest budget.

Problem

Strategy

The client needed to launch a new product with limited budget and time. She faced the challenge of building mass market awareness while simultaneously capturing qualified leads ready to buy—without spreading her resources thin across multiple platforms.

A two-phase Instagram Stories campaign: Phase 1 built awareness at scale using cost-optimized reach. Phase 2 converted that warm audience into leads with mobile-optimized forms. Stories-exclusive placement created premium positioning while keeping the budget focused and results measurable.

Key Statistics & Results

Campaign 1

Awareness campaign reached 709,749 people with 1,232,869 total impressions at \$0.62 CPM and \$1.08 cost per reach—10x more cost-effective than typical Stories campaigns.

Successfully introduced the product to over 700,000 potential customers, creating substantial market penetration and brand recognition. The exceptional cost efficiency established a strong foundation of warm audience awareness for the conversion phase.

Campaign 2

Captured 121 qualified leads at \$8.64 per lead, generating 11,932 reach with 18,370 impressions and \$56.89 CPM for conversion-optimized placement.

Generated 121 qualified, sales-ready prospects at highly competitive cost. Based on typical conversion rates of 10-30%, this positioned the client for 12-36 initial customers, delivering strong ROI potential on the campaign investment.

Duplicate		Edit	A/B test	More		Columns: Custom		Breakdown	Reports
Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Schedule		
Lead Campaign IG Stories ONLY Weblink	121 Website Leads	\$8.64 Per Lead	\$50.00 Daily	\$1,045.02	18,370	11,932	Sep 1, 2025 – Sep 23, 2025 23 days		
Awareness Campaign IG Stories ONLY Weblink	709,749 Reach	\$1.08 Per 1,000 People Reached	\$10.00 Daily	\$765.13	1,232,869	709,749	Aug 14, 2025 – Sep 23, 2025 41 days		

Ads

Jul 30, 2025 – Sep 30, 2025

Columns: Custom

Breakdown

Reports

Export

Charts

Bid strategy	Last significant edit	Offline leads ↕	Website leads ↕	Meta Leads ↕	Leads ↕	Cost per lead ↕	Leads conversion val...	CPM (cost per 1,000...
Highest volume Conversions	Sep 21, 2025, 10... 24 days ago	—	121	—	121	\$8.64	\$0.00	\$56.89
Highest volume Daily unique reach	Aug 25, 2025, 2:... 51 days ago	—	1	—	1	\$765.13	\$0.00	\$0.62

Campaign Setup & Account Optimization

Building From Zero: The Account Warmup Strategy

This campaign started with a brand new advertising account—no historical data, no pixel information, no established audiences. Rather than immediately pushing for conversions (which drives up costs with cold accounts), a strategic 19-day warmup built account authority and gathered critical audience data.

The 19-Day Warmup Process (Aug 14 - Sep 1)

Launched broad awareness campaigns and strategically adjusted target audiences every 7 days based on performance data. This three-phase refinement (Days 1-7, 8-14, 15-19) allowed the algorithm to learn, established account credibility, and identified highest-performing demographics before launching lead generation.

The Dual-Campaign Approach (Day 20 Onward)

On September 1st, lead generation campaigns launched targeting the warm audiences and refined demographics from the warmup phase. Critical decision: Awareness campaigns continued running simultaneously, creating a perpetual funnel that fed new prospects into retargeting while sustaining algorithmic learning and low-cost reach.

Why This Approach Worked

The methodical warmup with audience optimization every 7 days gave Meta's algorithm the data needed for efficient delivery. This foundation-building is why the campaign achieved 10x better cost efficiency than typical Stories campaigns—launching lead generation on a cold account would have resulted in dramatically higher costs and poor performance.

Campaign Summary and Results:

- Built and warmed up a brand new ad account from zero, strategically refining audiences every 7 days before launching lead generation on day 20
- Reached 720,000+ people with 1.2M impressions at \$0.62 CPM—10x better cost efficiency than typical Instagram Stories campaigns
- Generated 121 qualified leads at \$8.64 per lead, positioning the client for 12-36 initial customers based on standard conversion rates
- Ran simultaneous awareness and lead campaigns creating a perpetual funnel that continuously fed warm prospects into conversion
- Complete product launch for \$1,810.15, delivering both mass market exposure and direct sales opportunities in 40 days

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As a Certified Ad strategist, I specialize in creating done-for-you or done-with-you Facebook and Instagram ad campaigns designed to drive growth and deliver measurable results for your business. With a deep passion for strategic planning and a love for helping companies succeed, I'm committed to helping you connect with your ideal audience, boost visibility, increase leads and sales and achieve your goals.

Why Book a Consult?

Your business deserves a tailored approach to advertising that aligns with your unique goals. By booking a consult with me, you'll gain personalized insights into how to optimize your ad strategy, increase ROI, and outshine the competition. Together, we'll craft a plan that turns potential customers into loyal clients. Take the first step toward game-changing results—schedule your call today and see the difference a dedicated expert can make!

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