

# From Brand-New Ad Account to 23 Qualified Quote Requests in 53 Days

META ADS CASE STUDY

Candace  
HERRELL

Client Name	Industry
Junkslingers NC	Home Improvement: Junk & Yard Debris Removal

## Client Overview

Junkslingers NC is a locally owned junk & yard debris removal business serving homeowners in North Carolina. As a new business with no prior advertising experience or website, they partnered with me to build a predictable, on-platform lead generation system using Meta (Facebook & Instagram) ads.

## Strategy Breakdown

Using a data-driven Meta strategy, I launched their first campaigns, generated 23 high-intent quote requests, & provided sales funnel guidance to optimize their lead-to-booking process—supporting both immediate results & scalable growth.

Problem	Strategy
<p>Junkslingers NC faced three critical growth barriers:</p> <ul style="list-style-type: none"><li>• <b>Zero brand awareness</b> in a competitive local market</li><li>• <b>No advertising infrastructure</b> (<i>no website, no ad account history</i>)</li><li>• A <b>limited budget</b> that required every dollar to perform efficiently</li></ul> <p>Without a reliable system to generate quote requests, growth relied solely on word-of-mouth—restricting scalability &amp; revenue consistency.</p>	<p>I implemented a two-phase Meta ad strategy:</p> <ul style="list-style-type: none"><li>• <b>Phase one:</b> prime new ad account with a warm up, ramp up campaign strategy—establishing trust with Meta, unlocking spend flexibility, &amp; building an engaged retargeting audience for the future.</li><li>• <b>Phase two:</b> launch a conversation-first, on-platform lead generation strategy using a structured test-optimize-scale approach (testing audiences, creative, copy, offers, &amp; conversion locations) while leveraging a limited budget.</li></ul>

# Key Stats & Results

Warm Up, Ramp Up Strategy

**9,454 Engagements Generated**

Generated **9,454 total post engagements**, including 4,912 video ThruPlays during the warm-up campaign (Oct 1-8).

Built **brand awareness, social proof**, & a **retargetable audience**, while warming the account—Meta payment threshold increased from \$2 to \$33 & the daily spend cap from \$50 to \$654.20, enabling future scaling.

Lead Gen Strategy

**23 Qualified Quote Requests in 53 Days**

From Oct 8 through Nov 30, Meta ads generated **23 new, high-intent quote requests** for Junkslingers NC.

These leads came from **local homeowners actively seeking junk removal services**, creating immediate opportunities for bookings & revenue growth.

Lead Gen Strategy

**27.6% Reduction in Cost Per Lead**

Cost per lead decreased from **\$57.65 to \$41.72** through structured testing & optimization of conversion location & audience targeting.

Optimization increased efficiency, generating **more quote requests** with the same budget parameters, with **Instant Forms outperforming Messenger** & the **top-performing audiences identified through testing**.

**WARM UP RAMP UP**

**ENGAGEMENT CAMPAIGN**

Ad set	Campaign name	Results	Cost per result	Result rate	Video Completion Rate	Post engagements
CH_ThruPlay_Cold_(broad) Ideal Wake Count...	CH_WarmUpRampUp__Engage...	4,912 ThruPlays	\$0.01 Cost per ThruPlay	27.70%	32.46%	9,029
CH_Post Engagement_Cold_(broad) Ideal Wa...	CH_WarmUpRampUp__Engage...	425 Post engagements	\$0.07 Per Post Engagement	17.33%	—	425
Results from 2 ad sets		Multiple conversions	Multiple conversions	Average	31.55%	9,454 Total

**LEAD GENERATION**

**MESSENGER CAMPAIGN**

Ad set	Campaign name	Results	Cost per result	Conversion Rate   Unique Link Clicks
CH_Leads-Messenger_Cold_(broad) Ideal Wa...	CH_OfferPromo__Leads-Messenger...	5 Meta leads	\$54.40 Per Meta lead	3.11%
CH_Leads-Messenger_Cold_(broad) Ideal Wa...	CH_OfferPromo__Leads-Messenger...	3 Meta leads	\$63.07 Per Meta lead	2.38%
Results from 2 ad sets		8 Meta leads	\$57.65 Per Meta lead	2.95%

**INSTANT FORMS CAMPAIGN**

Ad set	Campaign name	Results	Cost per result	Conversion Rate   Unique Link Clicks
CH_Leads-InstantForms_Cold_(broad) Home...	CH_OfferPromo__Leads-InstantForms...	12 Leads (Form)	\$46.58 Per Lead (Form)	12.59%
CH_Leads-InstantForms_Cold_(broad) Ideal ...	CH_OfferPromo__Leads-InstantForms...	3 Leads (Form)	\$22.28 Per Lead (Form)	20.00%
Results from 2 ad sets		15 Leads (Form)	\$41.72 Per Lead (Form)	13.50%

# Advertising Examples



## Strategic Approach

- **Objective:** Generate qualified quote requests through on-platform conversion tactics
- **Timeline:** Account warm-up (Oct 1–14) → Messenger lead gen test (Oct 8–31) → Instant Forms lead gen test (Oct 31–Nov 30)
- **Audience:** Broad local targeting, refined based on performance data
- **Total Budget:** \$1,187.86 (\$97.84 warm-up + \$1,087.02 lead gen)
- **Tested:** Audiences, ad creative, ad copy, three offers, & two conversion locations

## Optimizing the Campaigns

- Leveraged a proven 1-3-5-7 method to evaluate performance & optimize
- Adjustments focused on KPIs, testing results, & budget efficiency
- Reallocated spend to top performers, maximizing results & building a foundation for scaling



"Candace did an excellent job managing our Facebook ads for JunkSlingsers. The ads were well thought out, communication was clear, and we saw consistent interest come in from the campaigns. It was a smooth experience overall, and we're happy with how everything turned out."

**Owner of Junkslingers NC**





# Get in Touch

Ready to Take the Guesswork Out of Advertising?  
Book a Free Consultation Call Today!



Hi, I'm Candace Herrell.

With 8+ years of marketing experience in agency & in-house roles, I've developed & executed multi-channel campaign & funnel strategies for a wide range of businesses & industries. I've managed advertising budgets from a few hundred dollars to over \$2 million, giving me the expertise to design campaigns that drive real, measurable growth.

I started my freelance business to build the life I dream of for my family while continuing to do what I love: helping businesses reach their goals through paid advertising. As a mom & small business owner, I understand the importance of working efficiently & ensuring every ad dollar works as hard as you do. I specialize in Facebook & Instagram campaigns designed to drive leads, sales, & long-term growth—taking the stress of advertising off your plate so you can focus on what you do best.

Whether you're a local biz or an online brand, I'd love to partner up & create a custom advertising strategy that supports your business goals.



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