

# 300 INBOUND LEADS IN 7 DAYS

IWILLDIGITAL



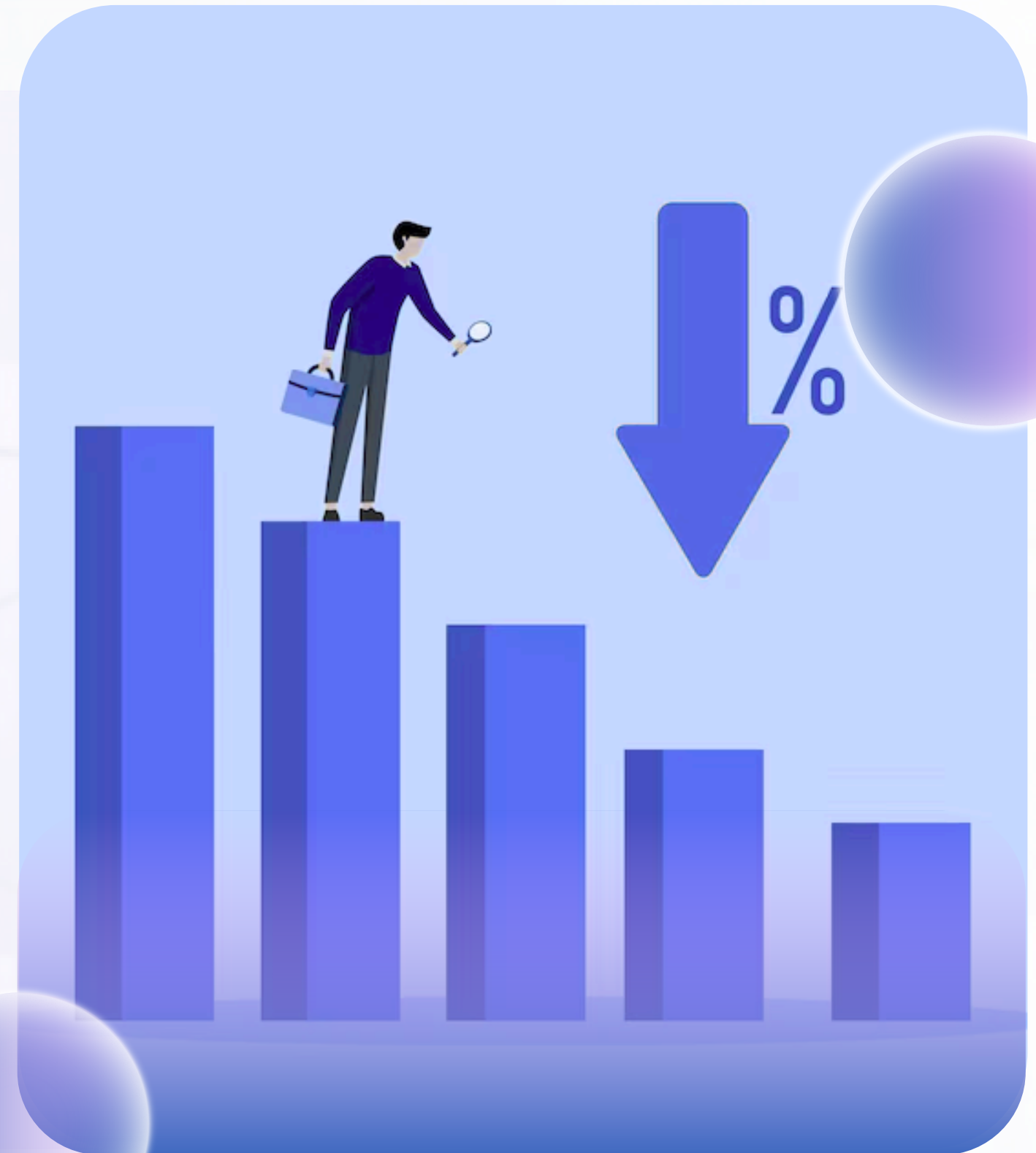
# The Challenge

Inspire Me Events had relied primarily on organic traffic, referrals, and manual outreach. While this brought in consistent leads, it lacked the volume and predictability needed to sell out group training events well in advance.

They came to us with a clear brief:

**“Can you help us fill up our next Theraplay® Level One Group Training in Leeds, and fast?”**

We had just 3 days to plan, build, and launch a Meta Ads campaign.



# Our Strategy

## Lead Generation Through Meta Ads

- Ad Creative: Scroll-Stopping Imagery

### Campaign Execution:

- **Campaign Launch Time:** 3 days
- **Live Campaign Period:** 7 days
- **Optimisation Strategy:** Daily creative and audience review
- **Target Cost Per Lead (CPL):** Under £2
- **Lead Delivery:** Direct to inbox and Meta form download
- Analytics tracking to measure and optimise every pound spent



# Why Inspire Me Events Chose Us

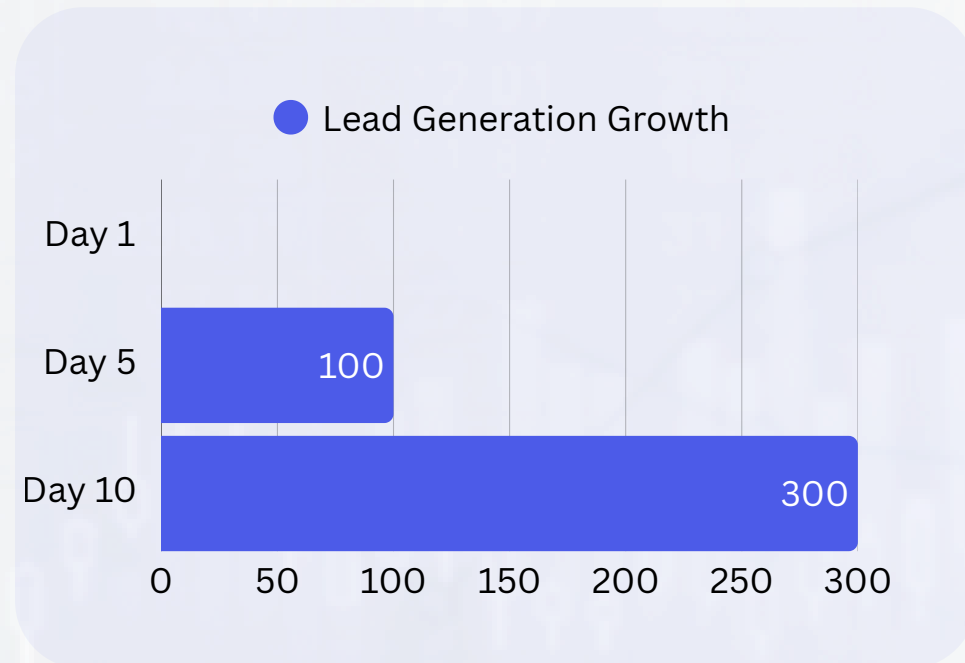


**Inspire Me Events** chose **IWILLDIGITAL** because they needed more than just ad management, they needed a partner who could deliver fast, measurable results and support them through the entire lead-to-conversion journey.

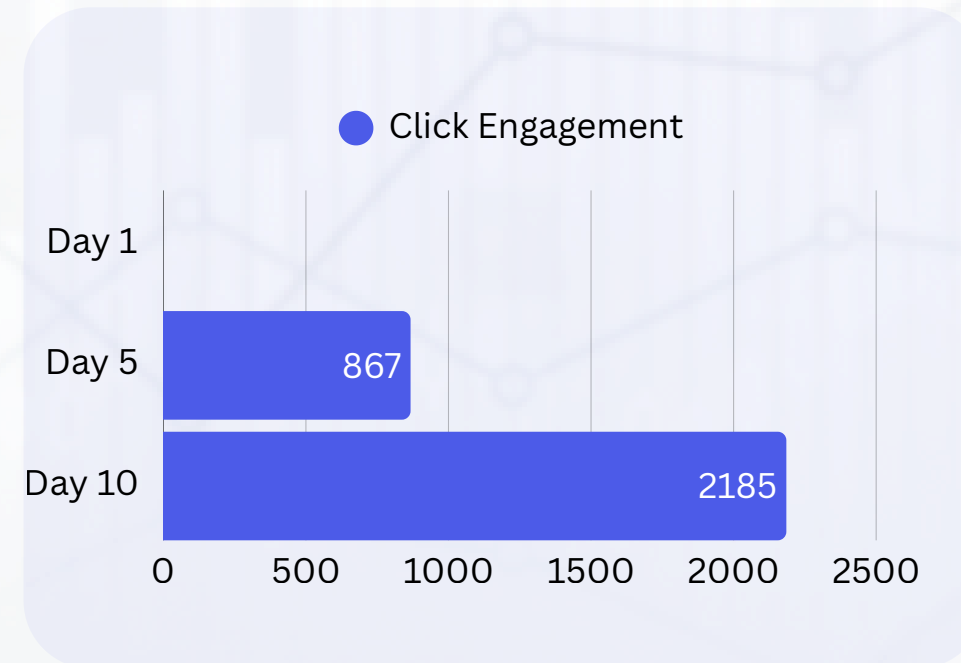
“We chose IWILLDIGITAL because they didn’t just promise leads, they showed us how they’d help us convert them. That made all the difference.”

# The Results

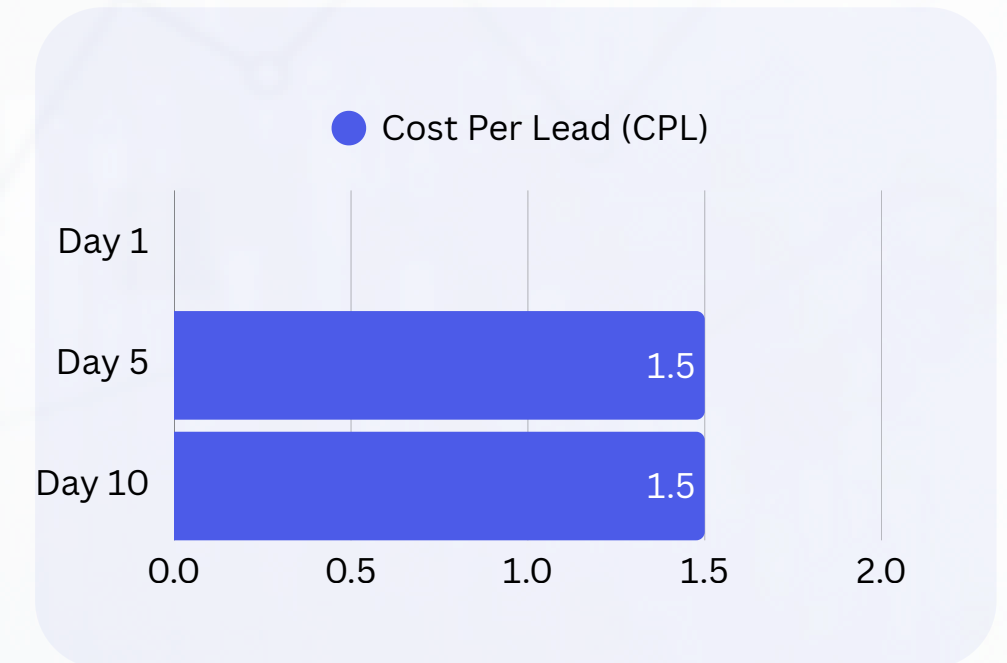
The combination of high-converting Meta Ads and hands-on lead support delivered a breakthrough for Inspire Me Events:



From 0 to **300 qualified leads** generated in just 10 days, a high-intent audience of educators, therapists, and social workers actively looking for CPD-accredited training.



**2,185** total clicks with a **3.28% CTR**, driving targeted traffic and engagement without relying on website visits or heavy video content.

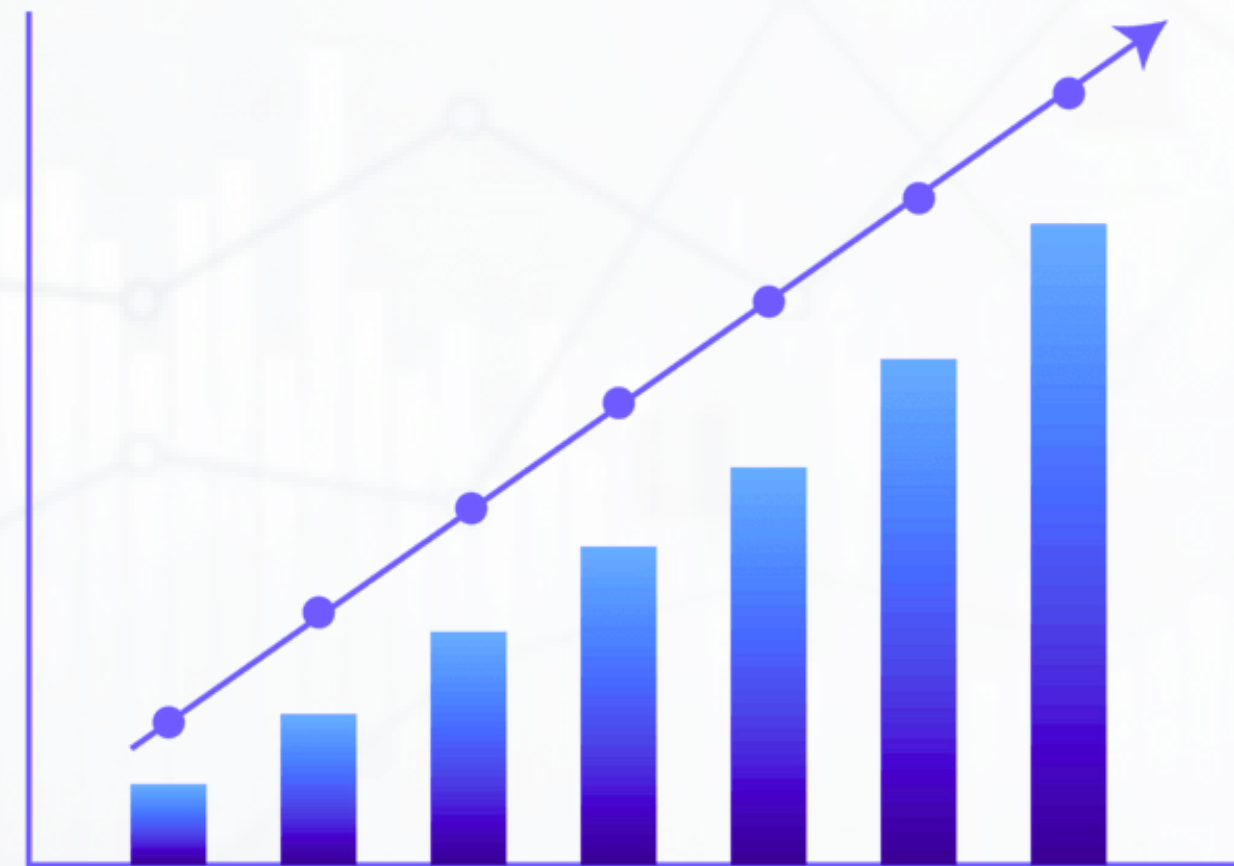


Acquired leads for **just £1.50 each**, beating the industry average massively and staying way below the client's target.

# The Impact

By working with IWILLDIGITAL, Inspire Me Events:

- Transformed ad spend into hundreds of qualified leads within 10 days
- Sold out a specialist Theraplay® training event ahead of schedule
- Achieved 300 inbound leads at just £1.50 each – below industry benchmarks
- Built a repeatable lead gen system that can scale across future events



Inspire Me Events went from unpredictable word-of-mouth bookings to generating over **300 qualified leads** in just 10 days, a breakthrough in demand generation, powered by **IWILLDIGITAL**.

# Scalability

This wasn't a one-off success. Our system is now ready to scale further through remarketing, email automation, and A/B testing, with growth expected to continue month-on-month.



# Ready to Fill Your Training Events Like Inspire Me Events?

If you're struggling to consistently sell out your workshops, courses, or group training events, **IWILLDIGITAL can help**. Our proven ad strategies combine precision targeting, conversion-focused creative, and post-lead sales support to deliver real bookings, not just clicks.

Let's talk about how we can help you generate high-quality leads, build demand, and grow your training business, just like we did for Inspire Me Events.

## Screenshots of Meta Ads evidence

297 Inbound Leads. £1.43/Lead

The screenshot shows a Meta Ads dashboard with the following data:

- Targeted: 297
- Expired: 0

Performance and clicks summary:

Reach ↑↓	f ↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
30,126	2...	£1.43 Per Meta lead	£25.00 Daily	£321.42
—	—	— Per link click	£100.00 Daily	—
30,126	2...	—		£321.42 Total Spent

Form preview details:

- Company: Inspire Me Events Ltd
- Form Title: Interested in Theraplay® Training?
- Text: We'll send you the full course info, pricing, and how to reserve your place. Payment plans + group

## Client Testimonial from our Trust Pilot

Review by **becky colver** (5 reviews):

★★★★★

Needed some expert advice for online marketing in all areas and the team at IWILLDIGITAL did not disappoint, they guided me through the minefield of the digital world and helped me achieve some great results on my first campaign for Inspire Me Events Ltd. Really can't recommend them enough and looking forward to seeing where the online marketing world can take us 😊👍