

Transforming Lives for Good

Coaching Academy prospectus campaign on Meta

8,574 prospectus views at £0.12 each, on a £1,000 budget.

THE NUMBERS

8,574

Landing page views

£0.12

Cost per landing page view

7.02%

Click-through rate

69,947

People reached

THE BRIEF

Transforming Lives for Good (TLG) is a UK charity whose Coaching Academy trains church and community volunteers to coach struggling children. The job was to drive prospectus views for the May 2026 cohort on a £1,000 Meta budget, against a fixed enrolment deadline.

THE CHALLENGE

Tracking on the site could not reliably record downloads, and low cookie consent meant Meta had too little data to optimise towards them. Optimising for landing page views instead gave the campaign a signal it could actually learn from, paired with creative built to stop a cold audience and earn the click.

WHAT I DID

- Built three cold audiences under one budget, so spend moved to whichever performed best: an interest-based set around youth work, coaching and volunteering, a broad set, and one built from TLG's own supporters
- Led with simple image ads carrying a child's quote, the format that consistently outperformed everything else
- Followed up with people who had watched the videos or visited the page, to bring them back
- Reviewed weekly: turned off what was not working, capped spend where it was running away, and refreshed the creative for the final push

THE TURNING POINT

One ad carried the campaign. A single image with a child's quote drove 6,810 landing page views at £0.10 each, nearly 80% of all traffic from cold audiences. The lesson held throughout: for people who have never heard of you, simple and emotional beats detailed every time. Click-through rate stayed above 7% for the full campaign and the entire budget was spent before the deadline.

Working with Seyi was an absolute pleasure. He took time to understand our context and what we hoped to achieve, and delivered a brilliant pitch, clearly taking us through best practice. His level of expertise gave us absolute confidence, as well as his commitment to the project. He regularly updated us on performance, optimised the campaign and shared learnings and recommendations. We'll most certainly be working with Seyi again when running any paid advertising.

Modupe Director of Marketing, Comms and Advocacy, Transforming Lives for Good

Want results like these for your cause? Let's talk.