

Case Study: Elite Events

Reducing Lead Costs by Over 80% for a Niche Indian Wedding & Event DJ Company

Overview

Client: Elite Events

Service: Meta Lead Generation Campaigns

Campaign Objective: Generate high-quality leads for Indian weddings and events while lowering acquisition costs and improving lead quality.

The Challenge

Elite Events operates in a highly specialized market, providing DJ and entertainment services exclusively for Indian weddings and cultural events.

Because of this niche focus, broad targeting strategies often result in wasted ad spend and unqualified inquiries. Prior to working with us, Elite Events was generating leads at an average cost of approximately **\$100 per lead**, making it difficult to scale marketing efforts efficiently.

The objective was clear:

- Reduce cost per lead
 - Improve lead quality
 - Fill the sales pipeline with more qualified prospects
 - Increase booking opportunities
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Our Strategy

Rather than relying on broad audience targeting, we built a highly refined Meta advertising strategy centered around audience data and user behavior.

Our approach included:

- Custom audiences built from previous bookings

- Website visitor retargeting
- Instagram engagement audiences
- Interest-based targeting aligned with Indian weddings and cultural events
- Lookalike audience development
- Ongoing campaign optimization to prioritize lead quality

By leveraging first-party data and audience insights, we were able to focus ad spend on individuals most likely to inquire about Elite Events' services.

The Results (First 2 Months)

Lead Generation Performance

Before Working With Us

- Average Cost Per Lead: ~\$100

After 2 Months

- Total Leads Generated: 31
- Average Cost Per Lead: **\$18.44**

This represents a dramatic reduction in lead acquisition costs while simultaneously increasing the volume of qualified inquiries entering the business.

Cost Reduction Impact

Reducing lead costs from approximately \$100 to \$18.44 allowed Elite Events to generate significantly more opportunities from the same marketing budget.

As a result, the team was able to:

- Deliver more quotes to prospective clients
- Engage with more qualified prospects
- Build a stronger sales pipeline
- Increase opportunities for future event bookings

Social Media Growth

In addition to lead generation success, the campaigns contributed to organic audience growth:

- **13 new Instagram followers gained**

These followers represent additional brand awareness and future booking opportunities within Elite Events' target market.

Performance Snapshot

Metric	Result
Previous CPL	~\$100
New CPL	\$18.44
Leads Generated	31
Campaign Duration	2 Months
Instagram Followers Gained	13

Client Outcome

By implementing a highly targeted Meta advertising strategy built around custom audiences and engagement data, Elite Events was able to dramatically improve campaign efficiency and generate a steady flow of qualified leads.

The campaign not only reduced lead costs by more than 80% but also helped strengthen the company's sales pipeline, creating more opportunities for future bookings and long-term growth.

Key Takeaway

Niche businesses often achieve the best results when advertising is driven by audience data rather than broad targeting. By leveraging past customer data, website engagement, and social interactions, Elite Events was able to attract more qualified leads at a fraction of its previous acquisition cost.

"Going from approximately \$100 per lead to just \$18.44 per lead demonstrates the impact of precision targeting. By focusing on the right audience instead of a larger audience, Elite Events was able to generate more opportunities, improve marketing efficiency, and position itself for continued growth."

Result: 31 qualified leads, an 80%+ reduction in cost per lead, a stronger booking pipeline, and a highly satisfied client.

