Case Study

Paid Social Newsletter Growth
Strategy + Execution

This case study covers paid social work for a media company connected to a US-based network news personality.

The business relied on a daily newsletter to drive affiliate revenue and sponsorship deals. Growing the email list mattered because list size directly affected revenue.

Paid social was already running, but results were poor and costs were too high for this type of lead.

The Goal

The goal was not complicated.

Increase US-based newsletter subscribers at the lowest possible cost.

Since this was a free daily newsletter, cost per lead needed to stay low for the channel to make sense long term.

Target Audience	Product Type
US-based subscribers	Daily newsletter

Success Metric

Lowest possible cost per lead from target audience

The Situation Before

Monthly spend on Meta ads was between $5K and $10K.

Cost per newsletter subscriber was consistently above $1.50, which is high for a free email product.

Campaigns were set up to drive leads, but execution was inefficient.

Most signups were pushed through the website. Instant Forms were not being properly tested or prioritized.

Ads were broad and generic, and a large library of existing content was not being used.

$5K-$10K

Monthly Ad Spend

$1.50+

Cost Per Subscriber

Too high for a free newsletter

What Was Not Working

A few things stood out quickly:

Too much friction in the signup flow	Messaging that was too general to be interesting
Budget spread thin across too many tests	Content that already existed but was not being used

These were execution problems, not platform problems.

Initial Focus

The first priority was to **lower cost per lead as fast as possible.**

The goal was to find the lowest realistic CPL for US-based subscribers, then work backward from there.

Quality and churn still mattered, but efficiency had to come first.

Key Changes Made

01

Website lead campaigns were deprioritized.

02

Instant Forms became the primary way to collect leads, since they are usually a better fit for newsletter signups.

03

Campaigns and audiences were consolidated to focus the limited budget.

04

Generic "sign up for the newsletter" ads were removed and replaced with ads promoting specific pieces of content.

Creative and Testing Approach

A large pool of unused website content was repurposed.

That content was gated behind lead forms instead of sent directly to the site.

This gave people a clear reason to sign up, instead of asking them to subscribe in general.

Testing focused on content topics and themes, not formats or audiences.

Targeting stayed broad, letting the ads and content do most of the filtering.

Content Strategy

- Repurposed existing website content
- Gated content behind lead forms
- Clear value proposition for signups

Testing Focus

- Content topics and themes
- Broad targeting approach
- Let ads and content filter audience

Early Results

Results improved quickly.

Within the first month, cost per lead dropped by roughly 65%.

Subscriber churn remained stable, even as volume increased.

This showed that lower costs were not coming at the expense of list quality.

65%

Cost Per Lead Reduction

Within the first month

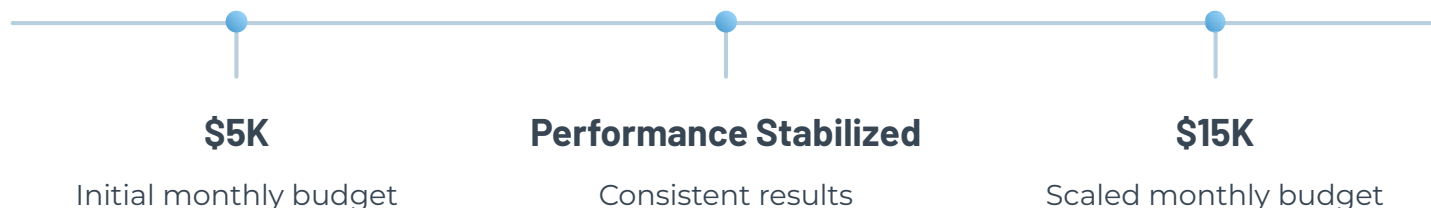## Same Quality

Stable Churn Rate

Quality maintained

Scaling Up

Once performance stabilized, spend increased.

Monthly budget moved from roughly $5K to $15K.

Winning content themes were repeated, while weaker ones were cut.

Meta shifted from feeling a waste of ad spend to feeling predictable.

$5K
Initial monthly budget

Performance Stabilized
Consistent results

$15K
Scaled monthly budget

Outcome

Over the course of the engagement, paid social drove **more than 100,000 new newsletter subscribers.**

The larger email list led to stronger affiliate performance and better sponsorship opportunities.

Paid social became a reliable source of growth instead of a cost concern.

100K+

New Newsletter Subscribers

Driven by paid social

Stronger Affiliate Performance

Better Sponsorship Opportunities

Reliable Growth Source

ⓘ For more info on Miguel Bravo, check out his website **miguelbravo.co** or connect on **his LinkedIn**