



Scaled Solar Brand to 200+ Qualified Leads/Day at Rs. 10 CPL

High-converting solar lead generation system built through strong offer creation, precise targeting, and performance-focused Meta advertising.





Scaled Solar Brand to 200+ Leads/Day at ~Rs. 10 CPL

Built a high-converting solar offer and ad strategy that generated 200+ qualified leads per day for Cellsol Energy at an unbelievable ~Rs. 10 CPL.

New leads



Agricultural Solar Campaign

Active • Leads

569

Meta Leads

PKR9.12

Cost per Meta Lead

PKR5,186.94

Spent



569

Total Leads



Rs. 9.12

Cost Per Lead



Rs. 5,186.94

Total Ad Spend



The Challenge

- Highly competitive solar market
- Lead costs were high for most players
- Needed a consistent flow of qualified leads



What We Focused On

01

Powerful Offer Creation

Irresistible, benefit-driven solar offer (which I also teach)

02

High-Impact Creatives

Clear messaging & real-life visuals

03

Precise Targeting

Location, interest & behavior-based



The Result

200+

Qualified Leads/Day

~Rs. 10

CPL



Lead quality was so high that the client expanded their sales team.



Services Delivered



Lead Generation



Lead Gen Strategy



Lead Management



Facebook Advertising



Social Media Advertising



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How we engineered a high-converting offer and ad strategy to generate 200+ qualified leads daily for Cellsol Energy.

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Qualified Leads



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Cost Per Lead



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Ad Spend

Before vs After CTR

Industry Avg.

 2-3%

Our CTR

 8-9%

What We Focused On



Irresistible
Offer Creation



Precise
Targeting



High-Impact
Creatives



Result:

200+ Qualified Leads/Day

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Total Leads



Rs. 10

Cost Per Lead



200+

Leads Per Day



The Approach



High-Converting Offer

Built an irresistible solar offer that drove mass interest



Precise Targeting

Focused on high-intent audiences with property ownership signals



High-Impact Ad Creatives

Simple, benefit-driven creatives that converted



No Funnels

Direct lead ads with optimized communication & follow-up



Results



200+ qualified leads per day



Rs. 10 average CPL



569 total leads (sample campaign)



High-quality, sales-ready leads



Client expanded their sales team



Key Focus

Offer Creation — the same strategy I teach inside my programs.