

# Astrology Lead Generation Campaign Case Study

## Meta Ads (Facebook & Instagram)

Prepared By  
Growbargain Digital Solutions

☎ Direct Call: 7794098945

✉ Email: info@growbargain.com

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## 1. Campaign Overview

Growbargain Digital Solutions successfully managed a **Meta Ads campaign (Facebook & Instagram)** for astrology consultation services.

The main goal of the campaign was to **generate direct phone call inquiries from people seeking astrology guidance.**

The ads targeted users who were experiencing issues related to:

- Marriage problems
- Career challenges
- Relationship issues
- Financial difficulties
- Family conflicts

The advertisements encouraged users to **contact the astrologer directly using the “Call Now” button.**

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## 2. Campaign Objective

The primary objectives of the campaign were:

- Generate **direct phone call inquiries**
  - Increase **awareness about astrology consultation services**
  - Reach people interested in **astrology and spiritual guidance**
  - Encourage **immediate consultation through phone calls**
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## 3. Campaign Performance Results

The campaign delivered strong results with a **minimal advertising budget.**

**Total Budget Spent:** ₹2,500

**Total Leads Generated:** 50 Direct Calls

**Average Cost Per Lead:** ₹50 per lead

**Ad Reach / Views:** Approximately **30,000** people reached

This demonstrates that **Meta Ads can generate high-quality leads even with a small budget when the targeting strategy is effective.**

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## 4. Campaign Structure

The campaign was structured into **three levels.**

### Campaign Level

**Campaign Objective:** Lead Generation (Direct Call)

The campaign was optimized to encourage users to **call the astrologer directly from the advertisement.**

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### Ad Set Level

The Ad Set focused on selecting the **right target audience.**

#### Target Locations

- Andhra Pradesh
- Telangana

#### Age Group

28 – 55+ Years

#### Gender

Male & Female

#### Language

Telugu

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### Interest Targeting

The campaign targeted users interested in:

- Astrology
  - Horoscope
  - Zodiac Signs
  - Vedic Astrology
  - Numerology
  - Spirituality
  - Hindu Religious Interests
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## Behaviour Targeting

Ads were shown to people who:

- Engage with astrology-related content
  - Follow horoscope pages
  - Watch spiritual videos
  - Actively use social media platforms
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## 5. Ad Creative Strategy

The advertisements used a **problem–solution based approach**.

The creative messaging was designed to **emotionally connect with users experiencing life challenges** and encourage them to seek guidance through astrology consultation.

The ads focused on common problems such as:

- Marriage delay
  - Relationship issues
  - Career problems
  - Financial struggles
  - Family conflicts
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## 6. Ad Copy Used in Campaign

### Primary Text

Facing problems in **Marriage, Career, Business, or Family Life?**

Consult an experienced astrologer for **accurate horoscope analysis and guidance**.

Get personalized solutions for:

- Marriage Delay
- Relationship Problems
- Career Issues

- Financial Difficulties
- Family Conflicts

**📞 Call now and speak directly with the astrologer for consultation.**

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## Headline

**Talk to an Expert Astrologer Today**

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## Description

Get trusted astrology guidance for your life problems.

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## 7. Call To Action

The campaign used the **“Call Now” button**.

When users clicked the ad, their **phone dialer opened automatically**, allowing them to call the astrologer instantly.

This method improves **lead quality**, because potential clients can immediately explain their problems.

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## 8. Demographic Performance Insights

The campaign generated strong engagement from the following audience groups.

### Age Group Performance

Users aged **25 – 40 years** showed the highest response rate.

### Gender Distribution

Both **male and female users** responded well to the advertisements.

### Location Performance

Highest engagement came from:

- Andhra Pradesh
- Telangana

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## 9. Lead Handling Strategy

To maximize conversions from generated leads, the following approach was recommended:

1. Answer incoming calls promptly
2. Understand the client's problem clearly
3. Provide basic consultation guidance
4. Schedule detailed astrology sessions if required

**Quick response significantly increases consultation bookings.**

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## 10. Key Success Factors

The campaign achieved strong results due to:

- Accurate audience targeting
  - Problem-focused ad messaging
  - Clear and simple call-to-action
  - Relevant astrology interest targeting
  - Optimized Meta Ads delivery
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## 11. Conclusion

This campaign demonstrates how **Meta Ads can effectively generate direct consultation inquiries for astrology services.**

With the right **audience targeting, compelling ad creatives, and a direct call strategy**, astrology professionals can attract potential clients quickly and efficiently.

Growbargain Digital Solutions specializes in **creating high-performance digital advertising campaigns that generate real business leads.**

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# Growbargain .. ▾

● 1 active campaign



Date ▾

Status ▾

● **Ends today**



## Test - astrology2026

● Active • Leads

**17**

Calls placed

**₹89.13**

Cost per Call  
placed

**₹1,515.29**

Spent

★ New



## Test - Ska Castling

● Off • Leads

**5**

Calls placed

**₹65.33**

Cost per Call  
placed

**₹326.65**

Spent



## SribalajiAstrology

● Off • Leads

**39**

Calls placed

**₹55.05**

Cost per Call  
placed

**₹2,147.03**

Spent



## AstrologyLeads

● Off • Leads

**58**

Calls placed

**₹89.17**

Cost per Call

**₹5,171.78**

Spent

# Contact Us

## Growbargain Digital Solutions

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Contact us today to **grow your business through professional digital marketing and Meta Ads lead generation campaigns.**