

CASE STUDY

The Growth Machine

A B2B Lead-Gen Case Study

Meta Ads · Landing Page · Growth Strategy

This document presents the strategic thinking, creative output, and growth architecture I developed in response to a real case study brief from a DACH-based B2B analytics consultancy.

Strategic Premise

Research, ICP analysis, and the logic behind every creative choice

Concept 1 — "The Mirror"

Situation recognition for the Head of Controlling

Concept 2 — "The Paradox"

A cognitive reframe for the CFO

Concept 3 — "The Alignment Problem"

Organisational conflict, made visible

Landing Page — "The Decision Layer"

A working prototype

Additional Growth Opportunities

Beyond the brief: funnel, content, and nurture strategy

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Before producing any creative,

I researched.

THE EXPANSION CONTEXT

The client — a DACH-based BI and analytics consultancy with a multi-decade track record — was at a structural inflection point, expanding beyond its home market toward Gulf and English-speaking markets with an aggressive growth target attached. This isn't an optimisation problem. It's a new audience acquisition problem.

WHAT THE RESEARCH CONFIRMED

The client's own website spoke primarily to IT leaders — BI migration, legacy infrastructure, technical modernisation. But the ICP for the funnel in the brief was different: CFOs and Heads of Controlling. Finance leaders who think in margin, cost, and revenue — not dashboards and pipelines. This distinction shapes every creative decision that follows.

This also matters operationally. The client's Facebook and Instagram followings were each in the low hundreds — a small owned audience by any benchmark. Pixel history and audience data weren't visible from outside, but a limited social footprint is itself a signal: building a warm audience isn't optional infrastructure, it's a precondition for the campaigns below to become efficient over time.

THE CREATIVE PHILOSOPHY

These three concepts do not sell the lead magnet. They sell recognition of the problem. If a CFO reads the copy and thinks "this sounds like an interesting guide" — the ad has failed. If they think "this is exactly my situation" — it has done its job.

A second implication: the first qualification filter is not Meta targeting. It is the copy itself. Creative that speaks specifically to finance leaders causes IT managers and BI analysts to self-exclude without manual exclusions in the ad sets. This reduces cost per qualified opt-in structurally, not tactically.

GEOGRAPHY

DACH — Germany, Austria, Switzerland — is treated as a single homogeneous audience cluster. Shared language, business culture, and buying behaviour make it viable as one targeting unit. As the client expands into Gulf and English-speaking markets, new ad sets and market-specific creative will be required. The architecture below is built to scale.

THE THREE CONCEPTS

The brief asked for three ad concepts. What follows delivers that — and goes further. Rather than three standalone concepts targeting the same audience with the same objective, the three concepts below are three genuinely distinct psychological mechanisms: situation recognition, cognitive reframe, and organisational conflict. Each speaks to a different frustration. Each stops the scroll differently. Same ICP, same lead magnet, three different doors.

THE LANDING PAGE

The landing page completes the system. It's built as the bridge between the ad and the qualified opt-in: the headline continues the conversation the ad started, the copy speaks exclusively to finance leaders, and the form is designed around the client's operational reality — a phone field with transparent framing, because the BD team calls back within 5 minutes.

CONCEPT 1

"The Mirror"

Situation recognition · Target: Head of Controlling

Recognition, not persuasion.



Visual shown is a static example. In production this concept would be developed as video using Runway, ElevenLabs, and ChatGPT image generation.

HOOK

"Your report took 12 hours to build. Your CFO spent 4 minutes on it. Then asked: 'Can you send me a summary?'"

MAIN MESSAGE

The problem isn't access to data. The problem is turning data into a story that leads to a decision. The Decision Layer is a free framework for finance leaders who want their reporting to create clarity — not just discussion.

Why It Works

The Head of Controlling has lived this scene exactly. Recognition is immediate. There's no mention of software or BI — only a conversation that has already happened, more than once.

Visual Direction

Photo of an executive report on a desk with a sticky note reading "Can you send me a summary?" Credible, specific, immediately recognisable — this looks like a real desk, not an ad.

COPY EXAMPLE

Primary Text

Most reports answer questions. The best reports prevent them. Your CFO spent 4 minutes on a report that took 12 hours to build — and asked for a summary. The problem isn't the data. It's the story around it. The Decision Layer is a free framework for finance leaders who want their reporting to drive decisions, not discussions.

Headline

From Reporting To Decision-Making

Description

A free framework for finance leaders.

In production: up to 5 primary texts + 5 headlines for Meta DCO.

Format & Placement

Video, 15–20s, vertical motion graphic with on-screen text. Formats: 4:5 (Feed), 9:16 (Stories, Reels). Placements: Instagram & Facebook Feed, Stories, Reels.

CONCEPT 2

"The Paradox"

Pattern interrupt / cognitive reframe · Target: CFO

An insight, not an advertisement.



Illustrative composition. In production this concept would be developed as video using Runway, ElevenLabs, and ChatGPT image generation.

HOOK

"More data than ever. Slower decisions than ever."

MAIN MESSAGE

Most companies have invested heavily in BI tools, dashboards, and reporting infrastructure. Yet the quality of boardroom decisions hasn't improved proportionally. Because the constraint was never data access. It was data narrative.

Why It Works

Challenges a belief the CFO already holds — "we invest in data, decisions should be easier." The cognitive dissonance opens the door. Positions the client as a thinking partner, not a vendor.

Visual Direction

Dark background, typographic, bold serif text carrying the hook directly. Editorially bold — looks like a McKinsey or HBR headline, not a software ad. No people, no stock imagery, no charts.

COPY EXAMPLE

Primary Text

Most finance teams have more dashboards, more reports and more data than ever before. Yet many strategic decisions are no easier to make. Because access to information was never the real constraint. Clarity was. The Decision Layer explains the gap between data and decision-making — and why more information doesn't automatically lead to better decisions.

Headline

More Data. Harder Decisions.

Description

A free framework for finance leaders.

In production: up to 5 primary texts + 5 headlines for Meta DCO.

Format & Placement

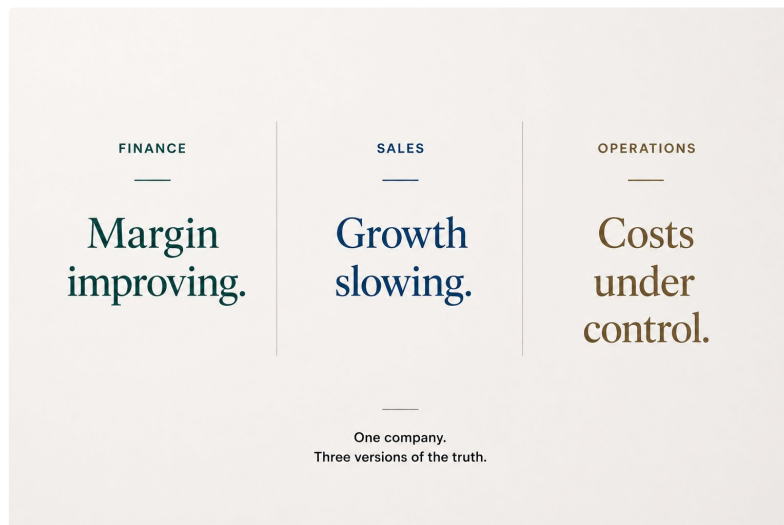
Static image or 3-frame carousel, 4:5 (Feed) / 1:1. Editorial typographic treatment, dark background. Placements: Instagram & Facebook Feed.

CONCEPT 3

"The Alignment Problem"

Organisational conflict / data incoherence · Target: CFO

The discomfort is the message.



Illustrative composition. In production this concept would be developed as video using Runway, ElevenLabs, and ChatGPT image generation.

HOOK

"Three departments. Three reports. Three different answers."

MAIN MESSAGE

Finance, Sales, Operations — all looking at the same company, telling different stories. When data doesn't align across functions, the CFO doesn't have an information problem. They have a trust problem. And when trust in the numbers breaks down, every major decision becomes harder.

Why It Works

Every CFO has sat through this exact meeting. The problem is named not as a data quality issue but as a political and organisational one — which is precisely how CFOs experience it day to day.

Visual Direction

Three columns — Finance, Sales, Operations — each with a short qualitative statement in a distinct colour. Clean, typographic, no icons. Closing line: "One company. Three versions of the truth."

COPY EXAMPLE

Primary Text

Finance says margin is improving. Sales says growth is slowing. Operations says costs are under control. They're all looking at the same business. So why are they telling different stories? When every department interprets the data differently, the challenge isn't information. It's alignment. The Decision Layer explores how finance leaders can create a shared understanding that leads to better decisions.

Headline

One Company. Three Versions Of The Truth.

Description

A free framework for finance leaders.

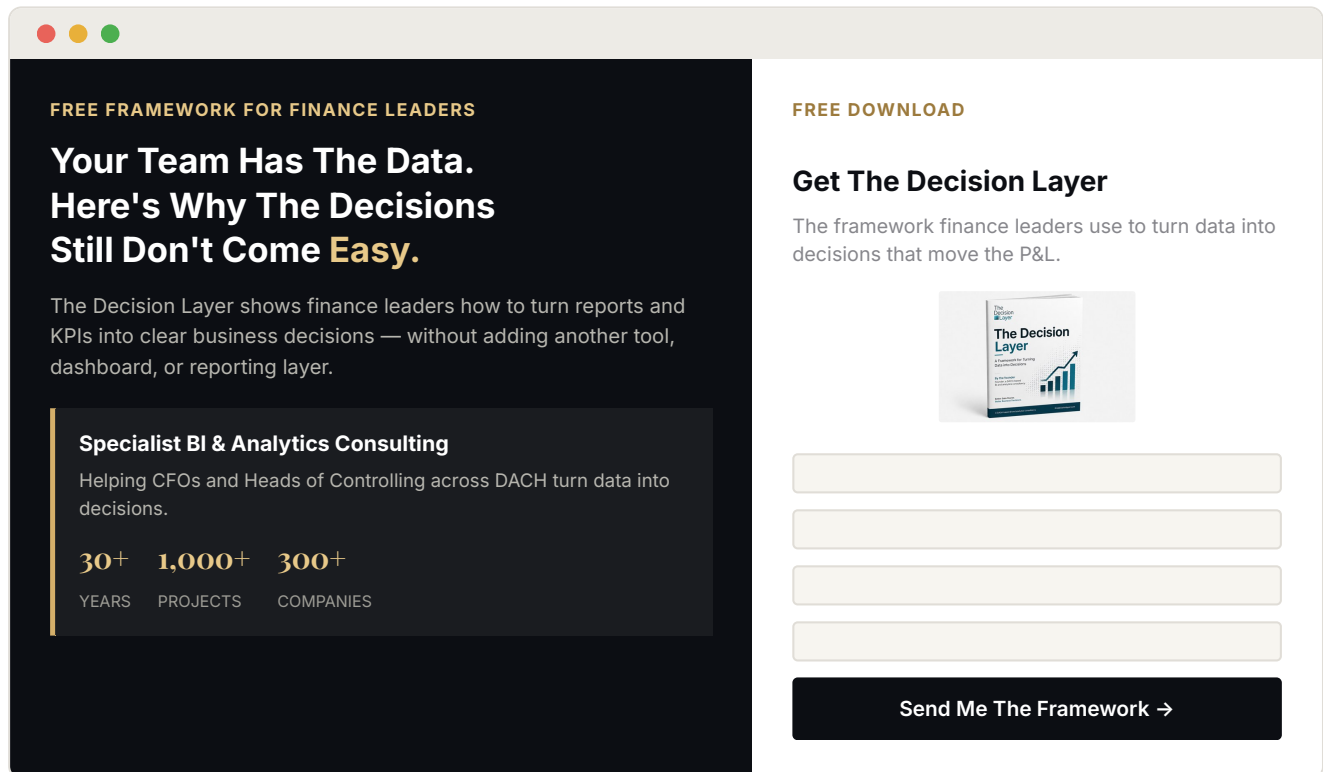
In production: up to 5 primary texts + 5 headlines for Meta DCO.

Format & Placement

Static image, 4:5 (Feed) / 1:1. Three-column typographic layout, light background, no icons. Placements: Instagram & Facebook Feed.

The Decision Layer

A landing page concept built to convert finance leaders, not data teams.



Scaled recreation of the live hero section. Full prototype delivered as a functional HTML file with this case study.

- 01 Headline as bridge**
Every visitor arrives pre-qualified — the page picks up exactly where the ad left off.
- 02 Copy as ICP filter**
A lead-quality mechanism, not a UX choice: the wrong audience self-excludes before the form.
- 03 Phone field by design**
Built around the brief's 5-minute callback window, framed transparently rather than hidden.
- 04 Tracking infrastructure**
GA4 and Meta Pixel placeholders, ready to activate with real IDs. UTM parameters captured on load.
- 05 A GoHighLevel webhook**
Would replace the static form in production, routing leads directly into the client's CRM.
- 06 The Easter Egg**
Submitting the form triggers an immediate download — the full user journey, end to end.

Live prototype: delivered as a fully functional HTML file. The form is active — submitting it triggers the user journey end-to-end.

Additional Growth Opportunities

The following was developed as strategic context, not as a substitute for the brief deliverables.

THREE-STAGE META FUNNEL ARCHITECTURE

The three lead gen concepts above are designed to work immediately. For sustained, scalable acquisition — and to build the warm audience Meta currently lacks — a three-stage architecture is recommended:

<p>STAGE 1</p> <p>Awareness</p> <p>Objective: Reach Audience: Cold</p> <p>Build a cold CFO audience. With a following in the low hundreds, there's no warm base. This stage creates one.</p>	<p>STAGE 2</p> <p>Consideration</p> <p>Objective: ThruPlay Audience: Warming</p> <p>Short video featuring the founder as thinking partner. 15+ second viewers enter the retargeting pool.</p>	<p>STAGE 3</p> <p>Conversion</p> <p>Objective: Lead Gen Audience: Hot</p> <p>Retarget the warm audience built above. Lower CPL, higher intent, shorter path to opt-in.</p>
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CONTENT LEVERAGE

The brief noted existing YouTube and LinkedIn content as an underused asset. A structured repurposing workflow — turning the founder's LinkedIn posts into short-form video, and video content into lead magnet teasers — compounds the audience-building effort without proportional additional spend.

ICP-DIFFERENTIATED NURTURE

CFOs and Heads of Controlling enter the funnel from different motivations. A differentiated email nurture sequence post-download — one track for each role — increases booking rate by ensuring the conversation that follows the download matches the reader's actual decision-making context.

What's Included

✓ 3 Meta ad concepts

Each with hook, main message, visual direction, full copy example (primary text, headline, description), and format & placement specs, ready for Meta's dynamic creative optimisation.

✓ 1 landing page, fully functional

Built, styled, and live as an HTML prototype. The form works: submitting it completes the full user journey, including download.

✓ 1 strategic premise

Grounded in the brief and direct research into the client's site and social presence, not assumptions.

✓ 1 growth roadmap beyond the brief

A three-stage funnel architecture, content leverage plan, and ICP-differentiated nurture sequence, offered as context, not a substitute for the core deliverables.

"This is how I approach a growth problem: research the real constraint, build creative that filters for the right audience, and design the system that carries a visitor all the way to a qualified conversation."

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