

Trading Learner Webinar Case Study

Meta Ads and VSL Landing Page Campaign

	1 April 2026 to 19 September 2026
	Generate consistent registrations for paid live trading webinars

Campaign Overview

Trading Learner needed a more dependable way to fill its live trading webinars. The campaign was built around a simple target: achieve 50 registrations for each webinar promotion cycle within two weeks. We rebuilt the path from ad impression to registration, with sharper creative testing and a landing page designed to explain the webinar before asking for the signup.

The Challenge

Webinar registrations were not coming in consistently. The existing journey needed stronger education for cold audiences, clearer positioning for the paid webinar, and an evidence-led way to identify which audience and creative combinations could drive registrations at a sustainable cost.

Strategy and Execution

Reworked the webinar landing page into a VSL-led format, keeping the offer, coach credibility and registration action in one focused conversion journey.

Built a two-stage Meta Ads funnel: Awareness campaigns to introduce the webinar, followed by Lead Generation campaigns to drive registrations.

A/B tested working professional audiences against people interested in trading, the stock market and investing.

Expanded targeting from Tier 1 cities to major cities with strong stock-market and trading interest.

Tested both video and static-image creatives with different hooks around common trading mistakes, structured decision-making, entry, risk and exit planning.

Reviewed results regularly and concentrated spend on better-performing audience and creative combinations.

Campaign Results

Across the campaign period, the funnel generated 239 webinar registrations from a total ad spend of Rs 2.94 lakh. The campaign delivered wide market visibility while driving measurable visits to the webinar landing page.

Webinar registrations	239
Total ad spend	Rs 2.94 lakh
Cost per registration	Rs 1,230
Impressions	1.25 crore+
Link clicks	10,468
Landing page views	5,539

Outcome

The VSL landing-page approach, combined with a structured Meta Ads funnel, produced a repeatable webinar-

registration campaign. It generated 239 registrations, reached more than 1.25 crore impressions and gave Trading Learner a clearer basis for scaling future webinar promotions through ongoing creative and audience testing.