

A CASE STUDY IN BETTER ENQUIRY ECONOMICS

1,851 enquiries. But the breakdown is the real story.

A low cost per lead can look impressive. It tells you almost nothing about whether the right people are making contact.

1,851

reported Meta lead-form results

~1 in 3

participant-related enquiries

A\$193

estimated cost per participant-related enquiry, incl. management

What happened

Over roughly two years, I ran Meta advertising for one Australian NDIS provider under an exclusive agreement. We worked on two related challenges: reaching people looking for supports and building a pipeline of prospective support workers.

The account recorded 1,851 lead-form results. Provider tracking indicated that about one-third were participant-related. The rest largely reflected support-worker interest.

The question was never just “How cheaply can we get a lead?”

It was “Are we generating the right opportunities, and can the provider turn those conversations into appropriate support?”

The Lighthouse Method developed from that experience: build familiarity, explain your supports, invite the right enquiries, then pay attention to what happens next.

Historical results from one provider. “Enquiries” are Meta-attributed lead-form results, not unique people or confirmed support commencements. A\$193 is an indicative calculation; see page 3.

Most ads ask for too much, too soon.

A person sees your business for the first time. In one moment, you're asking them to understand your supports, trust your team and make contact. Sometimes that works. Often, they need more context.

1. Be worth recognising

Introduce the people behind your business, where you work, who you support and how you approach care. The purpose is to make your provider easier to understand and remember.

2. Answer the questions people actually have

Explain how someone gets started, what a first conversation involves, and what your team can and cannot provide. Use genuine stories and reviews only with appropriate consent.

3. Give interested people a clear next step

Invite relevant enquiries for services and locations where you have capacity. Make it easy for the right person on your team to respond and assess fit.

Visibility creates the opportunity. Follow-up determines what happens to it.

The campaign is designed around the provider's actual services, capacity and enquiry-handling process, not an arbitrary lead target.

In the source account, one lead campaign recorded 578 results at A\$20.02 in direct campaign spend while other campaigns supported visibility. That A\$20.02 excludes spend in the other layers and management fees, so it is not the full cost of the Lighthouse Method.

We also observed greater familiarity among some people who had seen multiple messages. That was an operational observation from one account, not a controlled causal study or a guaranteed number of touchpoints.

02 / THE NUMBERS THAT MATTER

Different enquiries. Different economics.

Here is the more useful way to read the results, using the reported totals and a roughly one-in-three participant-enquiry share.

~617

estimated participant-related enquiries

A\$115

estimated ad spend per participant-related enquiry

A\$193

estimated incl. management

How the estimate was calculated

Reported Meta advertising spend	A\$71,176.46
Reported lead-form results	1,851
Indicative participant-related enquiries (one-third)	~617
24 months of management at A\$1,997	A\$47,928.00
Combined advertising and management	A\$119,104.46
Estimated cost per participant-related enquiry	A\$193.04

What this does and does not mean

This is a cost per participant-related enquiry, not cost per acquired participant (CPA). Not every enquiry is suitable, unique or ready to begin support. A true acquisition cost requires verified attributable support commencements.

Assumptions: management from September 2024 through August 2026 (24 months) at A\$1,997/month; participant enquiry mix approximately one-third per provider tracking. The underlying Meta export used for the 1,851 / A\$71,176.46 totals was previously labelled with a different period. These are therefore indicative combined-period economics pending confirmation that the export and fee periods align. The 1,851 results include 11 collaboration results. Figures rounded; historical performance is not a forecast.

03 / THE NEXT CHAPTER

Built with one provider. Now available to more.

I spent almost two years developing and refining the Lighthouse Method under an exclusive arrangement with one NDIS provider. That gave me the room to test, learn and improve the approach in a real account.

That exclusive term has ended. I now work with other providers who have capacity to support more people and want to become easier to find, understand and approach.

Good support can only make a difference once people find it.

If your team has room to support more participants, being visible to the people who need you matters.

Where I would start with your business

I would want to know which services you can responsibly grow, which locations matter most, how people currently discover you and what happens to enquiries once they arrive. Only then does the advertising plan make sense.

YOUR FIRST STEP

Know where to focus before you spend more.

Take the free Lightkeeper Growth Check. Seven practical questions, examples of what good looks like and a personalised first improvement sent to your inbox.

growthrexagency.com/growth-check

Already have capacity and want to discuss the Lighthouse Method? Email jay@growthrexagency.com

My longer-term mission is to help 10,000 NDIS participants connect with and begin receiving the right supports by 31 December 2030, through Growthrex-managed campaigns. Enquiries do not count toward that mission; only verified support commencements do.