

699 new followers in 22 days — at under half the UK cost.

How Virtuecore built a high-intent Instagram audience for The Arbitrage Blueprint — an Amazon FBA mentorship — for £0.78 a follower, turning £542 of ad spend into 4,658 profile visits and a warm top-of-funnel that feeds the sales pipeline.

£0.78

COST PER FOLLOWER
vs £1.50–£3.00 UK avg

4×

CHEAPER PROFILE VISITS
than benchmark

15%

FOLLOW-THROUGH RATE
1 in 6.7 visitors

THE RESULT

A 22-day campaign that beat every benchmark it was measured against

The Arbitrage Blueprint needed to grow a warm, high-intent Instagram audience it could nurture into high-ticket mentoring clients. Virtuecore designed and ran a single-creative follower-growth campaign that delivered results well ahead of UK paid-social norms — at a cost per follower less than half the market average.

699**NEW FOLLOWERS**

in 22 days, paid only

£0.78**PER FOLLOWER**

vs £1.50–£3.00 UK avg

4,658**PROFILE VISITS**

high-intent traffic

£0.12**COST PER VISIT**

4× cheaper than benchmark

6.80%**CLICK-THROUGH**

vs ~1–2% typical

68,479**PEOPLE REACHED**

at 1.03× frequency

The headline: £542.29 of spend produced 699 new followers and 4,658 profile visits — a top-of-funnel audience acquired at **£0.78 per follower**, when influencer shoutouts in this niche run £2–£10 per follower. For a business whose clients are worth £2,000–£10,000+ each, that is an exceptional cost of audience.

THE CLIENT

The Arbitrage Blueprint

The Arbitrage Blueprint is a UK Amazon FBA mentorship, teaching everyday people to build profitable online-arbitrage and wholesale businesses. Its buyers are aspiring entrepreneurs aged 25–45 chasing financial independence — an audience that lives on Instagram and responds to authentic, lifestyle-led content that proves real results.

For a high-ticket mentoring offer, Instagram growth is not a vanity metric — it is the top of the funnel. Every new follower is a warm lead who can be nurtured through content, stories and direct outreach toward a discovery call. The brief was simple: **grow that audience as efficiently as possible, with buyers, not bots.**

The funnel we were feeding

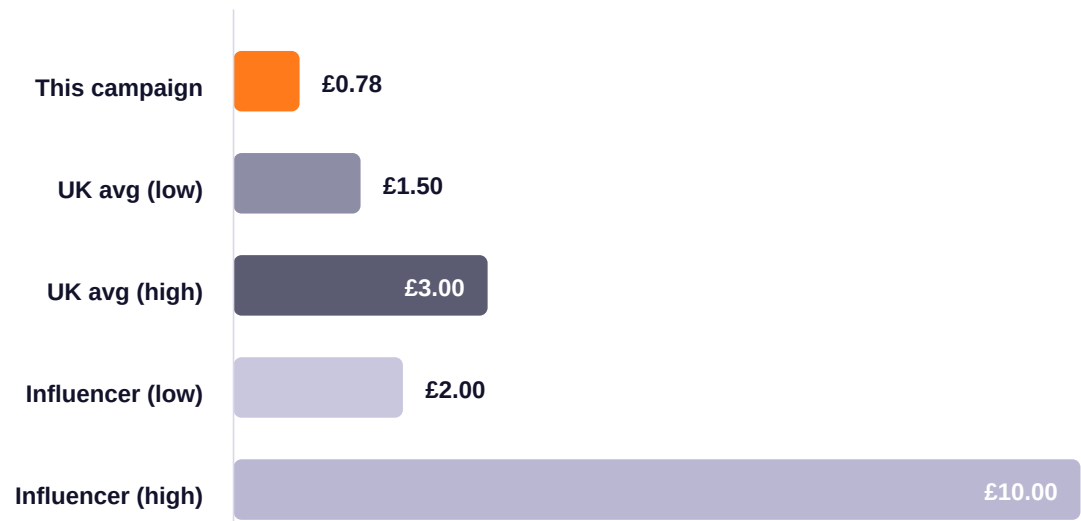


Why this matters: a 15% follow-through rate means roughly 1 in every 6.7 people who visited the profile chose to follow — a strong signal that the traffic was relevant and the profile was doing its job. Cheap clicks are easy; cheap clicks that *convert to followers* are what build a pipeline.

THE PROOF

Less than half the going rate for a follower

Cost per follower is the cleanest measure of a growth campaign's efficiency. Here is where this campaign landed against the UK market — lower is better.



Cost per Instagram follower (£) — Virtuecore campaign vs stated UK benchmarks. Benchmark ranges from Meta and third-party paid-social studies, 2024–2025.

Full campaign scorecard

Metric	Result	Benchmark	Verdict
Cost per follower	£0.78	£1.50–£3.00 UK avg	Under half the market
Cost per profile visit	£0.12	£0.20–£0.50	~4× cheaper
Follow-through rate	15.0%	5–10% typical	Well above range
Click-through rate	6.80%	~1–2%	3–6× stronger
Reach / frequency	68,479 @ 1.03×	1.0–2.0 ideal	Near-unique delivery
Total spend	£542.29	—	Full 22-day flight

THE APPROACH

Right creative, right placement, right audience

The campaign ran a single hero creative — a “Day in the Life” video — across Instagram and Facebook placements. Rather than spread budget evenly, Virtuecore let performance decide where the money went, and the data pointed clearly to one winner.

- ✓ **Instagram Reels was the standout placement** at £0.10 per profile visit — the cheapest, highest-volume channel, and where the lifestyle creative naturally belonged.
- ✓ **The “Day in the Life” angle did the heavy lifting** — aspirational, authentic and native to how this audience already scrolls, which is why follow-through hit 15%.
- ✓ **Frequency held at 1.03×**, meaning almost everyone saw the ad once — efficient, near-unique reach rather than burning budget re-serving the same people.
- ✓ **Peak day: 55 new followers in 24 hours** (14 September), at a cost per visit of just £0.08.

“Cheap growth is easy to fake. Growth that follows, engages and buys is the hard part — and that is exactly what £542 bought here.”

— Virtuecore campaign team

Where the budget worked hardest

Placement	Cost / visit	Read
Instagram Reels	£0.10	Winner — cheapest & highest volume
Instagram Explore	£0.11	Efficient, under-used — room to scale
Instagram Feed	£0.12	Solid, on-benchmark
Instagram Stories	£0.14	Steady supporting placement
Facebook Reels / Stories	£0.53–£0.60	Cut — 4–5× more expensive

THE OPPORTUNITY

A pipeline, not just a follower count

699 warm followers and 4,658 profile visitors are not the finish line — they are inventory. The next phase turns that audience into booked calls and enrolled clients:

- ✓ **Retarget the 4,658 profile visitors** with a free Amazon FBA starter guide or webinar — capturing intent that the follower campaign surfaced but didn't yet convert.
- ✓ **Nurture the 699 new followers** with a 30-day Stories sequence built to move them toward a discovery call.
- ✓ **Refresh the creative every ~10 days** to extend peak efficiency — the data showed the audience began to saturate around day 9, exactly when a second angle should enter.
- ✓ **Reallocate the Facebook budget** into Reels and Explore, the two placements already proving cheapest.

Want results like these for your business?

Virtuecore builds paid-social campaigns that grow real, high-intent audiences — and the funnels that turn them into revenue. Book a free strategy call and we'll map your first campaign.

virtuecore.co.uk · **Book a free strategy call**

Campaign period 13 Sep – 4 Oct 2025. All figures are actual reported results from the client's Meta Ads account. Benchmark ranges are cited industry figures, not client data. Individual results vary with offer, audience and spend.