

Scaling Solar Energy Lead Gen: 2,416 Conversations. One Messaging Engine.

A 12-month performance analysis of MK Cables & Solar's Meta advertising account, demonstrating how conversation-first messaging campaigns drove high-intent solar leads at scale — and the framework to take it to \$1M/month.

Client: MK Cables & Solar **Industry:** Renewable Energy / Solar **Period:** Aug 2025 – Aug 2026 **Platform:** Meta (Facebook & Instagram)

THE CORE ENGINE

Messaging Performance Spotlight

Messaging is not just a campaign goal here — it is the entire conversion strategy. The solar energy audience in Pakistan prefers direct, consultative WhatsApp conversations over website navigation. We built the entire funnel around that insight.

TOTAL MESSAGING CONVERSATIONS (LAST 90 DAYS)

2,416+

High-intent WhatsApp conversations started directly from Meta ads. Each conversation represents a potential solar installation inquiry — a warm lead ready for the sales team.



1,030

Top Ad Conversations
Fox ESS industrial lineup — highest volume messaging ad



702

Active Ad Conversations
"Your trusted solar partner" since Aug 7 — still scaling



70%

Messaging Ad Dominance
7 of top 10 ads used the WhatsApp messaging goal



PKR 16.73

Best Cost Per Conversation
18% more efficient than the account average

PERFORMANCE OVERVIEW

Key Performance Indicators

TOTAL REACH

162,453

Unique Meta Accounts

TOTAL VIEWS

295,763

1.82x Reach Multiplier

TOTAL RESULTS

3,473

Messages, Visits, Followers

TOTAL AD SPEND

PKR 71,485

≈ \$255 USD

AVG. COST PER RESULT

PKR 20.58

≈ \$0.07 USD per result

MESSAGING CONVERSATIONS

2,416

Last 90 Days

CAMPAIGN BREAKDOWN

Top 10 Ads by Performance

AD CREATIVE / HOOK	GOAL	STATUS	RESULTS	COST/RESULT	SPEND
Powering every space—from homes to heavy industries...	WhatsApp Messages	Paused	1,030	PKR 29.94	PKR 30,838
Your trusted solar partner just got even stronger...	WhatsApp Messages	Active	702	PKR 16.73	PKR 11,745
Stay Tuned... Awards Night 2026 is coming up...	Page Visits	Paused	700	PKR 3.78	PKR 2,645
MK CABLES & SOLAR • CABLES • SOLAR PANELS...	Page Followers	Paused	310	PKR 4.40	PKR 1,362
HOYMILES HYBRID INVERTERS ARE NOW AVAILABLE...	WhatsApp Messages	Paused	275	PKR 40.20	PKR 11,054
Ghar ho ya dukan, bijli ki tension hamesha...	WhatsApp Messages	Paused	189	PKR 20.26	PKR 3,829
Ghar ho ya dukan, bijli ki tension hamesha...	WhatsApp Messages	Paused	175	PKR 28.45	PKR 4,977
Azadi Ka Jashan, Roshan Gharon Ke Sath!	WhatsApp Messages	Active	52	PKR 49.11	PKR 2,553
Ready to break free from rising electricity bills?	WhatsApp Messages	Paused	17	PKR 56.14	PKR 954
Let the sun power your future...	WhatsApp Messages	Paused	15	PKR 92.76	PKR 1,391

AUDIENCE INTELLIGENCE

Demographic Targeting Breakdown

25–34

Male • Primary Decision Makers

63,321 REACH
1,057 RESULTS

35–44

Male • Highest Conversion Rate

48,476 REACH
1,070 RESULTS

45–54

Male • Industrial Buyers

19,621 REACH
637 RESULTS

18–24

Male • Emerging Market

16,130 REACH
178 RESULTS

STRATEGIC ANALYSIS

Key Performance Insights

70%

Messaging Dominance

70% of top-performing ads utilized the "Get WhatsApp Messages" goal. The solar energy audience in Pakistan prefers direct, consultative conversations over website navigation. This insight drives the entire creative strategy toward conversation-first ad formats.

61%

Core Decision Makers

Men aged 25–44 generated 2,127 results (61% of total). This segment represents the highest intent for solar investments, combining homeownership with disposable income. All future creative must speak directly to this demographic's pain points: rising electricity costs and energy independence.

PKR 3.78

Low-Cost Awareness

The "Awards Night" teaser achieved the lowest cost per result at PKR 3.78, proving that community-focused, event-based content is a powerful top-of-funnel tool. This strategy reduces CPMs while building brand affinity for retargeting.

18%

Active Ad Outperformance

The current active ad ("Your trusted solar partner") is outperforming the account average by 18% (PKR 16.73 vs PKR 20.58). This validates the hypothesis that trust-based, partnership messaging resonates more than feature-heavy creative in this market.

GROWTH STRATEGY

Scaling Roadmap: From PKR 71K to \$1M/Month

1

Full-Funnel Architecture

Transition from individual boosted posts to a structured 3-stage funnel: Awareness (Video/Event content) → Consideration (Messaging/WhatsApp) → Conversion (Lead Gen Forms). Each stage feeds the next with retargeting audiences.

2

Advantage+ Campaign Structure

Implement Meta's Advantage+ automated placements to reduce CPMs by 15-20% while maintaining the high CTRs observed in current messaging ads. Use broad targeting with creative as the primary filter.

3

Creative Testing System (300+ Concepts/Sprint)

Build an AI-assisted creative pipeline: LLMs for hook ideation → AI for rapid storyboarding → Human directors for emotional polish. Test hooks, formats, and angles systematically to prevent creative fatigue at scale.

4

Localisation & Market Expansion

Adapt the proven messaging framework for new geographic markets. Maintain the core emotional hooks (energy independence, cost savings) while localizing language, cultural references, and compliance requirements.

5

Performance Reporting & Iteration Loop

Establish weekly reporting cadence tracking Hook Rate, Hold Rate, CTR, and Cost Per Conversation. Use explicit decision rules: ads below benchmark are killed within 48 hours; winners are scaled 20% daily until efficiency drops.

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