



How **Kaabil.school** Scaled from **0 to \$20K/Month** Empowering **Pakistan's** **Future** Entrepreneurs



Presented by: **Nexflow**



About the Client



- » **Client:** Kaabil.school
- » **Industry:** Education / Skill Development
- » **Program:** 8-Week “Kaabil Cohort”– Build Skills, Launch a Business, Earn Your First \$500
- » **Target Audience:** Men & Women in Pakistan (age 25–60)
- » **Regions:** Help individuals start small online businesses using modern digital skills.

Kaabil.school was launched by the founders of AiForAll after their successful AI education programs. They identified a gap, thousands of motivated people in Pakistan wanted to learn income-generating skills and launch small businesses, but didn’t know where to start.





The Challenge

Kaabil was a brand-new venture – no audience, no social presence, no leads.

Our Goal was to Build Everything from Scratch:

- Create a Brand Identity and Social Media Presence.
- Set up end-to-end Systems in GoHighLevel (GHL).
- Launch Campaigns that could Deliver Paid Enrollments from Day one.

We knew what worked for AiForAll, but needed to adapt it for the Pakistani market and audience behavior.

Created Social Media Accounts and Integrated all in one in GoHighLevel CRM for Posting and Scheduling

Kaabil

Lahore, Punjab

Search

ctrl K

Launchpad

Dashboard

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Reporting

Cohort Payment Submiss...

Settings

Marketing

Social Planner

Emails

Snippets

Countdown Timers

Trigger Links

Affiliate Manager

Brand Boards

Ad Manager

Threads is now available in Social Planner

You can now publish and schedule content directly to Meta's Threads, the fastest growing social platform.

Connect to Threads

Facebook

Instagram

LinkedIn

WhatsApp

+3

2025-05-21

→

2025-11-21

Filters

Actions

Filter Views: All

Search by caption (min 3 chars)

☐	Caption	Media	Status	Type	Date	Social	
☐	Kuch log sirf khooaab dekhte hain. Aur kuch log unhein pura kar lete hain. 🙌 ...		Published	Post Composer	Oct 18, 2025 10:02 AM		⋮
☐	Kuch log sirf khooaab dekhte hain. Aur kuch log unhein pura kar lete hain. 🙌 ...		Published	Post Composer	Oct 18, 2025 10:02 AM		⋮
☐	Kuch log sirf khooaab dekhte hain. Aur kuch log unhein pura kar lete hain. 🙌 ...		Failed	Post Composer	Oct 18, 2025 10:02 AM		⋮
☐	Kuch log sirf khooaab dekhte hain. Aur kuch log unhein pura kar lete hain. 🙌 ...		Published	Post Composer	Oct 18, 2025 10:02 AM		⋮
☐	Aap ne bhi socha tha na... ...		Failed	Post Composer	Oct 17, 2025 01:28 PM		⋮
☐	Aap ne bhi socha tha na... ...		Published	Post Composer	Oct 17, 2025 01:28 PM		⋮
☐	Aap ne bhi socha tha na... ...		Published	Post Composer	Oct 17, 2025 01:28 PM		⋮



The Strategy – Replicating a Proven System

Since we already had a battle-tested funnel from AiForAll, we replicated and localized it for Kaabil.

Step 1: Lead Generation – Meta Ads for Free Masterclass

We launched Meta Ads targeting men and women across Pakistan with a “**Free Masterclass**” approach, focused on financial independence and starting a business with zero investment.



We Reused the Same Successful Structure:

- › Value-first Campaign
- › Simple, Relatable Creatives
- › A/B testing with different hooks and visuals

Impact: Within 7 days of launch, we achieved a low cost per lead (\$0.1–\$0.2) and consistent conversions.

Meta Ads Manager Dashboard (All Campaigns)

Kaabil Cohort 1 Ad sets Screenshots (Including A/B Testing, Dynamic Ads)

[illegible]

Kaabil Cohort 2 Ad sets Screenshot (Used Previous Winning Ads)

Ad sets

Business Ad Account (101...)

100 Opportunity score

Updated just now

Review and publish

...

All ads

Actions

Had delivery

Active ads

+ See more

Create a view

Search to filter by name, ID or metrics

Maximum: 20 Sep 2022 - 20 Oct 2025

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

A/B test

More

Columns: Funnel Setting

Breakdown

Reports

Export

Charts

	Off/On	Ad set	Frequency	Impressions	Reach	Website landing page...	Results	Cost per result	Budget	Amount spent	CPM (cost per 1,000...	CTR (link click-through rate...	CPC (cost per link click)
☐	☒	KBL - P2P C2 - 3rd May - W...	1.76	1,031,602	585,140	14,518	6,945 Website leads	\$0.13 Per lead	\$200.00 Daily	\$909.10	\$0.88	2.02%	\$0.04
☐	☒	KBL - P2P C2 - 3rd May - M...	1.90	785,250	412,779	9,070	4,482 Website leads	\$0.15 Per lead	\$150.00 Daily	\$651.63	\$0.83	1.68%	\$0.05
☐	☒	KBL - P2P C2 - 3rd May - W...	1.55	463,122	298,571	6,175	3,361 Website leads	\$0.15 Per lead	\$25.00 Daily	\$499.85	\$1.08	1.90%	\$0.06
☐	☒	KBL - P2P C2 - 3rd May - M...	1.30	215,018	165,659	2,326	1,157 Website leads	\$0.28 Per lead	\$8.50 Daily	\$324.24	\$1.51	1.66%	\$0.09
Results from 4 ad sets													

Kaabil Cohort 3 Ad sets Screenshot

Ad sets

Business Ad Account (101...

100 Opportunity score

Updated just now

Review and publish

Search to filter by name, ID or metrics

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Maximum: 20 Sep 2022 - 20 Oct 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Funnel Setting

Breakdown

Reports

Export

Charts

	Off/On	Ad set	Frequency	Impressions	Reach	Website landing page...	Results	Cost per result	Budget	Amount spent	CPM (cost per 1,000...	CTR (link click-through rate...	CPC (cost per link click)	3-second video plays
	☐	KBL - P2P C3 - 9th August - ...	1.32	118,869	89,968	1,600	893 Website leads	\$0.17 Per lead	\$20.00 Daily	\$151.44	\$1.27	1.97%	\$0.06	44
	☐	KBL - P2P C3 - 9th August - ...	1.41	331,169	235,353	4,427	2,368 Website leads	\$0.19 Per lead	\$60.00 Daily	\$450.75	\$1.36	2.03%	\$0.07	124
	☐	KBL - P2P C3 - 9th August - ...	2.04	1,484,970	726,714	22,274	10,669 Website leads	\$0.19 Per lead	\$2,100.00 Lifetime	\$2,028.33	\$1.37	2.30%	\$0.06	535
	☐	KBL - P2P C3 - 9th August - ...	1.60	537,177	336,439	6,548	3,346 Website leads	\$0.18 Per lead	\$750.00 Lifetime	\$616.42	\$1.15	1.93%	\$0.06	177
Results from 4 ad sets														

Kaabil Cohort 4 Ad sets Screenshot (Due to Ad Fatigue we use new Ad Reels for C4 that include A/B Testing, Dynamic Ads.)

Ads Business Ad Account (101... Opportunity score 100 Updated just now Review and publish

Search to filter by name, ID or metrics

Campaigns 1 selected Ad sets 13 selected Ads for 13 Ad sets

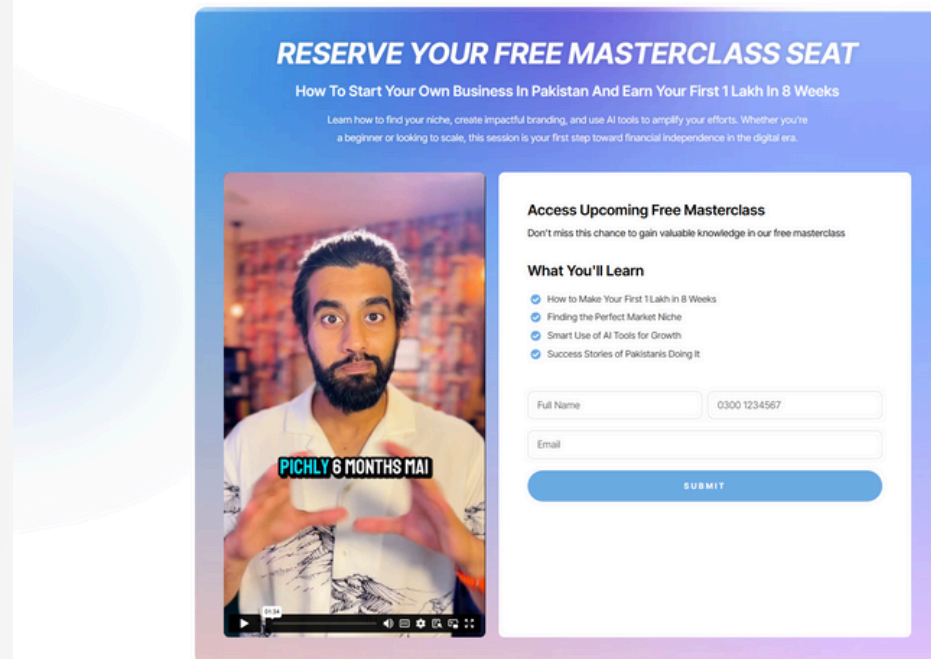
Maximum: 20 Sep 2022 - 20 Oct 2025

Columns: Funnel Setting Breakdown Reports Export Charts

Off/On	Ad	Actions	Frequency	Impressions	Reach	Website landing page...	Results	Cost per result	Budget Ad set	Amount spent	CPM (cost per 1,000...	CTR (link click-through rate...	CPC (cost per link click)
☐	KBL - P2P C4 - 13th September - Mens - Ad	—	1.04	17,679	16,995	101	31 Website leads	\$1.26 Per lead	\$100.00 Daily	\$38.96	\$2.20	1.36%	\$0.16
☐	KBL - P2P C4 - 13th September - Women - ...	—	1.40	598,172	425,863	5,635	2,825 Website leads	\$0.28 Per lead	\$800.00 Lifetime	\$800.00	\$1.34	1.56%	\$0.09
☐	KBL - P2P C4 - 13th September - Mens - Ad	—	1.36	637,098	467,528	6,012	3,109 Website leads	\$0.22 Per lead	\$680.00 Lifetime	\$680.00	\$1.07	1.75%	\$0.06
☐	KBL - P2P C4 - 13th September - Mens - Ad	—	1.29	612,773	473,492	5,991	2,931 Website leads	\$0.23 Per lead	\$680.00 Lifetime	\$680.00	\$1.11	1.79%	\$0.06
☐	KBL - P2P C4 - 13th September - Women - ...	—	1.33	493,749	370,677	5,590	2,525 Website leads	\$0.32 Per lead	\$800.00 Lifetime	\$800.00	\$1.62	1.96%	\$0.08
☐	KBL - P2P C4 - 13th September - Women - ...	—	1.22	354,734	291,526	3,426	1,800 Website leads	\$0.21 Per lead	\$125.50 Daily	\$386.65	\$1.09	1.62%	\$0.07
☐	KBL - P2P C4 - 13th September - Mens - Ad	—	1.16	221,677	190,545	2,331	1,174 Website leads	\$0.23 Per lead	\$85.00 Daily	\$264.15	\$1.19	1.79%	\$0.07
☐	KBL - P2P C4 - 13th September - Women - ...	—	1.21	301,819	249,352	3,319	1,495 Website leads	\$0.29 Per lead	\$115.50 Daily	\$440.40	\$1.46	1.98%	\$0.07
☐	KBL - P2P C4 - 13th September - Mens - Ad	—	1.28	215,447	168,115	2,860	1,457 Website leads	\$0.19 Per lead	\$77.00 Daily	\$277.86	\$1.29	2.18%	\$0.06
☐	KBL - P2P C4 - 6th September - Mens - Ad	—	1.07	31,197	29,124	177	65 Website leads	\$0.75 Per lead	\$1,053.00 Lifetime	\$49.05	\$1.57	1.40%	\$0.11
☐	KBL - P2P C4 - 6th September - Women - ...	—	1.10	28,155	25,600	170	76 Website leads	\$0.63 Per lead	\$1,580.00 Lifetime	\$47.80	\$1.70	1.23%	\$0.14
☐	KBL - P2P C4 - 6th September - Women - ...	—	1.32	278,642	210,601	3,686	1,599 Website leads	\$0.19 Per lead	\$1,580.00 Lifetime	\$307.83	\$1.10	2.06%	\$0.05
☐	KBL - P2P C4 - 6th September - Mens - Ad	—	1.22	160,648	131,700	1,927	844 Website leads	\$0.20 Per lead	\$1,053.00 Lifetime	\$171.84	\$1.07	1.84%	\$0.06

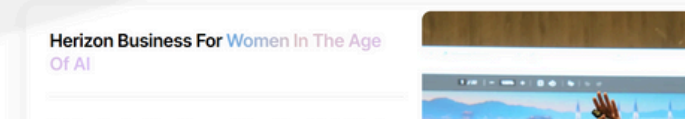
and alot more adsets like this...

Impact: The landing page converted visitors into leads.



YOUR TRAINER

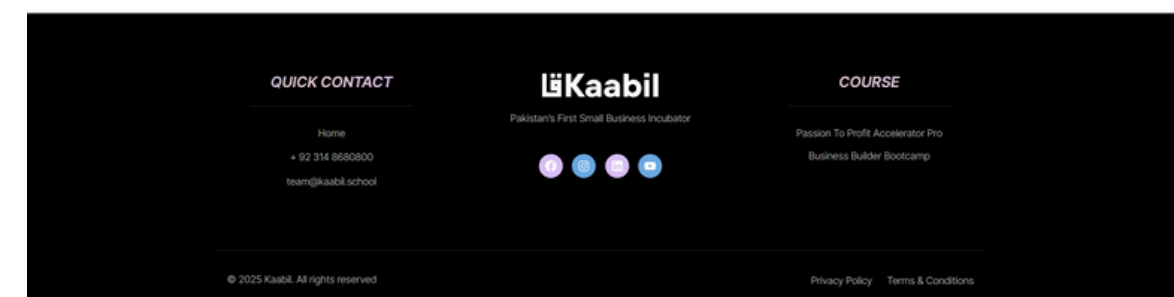
Our journey is built on moments that sparked action, shifted mindsets, and inspired change. From powerful masterclasses to intimate founder conversations, these events reflect Kaabil's mission to equip, uplift, and ignite the next generation of builders in Pakistan



Got questions? Find answers to common queries here to help you get started. If you have any other concerns, feel free to reach out to us.

team@kaabil.school

What is The Cost Of The Masterclass?	+
You don't have to worry about cost, the Masterclass is completely free for you. 🍷	
Who Is The Masterclass Intended For?	+
What Topics Will The Masterclass Cover?	+
Will A Recording Of The Masterclass Be Available?	+
Can I Invite Others To The Masterclass?	+



Landing Page Form

a beginner or looking to scale, this session is your first step toward financial independence in the digital era.

Unmute



00:02

Access Upcoming Free Masterclass

Don't miss this chance to gain valuable knowledge in our free masterclass

What You'll Learn

- ✓ How to Make Your First 1 Lakh in 8 Weeks
- ✓ Finding the Perfect Market Niche
- ✓ Smart Use of AI Tools for Growth
- ✓ Success Stories of Pakistanis Doing It

Full Name

0300 1234567

Email

SUBMIT



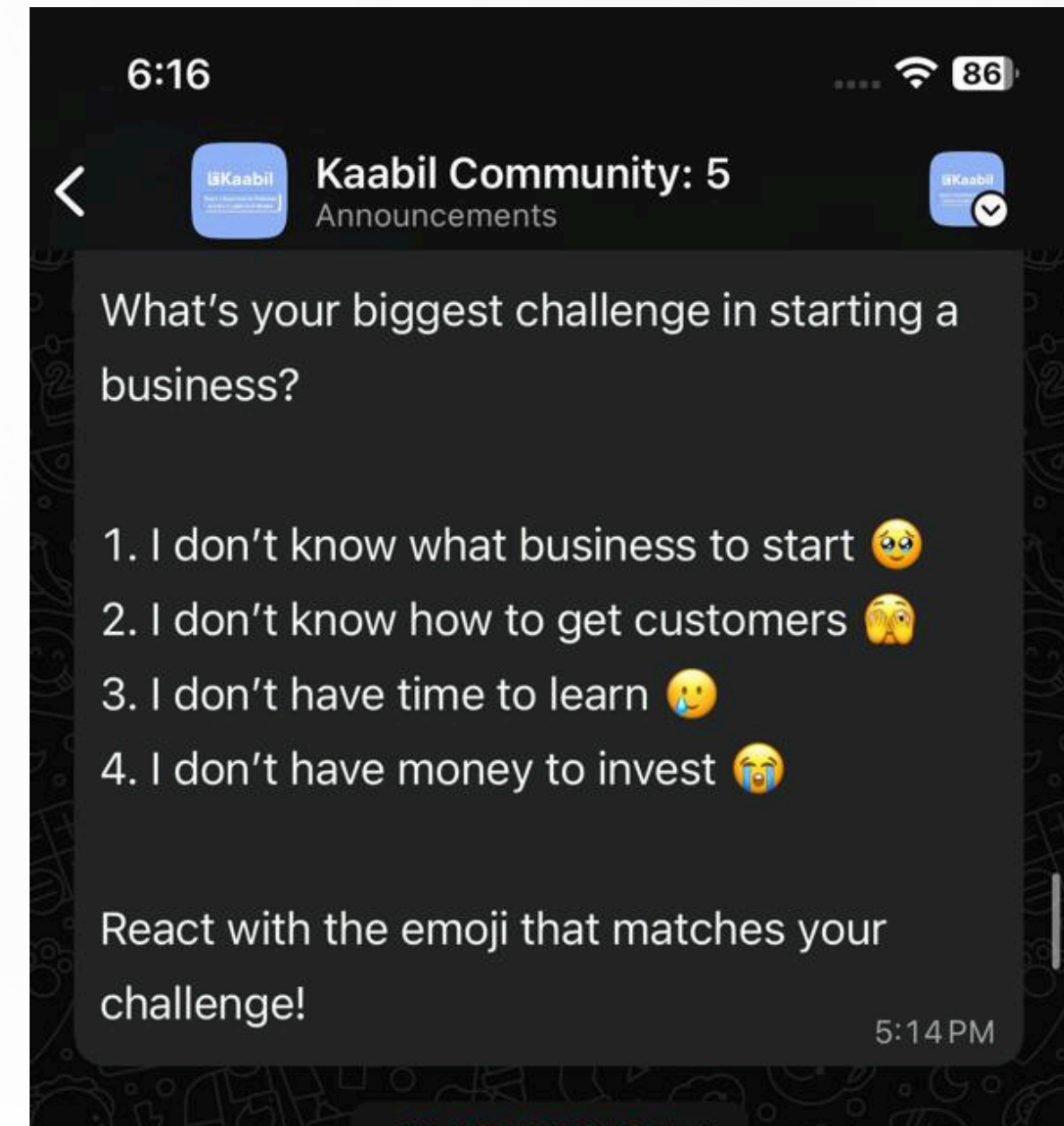
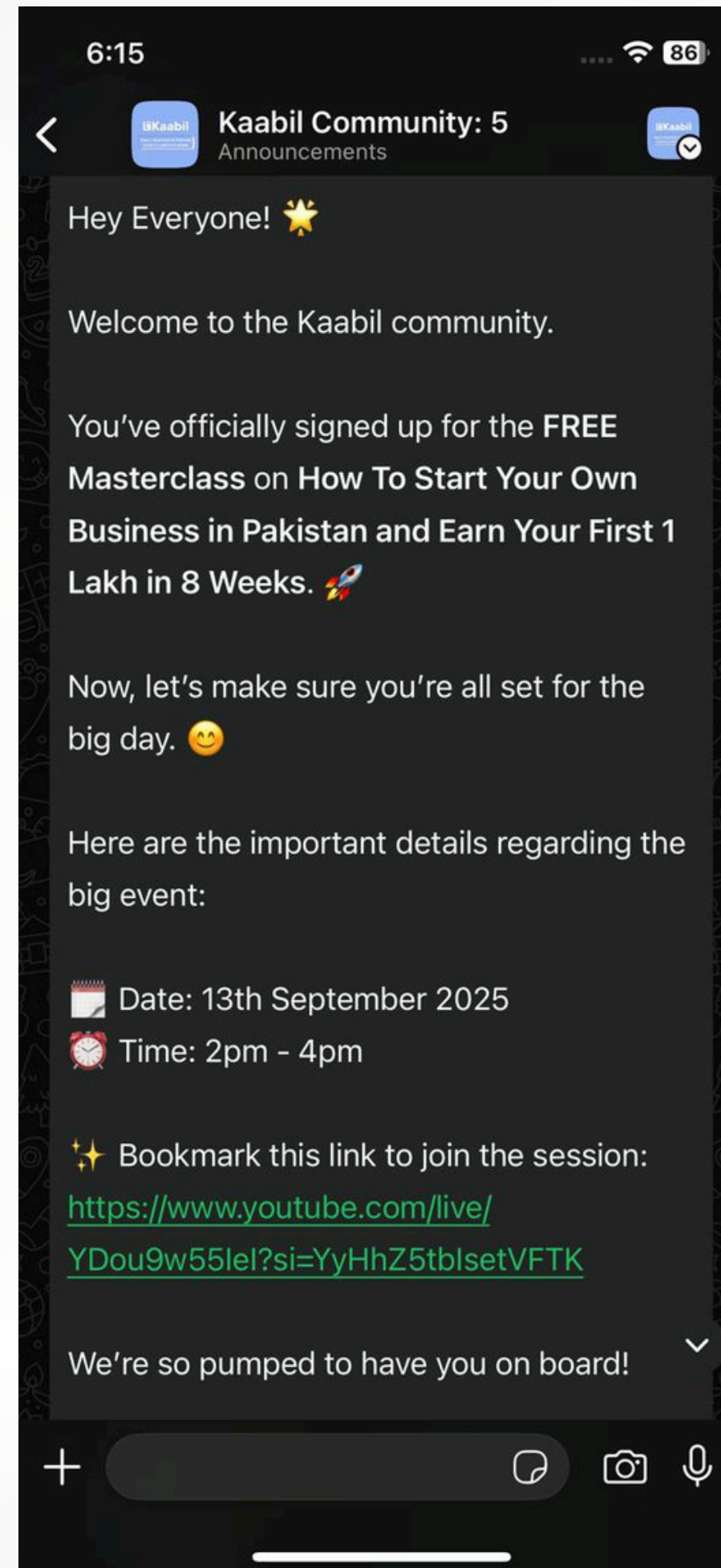
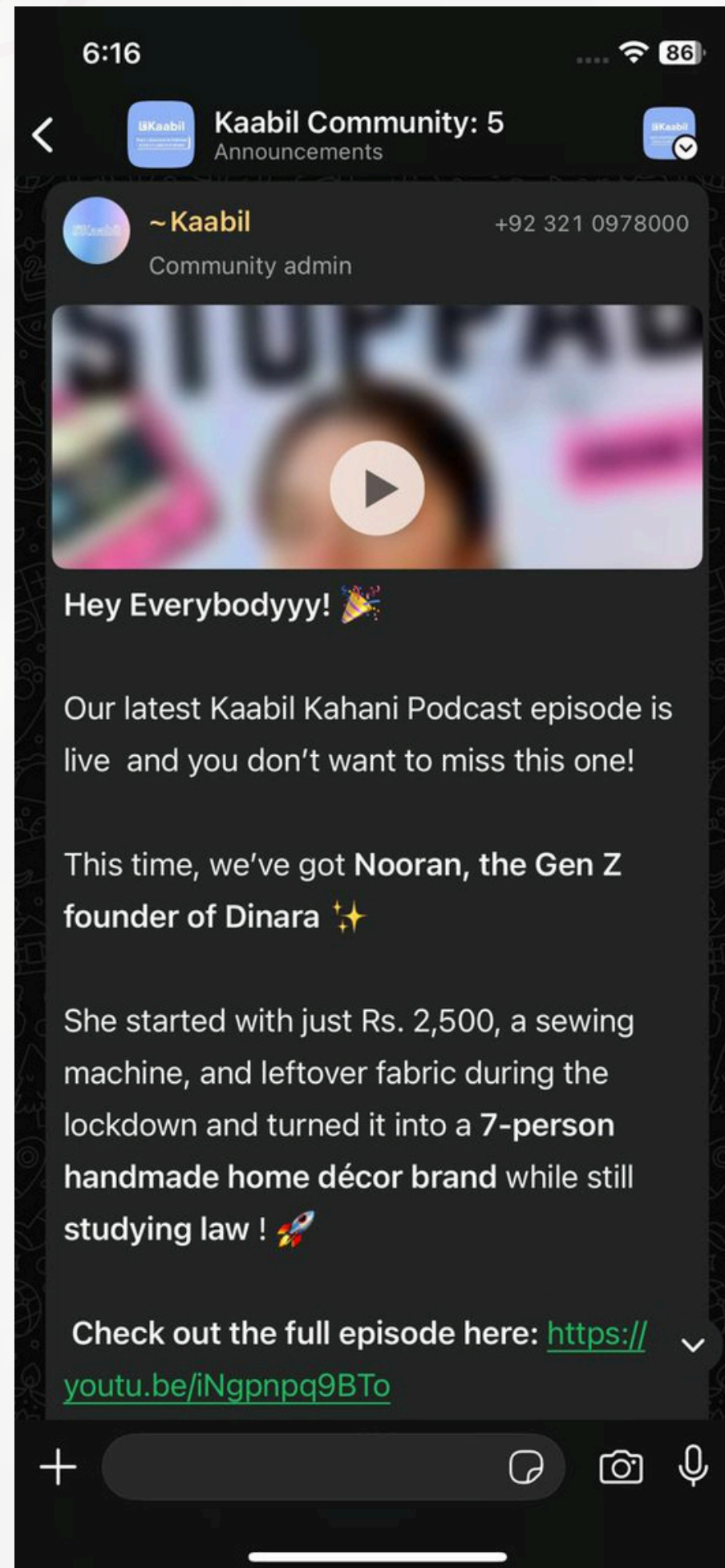
Step 3: Engagement – WhatsApp Community

Once registered, users were redirected to join a WhatsApp group where we nurtured them daily with:

- › Motivational stories of entrepreneurs
- › Session reminders
- › Value-driven short content

Impact: Built strong pre-masterclass engagement and boosted attendance by 65%+.

WhatsApp Group Message Example





Step 4: Conversion – Cohort Registration Funnel

After the masterclass, attendees were guided to fill a comprehensive registration form for the upcoming 8-week cohort.

This helped filter serious applicants and allowed the sales team to prioritize high-intent leads.

Impact: Generated hundreds of qualified leads every week.

Application Form for Cohort Registration

Get 1st Class Of The Program For Free

Every day, more people in Pakistan are transforming their lives – they're building brands, making consistent sales, and securing financial freedom.

This is your chance to join them. Will you take the leap and start your journey today?

Full Name *

Name

WhatsApp Number *

0300 1234567

Age Group *

Below 21 ▼

Email *

xyz@example.com

What is your current employment status? *

Freelancer ▼

Are you currently running any passion project? *

☐ Yes ☐ No

In less than 500 characters, please share with us why you would like to join this program?
(Optional)

Message

SUBMIT APPLICATION

Exclusive Opportunity for Those Who Are Truly Committed to Their Passion Don't Miss Out! 🚀



Step 5: Automation & Follow-up – GoHighLevel CRM

All leads automatically flowed into GoHighLevel, where we set up:

- » Lead capture forms → CRM pipelines
- » Automated WhatsApp messages
- » Nurturing email campaigns
- » Follow-up triggers for the sales team

Impact: Fully automated onboarding & nurturing. Manual work reduced by 80%, improving response and conversion times drastically.

This is GHL Workflow List (All Automations)

Kaabil

Lahore, Punjab

Search

ctrl K

+

Launchpad

Dashboard

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Reporting

Cohort Payment Submiss...

Settings

Automation

Workflows

Global Workflow Settings

What's New

Automation Updates

TA

Workflow List

Create Folder

Create Workflow

All Workflows

Needs Review (0)

Deleted

New Smart List

Advanced Filters

Home

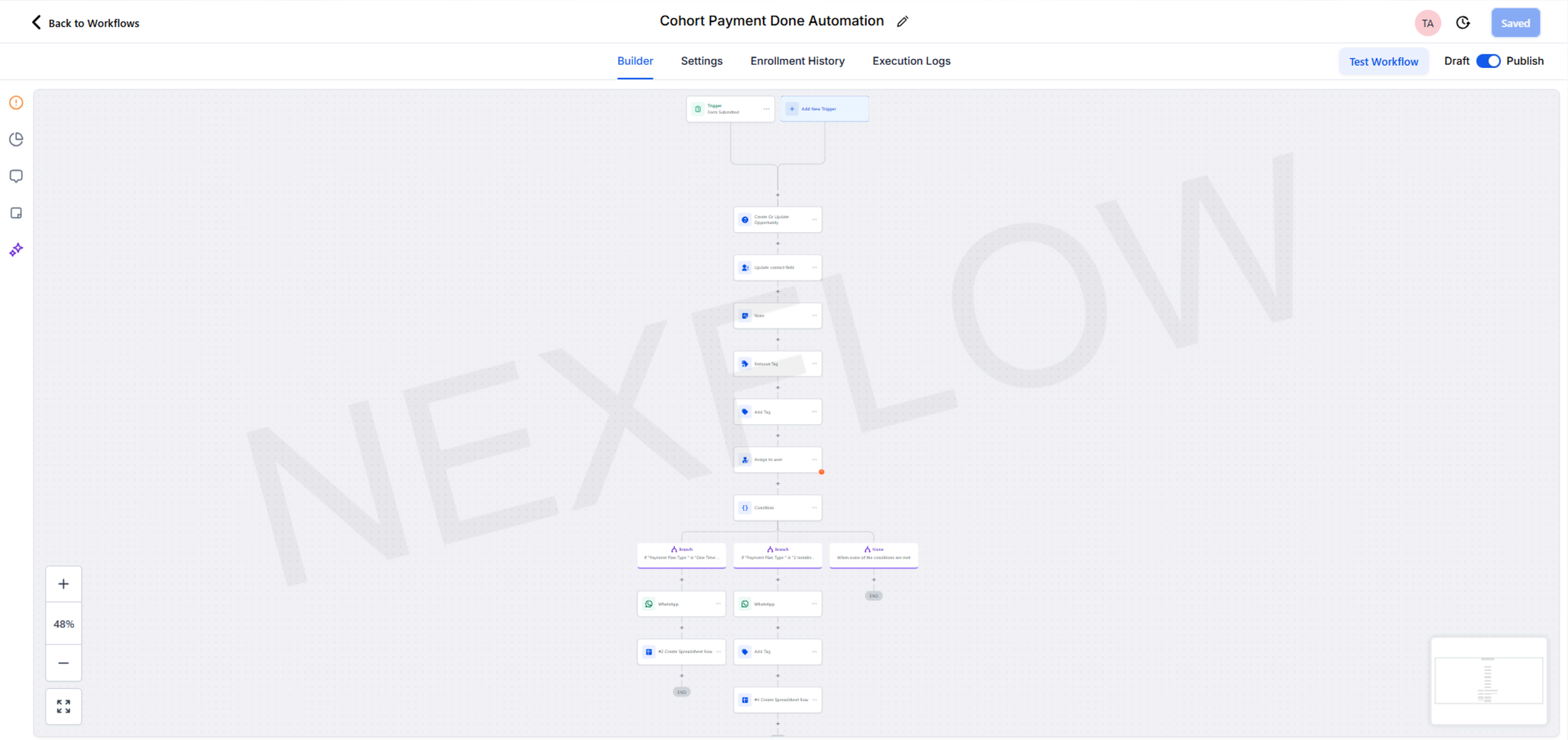
🕒

☰

Search

Name	Status	Total Enrolled	Active Enrolled	Last Updated	Created On	Stats
Affiliate Program Automations				Jul 31 2025, 3:00 AM	Jul 31 2025, 3:00 AM	⋮
After Payment Automations				Jul 16 2025, 8:15 PM	Jul 16 2025, 8:15 PM	⋮
KBL BootCamp Automation				Oct 13 2025, 11:37 PM	Oct 13 2025, 11:36 PM	⋮
KBL-PTP-25-Cohorts Automations				Aug 28 2025, 10:33 AM	Aug 07 2025, 3:03 PM	⋮
Auto Facebook DM for Case Study	Published	35	0	May 27 2025, 4:22 PM	May 27 2025, 4:17 PM	> ⋮
Auto Instagram DM for Case Study	Published	147	0	Jun 10 2025, 12:38 PM	May 27 2025, 2:13 PM	> ⋮
Auto Instagram DM for MasterClass	Draft	0	0	Aug 06 2025, 8:12 PM	Aug 05 2025, 7:11 PM	> ⋮
KBL-AVA-APR25-C	Draft	15	0	Apr 29 2025, 7:09 PM	Mar 26 2025, 1:17 PM	> ⋮

This is one of the Workflow. (Form Filled to First Message Sent)



This is the Pipeline of Cohort 1.

From Lead to Sales, all leads can easily track from here

The screenshot displays a CRM interface for Cohort 1, showing a pipeline of opportunities. The interface is divided into a sidebar on the left and a main content area on the right.

Sidebar (Left):

- Top: User profile (Kaabil, Lahore, Punjab) and a search bar.
- Menu: Launchpad, Dashboard, Conversations, Calendars, Contacts, Opportunities (selected), Payments, AI Agents, Marketing, Automation, Sites, Memberships, Media Storage, Reputation, Reporting, Cohort Payment Submiss..., and Settings.

Main Content Area (Right):

- Top: Tabs for Opportunities, Pipelines, and Bulk Actions. A filter for "PTP Acc Pro (15th Feb - 22 ...)" shows 974 opportunities. A "+ Add opportunity" button is present.
- Search: "Search Opportunities" and "Manage Fields" options.
- Pipeline Stages (Columns):
 - Form Filled:** 39 Opportunities, Rs0.00. Leads: Chaudhry Rashid Ali, Alishba farooq, Talha Mukhtar, Shafi Ullah, Aqsa Aziz.
 - Chat Initiated:** 651 Opportunities, Rs29,500.00. Leads: ARIFA ARIF, Sohail Riaz, Ayesha, {{inboundWebhookRequest.Fu...}, Anyza.
 - Follow Up Required:** 6 Opportunities, Rs0.00. Leads: Mrs Ehtisham, Tuseef Ahmad, Malik Haider Ali, ARIFA ARIF, Ayesha Noman.
 - Free Tier:** 211 Opportunities, Rs62,001.00. Leads: Abbas, Mrs nouman, Taimas Haider, Saima Raees, Jabeen Zahra.
 - Founder Club:** 11 Opportunities, Rs0.00. Leads: Muhammad Saad, Tajwar Nehal, Syeda Sardar Fatima, mahwish idrees, Maryam Dildar.
 - Flagship:** 6 Opportunities, Rs0.00. Leads: Qais Muhammad Yasir, Soha Sajjad Ali, Afsheen, Mudassir riaz, Heeba Siddique.
 - Payment Link Send:** 0 Opportunities, Rs0.00.

Kaabil Cohort 2, 3, 4 Pipeline. (Seamless Tracking of Leads)

Opportunities						
Opportunities Pipelines Bulk Actions						
KBL-PTP-MAY25-C2 1513 opportunities						
All + List						
Advanced Filters Sort (1)						
WhatsApp Initial Message Sent A	Not Replied Yet A	Replied On WhatsApp A	Payment Link Sent A	Qualified / Important M	Payment Done / Students M	Refused/Not
8 Opportunities Rs0.00	600 Opportunities Rs0.00	818 Opportunities Rs0.00	7 Opportunities Rs0.00	8 Opportunities Rs0.00	72 Opportunities Rs1,987,605.00	0 Opportunities
Naveed Rehman Opportunity Source: 0308 2228415 Opportunity Value: Rs0.00	Sheraz Afzal Opportunity Source: 0321 5220422 Opportunity Value: Rs0.00	Ghazala Opportunity Source: 0330 1797278 Opportunity Value: Rs0.00	ASMA Khurshid Opportunity Source: 0321 3877803 Opportunity Value: Rs0.00	Sumaira Opportunity Source: 0331 3077897 Opportunity Value: Rs0.00	Madina Asif Opportunity Source: +95 9022 9719 Opportunity Value: Rs42,355.00	
Ayesha Opportunity Source: 0324 8991238 Opportunity Value: Rs0.00	Rida Zehra Opportunity Source: 0332 3666290 Opportunity Value: Rs0.00	Saba Maryam Opportunity Source: 0307 9628280 Opportunity Value: Rs0.00	Mahwish Opportunity Source: 0314 6952031 Opportunity Value: Rs0.00	aaman Opportunity Source: 0331 3077897 Opportunity Value: Rs0.00	FatmaNisar Asim Opportunity Source: 0305 4668209 Opportunity Value: Rs29,900.00	
Arslan Arslan Opportunity Source: 0321 4277526 Opportunity Value: Rs0.00	Aafia Qadir Opportunity Source: 0340 8362790 Opportunity Value: Rs0.00	Shumaila Asad Opportunity Source: 0313 2512831 Opportunity Value: Rs0.00	Muhammad Waqar Rana Opportunity Source: 0305 5317098 Opportunity Value: Rs0.00	Mani Shah Opportunity Source: 0335 4561953 Opportunity Value: Rs0.00	Kamran Ahmed Naru Opportunity Source: 0300 4505228 Opportunity Value: Rs29,900.00	
Romaisa Opportunity Source: 0300 0751001 Opportunity Value: Rs0.00	Annie Ayub Opportunity Source: 0335 3026113 Opportunity Value: Rs0.00	Asad Iqbal Opportunity Source: 0323 2311129 Opportunity Value: Rs0.00	Rushna Furqan Opportunity Source: +971 52 489 7122 Opportunity Value: Rs0.00	Amina Amin Opportunity Source: 0336 2054773 Opportunity Value: Rs0.00	A Shou Opportunity Source: 0322 6449937 Opportunity Value: Rs0.00	
Hasnain Jodia Opportunity Source: 0317 0257484 Opportunity Value: Rs0.00	Muhammad Mahtab Opportunity Source: 0316 4066299 Opportunity Value: Rs0.00	Arza Aftab Opportunity Source: 0323 2311129 Opportunity Value: Rs0.00	All Asfar Hashmi Opportunity Source: 0331 2111217 Opportunity Value: Rs0.00	Dr. Nafeesa Khan Opportunity Source: 0331 2111217 Opportunity Value: Rs0.00	Eram Opportunity Source: 0322 6449937 Opportunity Value: Rs0.00	

Opportunities						
Opportunities Pipelines Bulk Actions						
KBL-PTP-AUG25-C3 1966 opportunities						
All + List						
Advanced Filters Sort (1)						
WhatsApp Initial Message Sent A	Not Replied Yet A	Replied On WhatsApp A	Payment Link Sent A	Qualified / Important M	Payment Done / Students M	Refused/N
20 Opportunities Rs0.00	818 Opportunities Rs0.00	851 Opportunities Rs0.00	9 Opportunities Rs0.00	7 Opportunities Rs0.00	79 Opportunities Rs2,149,551.62	0 Opportunities
Faisal Sheikh Opportunity Source: 0314 3309409 Opportunity Value: Rs0.00	Abbas Opportunity Source: 0348 8300787 Opportunity Value: Rs0.00	Maryam Hayat Opportunity Source: 0325 9199903 Opportunity Value: Rs0.00	Salahudin Amin Opportunity Source: 0300 3588935 Opportunity Value: Rs0.00	Abrar Ul Hassan Opportunity Source: 0336 1594147 Opportunity Value: Rs0.00	Nida Khan Opportunity Source: 0332 3530148 Opportunity Value: Rs28,000.00	
Mariam Faraz Opportunity Source: 0320 3024375 Opportunity Value: Rs0.00	Tariq Mehmood Opportunity Source: 0333 3229656 Opportunity Value: Rs0.00	Wardahmed3344@gmail.com... Opportunity Source: 0322 2235576 Opportunity Value: Rs0.00	Waleed Arshad Opportunity Source: 0306 9584593 Opportunity Value: Rs0.00	mirhamunir321 Opportunity Source: 0336 1594147 Opportunity Value: Rs0.00	Muhammad EMAD Shakir Opportunity Source: 0332 4778889 Opportunity Value: Rs31,600.00	
Zarka Opportunity Source: 0314 6543024 Opportunity Value: Rs0.00	Umm E Habiba Opportunity Source: 0345 6115201 Opportunity Value: Rs0.00	Nafisa Ashrafi Opportunity Source: 0349 2108992 Opportunity Value: Rs0.00	Syeda Kainat Opportunity Source: 0342 2643310 Opportunity Value: Rs0.00	Taimur Khan Opportunity Source: 0300 9302608 Opportunity Value: Rs0.00	Syed Muhammed Mujahid Opportunity Source: 0331 9816260 Opportunity Value: Rs20,000.00	
Syeda Huma Zaidi Opportunity Source: 0329 8729389 Opportunity Value: Rs0.00	Jamal Iqbal Opportunity Source: 0312 5341916 Opportunity Value: Rs0.00	Sheikh Muhammad Ijaz Siddiq Opportunity Source: 0300 3538048 Opportunity Value: Rs0.00	Mughees Ahmed Opportunity Source: 0331 4544440 Opportunity Value: Rs0.00	Muhammad Rizwan Opportunity Source: 0344 2482298 Opportunity Value: Rs0.00	Zainab Mustafa Opportunity Source: 0349 0774324 Opportunity Value: Rs31,600.00	
Zoya Sheraz Opportunity Source: 0329 8729389 Opportunity Value: Rs0.00	Tahirperveen Opportunity Source: 0312 5341916 Opportunity Value: Rs0.00	Syeda Khurshed Zehra Opportunity Source: 0331 4544440 Opportunity Value: Rs0.00	Zubeida Naz Opportunity Source: 0331 4544440 Opportunity Value: Rs0.00	Asif Raza Opportunity Source: 0331 6216393 Opportunity Value: Rs0.00	Muhammad Adnan Latif Opportunity Source: 0348 6616981 Opportunity Value: Rs29,500.00	

New Lead (Application Filled) A	WhatsApp Initial Message Sent A	Not Replied Yet A	Replied On WhatsApp A	Payment Link Sent A	Qualified / Important M	Payment Done / Students M
5 Opportunities Rs0.00	7 Opportunities Rs0.00	928 Opportunities Rs0.00	689 Opportunities Rs0.00	10 Opportunities Rs0.00	11 Opportunities Rs0.00	35 Opportunities Rs585,000.00
Waqas Aliemuddin Opportunity Source: customer experience sur... Opportunity Value: Rs0.00	Haleema Kashif Opportunity Source: 0341 8386533 Opportunity Value: Rs0.00	Rafia Ali Opportunity Source: 0307 0686117 Opportunity Value: Rs0.00	Umar Naeem Opportunity Source: 0325 8897887 Opportunity Value: Rs0.00	Usman Nisar Opportunity Source: 0328 4048876 Opportunity Value: Rs0.00	Shafqat Waheed Opportunity Source: 0321 5535597 Opportunity Value: Rs0.00	Zimal Asim Opportunity Source: 0321 5535597 Opportunity Value: Rs0.00
Sana Zeeshan Opportunity Source: 0308 8012436 Opportunity Value: Rs0.00	Azam Opportunity Source: 0302 6725145 Opportunity Value: Rs0.00	Uzama Shamas Opportunity Source: 0304 0444861 Opportunity Value: Rs0.00	Shabbir Hussain Opportunity Source: 0301 6909962 Opportunity Value: Rs0.00	Ujala Yasir Opportunity Source: 0321 6911561 Opportunity Value: Rs0.00	Life Is Hope... Opportunity Source: 0320 5903983 Opportunity Value: Rs0.00	Muneeba Adil Opportunity Source: 0320 5903983 Opportunity Value: Rs0.00
Shahid Aslam Opportunity Source: 0311 5902577 Opportunity Value: Rs0.00	Uzair Ahmed Opportunity Source: 0334 1345466 Opportunity Value: Rs0.00	Fakhra Ramzan Opportunity Source: 0320 8271108 Opportunity Value: Rs0.00	Sheikh Abdullah Opportunity Source: 0317 5060571 Opportunity Value: Rs0.00	Muhammad Asim Farooq Opportunity Source: 0343 2052926 Opportunity Value: Rs0.00	Syeda Gohar Laraib Opportunity Source: 0348 5623211 Opportunity Value: Rs0.00	Madina Khurram Opportunity Source: 0348 5623211 Opportunity Value: Rs0.00
Amna Siddiqui Opportunity Source: 0370 2526858 Opportunity Value: Rs0.00	Sana Munir Opportunity Source: 0319 0589975 Opportunity Value: Rs0.00	Muhammad Sohail Asghar Opportunity Source: 0302 6404505 Opportunity Value: Rs0.00	Hamza Janjua Opportunity Source: 0302 8766611 Opportunity Value: Rs0.00	Hammad Kashif Opportunity Source: 0301 0586995 Opportunity Value: Rs0.00	Shehla Hafeez Opportunity Source: 0343 4097512 Opportunity Value: Rs0.00	Zeeshan Akbar Opportunity Source: 0343 4097512 Opportunity Value: Rs0.00
Muhammad Atif Opportunity Source: 0313 1166082 Opportunity Value: Rs0.00	Tayyab Mehmood Khan Opportunity Source: 0319 2949714 Opportunity Value: Rs0.00	Abdul Haseeb Opportunity Source: 0332 2298543 Opportunity Value: Rs0.00	Hamna Shafiq Opportunity Source: 0326 0334161 Opportunity Value: Rs0.00	Muhammad Muzzamil Opportunity Source: 0327 3603644 Opportunity Value: Rs0.00	Kiran Opportunity Source: 0305 7852114 Opportunity Value: Rs0.00	Batool Syed Opportunity Source: 0305 7852114 Opportunity Value: Rs0.00

WhatsApp Business (Connected with GHL)



Kaabil

Lahore, Punjab

Search

ctrl K

Go Back

Settings

MY BUSINESS

Business Profile

My Profile

Billing

My Staff

BUSINESS SERVICES

Automation

Calendars

Conversation AI

New

Knowledge Base

New

Voice AI Agents

Email Services

Phone Numbers

WhatsApp

OTHER SETTINGS

Objects

New

Custom Fields

Custom Values

Domains & URL Redirects

External Tracking

WhatsApp Business

Kaabil School

Account Status Approved | Meta Business Verification Verified

Total Messages sent (in last 7 days)

1203

Total Messages delivered (in last 7 days)

1200

↑ 2509%

Numbers

Templates

Flows

Phone numbers

1 Numbers

Manage WhatsApp numbers

Please Input

Create Engagement Ad

Add Number

Numbers	Name	Messaging Limit	Status	Quality	Actions
0314 8680800 Pakistan Default	Kaabil School Declined	10,000 Customers / 24 Hr	Connected	Green	Manage

Conversations. (Integrated Email, SMS and WhatsApp in one Place)

All Sales Conversations for Cohort happen here

Conversations **Conversations** Manual Actions Snippets Trigger Links

Unread Recents Starred All

Search 74 RESULTS Latest-All

Umar Naeem Oct 20 1

Nadia Hasan Oct 20 1

Amna Durrani Oct 20 1

Ghulam Mustafa Oct 20 3

Zufishan Shoaib Oct 20 2

Uzma Oct 20 3

Tasneem Hashim Oct 20 1

Anwar Ali Oct 20 1

Muhammad Abbas Oct 20 2

Avvan Rutt Oct 20

Amna Durrani

Fetch older messages

Oct 15th, 2025

Yes

06:57 PM

Opportunity updated

Amna Durrani moved from stage New Lead L...

Show more

KBL-BootCamp-Oct25 View opportunity

06:54 PM

Opportunity updated

Amna Durrani moved from stage Initial Me...

Show more

KBL-BootCamp-Oct25 View opportunity

06:57 PM

Zabardast!!

I'm excited you're going to be a part of the inner circle...

SMS WhatsApp Email Internal Comment

Type a message

Clear Send

Contact

Email

amna.durrani@gmail.com

Phone

+92 347 7558835

Owner (Assigned to)

Unassigned

Followers

Search followers

Tags

Active Automations

DND OFF

DND All

DND Calls & Voicemails

DND Text Messages

DND Emails

DND WhatsApp

DND Incoming

Sat Sep 13 2025 15:03:49

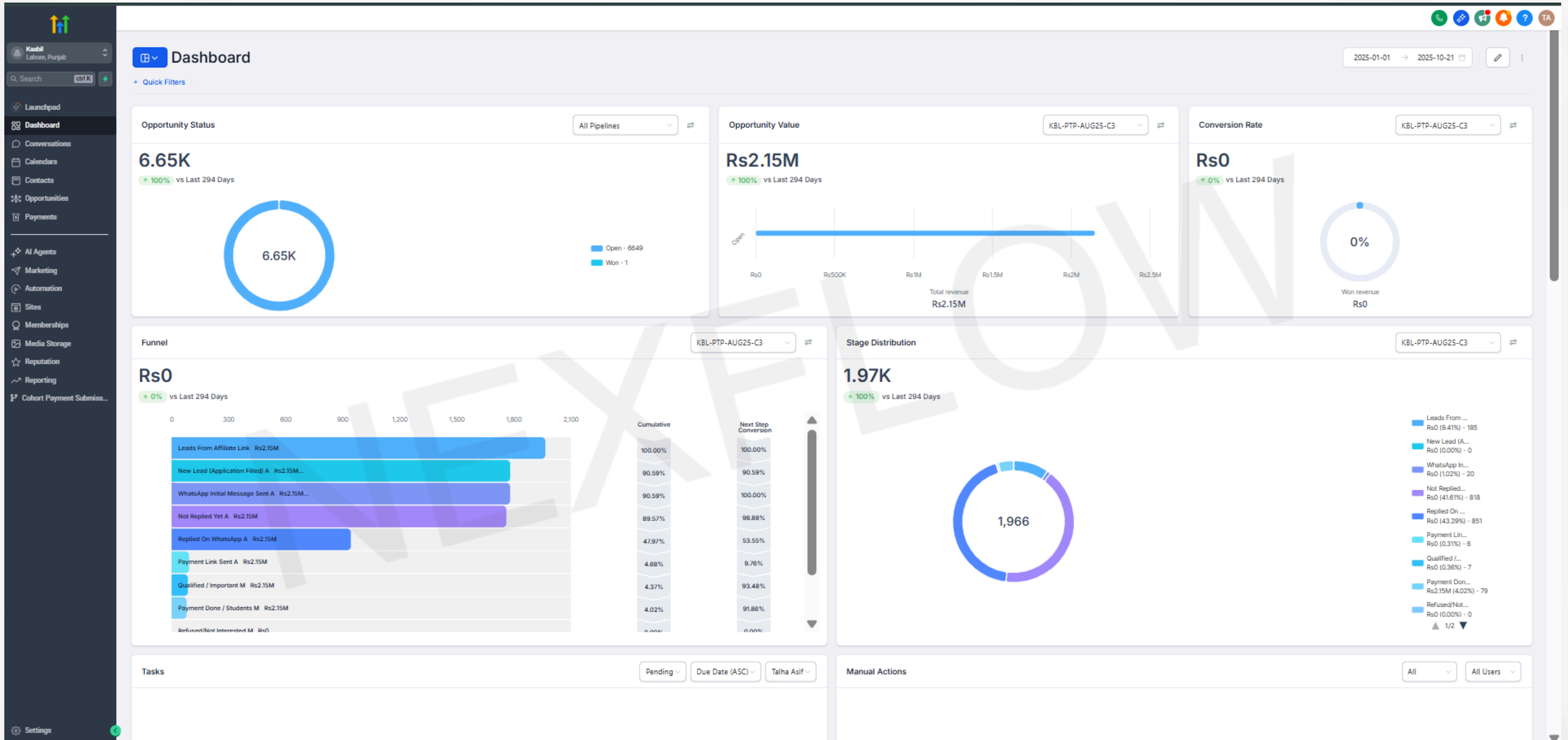


The Results

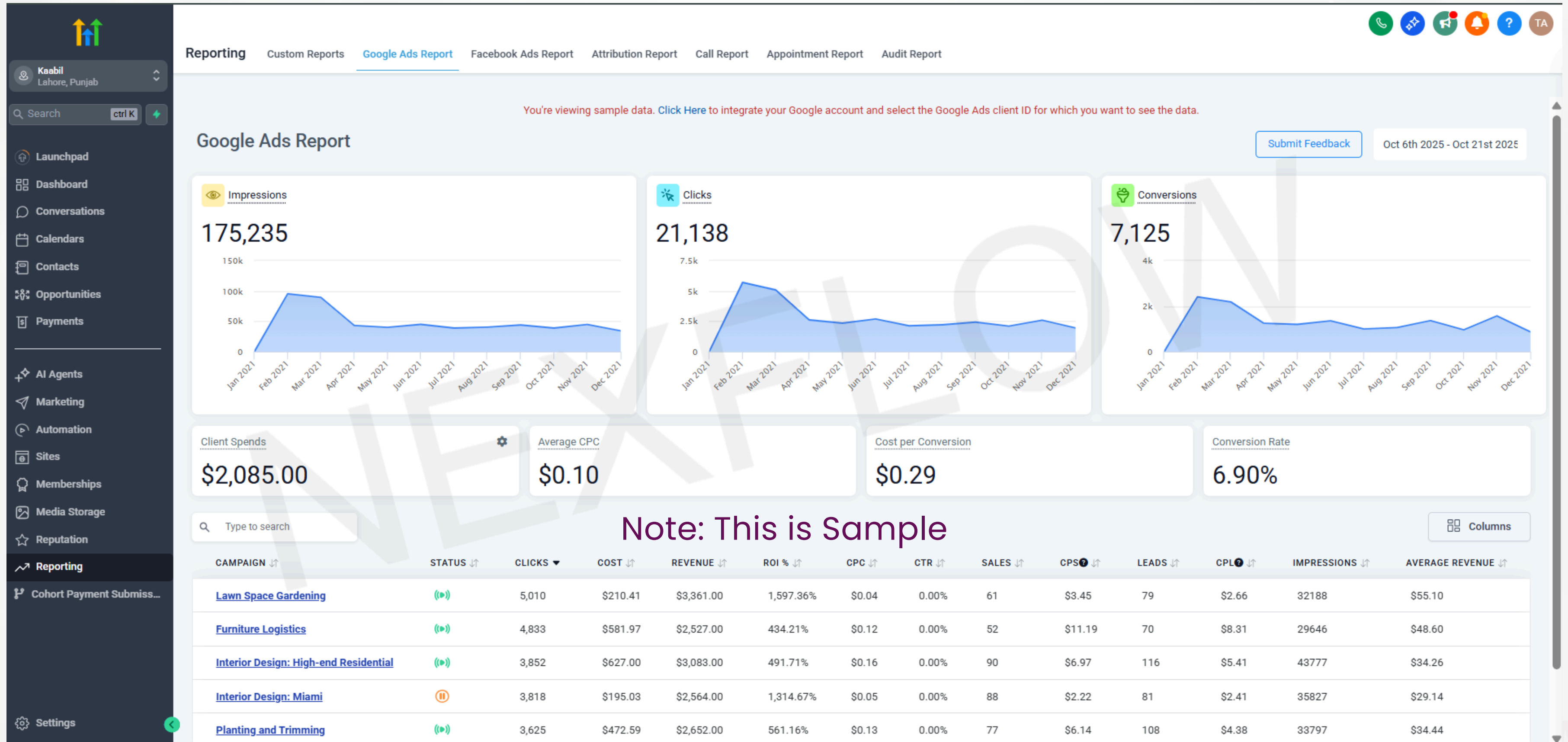
Kaabil.school achieved immediate traction, because we built it on a proven system and localized it perfectly.

Metric	Results
Total Leads	50,000+
Cost Per Lead	\$0.1 – \$0.2
Paid Students	500+ Students
Monthly Revenue	\$15K – \$20K
ROAS	6x+

We Create GHL Dashboard to get all the analytics of Cohort



Also Integrate Meta Ads Manager with GHL to get all the Campaign at one place. (No Need to go in Meta Ads Manager)



**We also create some Forms and Surverys in GHL for Payments,
Customer Experience Survey and alot more.**

Kaabil

Full Name *

First Name

What best describes you? *

Please select one

If other..

Please mention here

Where are you currently in your professional journey? *

If you're working then what industry or role are you in?

If selected as a Kaabil Ambassador, what are 2-3 things you believe are the best way to represent Kaabil? *

Be as descriptive as possible

What's your 1-year vision with Kaabil as a community ambassador? *

Be as descriptive as possible

Become an Ambassador!

Kaabil

Customer Experience Survey

Your feedback is invaluable in helping us improve the **Kaabil's Amazon Virtual Assistant Pro - Enhanced with AI** experience. Please take a moment to share your thoughts on the **course content, trainer, and the support provided** during the program. Your insights will help us make future cohorts even better! 😊

Full Name

Email*

NEXT →



**With all these Efforts we have Generated over
50k+ Leads for Kaabil and this is All Campaign
Data Report including other Businesses.**

Report in next slide...



Campaign name	Delivery	Quality ranking	Conversion rate ranking	Engagement rate ranking	Frequency	Impressions	Reach	Website landing page views	Results	Cost per result	Amount spent	CPM (cost per 1,000 impressions)
AFA C7 - 20 SEPT - FRE...	Not delivering Campaign	—	—	—	2.02	4,390,193	2,178,029	31,011 (2)	14,147 (2) Website completed registrati...	\$0.38 (2) Website completed registrati...	\$5,318.44	\$1.21
KBL - P2P C4 - 6th Sept...	Not delivering Campaign	—	—	—	2.49	3,951,790	1,583,897	41,225 (2)	19,948 (2) Website leads	\$0.25 (2) Website lead	\$4,944.54	\$1.25
AFA C4 - 12th APRIL - F...	Not delivering Campaign	—	—	—	2.47	2,495,647	1,009,550	26,783 (2)	—	—	\$3,403.88	\$1.36
AFA C6 - 23 AUG - FREE...	Completed Campaign	—	—	—	2.33	2,357,795	1,010,099	22,112 (2)	10,774 (2) Website completed registrati...	\$0.31 (2) Website completed registrati...	\$3,294.23	\$1.40
KBL - P2P C3 - 9th Augu...	Not delivering Campaign	—	—	—	2.73	2,472,185	903,994	34,849 (2)	17,276 (2) Website leads	\$0.19 (2) Website lead	\$3,246.94	\$1.31
AFA C5 - 14th JUNE - F...	Not delivering Campaign	—	—	—	2.56	2,970,679	1,161,277	24,502 (2)	—	—	\$3,120.19	\$1.05
AFA - 1st March - FREE ...	Not delivering Campaign	—	—	—	2.28	1,147,232	502,772	10,958 (2)	6,254 (2) Website completed registrati...	\$0.46 (2) Website completed registrati...	\$2,897.81	\$2.53
KBL - P2P C2 - 3rd May ...	Not delivering Campaign	—	—	—	2.49	2,494,992	1,002,500	32,089 (2)	15,945 (2) Website leads	\$0.15 (2) Website lead	\$2,384.82	\$0.96
AFA - C3 - 11th Jan - FR...	Not delivering Campaign	—	—	—	2.54	720,659	283,309	11,635 (2)	6,705 (2) Website completed registrati...	\$0.22 (2) Website completed registrati...	\$1,492.12	\$2.07
AFAP C1 - 12th JULY - F...	Not delivering Campaign	—	—	—	1.98	42,276	21,361	325 (2)	154 (2) Website completed registrati...	\$8.98 (2) Website completed registrati...	\$1,382.82	\$32.71
KBL - SC - 8th February ...	Completed Campaign	—	—	—	2.10	1,177,328	561,498	18,905 (2)	10,511 (2) Website leads	\$0.13 (2) Website lead	\$1,368.39	\$1.16
AFA - FREE MASTER CL...	Not delivering Campaign	—	—	—	1.42	96,088	67,866	1,661 (2)	1,129 (2) Website completed registrati...	\$0.27 (2) Website completed registrati...	\$300.79	\$3.13
Kaabil - 08th Dec Master...	Not delivering Campaign	—	—	—	1.53	271,487	177,391	2,684 (2)	1,882 (2) Website leads	\$0.16 (2) Website lead	\$293.64	\$1.08
IELTS Speaking Mastercl...	Inactive Campaign	—	—	—	1.97	149,289	75,858	—	626 Meta leads	\$0.28 Meta lead	\$173.38	\$1.16
Instagram :مراسلةReserv...	Inactive Campaign	—	—	—	1.23	142,646	116,332	755 (2)	7,384 Link Clicks	\$0.02 Link click	\$168.34	\$1.18
AFA India	Not delivering Campaign	—	—	—	1.81	50,083	27,665	—	227 Meta leads	\$0.61 Meta lead	\$139.32	\$2.78
PTE Masterclass (Pak) - ...	Inactive Campaign	—	—	—	2.72	270,961	99,516	300 (2)	503 Meta leads	\$0.26 Meta lead	\$132.13	\$0.49
IELTS Speaking Mastercl...	Inactive Campaign	—	—	—	2.32	155,331	67,073	5 (2)	1,153 Meta leads	\$0.11 Meta lead	\$129.73	\$0.84
IELTS Writing Masterclas...	Inactive Campaign	—	—	—	1.80	118,524	66,010	2 (2)	550 Meta leads	\$0.23 Meta lead	\$128.80	\$1.09
Instagram :مراسلةFREE ...	Inactive Campaign	—	—	—	1.32	72,140	54,813	450 (2)	3,557 Link Clicks	\$0.03 Link click	\$109.06	\$1.51
IELTS Writing Masterclas...	Inactive Campaign	—	—	—	1.86	198,487	106,661	5 (2)	1,318 Meta leads	\$0.08 Meta lead	\$108.19	\$0.55
AFA - Gen Ai Accelerator...	Not delivering Campaign	—	—	—	1.59	28,537	17,926	352 (2)	102 (2) Website leads	\$0.98 (2) Website lead	\$100.06	\$3.51
Kaabil - 30th Nov Master...	Not delivering Campaign	—	—	—	1.27	74,154	58,232	753 (2)	589 (2) Website leads	\$0.17 (2) Website lead	\$99.21	\$1.34
IELTS Speaking Mastercl...	Inactive Campaign	—	—	—	2.56	115,169	44,950	—	461 Meta leads	\$0.21 Meta lead	\$96.78	\$0.84
LL Masterclass (Pakistan)	Deleted Campaign	—	—	—	1.57	105,956	67,542	22 (2)	571 (2) Leads	\$0.16 (2) Lead	\$92.72	\$0.88
AFA Middle East	Not delivering Campaign	—	—	—	2.01	9,625	4,781	—	51 Meta leads	\$1.72 Meta leads	\$87.59	\$9.10
IELTS Speaking Mastercl...	Inactive Campaign	—	—	—	1.88	145,666	77,443	465 (2)	719 Meta leads	\$0.11 Meta lead	\$80.16	\$0.55
Total results 100/635 rows displayed					4.65 Per Accounts Centre account	28,421,460 Total	6,115,539 Accounts Centre accounts	265,751 Total	—	—	\$36,869.90 Total Spent	\$1.30 Per 1,000 Impressions



Refinement & Scaling

As the Kaabil brand grew, we continued improving every element of the system:

- Introduced automated scheduling and payment collection directly in GHL
- Optimized the WhatsApp and email nurture sequences
- Scaled ad budgets gradually based on proven creatives
- Ran new masterclasses every month to maintain momentum

Impact: Kaabil went from an idea to a consistent \$20K/month education brand in under 3 months.



Kaabil.school Proved that when you have a Repeatable System, it's not about Luck, it's about Process.

We built everything from scratch, automated it with GoHighLevel, and turned a new brand into a revenue engine within weeks. Every campaign, every system, every automation was designed to do one thing, help people become truly Kaabil.