

# YOUR CONTENT EMPIRE AGENCY CASE STUDY



## KATHIE WIEHANNE, BLUCHIC

Kathie is one half of the husband and wife team behind Bluchic, a WordPress theme and design template shop geared towards helping female entrepreneurs and bloggers build a beautiful and professional online presence, so you can grow the profitable business you've always dreamed of.

### PROBLEM

Bluchic offers a wide range of products in their WordPress theme and design template shop and they are continually adding more products to serve their customers. Kathie wanted a funnel to showcase the wide range of products (from themes, to landing page templates, to graphics) and reduce option-overwhelm by educating their customers on which Bluchic products they needed.

### SOLUTION

We developed an e-commerce funnel that included an email course to walk their customers through building a beautiful and strategic online presence and educating them on how the different Bluchic products could help simplify and speed up the process. Additionally we created a traffic strategy using only organic traffic to drive traffic to the funnel while monitoring and optimizing it over a 3-month monitoring period.

### RESULTS



Opt-In Page  
Conversion Rate:  
55.83%



Direct Sales from  
Funnel:  
53



Funnel  
Conversion Rate:  
6.37%



2.4X  
Return-On-Investment  
in Package

## WITHIN MONITORING + OPTIMIZATION PERIOD

*"I'm very happy with this funnel seeing how well it converted for our digital products shop with lower price point (comparing to online course) + doing it organically (no paid ads). It's very comforting knowing that you and your team is handling everything about the funnel from the email sequences to the creation of the PDFs, implementation on MailerLite, getting traffic ideas, and making sure that it's running smoothly after that. I'm especially impressed with your follow-up, so it's not just creating a funnel and that's all I'm on my own, not knowing if the funnel will bring in any ROI or not. It's definitely so worth the investment!"*