

YOUR CONTENT EMPIRE AGENCY CASE STUDY



ANDI SMILES

Andi Smiles, small business financial consultant and coach, teaches rad business owners to take control of their finances so they can step into their personal power.

She's helped hundreds of self-employed folx organize and understand their business finances, while also uncovering their emotional relationship with money. Using her signature income forecasting process, Andi helps her clients identify their big wild dreams and create a profit plan to get there.

PROBLEM

Andi has a lot of content already created and wants to find a way to leverage it in a more automated and evergreen way instead of continuing to create more and more, week after week. She'd also like a way of selling her main program (Bad Ass Business Finance) and smaller offers; getting them in front of her existing (and new) subscribers on a more regular basis. Would like to be getting 10 sales per month when right it's only sold through live launches.

SOLUTION

We initially developed a forever funnel system which included 3 x 6 week email sequences (5 weeks of themed value emails followed by 1 week of offer emails) that alternated between selling her main program (Bad Ass Business Finance) and smaller offers. We also set up an evergreen promoted pins campaign to her opt-in so she could continue adding people to her email list while stepping back from regular content creation. She's since hired us to create 2 more sequences meaning she has 30 weeks of automated content that nurtures her audience while selling her offers.

RESULTS



Email list grew by 1082 people



35 sales, and hit goal of 10 sales per month of main course by month 5



Promoted Pins: Ave 1146 clicks per month at 0.31 CPC



Recovered 3.69X Investment



Has 30 weeks of evergreen content + an automated (profitable) lead gen system in place

ALL WITHIN INITIAL TESTING PHASE

"It's a complete funnel setup, from the strategy, content creation, setup and testing, everything is done for you so you don't have to worry about the funnel. I know I can make a funnel myself, (although not as good as you I'm sure) but I'm at the point in my business where I need someone to implementing things for me. I like that you advocated for me to not create more content and figured out ways for us to add bonuses into the offers that were content that I had already created. I loved having everything setup for me and I especially love that there's a testing phase. If there wasn't I know I would get this thing setup and completely forget about it."