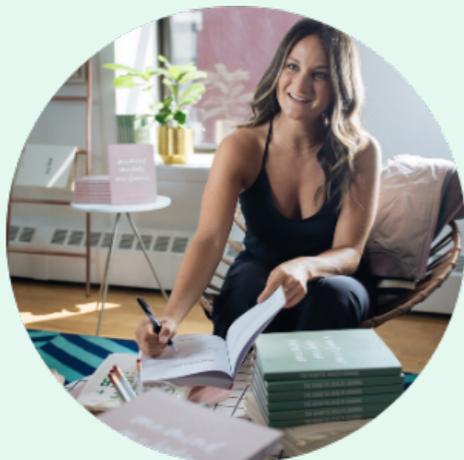


# YOUR CONTENT EMPIRE AGENCY CASE STUDY



## LAUREN BONGIORNO

Lauren is an author and diabetic health coach who coaches and creates resources for people with Diabetes all over the world to achieve optimal diabetes management and feel strong and empowered. She's a leading voice in the online community to her 30k followers, as an ambassador for Lululemon, on the global council for Beyond Type 1, and was recently nominated by Pure Wow as one of the Top 100 entrepreneurs to watch for 2019 for her work in the diabetic space.

### PROBLEM

Like a lot of entrepreneurs, Lauren has different offers and ways that she work with clients. She offers coaching (private and group) as well as products (like her Diabetic Health Journal). She felt like she was constantly being pulled between her different offers when it came to choosing which to promote and like she bouncing between one to the next.

### SOLUTION

We developed 2 evergreen sales funnels and then incorporated a funnel stacking strategy that would transition subscribers from one funnel to the next one. The first funnel was for the Diabetic Health Journal and the second was a consult-call funnel for her coaching. We also set-up, tested and optimized a Facebook ads campaign for her.

### RESULTS



Email list grew by 1490 people



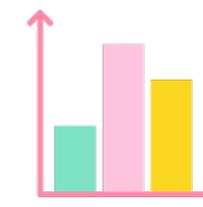
Journal Funnel: 108 sales, 9.76% conversion rate



Consult Funnel: 52 calls booked, 6.86% conversions ate



FB Ads: 8X ROI



Recovered 3.4X Investment in First 3 Months

## WITHIN 3 MONTH TESTING PHASE

*“As an entrepreneur, I've learned to surround myself with people who have skills that I lack. FB ads and email funnels were something I knew I wanted to be doing in my business but I had no idea where to start. I put it off for a while because it was outside my comfort zone, and it wasn't until I found Hailey that I felt confident moving forward with them. Hailey took the reins and created a system for me that was not only profitable, but really helped me create more space in my day to work on the things that are in my zone of genius!”*