

Client Case Study

Client Description

Video marketing service

Client Goals

- Build a brand and solid client-base generating \$5,000 to \$6,000 in monthly average profits
- Sell the business within one year for \$50,000

Our Solution

- Create a marketing website with integrated payment gateways to sell services
- Create marketing video as the primary above-the-fold marketing asset
- Craft compelling offers and supporting content to encourage immediate purchase
- Combine multiple services into featured packages to increase average purchase amount
- Create, test & optimize customized upsells to each service to increase average purchase amount
- Create, test & optimize various design elements to increase sales conversion rate and average purchase amount
- Integrate email marketing to encourage repeat purchases and increase client retention
- Rank the website at the top of Google for targeted buying keywords, these keywords must indicate that the user is near the end of the buying cycle to easily convert sales
- Create and release marketing videos to major video sharing sites
- Utilize the client's video marketing services on marketing videos to further increase traffic to the site

Results Achieved

- Ranked website at top of Google within 3 months for target keywords
- Client sold business within 8 months for \$65,000 - 4 months ahead of schedule and for \$15,000 more than expected
- At the time the business was listed for sale:
 - Profits averaged \$10,121 per month, ahead of expectations
 - Unique visitors averaged 4,100 per month
 - Sales conversion rate was 7%

Screenshot of unique visitors per day over 6 months prior to being listed for sale

