



200% Increase (3x) in Daily Profit With Funnel Automation and Product Segmentation

Launch Strategy Case Study for Relationship Coaching Business

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Introduction

Client runs a relationship coaching business with a low 7-figure AAR.

100% of client's sales currently come from one flagship product, with Facebook Ads as being the one traffic source. Each prospect goes through a 45 minute sales call before being accepted as client.

Client contacted me to optimize his sales page to get more conversions to the sales call.

Client has huge overhead because of sizeable sales staff and low ROI on expensive Facebook Ads campaign.

Analysis


- Facebook Ads campaign runs into an ROI ceiling because of lengthy sales call with each prospect and product that only appeals to very tiny niche.
- Client is burning out trying to sell to each customer by hand and stressed from resource-heavy sales funnel.
- Client needs simpler, cheaper top of funnel product to reach wider cold audience and ease burden off sales staff.
- Flagship product needs to be more expensive and out of reach for window-shoppers.
- Sales funnel for simpler product needs to be automated and hands off.
- Need to harness the currently unused email list for content marketing and upsell to flagship product.

Special Notes

- Burning out and stressed, very hesitant to make big moves because of fear of damaging current income source.
- Must be mindful of pushing big changes, plan must be straightforward and low risk.

Goals

1. Segment first chapter of existing flagship product (Referred to as Flagship) into a new cheaper, easier to approach product (Referred to as Corvette) to attract a new cold audience.
2. Include an actionable exercise from Corvette or Flagship and package it into video or PDF, referred to hereby as Lollipop.
3. Make new FB Ads campaign for Lollipop. Including 3 FB Ads, with video.

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4. Make new landing page (LP1) for Lollipop with detailed video and testimonials. CTA to email list sub.
 5. Add thank you page (LP2) with upsell to Corvette. CTA to purchase.
 6. Add tripwire purchase page (LP3, after LP2) for instant upsell to Flagship. CTA to sales call. This forms the new automated Corvette/Lollipop sales funnel.
 7. Make sure every CTA has conversion measurement.
 8. Set up Facebook Pixel on pages.
 9. Set up email sequence for upsell, coming from LP1.
 10. 3 emails, 1 email for upsell reminder and 2 for nurture.

Results

Before working with me, client was struggling with only income source (the Flagship campaign). Even with a very decent 10% ROI on FB Ads spend, the massive overhead ate up any real profit.

With just one new product line (Corvette) and optimized sales funnel, client was able to ease the burden and get a boost to daily profit. Because the new product required very little time investment and also drove sales to flagship product, daily ROI increased from 10% to 35%, with room to improve.