



*Client*

CASE STUDY

## **INDUSTRY**

TRAINING

## **SCOPE OF WORK**

AUTOMATED EMAIL SEQUENCE

## **RESULTS**

62.66% EMAIL OPEN RATE GENERATING \$135,430.92 IN REVENUE

**OH!**  
MARKETING™

## VITAL CHANGES IDENTIFIED

The OH! team discovered a number of key issues and initiated effective solutions:

1. Facebook metrics showed that viewers engaging with posts were under 28 years old and were not the buyers. We then repositioned the **Brand** which resulted in an improved posting method as well as better use of hashtags and keywords. These changes taught the trainers “how to sell” without selling.

2. The client needed HR help. We introduced them to a “dog training” **HR Specialist** to help with payroll requirements.

# \$50,000 INVESTMENT

## \$135,000 REVENUE IN 1.5 YEARS FROM AN EMAIL SEQUENCE + 160% GROWTH IN 1 YEAR

### GOALS SET

#### Financial KPIs

- Increase dog training group classes to 15 per month.
- Increase online product sales.



#### Business & Marketing

- Increase group dog training sales across 4 venues to maximise trainer costs.
- Launch new venue for group training classes.
- Increase private, first aid and other training areas.
- Develop a leveraged, automated system for recurring revenue of group training and online products.
- Introduce virtual training and extend the brand to reach regional and national audiences.

### RESULTS

- **Increased revenue** – by 160% in 1 year.
- **Facebook ads** – total spend of \$1801.70 (\$50 – \$60 per week). 699 bookings (average of 106.4/week).
- **Leveraged Email Sequence** – returned \$12,394 in revenue in the first 4 months.
- **1.5 years later** – it's sold \$135,430.
- **Organic Traffic** – client was paying \$500/month on Google ads with no return. We increased the organic traffic using hashtags, keywords and SEO to raise them to page one and removed Google ads.
- **Average spend** – per client increased from \$400 to \$950 as we on-sold them product, further services, and further training through the email sequence.





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## Step 1: Branding & Differentiation

- Already established as the “Best in the Business” - we fine-tuned the customer journey, making it easier for clients to buy.
- We upgraded website information, graphics, fine-tuned call to actions and contact points with clients to increase sales. Re-priced leveraged handbooks that were being given away for free, to increase revenue. We took a range of new videos, testimonies all showcasing the client’s products in a “fresh” light.
- We moved the brand positioning of the client from old school to fresh and modern - amending imagery across all content channels.



**Before**



**After**

2

## Step 2: Built Brand Awareness

- Marketing plans/themes were developed 3 months in advance based upon revenue goals required. Relevant themes were adopted based on the marketplace and rolled out accordingly. We worked with the client on their marketing plan to ensure they were attracting the “right” ideal client.



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## Step 3: Lead Generation

- We set up lead magnets - giving away handbooks, checklists, case studies, video testimonials - to build the database of new clients.
- We set up email automation sequences to move clients through the buying journey to purchase.



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## Step 5: Ensuring we kept on track

- Monthly meetings with the client were held to tweak as needed, increase staff because sales were good.
- Monthly reports for all pipeline metrics and growth figures.

