

## CHALLENGE

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A nationally recognized coaching organization developed a new online program valued at \$597. The client needed to promote the new program to a large email list of prospective buyers. The list was largely unqualified and uncertain of interest.

## SOLUTION

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- Analyzed the new online program to identify compelling value markers
- Constructed a targeted messaging approach towards list recipients most likely to respond
- Wrote a 1,500-word sales page focused on benefits and third-party social proof
- Developed pre-release social media interest designed to raise awareness and generate buyer desire
- Sent a direct sales email campaign with varied strategic conversion points for A/B testing

## RESULTS

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They sold 10 program subscriptions within one hour of sending the first email and over \$200,000 in subscriptions within the first month.

**Do you need high-converting copywriting to launch your online course?**

[START A CONVERSATION](#)

*Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.*