

144% Initial Response Rate on New Website Launch

Overview

Anton Zellman is a world-renowned magician and mentalist who developed a strategy for fellow entertainers interested in generating more bookings and revenue. Having little online marketing experience, he reached out to work closely on an engagement strategy to launch and promote his new microsite.

Challenge

Since the client had limited exposure to online marketing, he requested that I help him develop a compelling microsite that he would launch at an upcoming trade event. Working collaboratively, we developed a USP (unique selling proposition) enabling him with talking points to sell his new program to potential magicians and performers. The client additionally needed a complete microsite and supportive autoresponder series designed to convert visitors into active buyers.



Solution

I worked closely over six weeks to develop the client's 6,000-word microsite, highlighting key benefits and leveraging the AIDA marketing model for maximum sales impact. I also helped create program upsells and bonuses for the initial product launch, working with the client's in-house sales and marketing team. Together, we created an aggressive end-to-end online marketing strategy to support his initial product launch.

Through our partnership, we not only achieved immediate success but also laid the groundwork for long-term growth and profitability in Anton's business endeavors. I was able to help work in parallel with his ongoing online marketing efforts, developing a "just-in-time" delivery approach to match his aggressive sales goals.



In addition to the initial launch, I created a robust monitoring system to track user engagement metrics and assess the effectiveness of the completed sales copy. By closely analyzing metrics such as click-through rates, conversion, and time-on-page, we leveraged valuable insights into the audience's behavior and preferences. This data driven approach allowed me to identify areas for improvement and fine-tune the sales copy to better resonate with Anton's target audience.

Through continuous monitoring and revisions, we were able to optimize Anton's messaging to maximize engagement and drive conversions, ultimately contributing to the longterm success of his marketing efforts. This campaign generated substantial revenue for the client, and became his flagship product offering for many years.



Results

- ✓ My copy drove an impressive 144% response rate within the first 60 days of launch, with a 55% lift in ezine subscribers.
- ✓ The client also used my copy points to drive in-person sales at performer trade shows.
- ✓ I expanded the client's autoresponder series, improving drip campaign close rates by over 77% within 30 days.
- ✓ Based on the initial success of my copy, the client asked me to work on an autoresponder series to help promote his upcoming re-published book, **I Read Minds, And So Do You**.
- ✓ I successfully created a supportive branding strategy for the client's ongoing marketing efforts, helping improve his online traffic approach and ROAs.
- ✓ The client leveraged my copywriting skills to create three additional information products within the next 18 months.

About Peter DeCaro

Over the past 25 years, I've built hundreds of highly profitable million-dollar campaigns for some of the largest brands and online marketing firms in the world - businesses such as Sony, Minolta, Uber, Sirius-XM, Home-Chef, Disney, AOL, and AARP, just to name a few. During that time, I've crafted deeply engaging copy that excites, builds trust, and motivates your audience to take action.