

283% Response Rate and #1 Ranking on Barnes & Noble and Amazon

Overview

The client operated a boutique online spirituality website (Conscious One) specializing in personal growth and related info products, books, and DVDs. Website traffic was modest during the summer months when the client expected to release his first published work, **The Power of You**.

Challenge

I was tasked with creating copy designed to outperform initial control tests and help refine the client's online tracking strategies. Additionally, I was asked to analyze audience engagement metrics to develop targeted copy that attracted prospective buyers. Facing challenges with tracking metrics during the summer months, the Conscious One Team sought to deploy an aggressive lead magnet approach and establish an email autoresponder series to expedite the promotion of the upcoming book release.

Measurement

I worked closely with the client's in-house marketing and web development team to construct an engaging lead magnet funnel. This funnel was designed to convert prospects while providing supportive metrics to help improve sales copy and strategy. The campaign's positive yield was immediate.



I spearheaded the development of a lead magnet giveaway, devised a comprehensive marketing funnel strategy, and crafted an email autoresponder series to bolster anticipation for the client's upcoming book release.

My copy approach focused on creating a deep, personal connection with the client's target audience. I also created a persuasive email autoresponder series to build excitement for the client's forthcoming book release.

By quickly adjusting the initial lead capture approach per my recommendations, we achieved increased sales within a short time frame, securing continued success post-launch. Throughout our collaboration, I focused on utilizing data-driven insights and teamwork to optimize copy and strategies, resulting in concrete outcomes for the client's business.

Working directly with Conscious One's CEO, I reviewed the business's current PPC and traffic strategy. Based on my review, I suggested a copywriting and sales approach designed to connect deeply with Conscious One's audience and their spiritual needs.

I also reviewed the client's conversion metrics on over 44 online campaigns. Based on this review, I provided a tailored copywriting and funnel strategy to work in parallel with the release of the client's new publication, **The Power of You**.



Solution

- ✓ Drove an impressive 283% response rate upon initial launch (vs. control tests), selling over 1000 units in under 3 days.
- ✓ I provided supportive PPC and online traffic strategic consultation, improving the client's ROAS by over 44% within the first month.
- ✓ The client received a traic-ramp strategy based on PPC yield, improving audience satisfaction scores by 122%.
- ✓ Based on my recommendations for an online marketing funnel, I quickly adjusted the initial lead magnet, driving incremental improvements in a compressed period.
- ✓ After the initial launch, the client requested that I work on supportive DVD copy and marketing strategy, which resulted in similar close rates.
- ✓ The client was provided with a tracking solution built exclusively for his campaign. This enabled us to analyze and chart future marketing strategies using essential real-time data points concerning page progression and conversions.

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.

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