

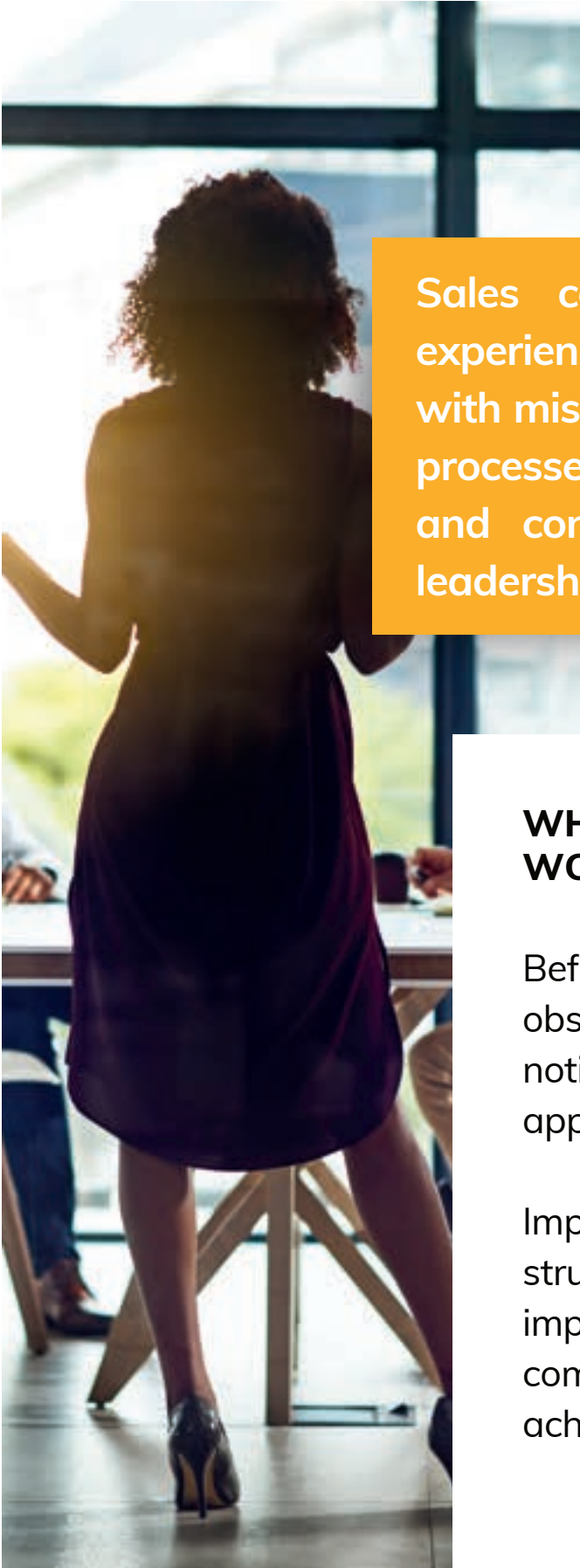
How We Helped an Experienced Sales Leadership Coach Attract More High-Value Clients

MARKETING AUTOMATION CASE STUDY



THE CLIENT

WHO ARE THEY?



Sales coaching company with 20 years experience helping sales leaders grappling with missed revenue targets, ineffective hiring processes, high staff turnover, low morale, and confusion between management and leadership.

WHERE WERE THEY BEFORE WORKING WITH US?

Before partnering with us, our client observed our work with other businesses, noting our thorough, goal-oriented approach.

Impressed by our consistent results and structured processes that significantly improve lead generation, they were compelled to discuss how we could help achieve similar success for their own goals.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

They lacked a robust system for attracting, engaging, and converting prospects. This hindered their ability to automate lead generation, nurture potential clients, and focus on delivering exceptional client services.



WHAT DID WE DO TO SOLVE IT?

We implemented a 9-step process tailored for service-based businesses.

We started by helping them pinpoint their ideal client to ensure marketing precision.

We then created compelling content that nurtured prospects effectively and integrated automation, allowing significant parts of their marketing and sales to operate on autopilot, focusing their efforts on client service.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

We successfully identified an ideal client profile using detailed psychographics.

We then crafted and executed a comprehensive strategy that included a 5-page appointment generation funnel, a 12-month content marketing plan, and a social media marketing plan.

Additionally, we transformed the client's service into a unique, productised selling proposition, streamlined the selling process, and implemented an automated nurturing sequence.



Kase Dean clarified my business purpose and brand far beyond just visuals. Their approach to intentional posting and lead generation is yielding visible results step by step.

ARE YOU READY TO SCALE YOUR BUSINESS WITH MARKETING STRATEGY AND LEADERSHIP?

BOOK YOUR MARKETING CLARITY CALL