

FEANIX MARKETING LLC

CONSULTANT CASE STUDY



TRANSFORMING A BUSINESS CONSULTANT'S ONLINE PRESENCE: \$100K IN NEW CONTRACTS IN 90 DAYS

A local business consultant aimed to expand her reach and establish herself as a market leader. She needed an effective strategy to enhance her online presence and attract high-quality leads. Feanix Marketing stepped in with a comprehensive digital marketing plan, including targeted ads, SEO, and content creation. Within 90 days, her online visibility skyrocketed, leading to significant new contracts.

Challenges

The consultant faced limited online visibility and inconsistent lead generation. Despite having a strong service offering, she struggled to position herself as an industry expert and attract the right clientele.

Strategy

- **Website Revamp:** We redesigned her website for a professional and user-friendly experience, ensuring it showcased her expertise and services effectively.
- **Targeted Ads:** Launched Facebook and Instagram ads aimed at her ideal clients, driving traffic and engagement.
- **SEO Optimization:** Developed a robust SEO strategy, optimizing website content and keywords to improve search rankings.
- **Content Creation:** Produced engaging content for social media and blogs, boosting her authority and increasing audience engagement.

Results

- **Landing page conversion rate:** 49%
- **Sales Calls Booked:** 61 calls at \$15 each
- **Clients Closed:** 13 high-ticket clients for \$45K in revenue
- **Return on Ad Spend (ROAS):** 43x
- **Leads Generated:** 30 leads per day at \$1 per lead, totaling 1,038

Outcome

Our comprehensive strategy transformed the consultant's online presence, establishing her as a go-to expert in her field. With a steady stream of high-quality leads and enhanced engagement, she continues to build momentum and secure new business opportunities.

Testimonial

"Feenix Marketing elevated my business beyond my expectations. Their strategic approach to website design, SEO, and targeted ads generated incredible results, positioning me as a leader in my industry."