

Coaching Company Surpasses \$1M In Revenue From Online Event

CASE STUDY • COACHING & TRAINING

SERVICES

Sales Funnels

Email & SMS Marketing

Marketing Strategy

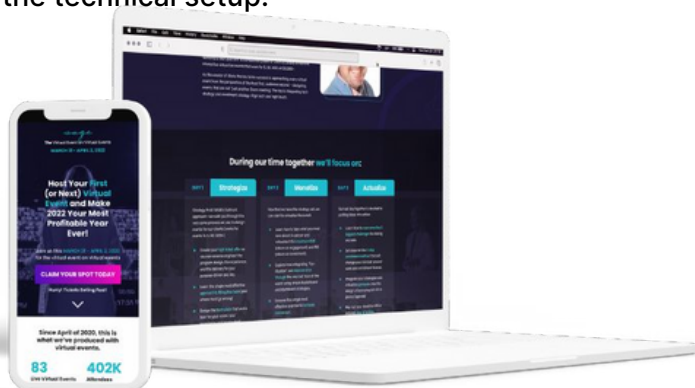
We're Always Up for a Challenge.

So, when one of the top-rated virtual event coaching companies asked us to make their annual event a success, we knew we had to take the job.

Sage Event Management is one of the leading players in the virtual event industry. They had been running their own virtual event successfully for a couple of years. But they wanted to build a team to help them even more.

Their yearly event had three goals. First, to share knowledge. Second, to create a sense of community. Finally, to use it as a sales platform for their mastermind membership programs. However, with each new iteration, the founders had less time to work on the backend infrastructure. It was simply not scalable.

Luckily, our team at **Influential** had the right skills and experience to help them out. We crafted a marketing strategy that could take their annual event to a whole new level, and helped them handle the technical setup.



The latest event was a success, we achieved:

Revenue from New Clients

⬆️ \$1M+

Ticket Sales

⬆️ \$280k+

Exceeded ticket sales goal by

⬆️ 122%

How We Achieved Success

Planning an annual event year after year requires creativity and innovation. Our team decided to switch things up for each event to make sure recurring attendees didn't get tired of seeing the same content over and over.

We also adapted to the audience's current needs by taking the current social climate into account when building communication assets.

1 Creating a Scalable Structure

When Sage got started, the founders were in charge of every aspect of their events, including the technical setup. As their business grew, they found that they didn't have enough time to run everything on their own. They required a technical partner that could also help them with the event strategy.

Our team helped set up new sequences using the customer's marketing automation software. Some of the new sequences we implemented were: payment failed sequences, sales followups, traffic source tagging, show-up sequences, and updated order forms.

This way, we created evergreen solutions that don't depend on the founders. No matter the size of the event, the team can handle all the traffic with the help of these systems.

2 Optimizing for Increased Revenue

The success of the annual event depended on two things: ticket sales and revenue from new clients.

For the first, we focused on understanding our client's target audience. We researched their pain-points, their needs, and their limiting beliefs. With this information, we created effective copy for ads and landing pages. Our aim was to increase the number of people interested in the event.

We also wanted to help our client get more revenue from new clients. To do this, we proposed changes to the closedown sequence of the event.

Our Results

The latest virtual event we helped Sage promote was an absolute success. We sold more tickets than the client expected to sell, generating \$280k from ticket sales.

Additionally, the new high-ticket offer we launched created \$1.1 million in new revenue. The client was so happy that we are now planning next year's event, so we can surpass our own expectations!



The image shows a computer monitor displaying a landing page for 'INFLUENTIAL'. The page has a dark background with white and yellow text. At the top, it says 'Your Partners in Explosive Growth' and 'Meet The Growth Architects'. Below this is a photo of a group of people. To the right of the photo, there is a small text block that reads: 'At the helm of our growth agency are three men and four women, two seasoned entrepreneurs with a proven track record of scaling businesses to new heights. With over \$100M in sales under our belts, we've mastered the art of transforming coaching companies into industry powerhouses.' Below the photo is a yellow button that says 'About Us'. At the bottom of the monitor, there is a large yellow button that says 'Get Started'.

Advertise With Us and Boost Your Sales!

Get Started