

Scaling to Multi-Million Dollar Success with Strategic Webinar & Traffic Optimizations

CASE STUDY • COACHING & TRAINING

Paid Traffic & Affiliate Strategy

Webinar Optimization

Landing Page Redesign

Sales Funnel Development

We Love a Good Challenge.

Miss Excel, founded by Kat Norton, already had a powerful brand and engaged audience, but they needed more visibility to scale revenue. Before our work, Miss Excel earned over \$1 million in 2021 and \$1.7 million in 2022.

After we started working with them in January 2023, we helped skyrocket their revenue, reaching \$2.72 million in 2023, and by 2024, they had already hit \$2.33 million with three months left to go.



Kat Norton aka Miss Excel

What we achieved:

Generated Revenue
Together

⬆️ \$5M

Increased Overall
Reach

⬆️ 1300%

Average ROAS

⬆️ 2.98X

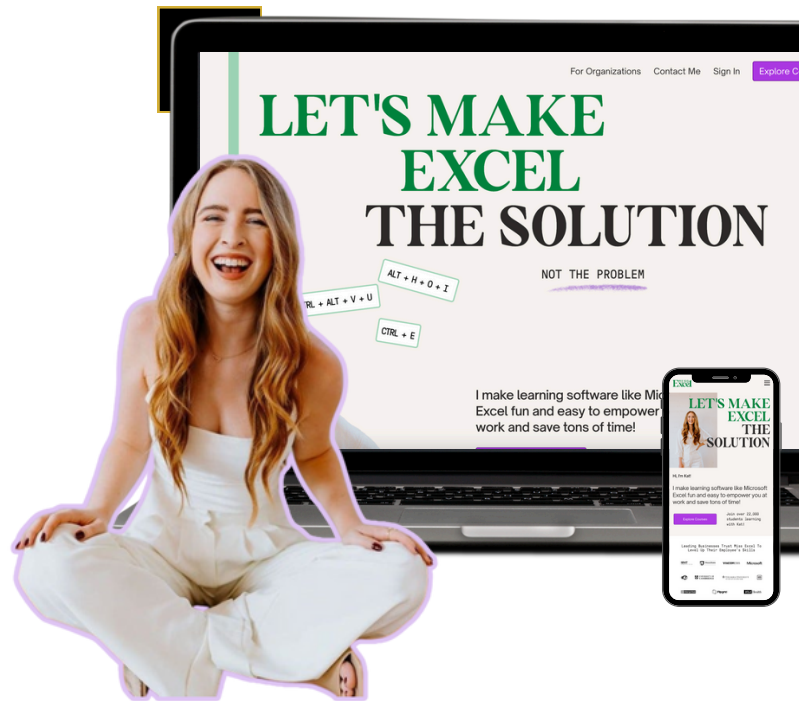
How We Achieved Success

Miss Excel was already a well-established brand when we started working together in 2023, but there was significant untapped potential in their existing systems.

We took a comprehensive approach to optimize their webinars, paid traffic, and affiliate strategies.

1 Optimizing Webinars for Conversions and Revenue

- **Landing Page Redesign:** We redesigned Kat's webinar landing pages to boost opt-in conversions and get more people to register.
- **Improved Reminder System:** We enhanced the show-up reminder system with better emails and SMS, resulting in higher attendance for live webinars.
- **New Closedown Sequence:** We implemented a brand-new closedown sequence that generated an additional \$70,000 within the first 3 days of its launch. It has since become a crucial revenue driver.



2 Scaling Through Paid Advertising & Affiliate Marketing

- **Paid Advertising:** We developed a paid advertising strategy to lower the cost per lead (CPL) while putting Miss Excel in front of new audiences.
- **Affiliate Marketing Expansion:** We also created a more elaborate affiliate marketing system to allow others to promote Miss Excel's courses, further expanding reach and generating more sales.

3 Sales Funnel Optimization & Evergreen Webinar Creation

- **Order Bumps & Email Automation:** We added order bumps and better email automation, which increased revenue and optimized the sales process.
- **Evergreen Webinar:** We created an evergreen webinar that is currently producing a 2.5x ROAS, providing a steady stream of revenue while running on autopilot.

**Partner with Influential Team
and Boost Your Sales**

Get Started



Our Results

Our strategic approach allowed Miss Excel to scale rapidly and efficiently:

\$2.72 million in revenue in 2023

\$2.33 million already in 2024, with more to come

\$70,000 in additional revenue from the first use of the closedown sequence

A high-performing evergreen webinar with 2.5x ROAS

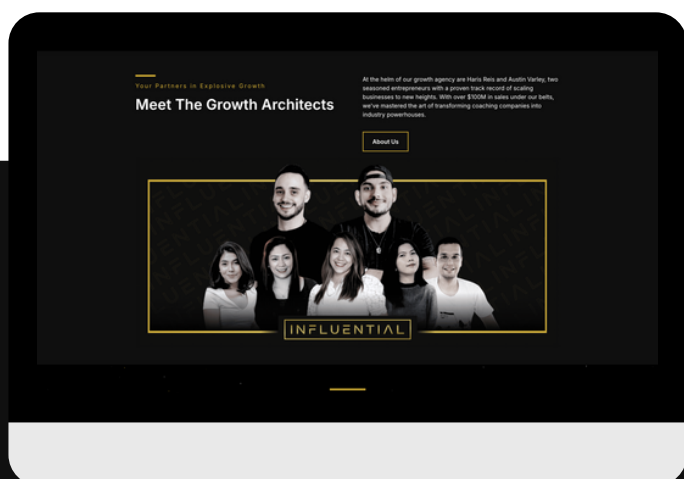
Through our strategic partnership with Miss Excel, we were able to elevate their brand by optimizing their existing webinars, scaling their traffic sources, and building a more efficient sales funnel.

By focusing on webinar improvements, such as increasing registration rates and implementing a new closedown sequence, we generated significant increases in revenue—\$70,000 in just three days from the first closedown sequence alone.



This, combined with our evergreen webinar and paid advertising strategies, positioned Miss Excel for continued growth and success.

As we continue to optimize and expand Miss Excel's marketing efforts, we're excited to see just how far this innovative brand can go.



Advertise With Us and Boost Your Sales!

Get Started