

CASE STUDY - JULIE FISCHER COACHING BRAND AWARENESS & FOLLOWER GROWTH



BACKGROUND

Julie Fischer Coaching offers transformative experiences based on positive psychology, helping individuals and organizations thrive. Services such as workshops, retreats, and one-on-one coaching are provided to clients to move from their current position to their desired goals. Clients are equipped with tools to enhance well-being in all areas of life. The business area of expertise includes well-being science, mindset shifts, engagement growth, communication strategies, and goal setting.

CHALLENGE

Julie Fischer Coaching's clientele was primarily based on referrals. The challenge was to expand increase customer base through brand awareness, particularly among corporate audiences through social media marketing and email marketing to effectively reach and engage audience seeking life coaching services.

STRATEGY

To solve the marketing challenges, I implemented the following:

- Develop an integrated marketing strategy through social media and email marketing(automated nurture flow), aligning with brand guidelines, sharing content and promoting services that resonate with the target audience throughout their buyer journey.
- Implement paid advertising campaign on Meta platforms to promote events and offerings helping expand reach and enhancing brand visibility.
- Leverage analytics on a regular basis to help inform decision making and shape future strategies.
- Manage monthly newsletter to drive constant engagement with the customer base.

ACCOMPLISHMENTS

- Increased website traffic by close to 200% through targeted event advertising, reaching 5,000 people and delivering 13,000 ad impressions.
- Generated 6 event sign-ups from an automated email campaign sent to 194 targeted individuals.
- Achieved close to 60% email open rate compared to the industry average of 40%.
- Gained close to 100 new followers on LinkedIn and increase in reach by 100% and content interaction by 200% on Facebook in the 1st 30 days.
- Increased reach by 40% and content interaction by 84% on Instagram in the 1st 30 days compared to the previous month, demonstrating content effectiveness.

ASSETS (LINKS)

- [LinkedIn Graphic and Post](#)
- [Lead Magnet Promotion](#)
- [Email Marketing & Social Media Statistics](#)
- [Paid Ad & Website Traffic Statistics](#)