Product Launch Case Study

53,838K in 11 Days from a List of Under 3800

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Introduction

This case study will outline a product launch our team implemented.
The client and name of the product will remain undisclosed for the sake of privacy.

This particular case study is intended to serve three purposes:

1. A reminder to never underestimate the impact of building a responsive list.
2. To provide an example of how a well-designed, yet rudimentary sales funnel can generate substantial sales.
3. To provide a glimpse into our team's product launch process.

Background: The Product

This case study profiles the first launch of a client's flagship product.

The program is divided into 8 modules and includes 44 interactive multimedia videos with over 25 hours of training and hands-on guidance. It is delivered via a membership site. Bonuses included 3 audio products and early-bird incentives.

The program cost was $997.

Background: The List

This offer was sent to a list of less than 3800 subscribers. These subscribers had all opted into the house list on the client's primary website.

Platform: Mailchimp was our email marketing solution at the time.

Background: The Funnel

The funnel used in this launch was quite simple.

It entailed sending our subscribers to a 1.75 hour webinar (lead magnet) which pitched the main program (core offer) at the end of the webinar. The final 15 minutes of the webinar presentation invited prospects to the sales page to learn more about the offer.

Two webinar time-slots were provided. We used gotowebinar and ran the live presentation at 6:00 PM on a Tuesday and then again at 6:00 PM on a Thursday.

Background: The Email Sequences

Multiple sequences were in place for this launch.

Webinar Invite Sequence - We had a four-part webinar pitch series spread over the course of 10 days.

Post Webinar Series – We had two segments after the webinar took place. Those that had registered but not attended. They were sent emails inviting them to watch the replay. Then we had those that attended but didn't bite on the core offer. They were sent 6 emails over the course of the following 10 days inviting them to purchase the core offer.

Cart Open Timeline

Once the webinar reached the end, the pitch was delivered, the sales page url was shared and people were able to purchase the core offer. Within 24 hours, 26 sales were made. In the following 4 days an additional 5 sales came in. *(Two follow up emails were sent during this time.)*

Between days 4 and 7 after the webinar, an additional 12 sales came in. *(Two follow up emails were sent during this time.)*

In the final days (7 through 11) while the sales page remained live, an additional 11 sales were made. *(Two final emails were sent during this time.)*

The Results

Total sales revenue of $53,838 in 11 days

Our Role

Our team worked directly with the client to provide all elements of the launch funnel. We helped refine the product, design the funnel and product membership platform, write and schedule the email sequences, configure the shopping cart and manage all other technical aspects of the launch.

Update: Sales Funnel Optimization

Since this product was last launched, the entire sales funnel has undergone a conversion overhaul.

We've moved to Ontraport & Evergreen Business Systems, added a down-sell in addition to a trial offer and re-designed the landing pages and sales copy.

We can't wait to see the numbers in the next launch!

About Us

We are a seasoned team of professionals who elegantly orchestrate the complex product launch process.

We enable our clients to focus on creating amazing products and experiences for their audiences, while avoiding the frustration of managing the technical complexities of a product launch.

About Us

We pride ourselves in our ability to:

1. Guide the product creation process
2. Acquire new affiliate partners
3. Automate the sales funnel
4. Create high-converting sales copy
5. Design high-converting landing pages
6. Improve with every launch

What's Next?

Imagine if your online business was automated on a "no-leak" architecture designed to maximize profits from every prospect.

Sounds nice doesn't it?

Get in touch to find out more: **970.985.5478**