



High Level Giving Model *Case Studies*



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Warm & Cold Traffic to 7 Day Free Challenge, to Contest

Campaign Name: Author Awakening Adventure (AAA) **Client:** Joanne Fedler

Target: AU\$100,000 in turnover and ~70 sales into the Author Awakening Adventure

Time Frame: 6 weeks

Campaign Plan Calculations:

Registrations Required into Challenge: 2,000

Actual: ~2,300

Target Applications for Contest: 350

Actual: ~380

Target Sales: 70

Actual Sales: 74

Target Revenue: ~\$100,000

Actual Revenue: ~\$125,000

Strategy:

Marketing: Enrolled partners to market the free challenge, engage advertising lists, Facebook custom audience ads, social media memes and posts and personal database marketing (2000 members).

Flow: Give massive value and create fun and personal engagement before, during and after the challenge and have the audience fall in love with Joanne. Sell nothing, rather invite participants to win the full AAA program worth US\$2,500 and part scholarships for 2nd prizes using variable funding through the Giving Model.

Warm Traffic to Scholarship Application

Campaign Name: The Journey Scholarship Program

Client: Brandon Bays

Target: €80,000 in turnover

Time Frame: 5 weeks

Campaign Plan Calculations:

Target Audience: ~2,000, Applications for scholarship 200 predicted

Actual applicants: 118

Sales: 20 predicted

Actual: 22 sales

Target Revenue: €80,000

Actual Revenue: €82,898

Strategy:

Marketing: We advised Brandon Bays to set up a scholarship program to assist people wanting to become practitioners in the Journey work afford the certification, by giving them access to funding and payment options not available through the normal event offers. Invitations were sent to attendees who participated in the Journey Intensive program to invite them into the Journey Practitioner opportunity.

Flow: Applications were open for 4 weeks where people were invited to apply by sharing essentially what difference the certification would make to their life and the lives of their clients. The conversion rates were high as a result of the love and personal transformation the participants receive within the Journey Intensive program.

Wide Database Traffic Direct to Giving Model Contest

Campaign Name: Impact Awards Launch

Client: Roger Hamilton

Target: AU\$150,000

Time Frame: 6 weeks

Campaign Plan Calculations:

Audience: 30,000 Wide DB in Australia

Applications for Contest: 400

Target Sales: 40

Target Revenue: \$150,000

Actual Applications: ~300

Actual Sales: 66

Actual Revenue: \$239,229

Strategy:

Marketing: Launch invitations were sent to a wide audience on their events promoters database, with a chance to be awarded for the purposeful and impactful work they are doing through their business. Full and part awards towards 30 day business incubator, iLab Program, worth up to US\$7,000.

Flow: Marketing ran for 3 weeks and after the announcement of the 1st Prize winner, 6 sales agents then rang the shortlist of the top applicants awarding them with their prizes.

Warm Traffic to Scholarship Application

Campaign Name: Empowering Business Women Scholarship

Client: Marnie LeFevre

Target: \$60,000 in turnover

Time Frame: 5 weeks

Campaign Plan Calculations:

Target Audience: ~1,200 - **Applications:** 200 predicted

Sales: 20 predicted

Target Revenue: ~\$60,000

Actual Applications: 150

Actual Sales: 15 at a 10% conversion rate

Actual Revenue: ~\$38,000

Strategy:

Marketing: Invitations to people who'd showed up over the past year at her free intro events, and who'd not yet purchased any programs, with a chance to win Marnie's Fempreneur Business Mentorship program, worth \$3,500 and scholarships for 2nd place scholarships worth \$1,100 using an application process of the Giving Model.

Flow: Marketing ran for 2 weeks. The 3 agents completed final sales 3 weeks after the winner announcements. In hindsight, in this case, for various reasons, this strategy for this client would have been far more successful given the sales were made by the client herself rather than using an outsourced team, as her rapport and respect with her tribe is far greater than what we could reproduce with her close relationship.

Warm & Cold Traffic to Webinar, to Contest

Campaign Name: Tolman Longevity Online Web Event **Client:** Tyler Tolman

Target: US\$40,000 in turnover, 24 sales

Time Frame: 3 weeks

Campaign Plan Calculations:

Registrations Required into webinar: 1000

Actual: Over 1,500

Applications for Contest: 100

Actual: 282

Target Sales: 24

Actual: 55

Target Revenue: US\$40,000

Actual Revenue: US\$118,696

Strategy:

Marketing: Facebook custom audience advertising, Social Media invitation posts and personal database marketing (Selected audience – 12,000 unengaged members).

Flow: Give massive value and create fun and personal engagement before, during and after the webinar enroll the audience to put their applications in during the webinar. Sell nothing, rather invite participants to win the full 3 Day Heal Thy Self Express Workshop worth US\$2,495 by giving away 1 free ticket as well as 20 places for 2nd prizes using the Giving Model.

Warm Traffic Direct to Giving Model Contest

Campaign Name: Health Resolution Competition

Target: AU\$120,000

Time Frame: 4 weeks

Campaign Plan Calculations:

Target Audience: 4,000 Active in DB

Target Applications for Contest: 500

Target Sales: 50

Target Revenue: AU \$120,000

Strategy:

Marketing: A New Year's Resolution campaign inviting people on their database who were actively engaged and who'd not yet purchased a major program, with a chance to achieve their NY's resolutions, by winning the Heal Thy Self Fast, 9 day cleansing and healing program.

Flow: Marketing ran for 3 weeks from December into January, and our 6 sales agents completed final sales 3 weeks after the winner announcements. This strategy has been run a few years in a row achieving similar and often better conversion rates.

Client: Tyler Tolman

Actual: 587

Actual: 70 sales

Actual Revenue: \$201,029

Warmish Traffic to Webinar, to Direct Offer, to Scholarship

Campaign Name: HTS Business Scholarship Fund

Client: Tyler Tolman

Target: USD\$120,000

Time Frame: 4 weeks (2 weeks marketing and 4 weeks sales calls that started during marketing phase)

Campaign Plan Calculations:

Target Audience: 1,500 who'd registered for online webinar

Applications for contest: ~150

Appointments booked: ~100

Conversations: ~130

Sales: 30 @ \$8,500

Actual Revenue: ~\$250,000

Strategy:

Marketing: Reaching out to their database and social media audience to market the free webinar, created 1,500 opt-in's for the webinar. Approximately 300 showed up to watch the presentation, and they converted well on the call. We then marketed a scholarship funding opportunity to all the leads who hadn't purchased.

Flow: As a respected leader in his field, Tyler launched his Coaching Business opportunity to an audience who are already raving fans of his message. 50% of the audience applied for the scholarship. Once complete we turned the process into a highly successful evergreen webinar that's been updated 5 times over the past years and continues to convert at an average of 50% with a cost per sales being ~\$200 through FB ads.

Warm & Cold Traffic to 30 Day Free Online Summit, to Contest Invitation

Campaign Name: Gamechanger – LIVE Bali Scholarship Giveaway

Target: AU\$250,000 in turnover, 100 sales (Client's target for the event from all marketing) that was more than achieved as a result of the marketing from this campaign and further sales that were made afterwards.

Time Frame: 4 weeks (2 weeks marketing and 2 weeks sales calls)

Campaign Plan Calculations:

Target Audience: 15,000 who'd registered for online summit

Applications for contest: ~600

Appointments booked: 120 (Call were only made to those who booked appointments)

Conversations: ~100

Sales: 70 @ \$2,500

Actual Revenue: ~\$175,000

Strategy:

Marketing: Enroll partners from the interviews to market the free summit, Facebook advertising, social media posts and personal database marketing created 15,000 opt-in's for the summit.

Unfortunately, we don't have data on how many showed up to watch the interviews.

Flow: Give massive value to the audience through the interviews, and build rapport as the interviewer of the high profile speakers. As a follow up to the summit, run a contest campaign for someone to win participation at their live event in Bali. Henare did all the sales calls over a 2 week period and converted at 70% on the calls.

Inspiral has worked with multiple speakers over the years, creating over \$10 million in revenue for them and enabling thousands of people to join programs that transform their lives.

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