SALES FUNNEL CASE STUDY

BY KINDNESS ANIH

CAMPAIGN SUMMARY

- Developed a sales funnel leading to a substantial 330% increase in course enrollments.
- Attained an 8-figure campaign revenue for the client.
- Accomplished a noteworthy 9.1% conversion rate.
- Achieved a 389.3% return on investment (ROI) while keeping marketing costs at just 6% of the total revenue.
- Maintained 80% profit margin throughout the campaign.
- Implemented a multi-channel approach to increase website leads to 756%

ABOUT

My Client, Mrs Abimbola, the co-founder of the renowned food company, SoFresh and an HR expert running AB Consults, approached me with a specific goal - to amplify the sales of her high-ticket program, "Building Great Teams," priced at ₦200,000.

The business provides consulting services and courses related to HR and people management. The goal was to register a substantial increase in student enrollment, marking a significant advancement from previous enrollments that consistently remained below 10.

The primary challenge she faced was the lack of a structured sales strategy present in her business, leading to inconsistent enrollment in her high-ticket program.

OUR SOLUTION

To kickstart the campaign, I delved into a thorough investigation of their target audience. This involved understanding who they are, what they need, and how they engage with similar offerings. Following this, I conducted a careful analysis of their competitors, aiming to discern industry trends, successful strategies, and areas for differentiation.

Next, I examined their past efforts. A close look at their previous endeavours allowed me to identify what worked well and what needed improvement.

Adding another layer to the analysis, I performed a SWOT analysis. This involved evaluating their strengths, weaknesses, opportunities, and threats in the market. By understanding their internal capabilities and external challenges, I gained valuable insights into how we could leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats.

After our detailed strategy session, it led to the realization of the need for an end-to-end sales funnel. The strategy we used was to host a paid live webinar at an accessible price point of ₦5,500 to attract qualified leads. The aim was to convert at least 10% of these paid webinar attendees into participants in the high-ticket program.

IMPLEMENTATION

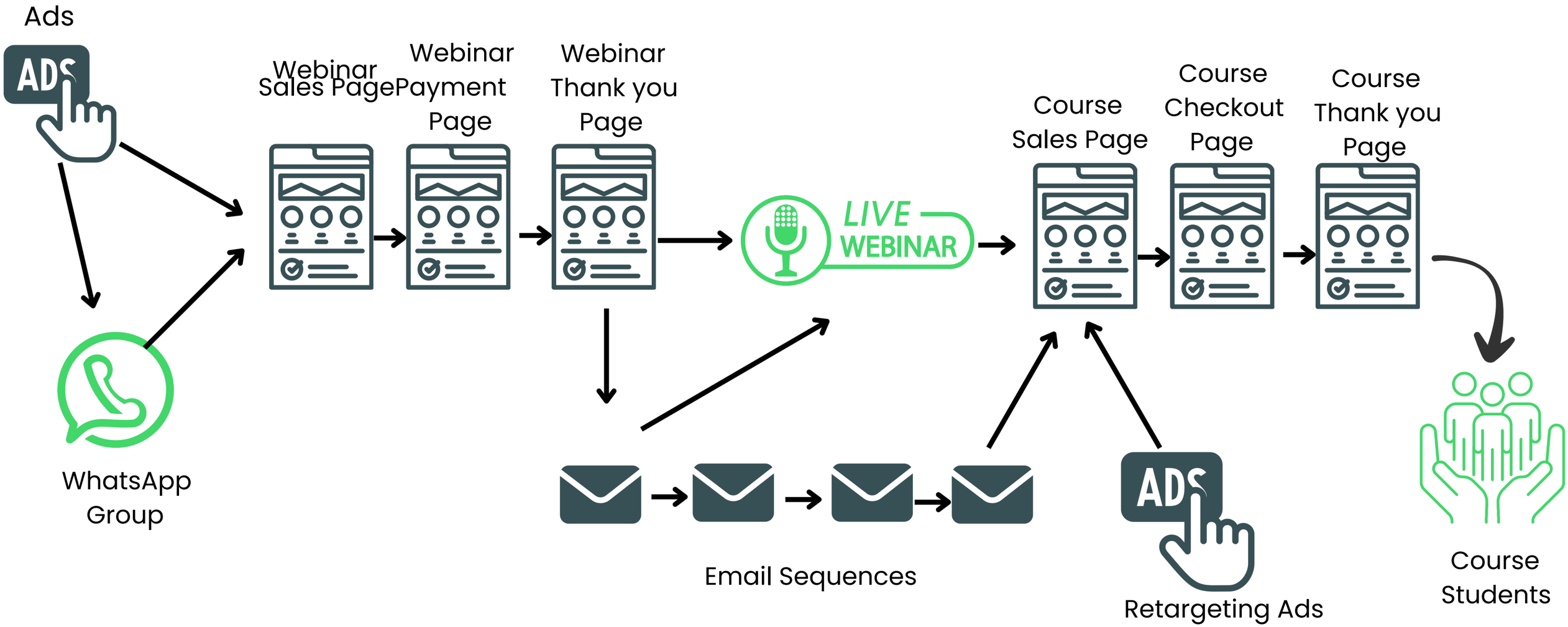
During the implementation phase, we strategically deployed the sales funnel across multiple channels, employing a comprehensive approach to maximize reach and engagement. Here's a breakdown of the key channels we utilized and the corresponding strategies:

1. **Emails:**
- Audience: Leveraging on my client’s existing subscriber base comprising both cold and warm audience segments.
- Strategy: Employed diverse email copy strategies, including expertise-focused angles, addressing pain points, testimonials, objections, and urgency. High-converting emails were sent at strategic intervals, increasing frequency closer to the campaign's end.

2. **Facebook and Instagram Ads:**
- Targeting: Created targeted ads for both cold and warm audience segments. We ran two types of ads: one for direct sales for the webinar and another to generate leads for the WhatsApp Group.
- Ad Creatives: Used visually appealing and conversion-focused creatives, ensuring alignment with the campaign objectives.
- Ad Spend: Managed an effective budget to optimize ad performance while maximizing ROI.

3. **WhatsApp Group:** - Community Building: Established a dedicated WhatsApp group, serving as a waitlist and community hub for nurturing. - Strategy: Initiated discussions, shared valuable content, and created a sense of community. Nurtured participants with targeted messages addressing pain points and building anticipation for the webinar.

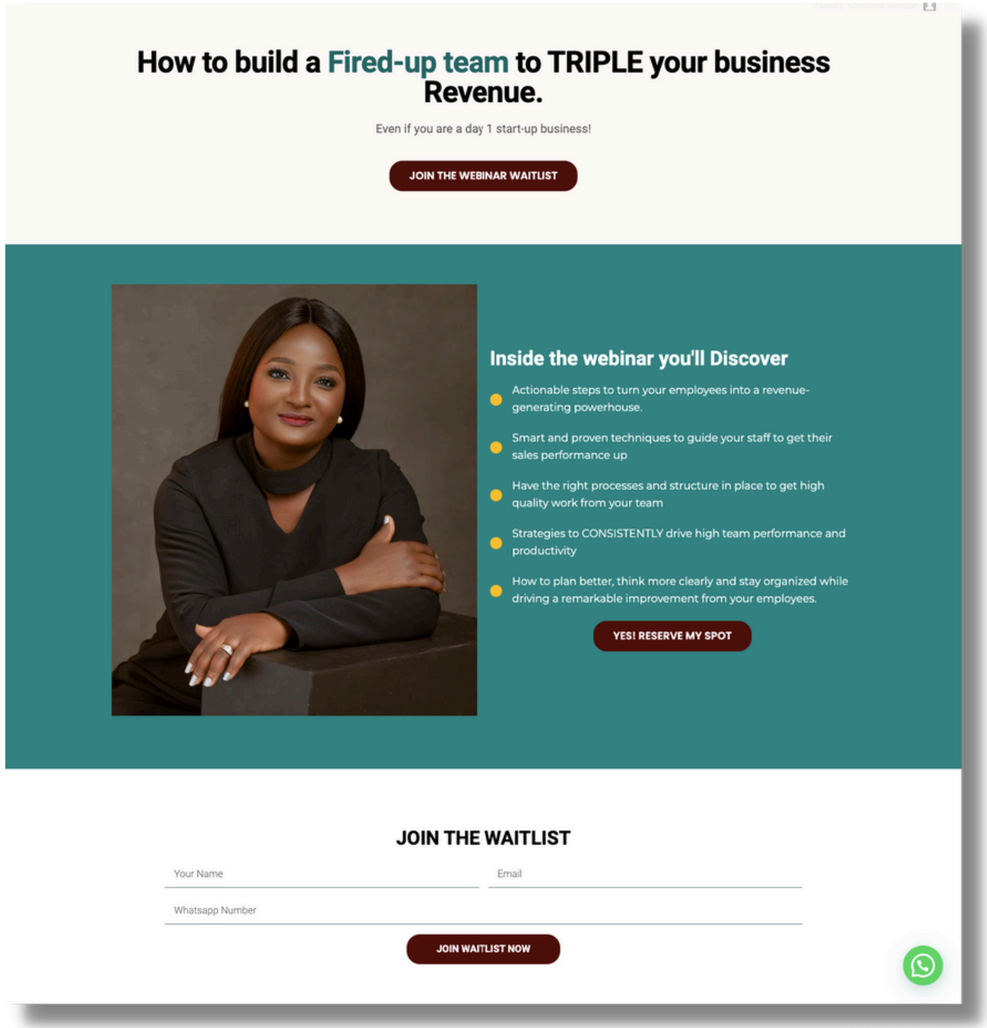
CAMPAIGN SALES FUNNEL



PAGES BUILT

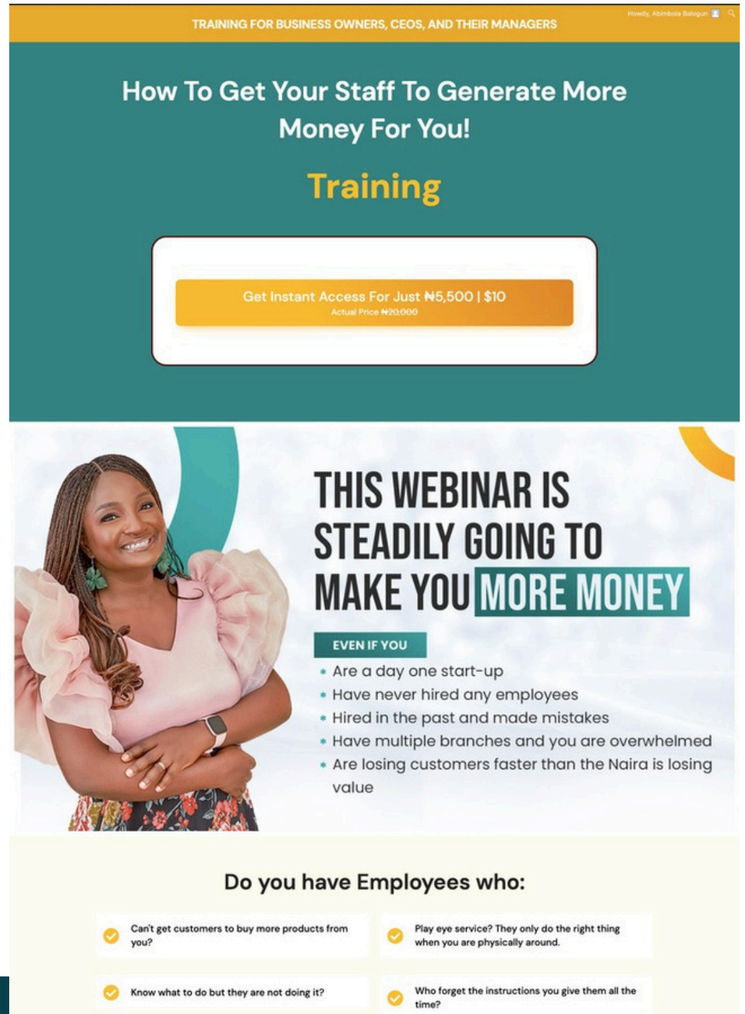
We created the following dedicated pages and leveraged various tools to execute the funnel:

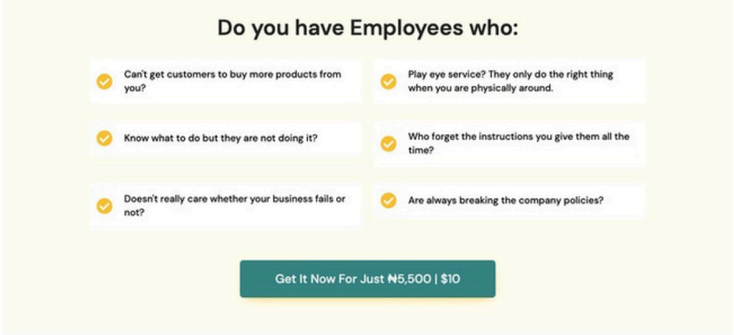
1. **Webinar Waitlist Sign-Up Page:**
   - Introduced a strategic waitlist sign-up page, ensuring early access and priority registration for individuals eager to join the webinar

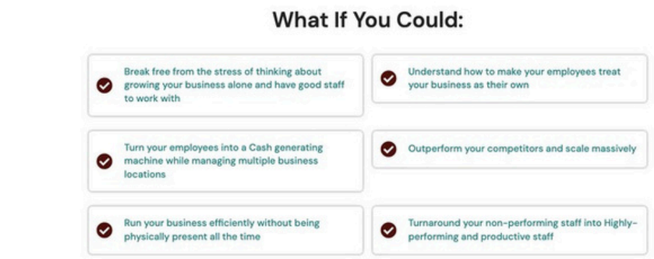


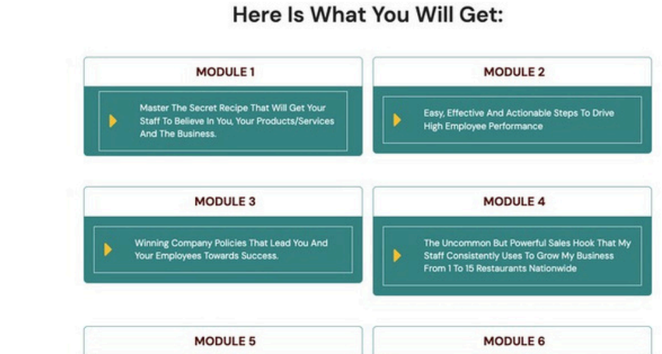
2. **Webinar Sales Page:**

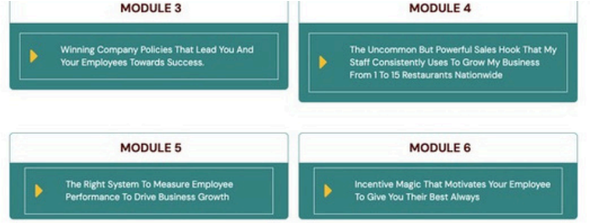
- Developed a dedicated page providing comprehensive details about the webinar, its benefits, and a clear call to action to attract registrations for the paid live webinar.

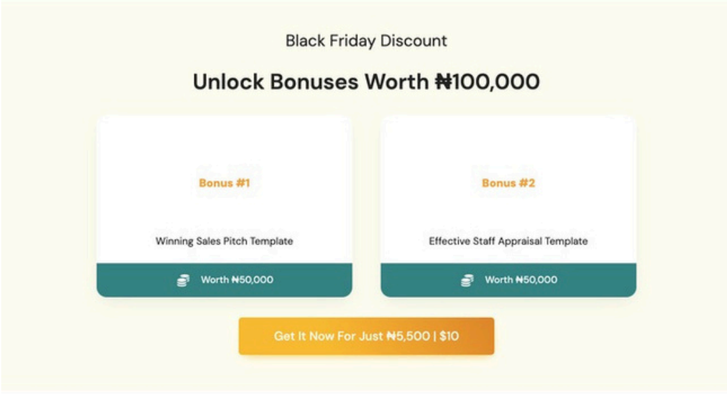


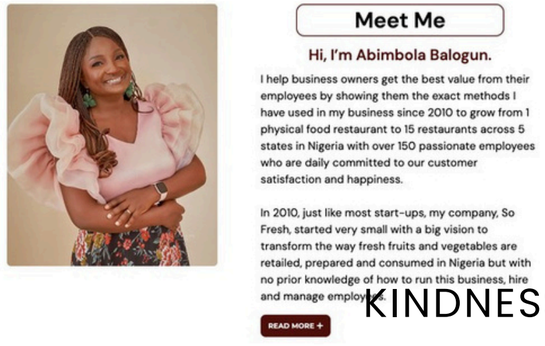












My Achievements

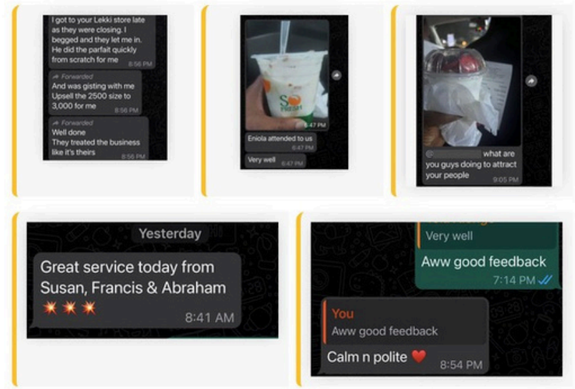
- Co-Founder of So Fresh, the leading healthy food chain in Nigeria
- A successful entrepreneur with 15 physical restaurants in 5 states in Nigeria generating over $3m in revenue annually
- Over 10 years real-life experience managing my employees
- Wife and Mother of 3
- HR practitioner and member of CIPM
- I have over 150 high performing and committed employees
- Trained up to 500 employees to become star performers
- Saved up to N100m from building a good HR Structure for my business since 2010
- Trained over 300 SMEs on how to hire right and build great teams
- My clients are successful and making massive impact in their businesses

Get It Now For Just ₦5,500 | $10

Here Is What My Clients Have To Say



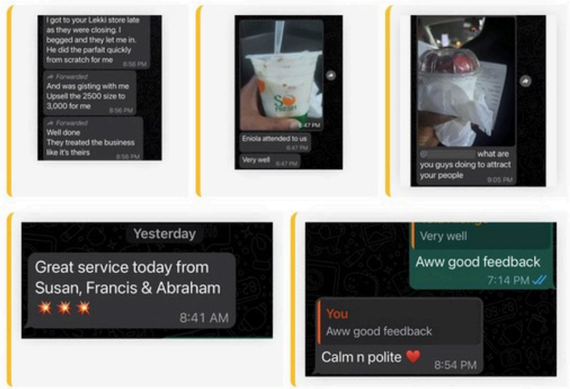
The kind of feedback I currently get in my food business



Get It Now For Just ₦5,500 | $10



The kind of feedback I currently get in my food business



Get It Now For Just ₦5,500 | $10

FAQs

- Will I Benefit From This Training?
- How Do I Get Access After Payment
- Is There A Refund Policy For The Training Fee?

Get It Now For Just ₦5,500 | $10

KINDNESS ANIH

3. **Payment Page:**
- Implemented a secure and user-friendly payment page, facilitating easy transactions for those enrolling in the paid webinar.

4. **Thank You Pages:**
- After signing up, participants were directed to a Thank You page to acknowledge registrations, providing clear instructions for the next steps and expectations.

Choose Your Preferred Payment Option Below:

PAY IN NAIRA (PAYSTACK)

OR

PAY DIRECTLY INTO OUR BANK ACCOUNT:

NAIRA ACCOUNT

Account Name: AB MOORE CONSULTING FIRM
Account Number: 0480214165
Bank: GTB

DOLLAR ACCOUNT

Account Name: Abimbola Tosin Balogun
Account Number: 0034320797
Bank: GTB

For direct transfers, After payment kindly send an email to info@abimbolaconsults.com with the subject line "Webinar payment"

The content of the email should be your proof of payment, full name and the email address to be used for the webinar registration

You Are Almost There!

Your Details

First name *
Kindness

Phone *
9166069284

Email address *
Kindness@gmail.com

Your Order

Product	Subtotal
How to Get your staff to make more money for you × 1	₦5,500
Subtotal	₦5,500
Total	**₦5,500**

Debit/Credit Cards

Make payment using your debit and credit cards

Save to account

Your personal data will be used to process your order, and support your experience throughout this website.

GET INSTANT ACCESS

The flow then continued seamlessly to the post-webinar phase:

6. Course Sales Page: A dedicated page highlighting the features and benefits of the "Building Great Teams" program.

7. Payment Pages (For course): Secure payment pages allowed participants to enroll in the high-ticket program effortlessly.

8. Course Thank You Page: Participants were directed to a Thank You page, expressing gratitude for their enrollment and providing the next steps.



Does this sound like you?

Please Tick All The Boxes, If this is what you currently need

- ☐ You need your organization running efficiently without having to be physically present.
- ☐ You are currently experiencing growth and you need to know how to manage this growth well.
- ☐ Despite several efforts to motivate staff, you still struggle with staff who don't use their initiatives.
- ☐ You want to know the structures you must put in place to hire right and retain the best staff for business growth.
- ☐ You are tired of playing small.
- ☐ You desire to make an impact in the lives of others by building a happy, productive and efficient team.
- ☐ You want to enjoy a healthy and happy life outside of work by building scalable systems and structures.
- ☐ You want to fully understand how to nurture and strengthen the employee-employer relationship.

If You've Ticked One Or Many Of These Boxes Then This Is Exactly For You, Keep Reading!

What if you could:

- Break free from the stress of thinking about business expansion alone and have a strong management team to build with
- Build a company culture of excellence that allows people to be creative and productive
- Build a good business structure that strenghtens your competitive advantage
- Attract more local and global opportunities and scale as you desire
- Build a competent team fired up to see you WIN
- Run multiple business locations and operations at once.
- Strengthen your competitive advantage by hiring right and quit playing small.

All these and more are possible for you. I know because I have been through these struggles and now with the right knowledge, I have been able to achieve tremendous growth in my business, So Fresh Nigeria.

All these and more are possible for you. I know because I have been through these struggles and now with the right knowledge, I have been able to achieve tremendous growth in my business, So Fresh Nigeria.



LET ME TELL YOU ABOUT MY STARTUP STORY

In 2010, just like most start-ups, we started small with a vision to transform the way fresh fruits and vegetables are sourced, prepared and sold in Nigeria but with no adequate knowledge about how to hire the right staff or how to effectively manage them for business growth.

One of our biggest struggles was getting staff who fully understand what we were trying to achieve with the brand. I didn't quite know how to get them to repeatedly do what they were supposed to do every time without reminding them all the time.

READ MORE +

Introducing..

BUILDING GREAT TEAMS

A transformational online program that helps you build competent teams and establish a solid business structure for business growth.



This is a 4-week online program that helps you to build the business and teams of your dreams. You will be able to create and implement a strong business structure that helps you to attract and retain your employees.

It Contains Video Lessons That Will Help You:

Step 1



Step 2



It Contains Video Lessons That Will Help You:

Step 1



Discover The Secret Sauce For Building Great Teams

Here I will Show You How To:

- Structure or Re-structure your business strategy
- Package the strategy as your competitive advantage
- Build an authentic brand image
- Envision the people you will need to build with you

Step 2



Hire The Right Team

Here I will Show You How To:

- Avoid recruitment mistakes that most businesses make
- Create a process that consistently helps you Hire right
- Hire Right
- Onboard like a Pro

Step 3



Master The Art And Skill Of Influencing Your Team

Here I will Show You How To:

- Effectively manage the different types of staff you have
- Understand and design effective performance management systems to drive results
- Increase employee retention
- Train and meaningfully engage your team

Step 4



Retain Your Team For Long-term Through Strategic Leadership

Here I will Show You How To:

- Be a strategic leader that your team are loyal to
- Raise new leaders among your teams for business sustainability.
- Heighten the sense of ownership among the team
- Build a happy workplace people would love to work

Yes, I want to join the Program

WHAT YOU WILL GET IN THE PROGRAM:

- **Practical Video Lessons** — Valued at $500
- **Full Access to HR templates, letters, SOPs, JDs and Policies**
- **Workbooks & Assignments** — Valued at $1,500

WHAT YOU WILL GET IN THE PROGRAM:

- **Practical Video Lessons** — Valued at $500
- **Full Access to HR templates, letters, SOPs, JDs and Policies** — Valued at $1,850
- **Workbooks & Assignments** — Valued at $1,500

TOTAL VALUE: $4,440

Think about what your business will look like if you are able to build a good business structure and a great team to scale your dreams. That's what the real value of this program will be.

BUT YOUR INVESTMENT TODAY WILL BE :

₦200,000 ONLY

CLICK HERE TO PAY IN FULL

YOU CAN PAY IN 2 INSTALLMENTS:

Pay ₦110,000 Twice. Please Keep In Mind That The Second Installment Is Required By October 30th Before You Can Access The Program.

PAY INSTALMENTALLY

ONLINE COURSE ONLY

You Have The Option To Pay ₦150,000 Naira For The Online Course Alone, WITHOUT SUPPORT, BONUSES & ACCESS TO LIVE COACHING CALLS

PAY FOR ONLINE COURSE ONLY

TESTIMONIALS FROM BUSINESS OWNERS



"Thank you Coach for helping me with my Mission Statement, for me it's like breaking the ICE. I have been on this for year. I feel gooooooood."

NDIRIKA UDOYEH
CEO AND CHIEF BAKER - BAKERS OPTIONS



"I joined this program because I wanted to start my own Marketing and Communications company after working as a Marketing and Sales Executive for over 15years in top Four Multinationals. I chose to learn from Abimbola because she is someone who has achieved the kind of result I want and who can teach me how to get the right people to work with and build a strategic team that can drive business growth. Today we have full blast operations in African countries like Nigeria, Senegal, Côte d'Ivoire and an ambitious goal to capture new markets.

delegating a lot more, and I now have a mindset shift. If you're trying to scale up, this course is a must-have."

★★★★★
STEPHANIE OBI
Manager

Every entrepreneur who wants to scale must take this course. Thank you Abimbola."

★★★★★
VINCENT EMOKPAIRE
Cheif Growth Officer, Octoplus Marketing

SWIPE TO VIEW MORE TESTIMONIALS

BE AMONG THE FIRST 50 PEOPLE TO REGISTER TO

UNLOCK THESE BONUSES

Bonus 1



HOW TO RAISE HIGHLY PERFORMING TEAMS

- The 5 Key Rules Of Performance Management
- How To Easily Get Your Staff To Consistently Perform Better
- Dos and Don'ts Of Performance Management
- Winning People Management Strategies That Big Brands Leverage For Exponential Growth

Valued at $220

Bonus 2



LEVERAGING PARTNERSHIPS FOR BUSINESS SUCCESS

- Mini Course for Entrepreneurs by Olagoke Balogun, Co-founder & CEO, So Fresh Nigeria
- Identifying and selecting the right strategic partners for your business.
- Building and maintaining strong, mutually beneficial partner relationships.

Valued at $150

Bonus 3



TWO LIVE COACHING CALLS

- Mindset Support
- Strategy Support
- Live Q and A

Valued at $220

HERE IS HOW MUCH YOU ARE LOSING BECAUSE YOU DON'T HAVE A COMPETENT TEAM

- Unfulfilled Vacancies is Costing You So Much

(Annual profits / No of employees) / 220 working days.

This figure is the average profit you make from each employee daily.

Take this figure and multiply it by the average number of days it takes you to hire to get the full estimate of what each unfulfilled vacancy is costing you.

For Example ($25,000 / 2) / 220 = $57 × 30 = $1,700 The longer it takes you, the more money you are losing.

- Cost of goods and operating expenses lost due to rejected finished products
- Bank charges incurred due to frequent customer refunds
- Time value lost on uncompleted projects
- Consumer confidence lost due to staff incompetence
- Brand reputation lost
- Loss of high networth clients
- Loss of business opportunities due to poor marketing and sales effort from the team

Yes, I want to join the Program

TESTIMONIALS FROM BUSINESS OWNERS







My name is Abimbola Balogun

I CAN HELP YOU BECAUSE I:

- Co-founded So Fresh, a prominent healthy food chain in Nigeria, with my husband.
- Started with 3 stores in 2017 and expanded to 15 stores, with the company's value now reaching millions of dollars.
- Attracted foreign investment of 360,000 Euros in 2017, demonstrating our business's potential.
- Operate with a strong focus on corporate governance and features accomplished members on the board of directors
- Contributed to several SMEs' success by helping them establish effective HR systems, fostering happy and productive teams, boosting revenue, and achieving profitable business expansion.
- Manage both physical and virtual teams efficiently

Tools:
- Utilized email automation tools to seamlessly communicate with participants, delivering relevant information, and nurturing their interest.

Tools such as analytics software, marketing automation, and secure payment gateways were integral to optimizing the funnel.

The sales funnel was designed to attract, engage, and convert leads. Each stage addressed specific challenges in my client's sales process.



RESULTS

The results were compelling, with 473 paid webinar registrants and a 9.1% conversion rate, translating to 43 participants in the high-ticket program. The campaign achieved a remarkable 4x ROI (389.3%) with an 80% profit margin.

- 473 Paid webinar Registrants
- 9.1% Conversion rate
- 43 high-ticket program students which is a 330% increase in course enrollments.
- 389.3% Return on Investment (ROI)
- Achieved 80% Profit Margin

WHAT CLIENT SAYS



ABIMBOLA BALOGUN
Co-Founder, SoFresh
Founder, AB Consults

"Kindness, You are Amazing! The absolute best I could have partnered with on this project.

You know your onions very well. It was a successful Campaign, I am so happy! This is the first time I have gotten this number of students since the launch of BGT program. It is triple the amount of students I have gotten before put together!

You sabi this funnel thing well! You are a pro! Thank You."

LET’S WORK TOGETHER



Do you want similar success in your business?
Contact me for a tailored sales funnel service.
Reach out to me:

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Tecspike Technologies
Whatsapp: +2349166069284
Email: info.tecspike@gmail.com
Website: https://www.tecspike.com