



JESSICA WONTOR
MARKETING SOLUTIONS
FRACTIONAL CMO

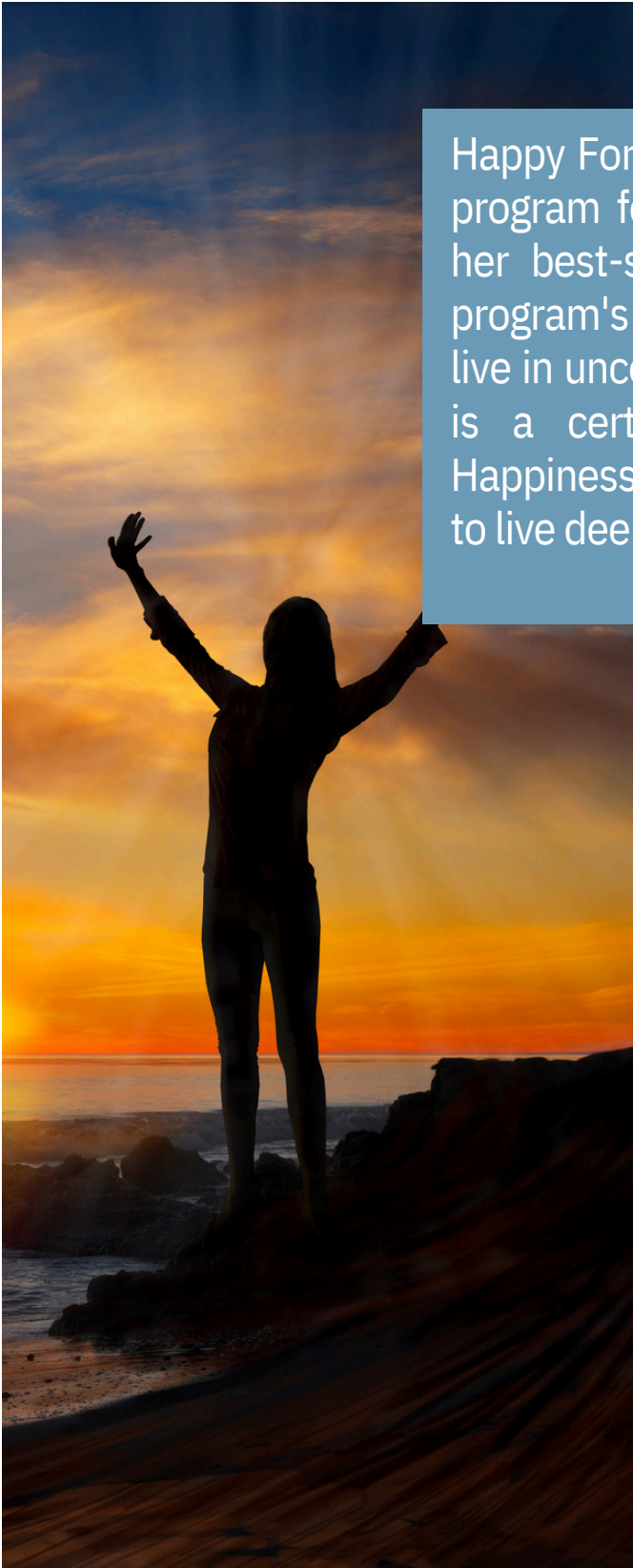
A Fractional CMO Case Study

How I Generated 2,321 High
Quality Leads for Happy For No
Reason and Reduced CPA by
32%

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THE CLIENT

WHO ARE THEY?



Happy For No Reason is a personal development program founded by Marci Schimoff inspired by her best-selling book of the same name. The program's core focus is to empower individuals to live in unconditional happiness. Their key offering is a certified trainer program that certifies Happiness Trainers who powerfully guide people to live deeply joy-filled lives.

WHERE WERE THEY BEFORE WORKING WITH ME?

Happy For No Reason's certified trainer program had been steadily growing over the years, but not at the desired rate. They were keen on prioritizing the expansion of this specific business venture for Marci. Unlike her other ventures, they faced a scarcity of affiliate traffic, which was crucial for boosting program visibility. Their offering was a highly specialized, high-ticket coaching program designed to train individuals in teaching happiness in both live and virtual events, adding to the uniqueness of their challenge.



THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

Happy For No Reason faced the challenge of growing their certified trainer program within a short three-week launch window and with a limited email list, necessitating a focused effort on generating new cold traffic leads and quickly converting them.



WHAT DID I DO TO SOLVE IT?

1. I crafted compelling ad copy paired with attention-grabbing creatives that resonate clearly with the ideal prospects, driving targeted lead acquisition.
2. I segmented and optimized the webinar campaign to effectively leverage warm traffic while attracting high-quality cold registrants for enhanced engagement and conversions.
3. I implemented creative engagement strategies and refined funnels to enhance application rates and boost conversions, ensuring a seamless and compelling user journey.



THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

We saw a significant improvement in customer acquisition and sales growth, with campaigns generating 2,321 new high-quality leads. Additionally, optimizing webinar campaigns led to a remarkable 32% reduction in CPA for cold traffic. Notably, 55% of applications were qualified, resulting in a surge of successful conversions into the certified trainer program. These outcomes not only boosted immediate results but also supported sustained growth for Happy For No Reason's business by growing an audience that can be nurtured between launches.



CLIENT IMPACT STATEMENT

Jessica completely gets who we are and knows how to go after our audience. Our business has grown every year since we started working with her. I highly recommend Jessica Wontor. - Marci Shimoff

**ARE YOU READY TO SCALE YOUR BUSINESS WITH
MARKETING STRATEGY AND LEADERSHIP?**

BOOK A CALL

