



JESSICA WONTOR
MARKETING SOLUTIONS
FRACTIONAL CMO


A Fractional CMO Case Study

How I revolutionized lead generation for Your Year of Miracles, achieving a 25% YOY growth and generating 10,000 new leads.

www.jessicawontor.com

THE CLIENT

WHO ARE THEY?



Founded by Marci Shimoff, a renowned New York Times bestselling author and transformational leader, Your Year of Miracles is a premier year-long mentoring program dedicated to empowering women to manifest miracles. This program offers comprehensive support and guidance to help participants achieve their highest potential and create extraordinary outcomes.

WHERE WERE THEY BEFORE WORKING WITH ME?

Your Year of Miracles was in its fourth year and had successfully built the program primarily through affiliate traffic. They realized that while affiliate traffic was a valuable source, it could be costly and unpredictable, dependent on which affiliates participated. They were uncertain about the most suitable traffic channels for their business but were eager to delve into advertising and other alternatives to broaden their audience and improve program participation.



THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

Your Year of Miracles faced the challenge of over-reliance on affiliate traffic, which left them vulnerable to fluctuations in affiliate participation. They were uncertain about how to diversify their traffic sources to achieve more controlled and sustainable program growth.



WHAT DID I DO TO SOLVE IT?

1. I collaborated with the Your Year of Miracles Team to create a compelling meditation lead magnet tailored for paid social traffic.
2. I revamped the funnel and page copy to better convert cold traffic, ensuring a more engaging and persuasive user experience.
3. I designed a full-funnel ad strategy to increase leads and webinar registrations, as well as robust retargeting to convert both paid social and affiliate traffic more efficiently.



THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

Our collaborative efforts yielded remarkable results, including a phenomenal 25% year-over-year growth from previous launches. We successfully generated 10,000 new leads, showcasing the effectiveness of our tailored lead magnet and revamped page copy in capturing audience interest. Furthermore, our strategic ad funnel and retargeting approach delivered an impressive 8X account-wide return on investment, demonstrating the power and impact of our comprehensive solution in driving sustainable program growth and success.



CLIENT IMPACT STATEMENT

Jessica has become an invaluable partner. Her approach has led to significant year-over-year growth for our business. If you are looking for a marketing partner who combines deep expertise with a genuine understanding of your business needs, I highly recommend Jessica Wontor.

- Marci Shimoff

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

BOOK A CALL

