



JESSICA WONTOR  
MARKETING SOLUTIONS  
FRACTIONAL CMO

# Successful Go To Market Launch

A Fractional CMO  
Case Study


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My launch strategy surpassed Learning at the Primary Pond's membership goal by 25% in the first year.

[www.jessicawontor.com](http://www.jessicawontor.com)

# THE CLIENT

## WHO ARE THEY?



Learning at the Primary Pond was created to meet the demand for better curriculum and resources for teachers. Starting with plans and printables, it quickly expanded to offer comprehensive curriculum packages, educational resources, and professional training programs, supporting educators in delivering effective instruction.

## WHERE WERE THEY BEFORE WORKING WITH ME?

Learning at the Primary Pond had a successful digital curriculum business and a strong network of teachers. However, they wanted to broaden their offerings by launching a membership site focused on providing teachers with enhanced training, community support, and literacy curriculum resources. Allison sought support in developing a digital go-to-market strategy and advertising plan to ensure a successful and impactful launch of their new membership site.



# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

Learning at the Primary Pond faced was the challenge of effectively launching their new membership site and ensuring its success not only in the first year, but in years to come.



## WHAT DID I DO TO SOLVE IT?

1. I consulted on the positioning of the launch, recommending discounts for those opting for 6-months or 1-year upfront payments.
2. I developed an audience-building strategy to generate excitement among new audiences and engage existing ones.
3. I crafted and implemented a comprehensive launch strategy for maximum impact and success.



# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

My efforts produced remarkable results, exceeding the client's initial subscriber goal by an impressive 25%. This success wasn't just immediate but also had a lasting impact, as the membership program evolved over the past five years into a foundational cornerstone of their business, significantly contributing to their ongoing success and growth.



## CLIENT IMPACT STATEMENT

I love working with Jessica for so many different reasons. But the level of strategy that she brought to our company was something that stood out. So if you ever have the opportunity to work with Jessica, I highly recommend it - Allison Ryan

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

**BOOK A CALL**

