

PPC & AN EXPANSION OF A BUSINESS

SHIR LIMAZATI
ANOTHER CHANCE TRAINING



AT-A-GLANCE

When Another Chance Training moved to Chicago, they did a pretty great job of building up an organic business via networking. However, the company's owner, Shir, realized that in order to get the bookings/week she wanted and scale her brand beyond people she could physically meet, she'd need a little help.

After getting to know a little bit more about Digitally Enhanced Marketing's methodology, she was completely open to whichever marketing channel would give her the quickest and strongest return on investment.

We decided on Google Ads.

+1.5

NEW CLIENTS/WEEK

Within just the first month, Another Chance Training (ACT) started signing an average of 1.5 new clients per week. That's not leads. That's actual programs bought.

3.8x

ROAS

In that same time frame, ACT began to see a 3.82 times return on their ad spend. Additionally, they made back more than what they invested when you include management fees.

+9

LEADS / WEEK

Beyond the immediately signed clients, this program has enabled us to bring an average of 9 qualified leads per week into ACT's ecosystem for continued nurturing.

THE CHALLENGE

ACT's website and social media did a great job of communicating the brand's methodology and personality. However, it was easy to get sidetracked when visiting either location.

In order for this program to work, it needed a focused landing page that proved the brand's value and encouraged people to sign up for a consultation call.



THE SOLUTION

Digitally Enhanced created an on-brand, streamlined landing page experience that spoke to ACT's target audience.

Additionally we created, managed and optimized the Google Ads so that ACT would show up at the top of search results page, encourage people to click and ultimately want to book a call to learn more.

THE REACTION



I never thought marketing was in my reach, but in the first month of our campaign I received over 25 leads and booked over 50% of those clients. What's even more excited is those clients that were sourced from the ads are now referring me to their friends and neighbors!

*-Shir Limazati,
Another Chance Training Founder & Chief Trainer*