



AVALANCHE
ENTERPRISE

AVALANCHE CASE STUDIES

 COACHING/CONSULTING



INTRODUCTION

Avalanche Enterprise is a digital agency specialising in getting you seen by the right people. Our job is to reinforce the value that your company can offer potential clients; therefore we consistently connect you to the people that require your services. Our campaigns revolve around the mantra **“The more of your target market you have a conversation with, the more successful your business will be”**.

Our team of highly talented individuals are trained in all major social media platforms and we are constantly improving the way we market our clients on them.

In this case study we will be analysing a campaign focused on a business coaching/consulting practice. Avalanche Enterprise has worked on over **75 campaigns** in the coaching, development and leadership industries and we have found that our value orientated approach on LinkedIn is unique; offering a different technique to many of our competitors.

The company in discussion today is an ActionCOACH. ActionCOACH is the number one business coaching franchise in the world and we are now the franchises UK preferred partner for social media marketing.

This particular ActionCOACH had a target market of businesses with a turnover of £1-5 million. LinkedIn allows us to search on employee numbers so we take that the estimated employee numbers for that size of revenue business is between the 11-50 mark. We helped the client understand there is more to going direct to the target market therefore strategic alliances and media connections should also be explored.

We knew that the coach was trying to sell directly to businesses and therefore we were targeting someone who most likely did not know they needed the service the client provided. When the client is being sold a service that they are unaware of/have never experienced, the marketing has to be very different and far more nurturing.

We discussed the phrase ‘The more of your target market you speak to, the more successful you will be’.

This phrase was built into the campaign and the plan was set to develop a strong contact base of business owners that should be working with us and then use permission and trigger style marketing to generate a phone conversation.

Our research showed that around **1 in 4** conversations led to an immediate lead for a coach and the others should be treated like the beginnings of a potentially profitable long-term relationship.





DEPLOYMENT

We deployed LinkedIn for this client and immediately began developing a large connection base in the target markets discussed.

From here, we began using a permission style (**permission marketing**) message that pushed the prospect to a general phone conversation with the coach. Alongside this we began developing relationships with potential strategic alliances such as solicitors and accountants as well as media connections such as local BBC Radio Stations.

As the front line for client's social media marketing, we get to see first-hand how testing and measuring new ideas can impact the success of the campaign. For all clients we assume the position of their marketing team and will work to test and measure as much as possible.

From a trigger marketing perspective, we deployed a weekly blog that was written by our creative team and continually tested and measured.

The goal for a '**trigger**' campaign is to generate a valuable image around the client so that if their prospects are not quite ready to convert, they are not burnt. We find that many marketing strategies sell far too quickly and in a hard manner, generating a few leads but burning many prospects in the process. With this nurturing process, **when the prospect is ready to buy, our client is at the forefront of their mind.**

This particular campaign is now **3 years old**. Across the 3 year campaign we have generated in excess of **175 calls** for the coach in question and expanded their network to **4000** people.

2000 message requests and conversations have taken place across the campaign.

The coach has spent, over the last 36 months in excess of £10000 with us. This equates to an average **£57.14 per call**.

The coach had signed **6 one to one clients** at an average **£1295 per month**, created **3 profitable strategic alliances** and had appearances on **BBC Oxford and BBC Wiltshire**.

Total cash generated **£170,940**

Total cash **ROI is 1709%**

Outlook:

As the campaign proceeds, we are moving into different markets for the coach. An example is increasing our target market base up to £50m turnover businesses, increasing our market by potentially 5X the size.

As the coaches retention with their client becomes stronger and our fee remains flat, their return on investment will continue to compound.

RESULTS