



RoundClicks

CASE STUDY

A **affiliate marketer** who wanted to **sell health products** using our platform.

- A Case Study

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Client's Profile:

The affiliate marketer's products are absolutely different from what you get in the healthcare market. They include products that provide restful sleep at night, and also those that provide focus and energy boost in the day. She provides samples plus a 30-day money-back guarantee.

Business Requirement

Unique health products to be sold

The need to educate the prospects on such products that are useful for their day to day health issues

To provide a security and credibility through research information that will convince the prospects

Bring out the unique aspects of these products as against others in the market

Provide assurance and highlight the sample and 30-day money-back guarantee as a confidence booster to buy the product without second thoughts

Write good reviews for the product and create testimonials to showcase existing customer satisfaction



The Challenge

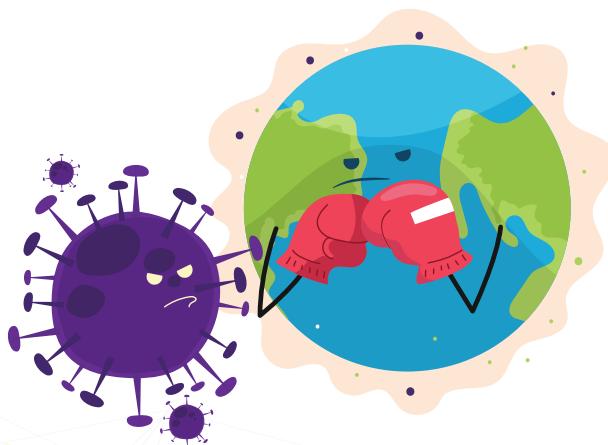
Covid-19 Quarantine

Here is a client who needs help! Well obviously no ecommerce company is profiting now as delivery is a big issue due to the covid-19 crisis.

But here's the truth, the customers actually have a lot of time in their hands to read, research, take care of their physical well being, exercise and think about healthy food. But their energy levels and sleep patterns are definitely affected due to change in schedule - school, college, work, whatever stage they are in.

This kind of a schedule change will affect their health badly and will become an issue when regular life happens, right? Aren't you waiting for it to start soon!

The challenge is how to make them realise this?



The Solution

How we took it up!

Build a 3-page landing page solution based on the funnel to help this brand survive during this crisis (COVID-19) crisis and educate their clients on how and why they need to take care of their health through supplements.

Yes, RoundClicks came to the rescue of the brand to capture the audience at various levels in the funnels and help them decide. We created 3 pages each for the stage in the funnel - educate, emphasize, and enlighten the client to buy the products.

The first landing page

The first page was completely for creating awareness Health issues make for popular reads online. People subscribe to know more about more health problems than solutions. But sleep and fatigue that you are locked at home are you lazing around munching unhealthy snacks and sleeping at random hours? We are ignored. Why?

Our clients' blog carried the right articles to educate you on do's and don'ts' during this period. We followed up analytics, who has opened, stayed longer, which content had more views, made similar ones for SEO dissemination.

[Subscribe to our blog posts now](#)



The second landing page

The second landing page explains the offers to the audience in the consideration stage of the funnel. The brand provides free trial of the product for the first time users to understand its benefits. They only need to pay the shipping cost.

For those who pre-book their health supplements now to be delivered once the quarantine is up and over with.

The customers can subscribe to monthly deliveries at most at 50% of the actual cost because we know the economical situation now due to job changes and losses. But HEALTH COMES FIRST! Let it be your first delivery once we are free from the chains of coronavirus.

The third landing page

The first landing page grabbed the attention of the audience by talking about fatigue, sleep patterns and yes losing weight. These blog subscriptions helped us collect email addresses and names AKA LEADS!

In the second landing page, we provide a chance to try the product for free for the first time – only pay for shipping cost. This brought in more qualified leads / customers for the client.

All the products were displayed in the third landing page along with each of their ingredients and benefits. This page has a redirecting to the affiliate payment page of the client! Ta da!

Value-add from RoundClicks.com

Other support solutions provided to the client

- An integrated payment gateway
- content assistance for blog and news letters
- Email automation
- Google analytics with ecommerce settings
- Setup tracking code for the site in accordance to the ecommerce developer reference guide
- Help measure product performance & sales performance
End-to-end digital marketing support including content, social media, onpage seo, FB shop setup, Google my business setup and a lot more

The RoundClicks Magic

How we help you pamper your clients

- High converting squeeze page templates
- Capture more leads and sell more
- Customize anything – design elements, content blocks?
- Multi-device responsive!
- Drag and drop funnels with minimum effort
- Pre-built funnels makes life easy for visitors to go through your site

- Auto-responders and sequences
- Create awareness and engagement
- Grow faster by connecting with your prospects

**We guarantee your business growth
during this crisis situation, in fact, faster!**

Connect with us today!

678-779-4597 | support@roundclicks.com

Grow Beyond Landing Pages

Create Beautiful Sales Funnels that Convert your Visitors Into Leads and
hen Customers.

START MY FREE TRIAL





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