

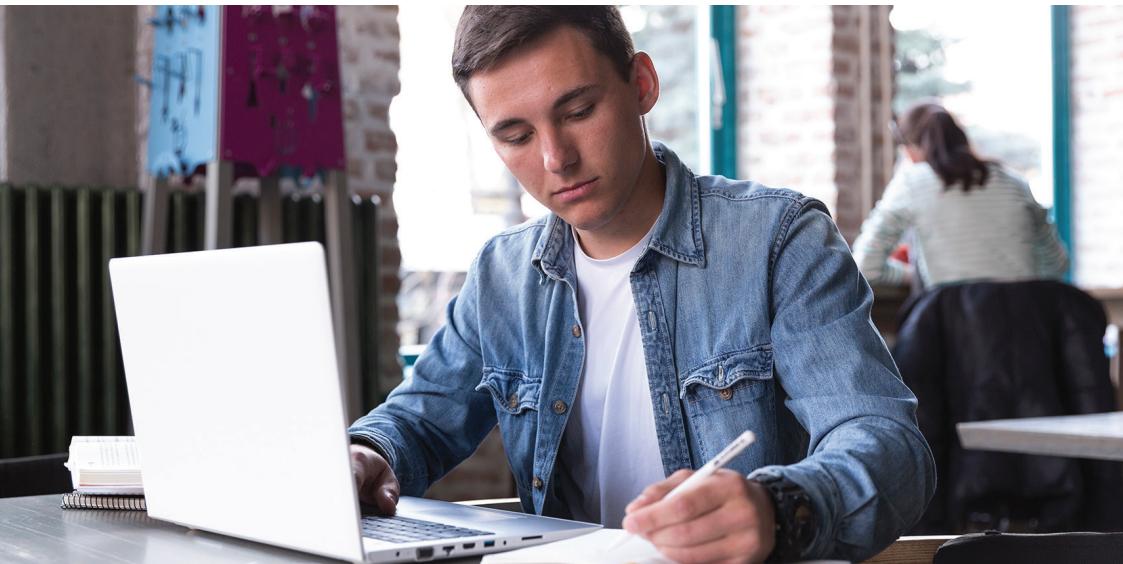


CASE STUDY

How creating funnel pages for
eLearning educators boosted
the revenue generation.

- A Case Study

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Client's Profile:

Our client is an eLearning educator whose reputation precedes his name. He guides and motivates educators and parents who want to increase their ability to support their students' achievement. His spouse reached out to us to build an exclusive e-learning course funnel to help him to get-in-touch with his targeted audience.

Over the years, he has been able to bridge the gaps between education and creativity in children. He has the skill of motivating young students on how to overcome their obstacles. However, he didn't have a clue about where to start and how to make money.



Background

The client is an educator, coach, and author aimed at providing access to the eLearning experience that, until now, seemed like a chasm across the digital divide. He just needed the right platform, and his life-partner was smart enough to approach us by booking a free appointment to discuss her ideas with our experts. She wanted our help in planning correctly and executing it successfully to grow the business.

The Challenge

Students across the country are choosing the E-learning program over other means of learning, and this industry is growing faster, like never before. The challenge here is to create a useful landing page and funnel pages to drive the desired traffic. On the other hand, it requires an insane amount of work to complete the online setup.



Our Findings & Recommendations:

Our experts quickly ran-through the fundamentals and bounced back with the idea of lead magnet strategy. According to this, we recommended our client to create an insightful online document on the six steps one must know to maintain the sanity when teaching at home. This would prove to be cost-effective and more productive enough to touch-base the right set of students.

Our Approach

The landing page is for the eLearning website. Therefore, our experts tested various elements to know which element combinations of a landing page drove a higher conversion rate for eLearning sites. Besides that, our research uncovered the fact that a lot of people wanted to discover endless educational tips for elementary through high school students. In the process, we

- Identified and mapped the current process followed in the industry.
- Identify which idea would create ripples
- Build landing pages that are welcoming and converting
- Write precise content that would quantify our efforts in a big way
- Design and set up interfaces with other systems
- Prepare the infrastructure requirements
- Immediately distinguish bugs and fix them.



Impact On Client's Business:

- The landing page focused on communicating the benefit of downloading free tips, arousing curiosity. Everybody loves free things!
- Customized call to action buttons like DOWNLOAD NOW!, GRAB YOUR TIPS NOW!, GRAB THE CHECKLIST, DOWNLOAD THE CHECKLIST were implemented to make it count.
- Funnel pages showed full information on the coming up eLearning class - Would you like us to add the eLearning MasterClass to your order today for just \$27?
- This triggered curiosity in the visitor's mind, and those who tried to quit early were presented with a piece of popup information.
- Two CTA buttons were designed to decide the course of action - Yes! I will attend & Yes! I want to attend.

Conclusion

The client mentioned that she enjoyed working with us thoroughly and never anticipated the magnificent finish of the funnel pages. As a result, the client started witnessing a lot of registrations and dollars.

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

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hen Customers.

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