



**StealthSeminar**

# StealthSeminar Customer Success Story:

---

Carolyn Soldo





**“STEALTHSEMINAR HAS BEEN THE KEY REALLY TO GROWING OUR BUSINESS AND GROWING IT FAST. WE EVEN HIT THE INC. 5,000 LIST IN 2019!”**

## **Carolin's Results**

- Automated complex marketing processes
- Increased conversions
- A streamlined customer journey
- Reached the Inc. 5000 list

## **How StealthSeminar helped Carolin automate her marketing**

- Easy to use automation for webinars
- Integration with other software and ad campaigns
- Detailed analytic data for fine tuning strategies
- Highly responsive customer support

# What were the challenges you had before using StealthSeminar?

My name is Carolin Soldo, and I am the founder of Scale Academy and Powerhouse Business. We help service-based business owners grow and scale their business with a lot more ease.

The major struggles we had were with the experience of the leads. When you think about a customer journey when someone signs up for a webinar, you want this experience to be as effortless for them as possible.

You want the fewest clicks as possible and an overall elegant experience. The tools we had before required leads to do a lot of things like clicking links, going to their inbox, finding emails and then getting back to the webinar.

StealthSeminar removes those barriers. We were able to decrease our cost per lead and increase the number of people seeing our presentations.

There was also an increase in the number of people sticking around through the entire presentation, and ultimately we got a lot more qualified sales conversations for our business.



## What was your eureka moment?

I'm a big tester. When I set up my online marketing strategies and funnels, I always begin with a model and try to put benchmarks in place.

When we began to build our systems with StealthSeminar and launched them, we plugged the numbers into our tracking system and saw that we were meeting those numbers and benchmarks.

I knew right away that this was a system that would take me all the way, and it has. StealthSeminar has been the key to growing our business and growing it fast. We even hit the Inc. 5,000 list in 2019!

When we saw that this system allowed us to meet our goals and benchmarks, we knew right away that we were home.





# How did StealthSeminar help you?

---

We have been using Stealth Seminar for almost five years now. It has transformed our business from a lot of manual work to more automated processes.

Early on, especially in the early years of our business, we had a lot of manual marketing that took a lot of our time and was relatively ineffective.

This system left us with a lot of inconsistency in terms of income and client flow. The most significant transformation with StealthSeminar was the ability to automate almost all of our marketing efforts.

From our ads, leads continue their customer journey with StealthSeminar. We end up with a good number of qualified sales conversations from this flow of leads.

Going from a lot of manual effort to having our marketing almost fully automated was the biggest transformation for us.

## Would you recommend StealthSeminar?

---

I would recommend StealthSeminar to anybody who wants to market online. I believe that this system is an education-based marketing approach.

We are educating people on the value we can provide to them and the solutions we have. So service-based business owners, even product-based business owners, can make good use of it.

We work with financial advisors, attorneys, and event planners, and I have recommended this program to them and continue to do so.

I believe that StealthSeminar is providing high value in terms of marketing which then results in great conversions, great clients, and a great business.

