



StealthSeminar

StealthSeminar Customer Success Story:

Tyler Clark from Flipping
Mastery





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Flipping Mastery's results

- \$275,000 in sales from a single mailing directed at an automated seminar
- Eliminated the manual work of setting up webinars
- Improved lead generation from webinars
- Provided a highly customizable webinar solution

How StealthSeminar made running webinars easy for Flipping Mastery

- Highly reliable
- Fully automated webinars
- Ability to funnel leads and sales with customizable templates
- Responsive and knowledgeable support staff

What challenges did you have running webinars?

My name is Tyler Clark. I'm the marketing director for a company called Flipping Mastery, which is in the real estate education space.

Before StealthSeminar, we didn't have a solution for automated webinars. Everything was done manually through GoToWebinar, which was very time consuming and inefficient.

We were able to generate sales through GoToWebinar, but lead generation was not as powerful.

With StealthSeminar and their automated webinars, we've been able to scale and drive traffic from other areas. This has increased our leads and sales across the board while also saving us time and overhead.



Did you have any doubts about using StealthSeminar?

As with any new platform, I had some concerns about the learning curve, potential downtime, or other tech issues that can come up.

I found StealthSeminar easy to use. I like the customization, and their tech support team helped us out a lot with that. They've always been really responsive to any requests.



What was your eureka moment?

There was one campaign in 2013 where we did about \$275,000 in sales from one mailing. Without StealthSeminar, we wouldn't have been able to run those webinars so successfully.

It was a direct mail campaign to an affiliates list that was driving to an automated webinar registration page. We hadn't really seen that before.

We weren't sure it was going to work, but the results speak for themselves. There were multiple components to that campaign, but without StealthSeminar, we wouldn't have been able to run the webinars in the way that we needed.

How did StealthSeminar help you?

For any information marketing business, the key to success is automation. StealthSeminar has been one of the most consistent parts of our automated funnels for about a decade.

The new version released earlier this year is really great. It's taken the platform to the next level. I can see us using it for another 10 years if I'm in the industry that long!

Having such a reliable platform has allowed us to achieve many of our goals and focus our time on other things. StealthSeminar has allowed us to build the type of virtual business that we always wanted.

Would you recommend StealthSeminar?

I'd say, go for it! We've checked out a lot of other webinar platforms, but StealthSeminar continues to work well for us.

They continually improve and adapt as needed. They've got great support, great features and the platform is really reliable.

We're never worried about webinars not running. It's a great company and great software.