

Case Study

Client: Anthony Robbins(www.anthonyrobbins.com)
Case Study Term: April 2010 – April 2011

Background

For 30 years, Anthony Robbins has been one of the most well-respected life coaches and motivational speakers in the world. He has inspired presidents and celebrities as well as improved the lives of people across the globe. His companies generate revenue through his events, speaking engagements, and retreats, as well as through product sales.

Prior to hiring IMI, the company had been performing online marketing in-house with limited experience and resources. They realized that the long term scalability of their business required increasing sales through online channels. Their primary revenue drivers are high priced events, speaking engagements, and retreats. Therefore, normal search engine optimization was not going to be the best solution. The company needed aggressive 60 to 90 day pushes for selling tickets and event retreat packages online. With a limited budget, IMI created a strategy using optimized landing pages, aggressive PPC, and display banners for retargeting.

The Goals

- To use PPC and optimized landing pages to increase sales through online channels
- To use retargeting to increase return conversion through the website

The Strategy

When designing the strategy, the IMI team performed in-depth research and spent many hours in discovery sessions with the client. We performed competitive analysis as well as reviewed the performance of previous in-house PPC campaigns.

The challenge was that each PPC campaign was to be targeted for a very specific event and each had to be created and launched quickly along with well optimized landing pages to ensure high Quality scores and conversions. The full strategy included the following:

- >> LANDING PAGE DESIGN
- >> PAY PER CLICK ADVERTISING
- >> DISPLAY BANNER DESIGN
- >> BEHAVIORAL RETARGETING

The Results

During the initial 12 month engagement, IMI has run many successful PPC campaigns to support sales efforts for events, speaking engagements, retreats, and products. For the purpose of this case study we will focus on one campaign that was particularly successful.

