

ARTICLE CASE STUDIES

CASE STUDY #1: BRAND POSITIONING			arliepeyton.com	
Natasha Villaseca - Founder - Small Business			Industry: Lead Generation Consultancy	
GOAL	CHALLENGE	SOLUTION	BENEFITS	KPIs / METRICS
Create long-form branded content that highlights a key problem with ideal customer and how to solve it. Link solution to client's product.	Connect with audience that is unaware of the client's personal brand and expertise.	Article-centric Brand Positioning Campaign	<ul style="list-style-type: none"> • Build brand awareness • Build brand audience • Build brand loyalty • Demonstrate brand fit 	<ul style="list-style-type: none"> • Unique Visitors • Social Shares • Likes/Claps/etc. • Time On Site
TARGETED KEYWORDS			KEY RESULTS	
<ul style="list-style-type: none"> • [client's name] • [client's course name + client's name] • [linkedin consultant UK] 			GOOGLE: Page #1 in 3 weeks for several keywords. ROI: \$10,000+ from paying clients. CONSULT BOOKINGS: 15+ strategy sessions within 2 weeks.	
<p>Notes: Natasha had a lot of branded content that ranked well. Nevertheless, I got her on page #1 of Google and this has lasted over a year now. Like most of my campaigns, we lead with Brand Positioning, but she profited as well. The article sent readers to a landing page to book a consult. The landing page got over 184 and many turned into paid clients. Today, she gets a steady stream of traffic to the article and the booking page. The article has over 3.1K claps and 47 comments. Article: bit.ly/2YPB0yx Testimonial Video #27: bit.ly/2MKxyDi</p>				



CASE STUDY #2: TRAFFIC

arliepeyton.com

[Private Client] - Medium-Sized Business

Industry: Marketing Agency Training

GOAL	CHALLENGE	SOLUTION	BENEFITS	KPIs / METRICS
Tell brand narrative of company's overall mission and inspire target audience to join client's community.	Connect client's broad philanthropic mission with specific business-related Call To Action.	Article-centric Traffic Campaign & Short Funnel	<ul style="list-style-type: none">• Build audience• Increase email opt-ins• Improve brand image	<ul style="list-style-type: none">• Pageviews• Conversions• Free Course Opt-In
TARGETED KEYWORDS		KEY RESULTS		
<ul style="list-style-type: none">• #1 [niche] Course• Best [niche] Course• [client's course name + niche]• [client's name]		GOOGLE: Page #1 in 1 month for nearly all the Targeted Keywords. (Results holding for over 1 year now.) LANDING PAGE VISITS: 1,607+ ESTIMATED SALES: \$34,000+		
<p>Notes: To start, the Keyword Difficulty Score of the niche term was 77 [difficult]. Nevertheless, I ranked this article on page #1 in 1.5 months for the two best keyword phrases for buyer intent (best course and #1 course). With over 1,607 landing page views and a 2-3% conversion rate for, there is an estimated revenue value of over \$34,000. I always lead with Brand Positioning because a prospect must come across your brand 3-5 times to take an action. However, this worked for sales because it was a mid-level funnel tactic for a known brand. Also, 20K article views.</p>				



CASE STUDY #3: CONVERSION

arliepeyton.com

AJ & Smart - Large International Company

Industry: Business Consulting

GOAL	CHALLENGE	SOLUTION	BENEFITS	KPIs / METRICS
Using existing brand base to convert long-time readers and subscribers into buyers.	Convert course tire-kickers to free training participants and buyers through results-based motivational stories.	Article-centric Conversion Campaign for End of Funnel.	<ul style="list-style-type: none">• Funnel Completion• Retargeting• Target Audience Data	<ul style="list-style-type: none">• Pageviews• Conversions• Free Course Opt-In
TARGETED KEYWORDS		KEY RESULTS		
<ul style="list-style-type: none">• Design Sprint Masterclass• AJ&Smart Masterclass• Design Sprints Beginners		ARTICLE VIEWS [2 Articles]: 35,801+ LANDING PAGE VISITS [2 Articles]: 1,267+ CONVERSIONS: 1.5%-4% conversion rate		

Notes: This client had created hundreds of pieces of content (long-form articles, videos, social media, etc). I knew it would be tough to rank them in Google when "owned" many of the desirable buyer intent keywords for their niche. Therefore, I decided to deliver on traffic and conversions. I wrote two articles: one as a course review and the other about one of their clients. The first article exceeded expectations. The content left over from that article was revised and used in a pro bono (unpaid) article about one of their client's clients. That article was equally successful. Within six weeks, they 5X-ed their investment (ROI) with me and the sales kept coming in every week. We segmented non-buyers of their e-course and readers from the article to offer a special deal that converted into sales. [I cannot disclose this amount.]

