



Case Studies

JUNE 2021

Hello!

I'm Jenzaia and I'm so excited to be connecting with you! I'm a momma of two and the face behind The JD Teacherpreneur Marketing Agency. I love Earl Grey tea and ice cream!



About these Case Studies



These are some of my client's best performing ads with essential details, such as ad type, cost/lead & ideal customer avatar (ICA).



In this document, we dive into the strategy for each ad as well as some of the key takeaways that made the ad successful.



These case studies are designed to give you insight to what has worked for these clients. Remember that each campaign is unique.

Case Studies #1

Details:

Challenge Registration Ad
\$2.32/lead

ICA: Teacher Business Owners

Strategy:

To get registrations for the client's 5 day challenge. At the end of the challenge, she opened the doors to her course.

Takeaways:

The ad copy really hits the ideal client's pain points and draws them in to learn more about creating product videos.

This challenge did really well because it walked participants through creating a product video which gave them a quick win!

Chloe Tascoff Video Marketing
Published by Jenzaia DiMartile · May 28 at 3:37 PM · 🌐

If you're like me, then you thought "just make high-quality products and the buyers will come".
And maybe they have... but most likely, it's been a very slow process building your TPT store.
My mission is to help you create the absolute best product showcase videos for your resources, so that...

- 🔥 buyers instantly see the value in what you're offering and come back wanting more
- 🔥 you can confidently market your products more effectively on EVERY SINGLE platform
- 🔥 your products STAND OUT in the sea of teacher resources available
- 🔥 you can level up your store and hit your first (or next) milestone!

That's why I'm hosting an AMAZING, FREE challenge for TPT sellers where I'm sharing my method of creating high-quality product videos and walking you step-by-step through the process of creating your very own videos.
Mark your calendar for June 7th because YOU need to put this time into your business.
Sign up for the challenge TODAY → <https://hello.chloetascoff.com/junechallenge>

5 DAYS
TO A HIGH-QUALITY
PRODUCT VIDEO

JOIN THE CHALLENGE!

HELLO.CHLOETASCOFF.COM
[FREE CHALLENGE] 5 days to a high quality product video!

Learn More

6 1 Share

Case Studies #2

Details:

End of the Year Bundle Sale
\$7.88/sale

ICA: Social Studies Teachers

Strategy:

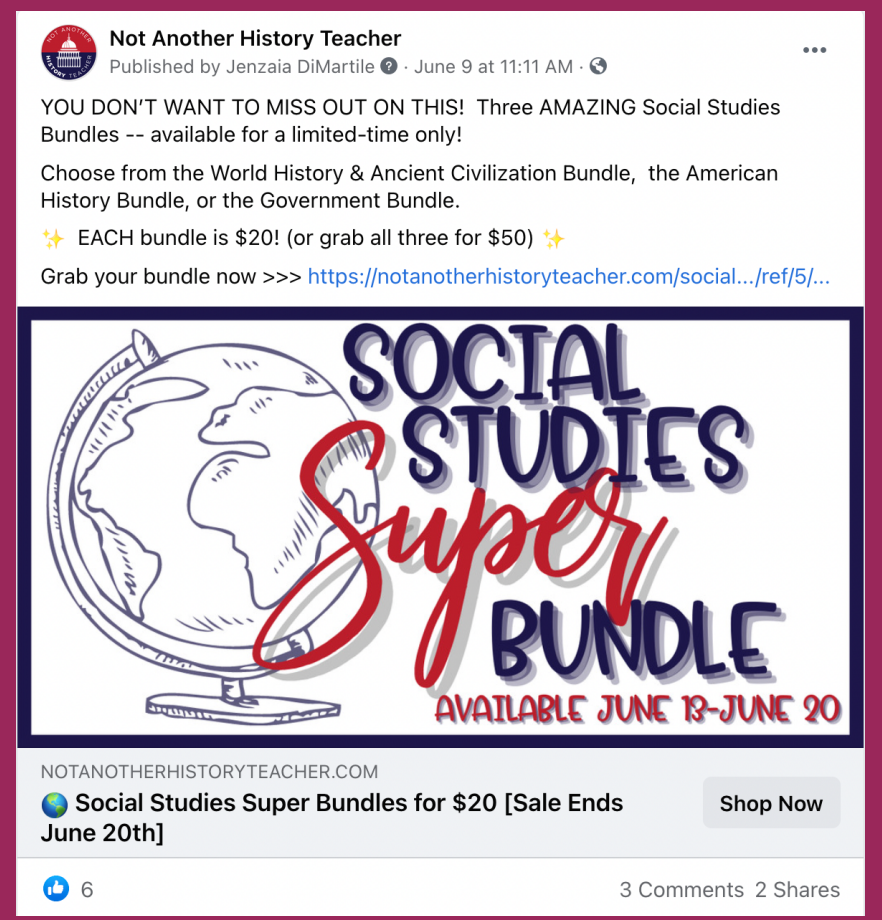
To increase awareness of the sale and to sell more bundles

Takeaways:

The strong branding consistency in the images and landing page helped customers really feel the flow as they moved from the ad to make their purchase.

Using short video clips and GIFs were especially powerful and brought in a significant amount of traffic.

At \$20 each, these bundles were a no brainer and many people purchased multiple. With an average cart value of \$30, this campaign had an ROAS of 380%.




Not Another History Teacher
Published by Jenzaia DiMartile · June 9 at 11:11 AM ·

YOU DON'T WANT TO MISS OUT ON THIS! Three AMAZING Social Studies Bundles -- available for a limited-time only!


Choose from the World History & Ancient Civilization Bundle, the American History Bundle, or the Government Bundle.




✨ EACH bundle is \$20! (or grab all three for \$50) ✨

Grab your bundle now >>> <https://notanotherhistoryteacher.com/social.../ref/5/...>



NOTANOTHERHISTORYTEACHER.COM

 Social Studies Super Bundles for \$20 [Sale Ends June 20th] [Shop Now](#)

 6  3 Comments  2 Shares

Case Studies #3

Details

Self-Liquidating Offer

\$3.35/lead

ICA: Overwhelmed WAHMs

Strategy:

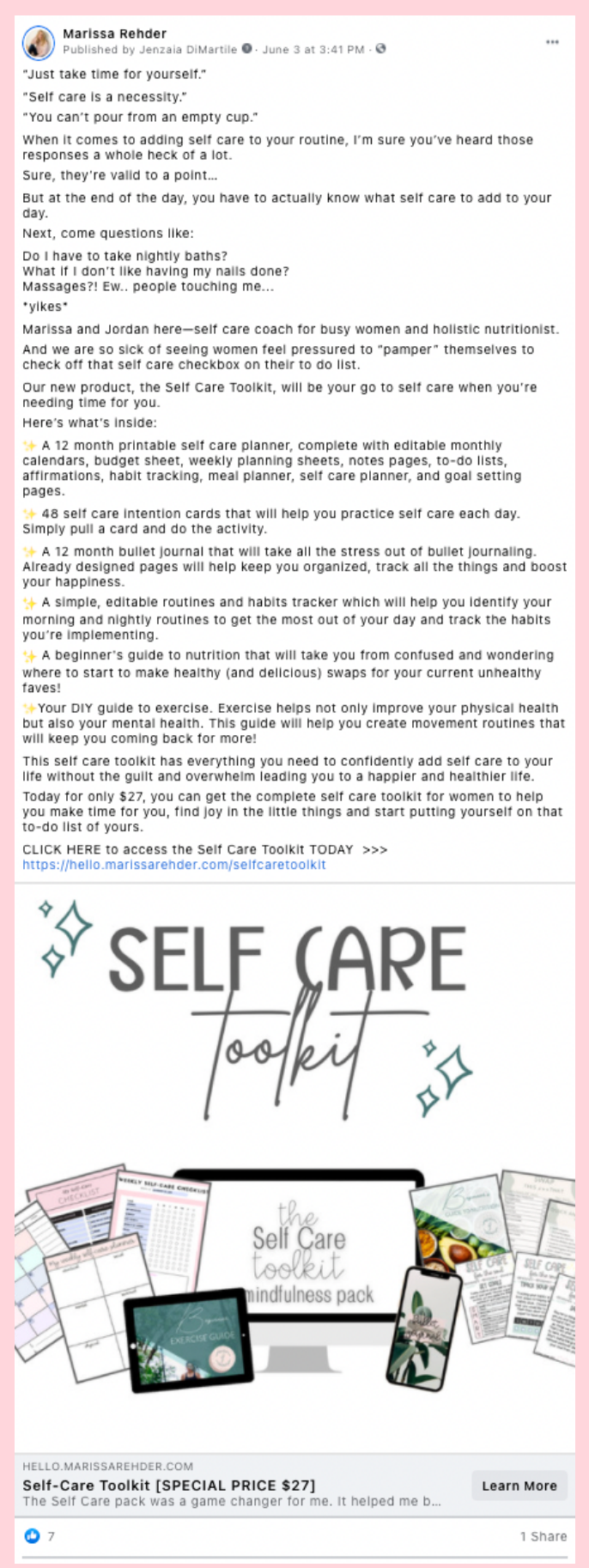
To grow her email list and sell her Self-Care Toolkit.

Takeaways:

This strategy has allowed her to grow her email list full of buyers and has the added benefit of recouping some of her ad spend.

Adding an easy YES order bump helps increase the average cart value. All buyers are nurtured via emails to keep them engaged beyond this first purchase with the intention of having them buy the signature course one day.

With SLO funnels, it is important to have a long-term nurturing plan that complements the initial offer.



Marissa Rehder
Published by Jenzaia DiMartile · June 3 at 3:41 PM · 🌐

"Just take time for yourself."
"Self care is a necessity."
"You can't pour from an empty cup."


When it comes to adding self care to your routine, I'm sure you've heard those responses a whole heck of a lot.
Sure, they're valid to a point...
But at the end of the day, you have to actually know what self care to add to your day.
Next, come questions like:
Do I have to take nightly baths?
What if I don't like having my nails done?
Massages?! Ew.. people touching me...
yikes

Marissa and Jordan here—self care coach for busy women and holistic nutritionist. And we are so sick of seeing women feel pressured to "pamper" themselves to check off that self care checkbox on their to do list.
Our new product, the Self Care Toolkit, will be your go to self care when you're needing time for you.
Here's what's inside:

- ✦ A 12 month printable self care planner, complete with editable monthly calendars, budget sheet, weekly planning sheets, notes pages, to-do lists, affirmations, habit tracking, meal planner, self care planner, and goal setting pages.
- ✦ 48 self care intention cards that will help you practice self care each day. Simply pull a card and do the activity.
- ✦ A 12 month bullet journal that will take all the stress out of bullet journaling. Already designed pages will help keep you organized, track all the things and boost your happiness.
- ✦ A simple, editable routines and habits tracker which will help you identify your morning and nightly routines to get the most out of your day and track the habits you're implementing.
- ✦ A beginner's guide to nutrition that will take you from confused and wondering where to start to make healthy (and delicious) swaps for your current unhealthy faves!
- ✦ Your DIY guide to exercise. Exercise helps not only improve your physical health but also your mental health. This guide will help you create movement routines that will keep you coming back for more!

This self care toolkit has everything you need to confidently add self care to your life without the guilt and overwhelm leading you to a happier and healthier life.
Today for only \$27, you can get the complete self care toolkit for women to help you make time for you, find joy in the little things and start putting yourself on that to-do list of yours.

CLICK HERE to access the Self Care Toolkit TODAY >>>
<https://hello.marissarehder.com/selfcaretoolkit>



HELLO.MARISSAREHDER.COM
Self-Care Toolkit [SPECIAL PRICE \$27]
The Self Care pack was a game changer for me. It helped me b... [Learn More](#)

👍 7 1 Share

Quarter Two's Top Tips

Tip #1 - Tap into your warm audiences

Be sure that you've set up all of your warm audience and continue to nurture and serve them. It takes 7-10 touch points with your brand for the average person to be ready to buy. Create intentional touch points by using ads to drive traffic to your long-form content.

Tip #2 - Email list are more valuable than ever!

Your email list is YOURS! You own it, which cannot be said about social media followers or page likes. With the iOS changes that happened in Q2, it has become even more important than ever that you are consistently growing that list and then nurturing them with regular, quality content.

Tip #3 - Marketing is a long game

I wish there were some sort of magic trick we could do or switch to flip that would make everything work instantly. But marketing is a long game that requires time and patience. It requires you to look at the data and find the leaks in your funnel. It requires you to be creating consistent long form content that you're getting in front of new people.

Marketing is hard work, but when you put in that effort again and again, it definitely pays off!

MARKET

scale

GROW

EPISODE #12

LEVEL UP YOUR EMAIL OPTIN



EPISODE #13

THE ADVENTURES OF A TEACHING ARTIST
WITH AMY ROADMAN



EPISODE #14

FAQ: WHICH TPT PRODUCTS SHOULD I
PROMOTE WITH FB ADS?



EPISODE #15

FACEBOOK AD AUDIENCES FOR
TEACHER BUSINESS OWNERS



EPISODE #16

PLAN WITH ME | MY BLOCK SCHEDULE



EPISODE #17

LEVEL UP *| USING FB ADS TO AMPLIFY
YOUR SALES FUNNEL



SALES FUNNEL

EPISODE #18

INTEGRATING TECH AND SUPPORTING
FELLOW TEACHERS WITH ALEXANDRA BRADY



EPISODE #19

THE 6 DATA POINTS I TRACK EVERY DAY
FOR EMAIL LIST BUILDING CAMPAIGNS



listen NOW



Love what you're seeing?



Click to book your
FREE DISCOVERY CALL
today!

SCHEDULE A CALL