



# Case Studies

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# 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:**

List Building Conversion Ad  
\$2.32/subscriber

**ICA:** Teacher Business Owners

## **Strategy:**

To grow the client's email list in anticipation for her launch coming late this spring.

## **Takeaways:**

The GIF draws attention immediately in the newsfeed and adds an element of interest.

Showing the PDF gave her audience a peak at what they were getting was a highly successful strategy as we were targeting mostly cold audiences that wouldn't yet recognize the client's face.

**Chloe Tascoff Video Marketing**  
Published by Jenzaia DiMartile · February 24 at 2:04 PM · 🌐

Is there just too much information out there when it comes to creating high-quality product videos?  
Do you find it hard to choose which lighting or phone mount to buy, so instead you just buy nothing...?

Well, no more putting it off!  
Introducing my FREE guide, "How to Set the Stage for Product Showcase Videos" → <https://chloe-tascoff.mykajabi.com/pl/273817>

I've created this brand new FREE guide to show you how to create amazing videos that result in more sales that create loyal repeat buyers, just like the 6- and 7-figure TPT sellers have.

This guide includes my exact setup and budget friendly equipment list that I use in order to eliminate dark, blurry video and achieve professional-looking, impactful videos.

Here's what you'll learn when you download your FREE guide:

- my exact setup to shoot product showcase video, from the angles I suggest you use to the backdrops I love
- my favorite lighting equipment to use in order to get high quality, bright video
- tips, trick & strategies to make the whole process simpler and more efficient

Ready to go from unsure and overwhelmed by video to a strategy that will make your products STAND OUT and SELL MORE.

Click here to get instant access now → <https://chloe-tascoff.mykajabi.com/pl/273817>

*New!*

**How to Set the Stage for Product Showcase Videos**  
So your products stand out and sell out!

**FREE DOWNLOAD**

CHLOE-TASCOFF.MYKAJABI.COM  
{FREE GUIDE} Product videos that STAND OUT and SELL MORE

Sign Up

# Case Studies #2

## **Details:**

Webinar Lead Conversion Ad  
\$5.05/lead

**ICA:** Teacher Business Owners

## **Strategy:**

To get registrants for the client's evergreen masterclass that helps teacher business owners

## **Takeaways:**

The repeated images drew in attention to the ad and help get an excellent click through rate.

The clearly written long copy spoke directly to the client's ICA and got them excited about the masterclass.

**Teacher Hustle University**  
Published by Jenzai Di Martile · February 8 at 9:18 AM · 0

Post... get, you! 🤪 I see you side hustle' with your teacherpreneur business, working HARD but also feeling like it's not quite as easy as you thought it would be. (How are my mind-reading skills?) Let's turn this biz into a well-oiled machine that brings in a steady income EVERY month!

You're in the right place because I'm a teacher too, and I happen to be (mildly) obsessed with helping people get clear on marketing strategy.

I coached local business owners in getting visible online for years, and now I'm here to share my knowledge with teachers like you!

Ever wondered where to start with marketing or how to decide which platforms to spend time on? (And which ones you **SHOULDN'T** waste time on... ) The answer is **SIMPLE!**

Get really stinks' good at a few sustainable platforms, and get yourself knows as the go-to gal (or guy) in the area you're passionate about.

Sound scary? It doesn't have to be!

I've coached hundreds of teachers who were feeling lost, confused and overwhelmed.

Within a few weeks of working together, they have clarity and confidence in their marketing choices. And they're already seeing results from setting up Profit Funnels. (We're talking the highest month of sales they've ever had!) Because they have a marketing strategy with systems in place, they have **MORE** time for creating products. It's a win/win!

Now it's your turn! I'd love to be your business coach with my **FREE** workshop on how to sell your products online without feeling icky, annoying, or the worst of them all... **SALES-Y**. I'll teach you how to build an audience of your perfect people, waiting to buy from you again and again.

We'll be talking about how to plan your marketing strategy with **PURPOSE** and **INTENTION**. (Aww...so more trying to figure out what to say online!)

Come watch the free masterclass right now! More impact and income is just a click away.  
[www.teacherhustleuniversity.com/masterclassregistration2021](http://www.teacherhustleuniversity.com/masterclassregistration2021)

**GET READY TO GROW**  
*your teacher business!*

**FREE CLASS**

[WWW.TEACHERHUSTLEUNIVERSITY.COM](http://WWW.TEACHERHUSTLEUNIVERSITY.COM)  
More income and impact is just a click away (FREE TRAINING)

[Learn More](#)

# Case Studies #3

## **Details**

Video Series Leads Conversion Ad  
\$6.92/lead

**ICA:** Overwhelmed WAHMs

## **Strategy:**

To get people registered for the client's 3 day video series which helps WAHMs create and build habits that actually stick.

## **Takeaways:**

The vibrant green colour stands out in the newsfeed and draws attention, resulting in good click through rates.

With spot on messaging, the client was able to attract her ideal clients and achieve this cost/lead for her challenge.

The image shows a Facebook post from Marissa Rehder, published by Jenzaia DiMartile on January 12. The post features a vibrant green header with the text "SHOW UP FOR YOURSELF & KNOCK IT OUT OF THE **FREAKING** PARK!". Below the header is a photo of Marissa Rehder, a woman with long blonde hair, wearing a dark green blazer over a light-colored top. To the right of the photo is a circular graphic that says "FREE VIDEO SERIES". The post text includes a hook: "-- No more creating vision boards, setting intentions and picking habits that don't produce the life you're dreaming of..", followed by "-- No more choosing one word for the year only to forget it before summer hits..". It then states, "In other words, let me teach you how to make plans that produce big results and lead you on the road to living your best life." and "I'm a self care coach who teaches women how to go from being 'stuck' and letting life dictate how they live to living the life they are dreaming of." The post concludes with "Join me for this free 3 day training to help you discover your highest self and choose habits that will help you become her." and a call to action: "CLICK HERE to learn more >>>> [www.marissarehder.com/habits](http://www.marissarehder.com/habits)". At the bottom of the post, there is a link "WWW.MARISSAREHDER.COM/HABITS", the text "FREE TOOLS for women looking to live their best lives! Get ready to change your life!", and a "Learn More" button.

# Case Studies #4

## Details

TPT Traffic Ad  
\$0.14 per click

**ICA:** French Math  
Teachers

## Strategy:

To provide the client's ICA with a free download and introduce them to her products in hopes they'll return to purchase the full bundle.

## Takeaways:

While it is hard to track TPT Traffic ads, the client saw an increase in traffic to her store, significantly more downloads of the free product and

**Jenzaia DiMartile**  
Published by Jenzaia DiMartile · February 26 at 8:45 PM · 🌐

Bonjour 🌟 Are you looking for an engaging way to practice fractions with your primary students?

🔥 Boom Cards™ are perfect for virtual or in person learning. Students will be independently practicing these digital task cards to review halves, thirds and quarters.

Start playing TODAY!

**LES FRACTIONS**  
**BOOM CARDS**

Les fractions  
Écoute puis trouve la fraction demander.

FREE DOWNLOAD

TEACHERSPAYTEACHERS.COM  
{FREE DOWNLOAD} Get your Boom Deck today!  
Students will listen to a sound clip then find the correct fraction. Di...

Download



*Love what you're seeing?*



Click to book your  
**FREE DISCOVERY CALL**  
today!

**SCHEDULE A CALL**