

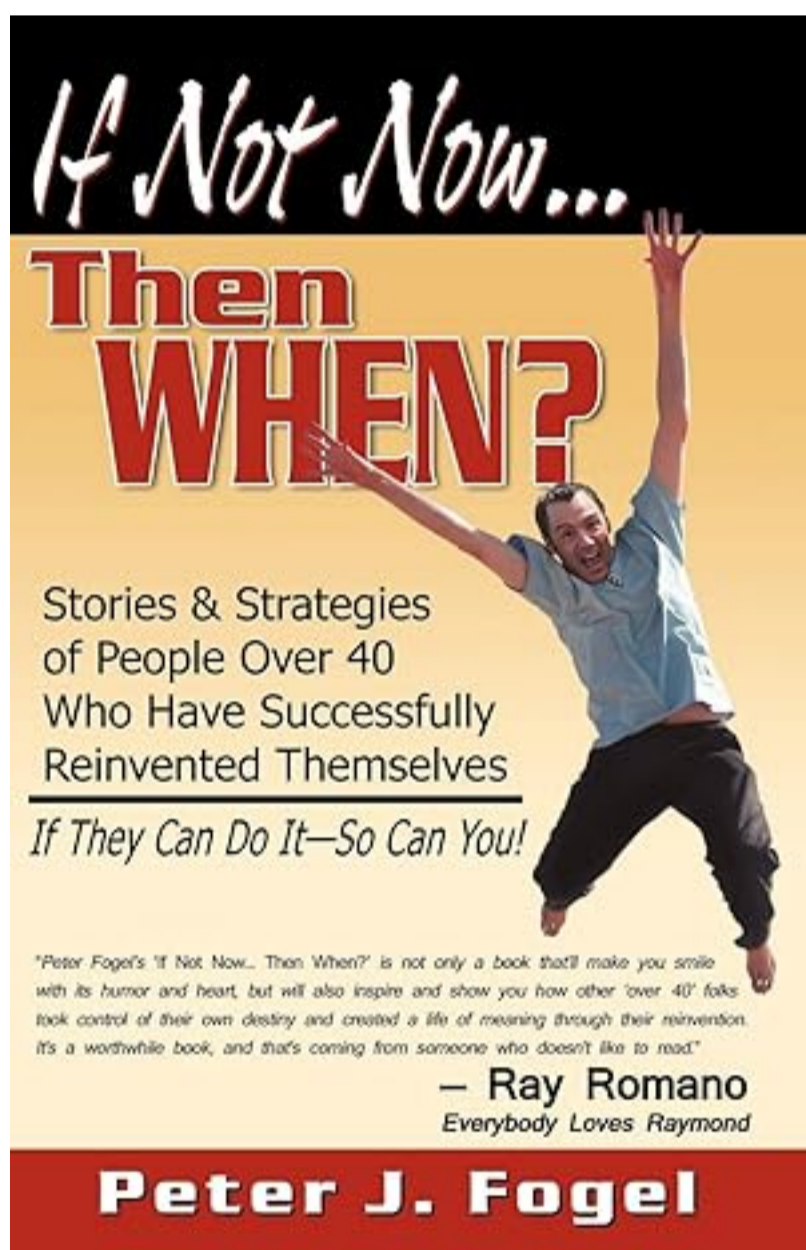
Complete Go-To-Market, Copywriting, and Online Branding Strategy in Under 10 Business Days.

Overview

The client, Peter Fogel was transitioning from his career as a full-time comedian to a Direct Response Copywriter. Launching his first published work, **If Not Now, Then When, Stories and Strategies of People Over 40 Who Have Successfully Reinvented Themselves**, he planned an aggressive book promotion schedule and required a complete microsite, ordering mechanism, and ongoing traffic strategy.

Challenge

The client's PR team accelerated Peter's book release date to launch in conjunction with a planned TV appearance on a major nationwide morning news program. To capitalize on the large audience, I was requested to build a supportive microsite, an online traffic approach (targeted PPC & solo ads), and a merchant solution strategy in under 10 business days.



Solution

I created the client's 7,000-word microsite in 8 days, secured a merchant account for order processing, and coordinated all design elements for the site. I also worked with the client to develop an ongoing and robust traffic strategy, targeting business professionals over the age of 40 who were interested in making a career change. In addition to the microsite, I supported Peter's online presence by providing ongoing web copy for his main comedy and public speaking booking website.

I also created additional traffic strategies to sustain momentum beyond the initial launch book launch period. Through a combination of strategic copywriting and effective marketing tactics, we were able to successfully drive results and support Peter's transition into his new career. Together, we created a compelling online marketing approach that resonated with Peter's target demographic. This led to Peter ultimately successfully navigating a significant career change.



Results

- ✓ The entire web presence was delivered (with revisions) in under 10 days, ahead of the client's planned TV appearance.
- ✓ The client was able to take advantage of the large TV viewership to close 25% of initial web visitors.
- ✓ I developed an engaging lead magnet and follow-up approach, which resulted in 1,500 additional subscribers to the client's ezine, allowing him to promote and book additional television appearances.
- ✓ I worked closely to help the client revise his follow-up autoresponder series to promote additional bookings and supportive events, improving response rates by 44%.
- ✓ Additionally, the client had me create ongoing web copy for his main booking website and provide additional ongoing traffic strategy.
- ✓ Client was able to review ongoing reporting through an online tracking portal, developer exclusively for his project.

About Peter DeCaro

Over the past 25 years, I've built hundreds of highly profitable million-dollar campaigns for some of the largest brands and online marketing firms in the world - businesses such as Sony, Minolta, Uber, Sirius-XM, Home-Chef, Disney, AOL, and AARP, just to name a few. During that time, I've crafted deeply engaging copy that excites, builds trust, and motivates your audience to take action.

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