

This Simple Change Tripled Leads and Conversions

Another sleepless night, same old problem.

How are we going to increase leads without increasing the \$5,000 Facebook ad spend?

This problem had been giving the company bigwigs nightmares for months, so many meetings staring at each other, but still no closer to an answer.

The reason why their marketing was not converting better was a mystery.

The products were good; the testimonials were proof of that. Is it the economy? Are we not providing what our customers want? Is our marketing not hitting the right note?

All they had were questions. Everyone knew there must be an answer to this problem, but where to find it was the challenge.

Just about that time the marketing director received a lead generation piece talking about the profit gap in most companies. And how not using a special 4-U formula in all of their marketing pieces was to blame for this and why that's a really costly mistake – especially in this economy.

The bit that caught his eye was that this special formula would not cost any extra to implement and would help increase ROI.

This seemed to be the answer they were looking for.



CUSTOMER

Teresa Mullaney, Life Changing Melodies

CHALLENGE

Increasing leads without increasing Facebook Ad spend

SOLUTION

- Using the power of the 4-U formula to increase the pulling power of all their marketing material
- Rewriting all marketing materials i.e. web, landing and sales pages

RESULTS

The new copy increased their leads and conversions by 300 - for tens of thousands in additional revenue per year.

After a brief chat with John Emmanuel the copywriter who sent the package, a look at his samples and testimonials, a meeting was quickly scheduled.

As part of the meeting John explained how all parts of the company's marketing could with small changes increase its pulling power. And how this had worked for businesses big and small.

He mentioned Agora Publishing, a direct marketing company, who for years had tried everything they could to get their business to grow over \$100 million, but struggled with it. Finally, they developed the 4-U system, and almost instantly their copy doubled and tripled its sales and conversion power. Profits shot up, and they never looked back.

As an added bonus, John actually gave them the 4-U formula.

There was no doubt in their minds that John was the person for the job and he began work immediately.

In testing, the new copy increased their leads and conversions by 200 – 300%. Now they are generating approx. 300 leads per month from Facebook Advertising. And because each lead is worth an average of \$158, they are generating tens of thousands of extra revenue per year!

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Ready to find success in your business?

Learn more about John and how he can help your business flourish.

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