CASE STUDY · PRODUCT MARKETING · 2021 TO 2022

Monthly revenue grew 6x in 8 months.

I was the marketer for the internship programs at a company that sells live online tech classes. Leads were growing but not closing, and half of every dollar earned went back into getting customers. This is how we turned that around.

6x
monthly revenue in 8 months

2.5x
monthly leads, from 20K to 50K

35%
of revenue spent on getting customers, down from 50%

50%
of category revenue came from 2 courses I launched

The problem

The programs were earning money, but 50% of revenue went back into acquisition. Plenty of people signed up for the free demo webinar. Too few of them paid.

What I did

STEP 1
Better ads, same budget

I worked with the performance team on the ads. I scripted and appeared in fast, clear video ads, and we moved budget away from campaigns that brought weak leads.

7 million+ paid views · monthly leads up 2.5x

STEP 2
Fix the webinar

The webinar was where people decided. I rebuilt the deck around student projects and real reviews, rewrote the script and hosted the sessions myself to find the weak spots. I hosted 100+ of them.

Attendees who became sales-ready leads: 16% to 23%

STEP 3
Let people pay on the spot

I added a way to pay a small amount during the webinar and lock in extra benefits, with a limited number of seats.

That flow alone brought in 20% of total revenue

STEP 4
Listen to the sales calls

I sat in on sales meetings and called leads myself to hear why people hesitated. Then I worked with the business head so the sales and webinar teams told the same story.

THEN
Two new courses

Once the first program worked, I owned the launch of two more, cybersecurity and data science. I had no background in either, so I learned both from scratch. I wrote the launch framework that lined up content, design, tech, sales and operations.

The two courses grew to 50% of the category's revenue