

Case Study: Monetizing Your Audience and Your Network

Background

Renowned radio show host, Shelly Ramiro, has spent the past 20 years broadcasting ‘The Self Talk Show,’ which focuses on personal transformations, spirituality, and consciousness. She also hosts ‘Brain Blab Radio Show,’ and is on the video series Innerlight TV. Shelly has interviewed countless best-selling authors and other experts. As a result, she has attracted an ever-growing fan base, and she has gained a significant amount of respect within the personal transformation industry.

What to Do with All That Content?

After so many broadcasts and interviews, Shelly had an abundance of content. But, what she didn’t have was a strategy for using her website to monetize her audience.

Like many professionals in her industry, her WordPress website was outdated. Her non-responsive site had not been optimized for mobile and tablet browsing. Since Google made the choice to devalue non-responsive websites, Shelly’s Internet presence suffered, causing her to lose many potential customers.

Determined to make her website work for her, and to increase both her traffic and sales, Shelly made the choice to turn to the marketing professionals at Hummingbird for a complete website overhaul.

Monetizing Audiences Made Simple with Specialized Sales Funnels

If Shelly wanted to retain her online audience, she knew that redesigning the website had to be her top priority, but she wasn’t sure how to do it. Luckily, the Hummingbird team knew what to do. They sat with her and started analyzing her goals for her website and the needs of her customers.

The team determined that her customers were most drawn to the guests Shelly brought on ‘The Self Talk Show.’ In fact, Shelly had developed a tele-summit model that combined 12 guest interviews around a single subject. Each guest also had products for sale, and these products were sold through Shelly’s site.

Shelly knew she needed her website to sell the summits AND promote the authors, so the team began to strategize on what to do with her website to accomplish these goals.

Step # 1: Create a fresh look for her website.

Using the popular and highly responsive Avada theme, the team added new life to her pages with stunning graphics and clever copywriting.

Step # 2: Produce new products to showcase the new site.

Hummingbird helped Shelly produce new 12-day interview summit packages every eight weeks. These packages were produced using a cross-functional team of professionals who assisted with recording, airing, and promoting both video and audio interviews.

Step # 3: Monetize her site with the sales funnel model.

Shelly needed the summit packages to promote her website, but she also wanted to increase individual sales for each of the author's packages of products. To accomplish this, the team created sales funnels for each author in each summit series. Each of the sales funnels used for Shelly's summit packages included the following elements:

- An opt-in page
- An interview page
- A sales page
- A shopping cart integration app that paid affiliate commissions to authors
- An access page for delivery of the products

Simple Website Changes Lead to a Major ROI

Hummingbird produced 10 tele-summits in 2017, and each tele-summit had 12 guests for a total of 120 guests. The team required each guest to have the structured sales funnel layout as listed above.

In other words, the team produced 120 independent sales funnels within one year for Shelly, which totaled to more than 600 individual pages.

By optimizing Shelly's website and making it highly responsive for mobile and tablet users, she increased her traffic. Adding in a structured sales funnel model for each of her guests encouraged more sales. These newly created sales funnels brought in more than \$2 million in revenue.