



## WELLNESS COACH CASE STUDY

### Radiant Life Design:

Lorraine Faehndrich helps women relieve pelvic and sexual pain through a mind-body healing approach.



### OBJECTIVE:

- Increase the clients by 18% within six months.
- Enhance online presence and engagement by 25%.
- Achieve a 5% increase in revenue through targeted marketing strategies.

### PROBLEM:

- Low social media engagement.
- Absence of a cohesive digital marketing strategy.
- Underutilization of client testimonials and success stories.

### RESULTS:

- Achieved a 23% increase in clients within six months, surpassing the initial goal.
- Social media followers grew by 21%, with a 45% increase in post interactions.
- Realized a 12% boost in revenue, attributed to new client acquisitions and enhanced client retention.
- Each webinar attracted an average of 150 attendees, with a 7% conversion rate to paid services.

### CONCLUSION:

By implementing a comprehensive digital marketing strategy and leveraging Lorraine's expertise, RLD Coaching successfully expanded its reach and client base, resulting in significant business growth and increased revenue.

### BACKGROUND:

Radiant Life Design Coaching, led by Lorraine Faehndrich, specializes in helping women relieve pelvic and sexual pain through a mind-body approach. Despite a dedicated client base, the practice sought to expand its reach and increase client engagement.

### SOLUTIONS

#### Website Optimization:

- Redesigned the website to improve user experience and SEO, focusing on keywords related to pelvic pain relief and mind-body healing.

#### Content Marketing:

- Developed a blogs addressing common concerns and questions related to pelvic pain, positioning Lorraine as an authority in the field.

#### Social Media Strategy:

- Created and implemented a content calendar featuring client testimonials, educational posts, and interactive Q&A sessions to boost engagement.

#### Email Marketing:

- Launched a newsletter offering valuable insights and updates, encouraging subscribers to engage with services.

#### Online Workshops:

- Hosted 2 free webinars on topic, "Mind-Body Approaches to Healing Pelvic Pain," to attract potential clients and building trust.

### ACTION PLAN:

- Month 1-3: Redesign website for improved SEO and user experience. Develop a strategic social media content calendar.
- Month 4-6: Introduce monthly webinars on topics like "Mind-Body Healing for Pelvic Pain." Launch newsletter.
- Month 7-9: Used client success stories on social media to build trust. Refine social media content to focus on high-engagement formats.

### MEASUREMENT AND ROI:

- Social media engagement tracked through likes, shares, comments, and follower growth.
- Client growth measured monthly based on new consultations and program enrollments.
- ROI calculated by comparing revenue growth with marketing expenses, focusing on client acquisition and retention rates.