

YEC

Case Study

Your Enneagram Coach: Beth McCord

How Leverage Brands expanded YEC's reach

- Expert** : Beth McCord
- Expertise** : The Enneagram (with a faith-based twist)
- Impact Goal** : Teach others to understand themselves and break free from unhelpful patterns

Beth McCord, with over two decades of experience as an Enneagram speaker, coach, and teacher, established Your Enneagram Coach. Her zeal lies in guiding individuals to rewrite their narratives, fostering lasting change, meaningful bonds, and purposeful lives.

This led her to create a secure community for Enneagram exploration. Trained by top experts and holding advanced certifications, she pioneers simplifying Enneagram insights from a Biblical stance, aiming to make it universally accessible for transformative experiences.

But the day-to-day operations were draining the leadership. In order to focus on the big picture, YEC needed Leverage to step in and take care of the day-to-day.

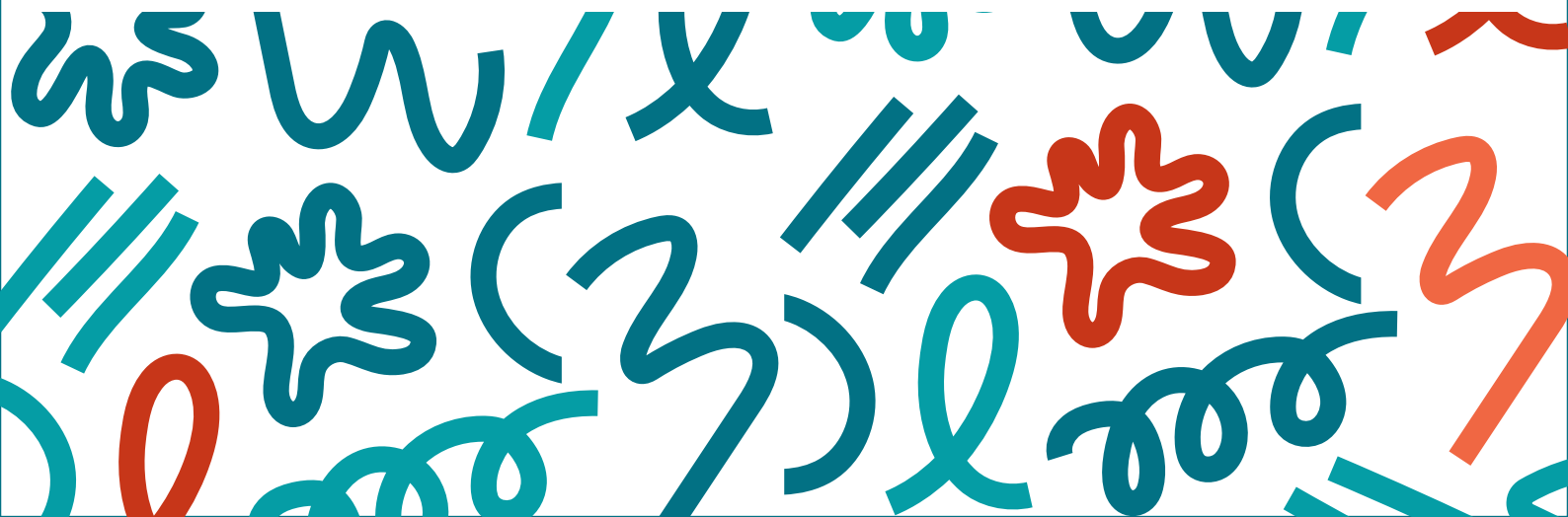


Email Deliverability Improvement

Despite boasting impressive website traffic and a substantial subscriber base of over one million, Your Enneagram Coach (YEC) faced a significant challenge by late 2022. Their email list, a crucial channel for communication and product launches, was not yielding the anticipated results. The dwindling open rate was hindering the success of their launches.

In the span of four months, the intervention of Leverage proved transformative. By migrating the YEC email list to HubSpot, the results were remarkable. Notably, the open rates saw a surge, especially within their more focused and specialized email lists.

HubSpot's capabilities breathed new life into YEC's communication strategy, allowing them to reengage their audience and regain the momentum for successful product launches. The shift also highlights the significance of adaptability and the value of partnering with experts who understand the nuances of modern digital marketing.



SEO Overhaul

YEC's online presence lacked a solid SEO foundation, leading to disappointing visibility and engagement levels.

To address this, Leverage stepped in and utilized Bing Webmaster Tools, extending a warm invitation for YEC's content to gain recognition and acceptance. We meticulously reviewed the website's architecture, ensuring the integrity of the XML sitemap and eliminating broken links. This effort aimed at providing users with seamless experiences and enabling efficient search engine crawls.

Our experts identified key pieces of content with the potential for greater visibility and engagement. We performed a comprehensive competitive research analysis to shape our content strategy.

Extensive keyword research was undertaken, forming the cornerstone of our content creation approach. To proactively identify opportunities and errors, we set up regular audits using SEMRush.

Through a collaborative session with YEC's content manager, we optimized the SEO for their podcasts and YouTube content. We also began preliminary research into high-quality backlinks to bolster domain authority.

The **"SEO Health"** score surged from **73%** to **86%**, highlighting our ongoing progress, despite certain limitations within Kajabi.

Show Me the Money

In six months, Leverage increased YEC’s cash flow by \$95,035.55 per month, and produced a delta in YEC’s revenue and expenses of positive \$50,035.55 per month.

We streamlined the team providing an immediate and notable reduction in overhead. Further, we added the following monthly recurring revenue through launches:

\$2,000	Onboarding Sequence
\$1,674	Enneagram Presentation Suite
\$1,873.55	AACC Level 2 Launch
\$19,405	BEC (June 2023)

Finally, we reduced or replaced the following software expenses, while increasing only the cost of the CRM, as follows:

-\$6,200	Active Campaign
+\$9,000	HubSpot
-\$866	Libsyn
+\$34	Buzzsprout
+\$100	Buzzsprout Ad Revenue



Beth

“

We truly appreciate you both. You are some of our most favorite people to work alongside. Thank you for all you have done for us.

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What can
leverage
brands
do for you?