

CONVERSION CAST

The Power of Marketing Automation: How Dan Faggella Boosted Membership Signups By 40% with This Automated Email Sequence

Our Guest:

Dan Faggella runs scienceofskill.com where he provides skill development training and resources for martial artists. Dan himself is a No Gi Pan Am Champion and teaches seminars for others wanting to improve their skill in Jiu jitsu. He writes for national publications in the martial arts space as well. He used to run a martial arts gym, but is now focused on running an online business where he teaches skill development curricula to martial artists. He also helps other ecommerce companies through his other company, [CLVBoost](http://CLVBoost.com), build autoresponder sequences to boost their income. Dan is an expert in marketing automation strategies with a focus on boosting Customer Lifetime Value.

The Test:

Dan experienced decreased sales after the initial excitement for his DVD program on "submission techniques" died down. This is common with ecommerce & membership sites where people on an email list have seen an offer for a program/membership multiple times.

In order to combat this plummet in sales, Dan decided to poll and call his followers to discover what they were currently struggling with and how he could help. After gathering insight from his list, he found that people wanted more information on defensive fighting techniques and how to escape positions.

From this information, Dan created a separate page regarding these specific topics and filmed new programs that he included as new bonuses for buying the membership. He also made a few page variations for defensive techniques and escapes to give people an option to try the programs out as courses.

The other change that Dan made to his system was in the autoresponder sequence. Initially his autoresponder sequence consisted of 9 emails with 1 offer for a 16 month program and he changed his sequence to 18 emails with 3 separate offers. He wanted to give his followers multiple options depending on where they were in his sequence and gave them content they desired regarding defensive and escape techniques.

The Result:

After Dan offered more options and programs specific to what his audience was struggling with, signups for his Brazilian Jiu jitsu membership increased by 40% through the new automated email sequence alone. He also noticed an increase from just below 2% to 4% in conversion rate for program sales pages. These are big gains considering the program is a recurring \$57 per month.

How Dan Creates Converting Autoresponders:

Dan emphasized 3 areas of focus that positively impact the conversion rate with autoresponders:

1. Education
2. Social proof
3. Call To Actions that are exclusive to products

Dan broke down a typical autoresponder sequence that includes two different program offers.

- The sequence starts with 9 emails educating potential customers using content from one of his programs on “submission holds and techniques” for finishing the fight. He makes sure to tie the educational content together with CTAs for the first DVD on “Submission”.
- Next, 6-7 emails are sent talking about “escapes” that include videos and articles to educate his list.
- Every 3rd email on “escapes” promotes the DVD for the program (second program offer in the sequence).
- Then another 5 emails are sent relating to the offers.

- Dan explained that every single email does not try to sell, but he always keeps the buying door open. For example, there are emails in the sequence that share a blog post where Dan breaks down 5 of his favorite techniques via video of World Champion fighters. At the bottom of the blog post, there is a banner with a DVD offer for the membership (CTA 1) and in the middle of the post, there is a link to a video version of the sales page with an educational video with the option to buy the membership (CTA 2).

Dan stressed that the key to this sequence is rotating the Call To Action content. He spreads out benefits, value proposition, and offers by topic/program in every sequence.

Takeaways:

The biggest lesson Dan learned from his case study is that different offers are required for different people. He iterated that one offer won't work for all people and having multiple offers allows people at different places in his system to enter into a membership. Pairing multiple offers with multiple lead magnets is the key to giving people a variety of opportunities to enter into your funnel. It is crucial to be cognizant of the different needs of your followers because each product, each lead magnet, and each up-sell appeals to a different segment of your audience.