

CASE STUDY

Audience Audit



How Predictive ROI helped Audience Audit
grow its Thought Leadership and 2x its
ROI in 21 days.

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"I did more in my business in three months
with Predictive ROI
than I've done on my own in 12 years."

Susan Baier
Founder, Audience Audit

Audience Audit provides custom audience segmentation solutions for smart marketing agencies and their clients.

CHALLENGES

- An outdated and neglected email list filled with bots and wrong-fit clients
- Lead generation primarily sourced from one lead source
- Lack of clarity on how to optimize cornerstone content and website

SOLUTIONS

- An updated email list with a targeted focus on right-fit clients
- A lead nurture funnel that includes new, client-attracting cornerstone content
- A clear path to optimize content and website

RESULTS

- 43 new online engagements and a contract that 2x'd the initial 90-Day Sprint investment
- Strategic partnerships with high-level industry leaders
- A clear, sustainable pathway to business growth and expanded thought leadership

Challenges

Big goals without a clear plan.

INTRODUCTION

As founder of Audience Audit, Susan Baier isn't new to business.

In fact, many might argue that her resume is made of up the stuff most agency owners wish for:

- An MBA in Entrepreneurship and Marketing
- 30 years in marketing strategy, product and brand management, market research, and strategic planning
- Senior positions at Fortune 100 and Fortune 500 companies
- A client roster that includes names like GAP, Tufts University, Worcester Polytechnic Institute, Infusionsoft, and Pella

By all accounts, Susan has a clear track record of success.

But by June 2021, she was no longer content with business as usual.

"I've been in business for 12 years, so I had already done a lot of those foundational things for business," she says. "I knew my niche. I understood my target audience. I had already built some authority.

My challenge was how to move myself from Point A to Point B. I was stuck, and I needed someone to show me how to move my own roadblocks."

Challenges

Big goals without a clear plan.

That someone turned out to be Predictive ROI.

She signed up for Predictive's 90-Day Sprint, and before she even got started, she had some very specific goals:

- She needed to learn how to clean and organize her email list.
- She needed to create a lead nurture system to attract right-fit clients and grow beyond her referral-based model.
- She needed a way to understand her own company data that was being generated from her website.
- She needed to develop a value ladder that would help her grow and scale.
- And she needed to optimize her YouTube channel and her website messaging.

"I've been in masterminds before, and I love them. But for me, the challenge has always been implementing the things we actually talk about."

But Predictive ROI's 90-Day Sprint wasn't offering a mastermind or hard-to-implement advice.

Instead, it was offering partnership, and this was something Susan had never experienced in any other program.

Solutions

New content. New leads. New partnerships.

What was great about Sprint
**is that it's not a template.
We focused on things that were
specific to ME. And Erik didn't just
tell me what to do. Every week, he
got in there with me and made sure
we cleared every single roadblock I
was facing."**

WHAT THEY DID

Before investing in the 90-Day Sprint, Susan's most profitable leads were usually a direct result of a partnership with another organization that serves agencies.

And while that partnership had been good and healthy, Susan knew that if she wanted to grow her own authority and scale her services, she needed to broaden her lead generation efforts.

So almost immediately, Susan and Erik Jensen worked together to strategically clean her email list. Erik helped her single out bots and wrong-fit, unengaged leads, and when their work was finished, Susan had cut her list by a whopping 60 percent.

Solutions

New content. New leads. New partnerships.

"I went from a list of 1,500 to 600. But instead of feeling scary, it felt really good because I finally knew I was talking to the right people," she says.

With a solid and verified email list in hand, Susan and Erik started to explore the best options for a Screaming Cool Value Exchange— Predictive ROI's strategic tool for capturing more leads.

"I needed a way to attract more right-fit clients," says Susan. "I created a resource called '15 Steps to Build Your Thought Leadership from Nothing,' and then, I created an email funnel that's jam-packed with even more resources."

Her Screaming Cool Value Exchange took time, creativity, and energy, but almost immediately, Susan saw tangible, measurable results.

Results

ROI in just 21 days and industry-leading partnerships.

- ✓ I got 43 new engagements from that one funnel.
- ✓ I secured one \$15K contract.
- ✓ I 2x'd my return on investment with Predictive.

**... all in less than 30 days
after I finished the Sprint."**

Even more, just two weeks before she was set to attend a major agency conference, she brainstormed new cornerstone content with Erik.

Together, they came up with the idea to create an annual series that would explore how agencies face and overcome challenges.

Susan named it The Agency Audit, and she planned to use it as a main driver for lead generation.

Results

ROI in just 21 days and industry-leading partnerships.

Two weeks later, Susan showed up to the conference and invited 11 of her dream partners to participate in The Agency Audit.

She expected a few of them to say "yes."

Instead, they all did.

"I met with 11 top-tier potential partners. When I talked to them about participating in The Agency Audit, I didn't face a single objection.

Every single partner said 'YES'."

Now poised to work alongside brands and leaders like SharpSpring, Robert Rose, Jay Baer, and Content Marketing Institute, Susan has elevated her thought leadership and is resourced to move past the roadblocks that had been holding her back.

"The 90-Day Sprint helped move me beyond what I was able to do on my own," she says.

"I never would have thought about scaling beyond my own bubble, but now, I have a plan to expand and grow, and I know it's exactly what I need to be doing."



**Are you ready to scale your
business and grow as
a thought leader?**

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