

# CASE STUDY

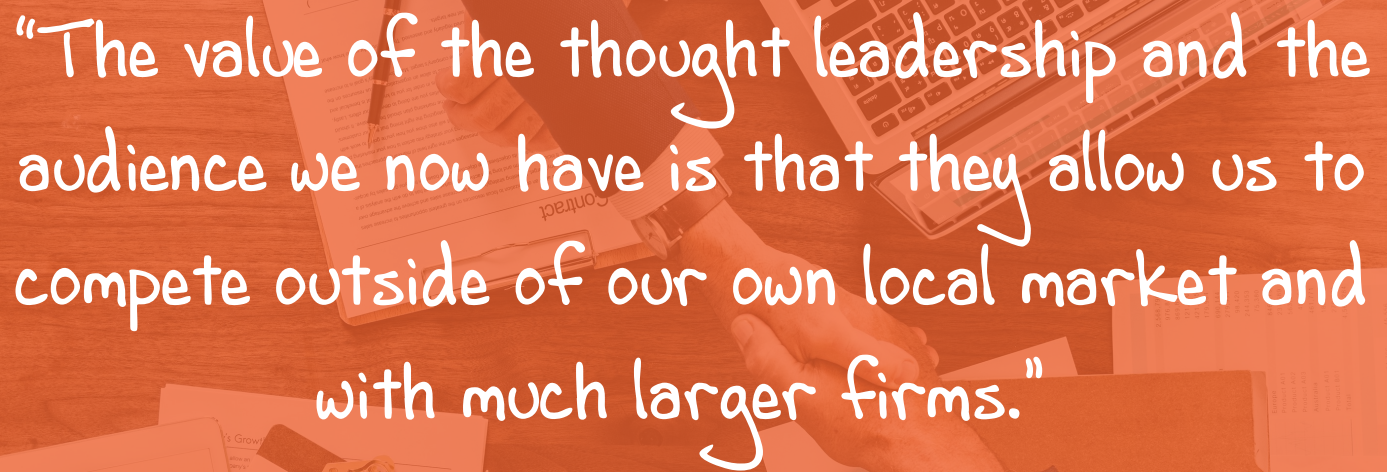
## Break the Ice Media



How Predictive ROI Helped Break  
the Ice Media 15X Its Audience  
Engagement

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"The value of the thought leadership and the audience we now have is that they allow us to compete outside of our own local market and with much larger firms."

-Nicole Mahoney  
CEO, Break the Ice Media

Break the Ice Media is a PR and Digital Marketing firm for the travel, tourism, and hospitality industry. Their work focuses on helping clients create demand, inspire visitation, foster connections, and drive conversions and ROI.

## CHALLENGES

- Developing a strong vision for niching down in an already saturated industry
- Developing a plan for thought leadership
- Creating a path for effective and sustainable lead generation

## SOLUTIONS

- Create and launch a podcast
- Develop a strong, focused, and unified content marketing strategy
- Implement an effective lead generation funnel

## RESULTS

- 15X traffic to website
- Grow email list by 1500%
- Attract industry leaders and right-fit clients to the podcast
- Establish Break the Ice Media as an industry leader that can effectively stand toe-to-toe against its larger competitors

# Challenges

Unclear vision for brand positioning and audience engagement

## INTRODUCTION

When Nicole Mahoney started Break the Ice Media in 2009, her vision was to provide PR and social media services to a wide-ranging audience.

"I didn't have a vision for niching," she says. "I thought it was going to work with just small businesses in a generic sense."

But as Nicole got deeper and deeper into the weeds of her business, she knew her original plan needed to pivot.

More and more of the work she was doing revolved around travel, tourism, and hospitality, but figuring out how to show up as an authority in an already saturated space and learning how to earn the trust factor of her audience felt overwhelming.

"We didn't have a good marketing strategy for the agency," she says.

"I knew in my head that if we were really going to be recognized in the industry,

**I needed something to help us stand out."**

# Enter Predictive ROI

Thinking bigger with content strategy that nurtures audience relationships.

"Before I met Stephen, I had been kicking around the idea of a podcast, but I didn't know much about how to do it. I had the idea of an internet radio show, but when I looked into that, it felt very daunting to try to have a show on the travel and tourism industry," she says.

AFTER GUESTING ON STEPHEN'S PODCAST IN 2016, NICOLE HAD AN IDEA:

"I asked Stephen if he thought my show idea would be good for a podcast, and immediately, he said, 'Absolutely, and we can help you figure out how to do that.'"

Nicole and her team followed Predictive ROI's system on everything from branding, naming, and launching to inviting and interviewing guests.

**"I'm a firm believer that it's easier to do things with partners and coaches than it is on your own,"**

**says, Nicole**

"Even if I had just decided to read a book and follow a recipe, it would have taken me a lot longer."



**While the relationship with Predictive ROI began with a podcast, it certainly didn't end there.**

"Predictive is constantly innovating and trying new things, and then, they bring those same ideas to us," she says.

**"Other times, I'll have an idea and ask them to help me figure out how it flows together with everything else that's going on."**

Thanks to that level of collaboration, Nicole launched a 3-day virtual summit in 2019, relying on Predictive ROI's help on everything from creating the summit to marketing it.

**"We brainstormed together and worked as a team to figure these things out:**

email flows, follow-ups, calls to action. It was all very collaborative," says Nicole.

# Results

15X AUDIENCE ENGAGEMENT ACROSS MULTIPLE PLATFORMS  
AND STRONG, INDUSTRY-LEADING THOUGHT LEADERSHIP

"Before working with Stephen and Erik, the traffic to our website was minimal," says Nicole.

**"I don't even know if it was 500 hits a month."**

Break the Ice Media also didn't have an email list, and its biggest audience existed on a borrowed platform - LinkedIn.

Five years later, its website traffic averages to about 7,500 unique visits each month, and its 5-star rated podcast, Destination on the Left, has published over 243 episodes.

"Our podcast audience is huge," says Nicole. "Our social channels have all grown, and our email list has gone from zero to 1,500 real industry contacts."

Beyond helping to build and nurture an audience, Nicole says that the podcast has helped her company maintain solid footing against its larger, more well-known competitors. And when the COVID-19 pandemic hit her industry hard in 2020, the podcast proved to be a tremendous lifeline.

"We were able to continue the podcast and serve our audience all throughout the pandemic," she says. "Today, we have people from all over the world on our list, and in the middle of the pandemic when the travel industry was shut down everywhere, we wound up with a client from Africa who found us on Google because of all the content we've been producing."

# Results

15X AUDIENCE ENGAGEMENT ACROSS MULTIPLE PLATFORMS  
AND STRONG, INDUSTRY-LEADING THOUGHT LEADERSHIP

Beyond the podcast and virtual summits, Predictive ROI showed Nicole how to use her podcast content to create an industry-leading research study. She is also in the process of writing a book and developing a keynote.

*"Launching a podcast, writing a weekly blog, creating downloadable content, growing your audience:*

**It all gets pushed aside when you're leading your business and focused on the day to day.**

*Predictive ROI has the expertise to help us move those big projects forward."*





Do you want to increase your  
thought leadership and  
**grow your audience?**

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