

Transforming Health Coaching with **Automated Webinars** and High-Impact Content

Client: Shivangi Desai - India's Leading Health Coach

The Challenge:

Shivangi Desai, a distinguished health coach, faced a pivotal obstacle in the expansion of her enterprise. Despite her proficiency in converting leads through webinars and her team's dedication, growth was hampered by the absence of a streamlined process and time constraints. Shivangi sought a solution to automate the initial two coaching levels, liberate her time, and optimize her sales funnel.



Challenges in Detail:



Inefficient Lead Handling:

The absence of an automated system led to inefficiencies in handling leads, resulting in missed opportunities and inconsistent engagement.



Time-Consuming Webinar Execution:

Shivangi's team struggled to execute webinars manually, leading to resource-intensive efforts and reduced scalability.



Engagement Sustenance:

Ensuring consistent engagement and follow-up with leads over an extended period was challenging due to limited resources and manual processes.

Our Innovative Solution:

At Digitechniks, we crafted a comprehensive strategy to reshape Shivangi Desai's health coaching business, elevating her reach and influence in the health and wellness industry.

Step 1: Automated Sales Engagement:

We introduced an impeccably automated sales engagement system, guaranteeing the seamless handling of all sales interactions via our sophisticated setup. This enabled Shivangi to concentrate on her strengths while extricating her direct involvement from the initial two levels of coaching.

Step 2: Webinar Recording and Automation Infrastructure:

Shivangi recorded webinars for both the initial and intermediate levels, serving as the cornerstone of our approach. Capitalizing on these recordings, we established a resilient automated framework encompassing landing pages, email marketing, WhatsApp communications, and more. This setup **sustained a consistent influx of leads** without necessitating constant attention from Shivangi.



Achievements in Levels One and Two

Our strategic implementation yielded remarkable outcomes:

Lead Generation:

We consistently generated 1,000 to 1,500 leads per week, enabling Shivangi to access a wider audience and extend her outreach.



Impressive ROAS:

The initial level showcased an exceptional Return on Ad Spend (ROAS) of 150%, attesting to the effectiveness of our automated strategy. The intermediate level achieved an astonishing ROAS of 3,000%, further validating our approach.



Harnessing Content and Fostering Community Engagement:

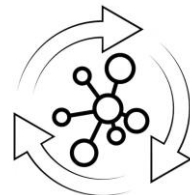
Leveraging Shivangi's exceptional content creation skills and her robust Instagram presence, we devised a 90-day follow-up system. Within this framework, valuable content was shared with webinar attendees, nurturing engagement and trust. Each content piece featured a "Schedule a Discovery Call" link, facilitating one-on-one interactions with Shivangi's coaching team.



Driving Conversions:

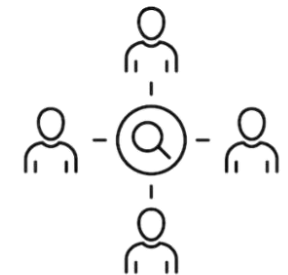


Through this innovative approach, Shivangi's coaching team conducted 10 to 15 discovery calls daily, leveraging the content-driven engagement strategy. This led to the successful conversion of three to four individuals into Shivangi's coveted third-level programs



Brand Strengthening and Diversified Revenue Streams:

Beyond automated webinars, we empowered Shivangi to leverage her content acumen for building a formidable brand. The high-value content not only resonated with her audience but also facilitated sales beyond the webinar funnel.



Outstanding ROI Accomplishment:

Through our collective endeavors, we achieved an impressive ROI for Shivangi Desai:

ROAS for Levels One and Two:

150% and 3,000% respectively, underscoring the effectiveness of our automated system.

Extended ROAS:

The content-centric strategy achieved a remarkable 2,000 to 3,000 ROAS, amplifying Shivangi's revenue streams.



In Conclusion:

- The metamorphosis of Shivangi Desai's health coaching business showcases the power of innovation and **strategic foresight**.
- By automating the initial two levels, engaging audiences through captivating content, and adopting a community-driven approach, **Digitechniks** empowered Shivangi to attain new heights.
- Our collaborative endeavors **achieved remarkable ROAS** and propelled her brand beyond the confines of conventional webinar funnels.

