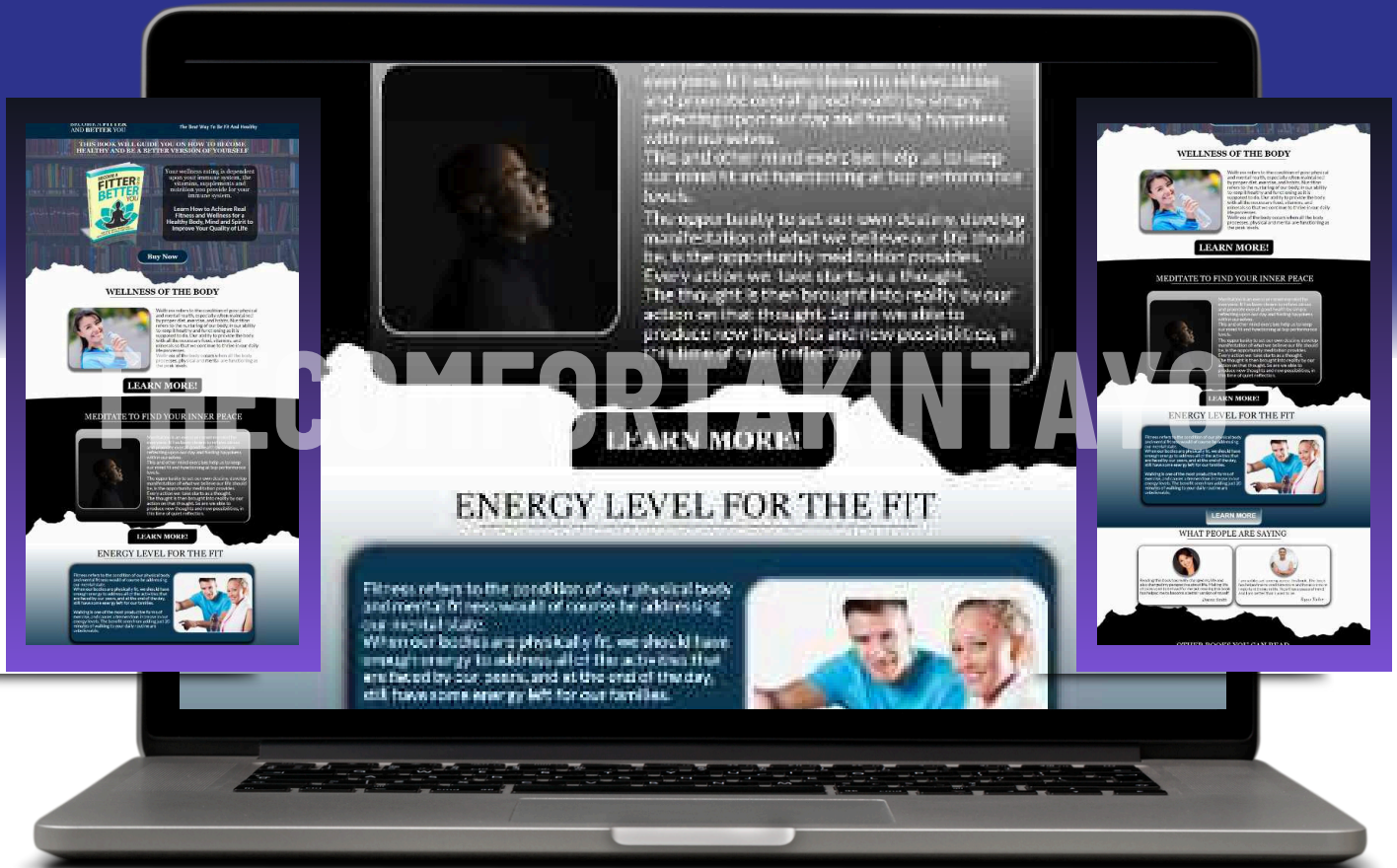



THE COMFORT AKINTAYO

# BECOMING A FITTER AND BETTER YOU CASE STUDY



[LEARN MORE](#)

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**COMFORT AKINTAYO**

# BECOMING A FITTER AND BETTER YOU

An author specializing in fitness and health published a book aimed at individuals seeking to improve their physical well-being and adopt a healthier lifestyle.

## AT A GLANCE

### CHALLENGES

In a crowded market, it's crucial to stand out. The sales pages were designed to differentiate the book from numerous other fitness and health resources available.

### RESULTS

- 25% increase in conversion rates
- The average time spent on the sales pages increased by 40%, indicating higher engagement.

## OVERVIEW

The book provides readers with practical advice on fitness, nutrition, and mental health, emphasizing the importance of a holistic approach to wellness.

## WHY THEY NEED THE PROJECT

The fitness and health market is saturated with a multitude of books and resources, making it challenging for new entries to stand out. The author needed a sales page that not only captured the essence of the book but also engaged potential readers and converted interest into sales.

THECOMPRESSOR

# RESOURCES THE CLIENT PROVIDED



- Login details
- Brand colors

## WHAT I DID



1

### Engaging Content

Utilizing persuasive copywriting techniques to articulate the benefits of the book.

2

### Visual Appeal

Incorporating vibrant images and graphics that resonate with the target audience's aspirations.

3

### Clear Call-to-Action

Encouraging recipients to take the next step

### Key metrics

Increased Open Rates

Improved Conversion Rates

Higher Click-Through Rates

(CTR)

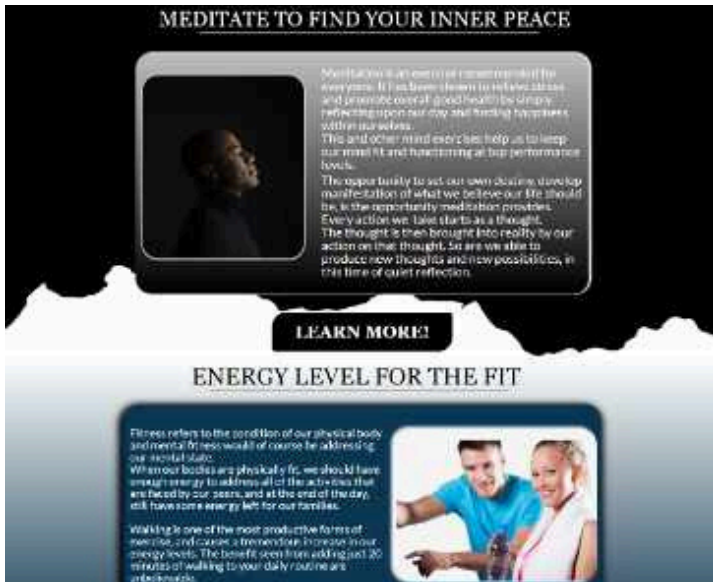


**67%**  
Open rate



**39%**  
Click through rate





## CLIENT'S FEEDBACK



From the outset, she was incredibly receptive to my vision. She took the time to understand not only the content of my book but also the ethos behind it. The sales pages she crafted was not just visually appealing but also captured the essence of my message about holistic health and well-being

## HIRING PROCESS

1

### Discussion / Consultation

Discussing your project requirements to determine the right marketing approach for your business.

2

### Proposal

Following our meeting, I'll put together a proposal document including project scope and associated costings for your approval.

3

### Benefits Three

With the proposal approved, I'll get to work designing, developing, strategizing and executing the project as discussed

## THE COMFORT AKINTAYO

YOUR MARKETING ALLY

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DISCLAIMER: The increased lead capture rate presented in this case study is specific to this client and their campaign. Landing page performance depends on various factors like target audience relevance, email campaign effectiveness, and overall marketing strategy. While we strive to optimize landing pages for maximum conversions, we cannot guarantee specific results.