



Project Management – Internet Marketing to Sell Enrollments

The Situation:

My client Mike Kaminiski of Funders Choice was a real estate attorney and mortgage broker. He had developed an 8-hour state-certified Short Sale Certification course, to teach real estate agents how to transact residential short sales a better chance of closing.

The classes started in 60 days and he needed bodies in chairs, but his marketing machine was in disarray. He had a crippled website, an expensive, sophisticated contact management system that was inactive and a mish-mash of database records from a dozen different sources with different formatting.

Nothing was working individually or together, so he hired me to put out fires, coordinate his team, fix and activate systems, write website and email marketing content, launch an Internet campaign to sell classes -- in general -- bring order out of chaos.

Oh, he also needed me create the course manual and update his PowerPoint presentation for the day-long class.

The Solution:

- I took a crash course in Joomla, Vertical Response, Constant Contact and Infusionsoft.
- Build a fast track schedule to get all the projects moving quickly in the right direction.

Joomla website:

- Consolidated website tasks under a single designer to streamline operations.
- Edited text and design elements for accuracy and consistency throughout website.
- Wrote reports as free downloads to website visitors.
- Fixed the Joomla shopping cart, integrating the infusionsoft interface to properly tag prospects, who requested the free report or became customers.
- Plenty of other stuff...

Integrating Infusionsoft:

- Set up internal contact/customer tagging protocols to support future marketing efforts.
- Wrote auto response letter series for contact/enrollee opt-in, information delivery, enrollment confirmations and receipts, paperwork for class itself, etc.
- Plenty of other stuff...

Database Management:

- Manipulated approximately 40,000 records from a dozen databases across five counties.
- Created master database in Excel, mapped fields and stripped duplications.
- Created regional lists to contact with enrollment invitations.



Email Campaign and Analytics:

- Wrote a series of short direct response emails to drive prospects to the website to either sign up for free reports or enroll in a class.
- Drove the letters through Vertical Response, then Constant Contact to purge dead addresses and finally migrated them into Infusionsoft
- Tracked enrollment rates, analyzed send reports, tested headlines and adjusted schedule for better response.

The Result:

This project tested all my abilities - writing, data management, marketing campaign management, technical skills and leadership. Ultimately all the above tasks were accomplished.

The email campaigns did their job, the website shopping cart functioned properly, orders were properly administered, the database vetted and properly tagged for future campaigns to be executed by Infusionsoft CMS.

In addition to these Project Management tasks, I wrote and produced a 174-page guidebook and a 200-slide PowerPoint presentation to accompany his 8-hour Washington State Short Sale Certification course.

The ultimate goal was reached: Classes were filled and products were sold. Over the 2-month campaign, Funder's Choice generated \$68,257 annualized.