

Case Study 07

29 % Higher Webinar Show-Up Rate for an Executive Coach

Industry: Coaching & Education (USA)

Engagement Length: 32 months

The challenge

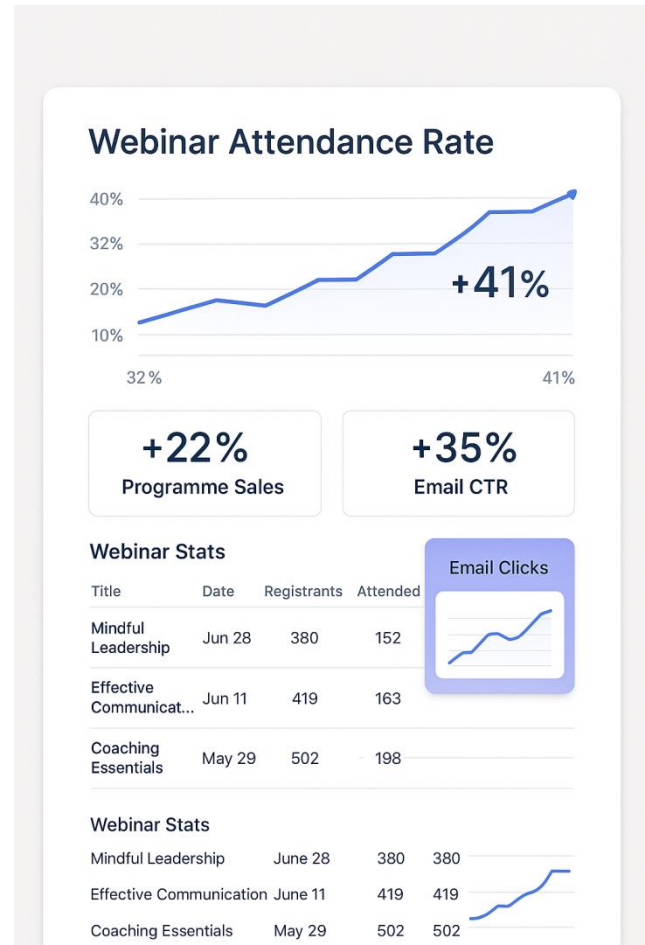
Plenty of webinar registrations, but only one-third actually attended live.

What we did

- Wrote a three-touch reminder email flow spaced 5 days, 24 hours, and 2 hours pre-event.
- Added SMS nudge two hours prior with a direct Zoom link.
- Implemented a replay drip with a 48-hour “homework” download.

The outcome

- Live attendance rose from 32 % to 41 %.
- Programme sales per webinar increased 22 %.
- Email click-through rate climbed 35 %.



“More people are actually showing up to my webinars now. The reminders and follow-ups work brilliantly — and sales during each session have noticeably increased.”

(Client name withheld at their request.)