

A man in a dark suit, light blue shirt, and patterned tie is smiling and looking slightly to his left. He is standing in front of a large screen that displays the word 'PRESENTATION' in large, bold, capital letters. The entire image has a dark teal overlay.

BRIAN TRACY

— INTERNATIONAL —

How Brandetize generated the **highest sales in history** on Black Friday with a revenue increase of **71% YoY** during the pandemic.

About Brian Tracy

A leading self-development speaker, coach, and trainer who has achieved global recognition for his expertise in the areas of productivity, goal setting, personal success, sales, business leadership, book writing, and coaching.

The Goal:

Reinvent the annual Black Friday/Cyber Monday sale by creating an inspirational and high engagement experience with people during uncertain financial times, and ensuring the largest sale of the season remained successful during the pandemic.

Industry Type:

Personal Development

Business Type:

B2C

Specifications:

Sequence Manager, Optin
Monster, SemRush, Send
Forensics, Zapier

Services:

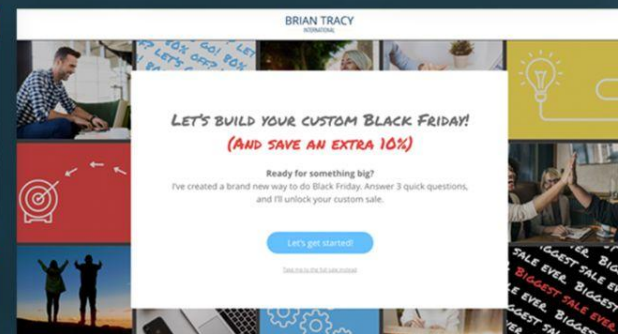
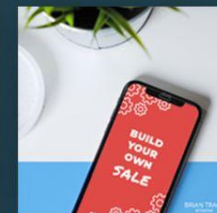
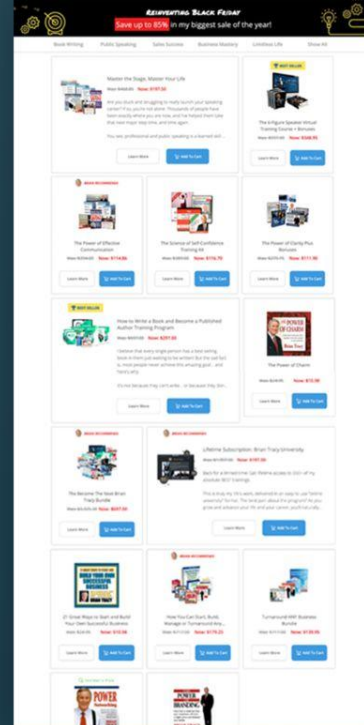
- Marketing / Funnel Strategy
- Sales
- Art Direction, Branding, UX/UI
- Front / Backend Development
- Video Production, YouTube
- SEO / CRO
- Content Marketing
- Paid Ads
- Social Media
- Email



Our Approach:

As a company, we knew that we had to address the sale strategically from three areas:

1. Cutting through the clutter of countless Black Friday/Cyber Monday sales with a unique offer that would be successful despite tough financial circumstances due to the pandemic.
2. Keeping the audience engaged with the sale by creating a positive user experience, instead of relying on deep discounts to generate sales.
3. Utilizing Conversion Rate Optimization and User Experience to make purchasing Brian Tracy's products as seamless and efficient as possible.



Results:

By creating a unique user experience with the “Build Your Own Sale” engagement strategy, we were not only able to generate the highest sales in history for the annual event, it also closed out 2020 as the best fiscal period Brian Tracy International has had in years.

All of this was accomplished during the uncertainty and hurdles of a widespread pandemic caused by COVID-19.

71%

Increase in gross
revenue YoY

33%

Increase in total # of
products sold YoY

\$39.9k

Generated from
exclusive products

\$28.4k

Generated from
abandoned cart
sequence

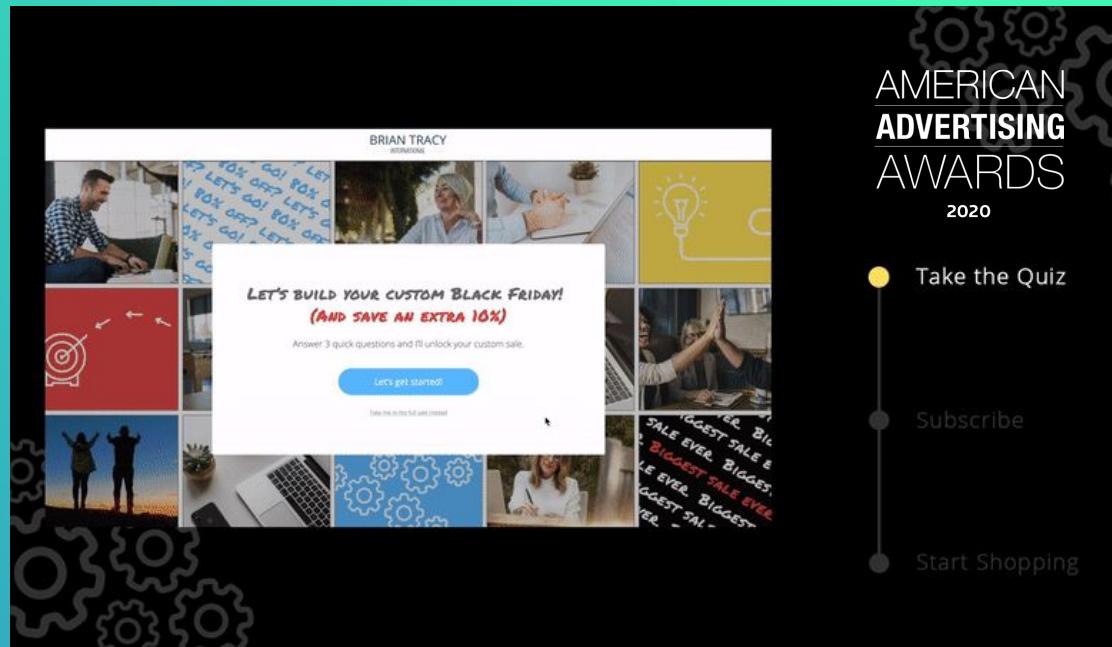
21.9%

Increase in read rate
for emails

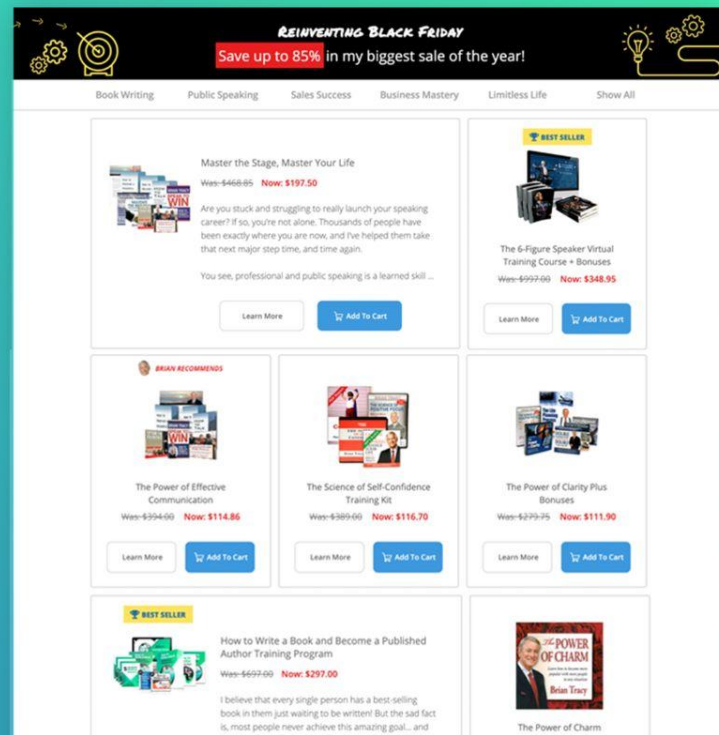
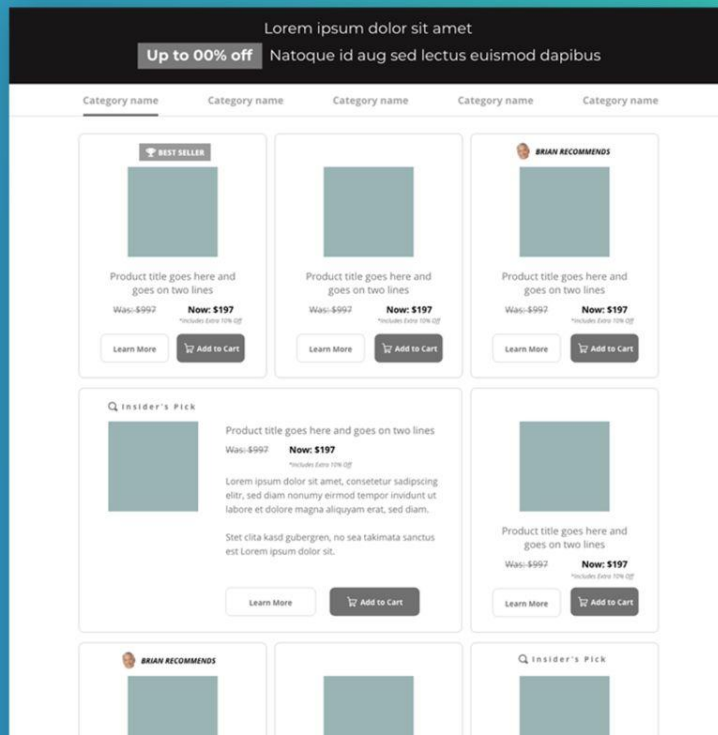
63.4k

More read emails

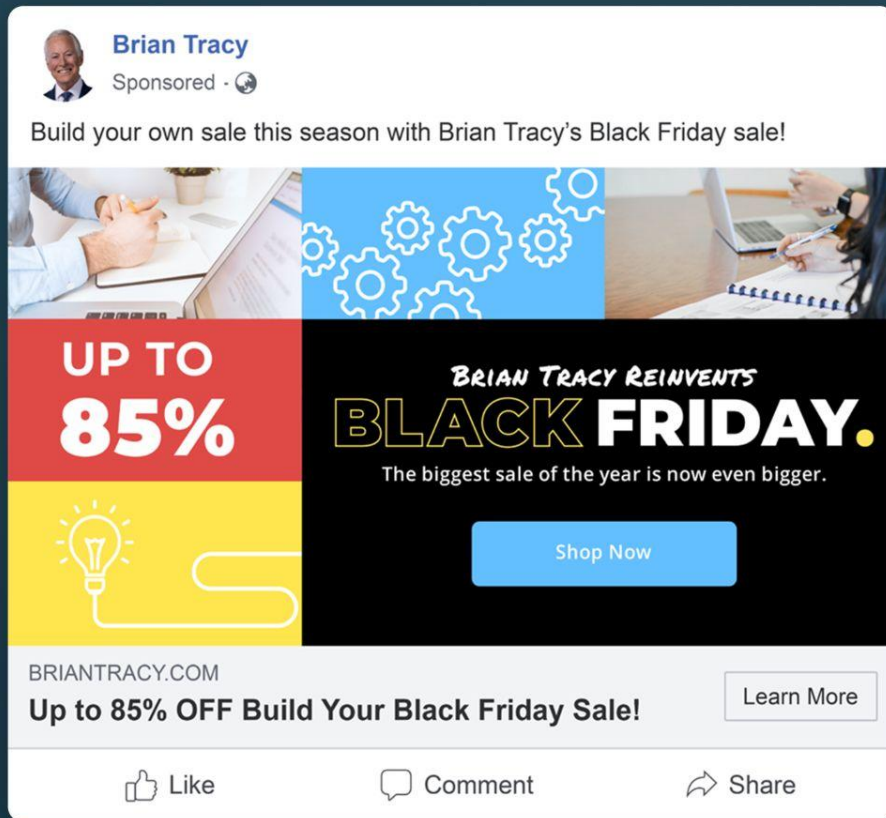
Brian Tracy's Black Friday unique and **engaging UX experience** was recognized by the American Addy awards.



The user experience strategy led to a **71% increase** in gross revenue YoY.



Paid ads contributed to
bringing in **245% in ROAS.**



A Facebook advertisement for Brian Tracy's Black Friday sale. The ad features a header with Brian Tracy's profile picture, name, and a 'Sponsored' label. The main text reads 'Build your own sale this season with Brian Tracy's Black Friday sale!'. The ad is divided into two main sections: a red section on the left with the text 'UP TO 85%' and a yellow section below it with a lightbulb icon, and a black section on the right with the text 'BRIAN TRACY REINVENTS BLACK FRIDAY.' and 'The biggest sale of the year is now even bigger.' Below the black section is a blue 'Shop Now' button. At the bottom, there is a white bar with the website 'BRIANTRACY.COM', the text 'Up to 85% OFF Build Your Black Friday Sale!', and a 'Learn More' button. The ad also includes 'Like', 'Comment', and 'Share' interaction buttons.

Brian Tracy
Sponsored · 🌐

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UP TO 85%

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The biggest sale of the year is now even bigger.

[Shop Now](#)

BRIANTRACY.COM

Up to 85% OFF Build Your Black Friday Sale! [Learn More](#)

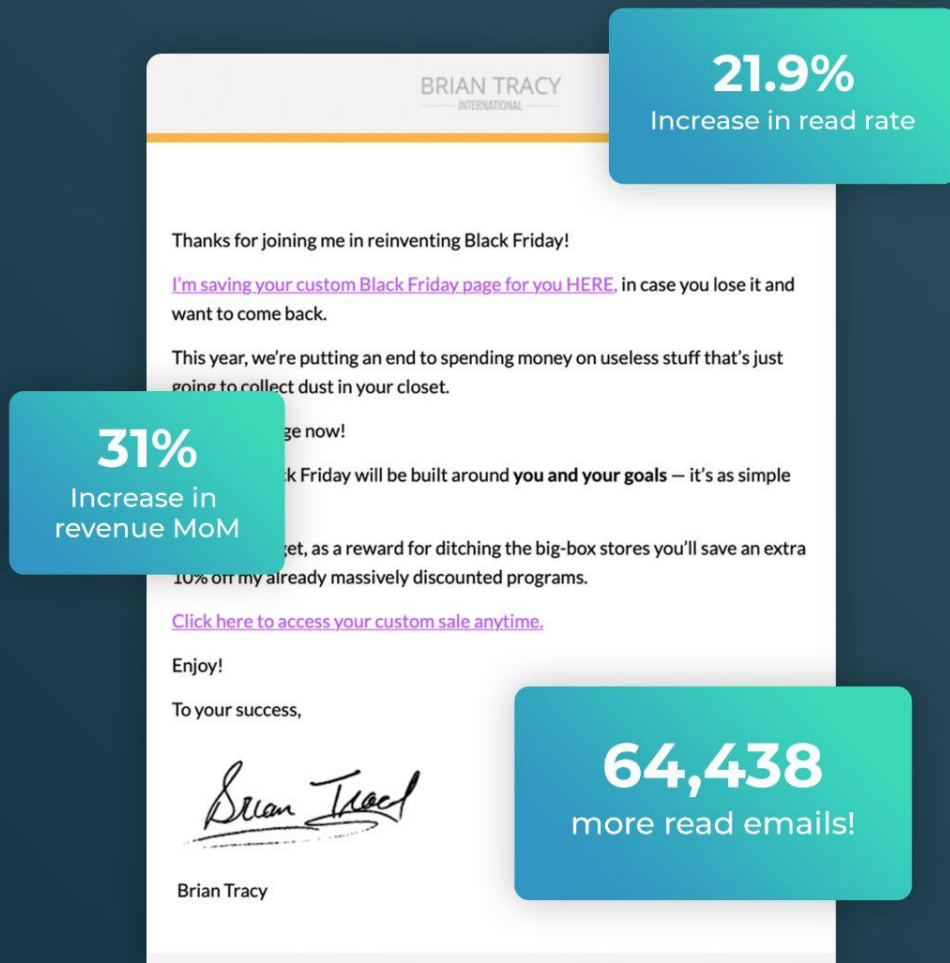
👍 Like 💬 Comment ➦ Share



Social media contributed to a
53% increase in revenue MoM.

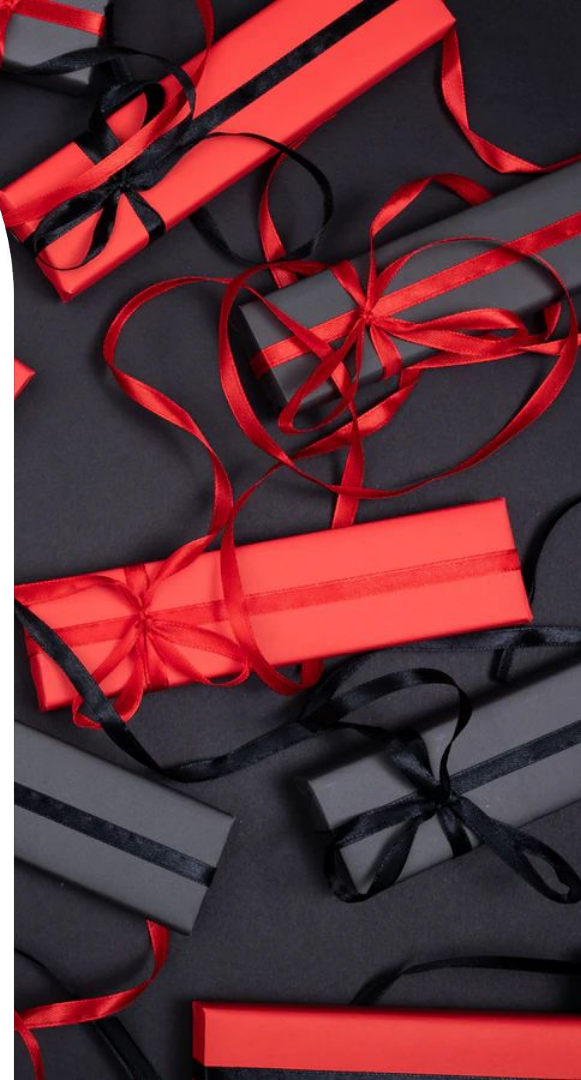


Conducted A/B tests on each email, leading to nearly **\$30k generated** from the abandoned cart sequence.



The successful Black Friday / Cyber Monday sale helped Brian Tracy close 2020 as **the best fiscal period in years,**

despite the struggles that many other organizations experienced during COVID in 2020. By creating a unique and engaging experience, we were able to cut through the clutter and create a positive user experience that resulted in metric growth across numerous data points.



“Eric (Brandetize CEO) joined me 17 years ago and built my company from 12 to 28 competent people.

His team built my online sales from \$1,200 per month to more than \$100,000. Now that he is running the entire business by himself, with my total support and cooperation, he has 35 staff, and \$250,000 in monthly sales.

In 18 years, our relationship has been excellent. We have never had a disagreement. I have earned hundreds of thousands of dollars with him. I am also currently doing all my recording and distribution exclusively through Eric and Brandetize.

Quite honestly, if Eric and his Brandetize team can take over your account, it will probably be the best decision you ever made. It certainly has been for me.”

— **Brian Tracy**

Professional Speaker, Author, and Success Expert

