How we pivoted a live event to be fully virtual during a pandemic; successfully increasing revenue by 77% YoY in 2020.

About Rule #1 Investing:
A financial and investing education company focused on teaching individuals how to invest their money based on value investing principles. Rule #1 Investing is dedicated to helping families and individuals achieve their financial freedom.

The Goal:
Pivoting monthly live workshops into virtual events in order to adapt to conditions due to the COVID-19 outbreak.
Our Approach:

Due to uncertainty and concerns over the COVID-19 pandemic in 2020, we aimed to pivot our approach toward Rule #1’s live events by transitioning the workshop to be a full virtual workshop experience.

This approach offered all of the same high-quality content and information audiences would have received from a live experience, and made available to audiences from the comfort of the viewer’s home.

This was implemented through overhauling the sales page, customizing the email journey sequence, adding chat bots, and revamping content and paid media strategy.
Results:

Having delivered a 3-day hands-on investing education to more than 4,000 students throughout 2020, the new promotion strategy and website optimizations increased traffic to the web page by 20% YoY and ultimately lead to a 95% increase in event attendees YoY.

- Increase in event attendees: 95%
- Increase in gross revenue YoY: 77%
- Attendance rate: 96%
- NPS score: 86%
- Return on ad spend (ROAS): 548%
- From start of sale to sold out: 90 hrs
Where there are problems, our team has **innovative solutions** just for you.

**Our Solution:**

The results overall attracted new leads into the funnel and ensured event success for Rule #1 in 2021. To see how we accomplished this, take a closer look into the optimizations we made to help increase traffic to the website that ultimately lead to more sign ups to the virtual event.
Conducted an A/B test of the main sales page that performed stably at a 3.5% conversion rate.

A/B Test Page 1:

A/B Test Page 2:
Revamped & republished several top trafficked blogs that grew organic subscribers by 76%.
Saw growth in attributed net revenue by **53% YoY** by fine-tuning Google and Facebook ads.
New promotional strategy and email list segmentation efforts decreased unsubscribe rates by **15% YoY** and increased sales by **100%**.
Set up the full infrastructure of a recurring virtual event that has more than 100 coaches and 10 live speakers, all trained by our internal team.
“We’ve worked with other companies and had little to show for our investment. With Brandetize, it’s the opposite; we’ve gotten back a huge return on our marketing investment with them, doubling our revenue twice in five years.”

— Phil Town
Founder, Rule #1 Investing, 3X New York Times Bestselling Author