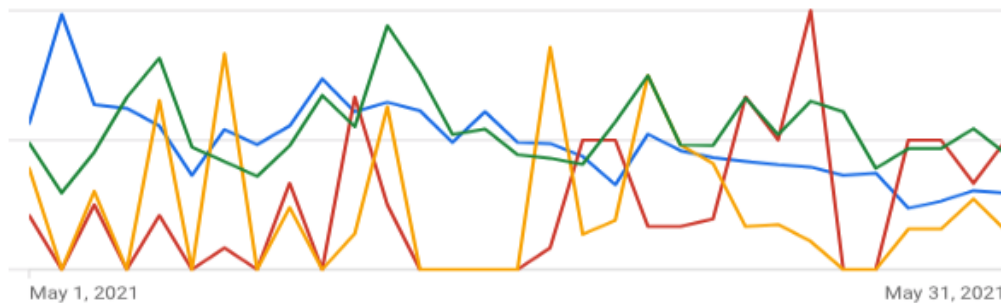


## CASE STUDY: 45 high-quality leads in one month with \$131 ad spend using our 5 step Google Ads Framework.

- Why many startups fail miserably when it comes to their marketing.
- The 5 STEP Google ads framework that guarantees the success of our campaigns. (Miss one and all your hard work will be put to waste).
- Finally, you'll be able to afford the marketing you need to grow your business.



Adspend in Philippine peso, currency conversion \$1 = P51



**Emy Ruth Dantes**  recommends **IT-Creed**.



2h · 

We are so happy with the work IT-CREED has done for us. They created a website that is not only beautiful, but also SEO optimized and conversion tuned to get our message out there! Since then their team handled everything from Google ads campaigns to optimizing our website for conversions. They built a lead generation machine for our business which guarantees us new stream of students month by month.

# Additional Screenshot Added to Prove Claims:

My Calendly + Create

Event Types Scheduled Events Workflows

Displaying 1 – 20 of 310 Events

Upcoming Pending Past Date Range Filter Export

Friday, 4 March 2022

11:20am - 11:50am Details  
Event type **Adult Voice Lesson 30-Minute Trial**  
Rescheduled by Em Dantes: No reason provided.

Thursday, 3 March 2022

04:15pm - 04:45pm Details  
Event type **Kids Voice Lesson 30-Minute Trial**  
Rescheduled by Em Dantes: No reason provided.

Wednesday, 2 March 2022

11:30am - 12:00pm Details  
Event type **Adult Voice Lesson 30-Minute Trial**

10:00am - 10:30am Details  
Event type **Kids Voice Lesson 30-Minute Trial**  
Rescheduled by Em Dantes: No reason provided.

Thursday, 24 February 2022

06:30pm - 07:00pm Details  
Event type **Adult Voice Lesson 30-Minute Trial**

02:30pm - 03:00pm Details  
Event type **Kids Voice Lesson 30-Minute Trial**

Saturday, 19 February 2022

04:00pm - 04:30pm Details  
Event type **Adult Piano Lesson 30-Minute Trial**  
Rescheduled by Em Dantes: No reason provided.

Thursday, 17 February 2022

01:00pm - 01:30pm Details  
Event type **Adult Voice Lesson 30-Minute Trial**

Wednesday, 16 February 2022

04:30pm - 05:00pm Details  
Event type **Adult Voice Lesson 30-Minute Trial**  
Rescheduled by Em Dantes: No reason provided.

10:00am - 10:30am Details  
Event type **Adult Voice Lesson 30-Minute Trial**

Thursday, 10 February 2022

05:30pm - 06:00pm Details  
Event type **Adult Guitar Lessons 30-Minute Trial**

Tuesday, 8 February 2022

03:00pm - 03:30pm Details  
Event type **Adult Voice Lesson 30-Minute Trial**

Friday, 4 February 2022

03:30pm - 04:00pm Details  
Event type **Kids Guitar & Ukulele Lesson 30-Minute Trial**  
Rescheduled by Em Dantes: No reason provided.

Thursday, 3 February 2022

02:30pm - 03:00pm Details  
Event type **Kids Voice Lesson 30-Minute Trial**

HOW we sent 45 qualified leads in the first month we run their campaign for as little as \$130 using our 5 step Google ads framework.

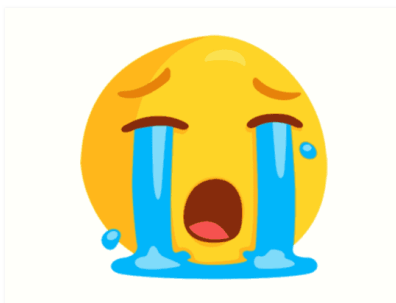
Full Disclaimer: This is not for businesses that are not experts in their industry or have no proven success. This will only work if you have a proven product/service or an expert in your space and have raving fans.

### **A Brief description of the subject in this SaaS Case Study:**

Em Dantes is an accomplished vocal coach, professional singer, and music educator in the Philippines. She's been performing internationally in the past decade prior to the pandemic. During the pandemic when most businesses transitioned online she pivoted and build an online school.

### **THE ISSUE**

She has a solid business plan and raving fans but she doesn't know how to transition online.



**The bigger issue I uncovered and why most startup companies fail miserably is because...**

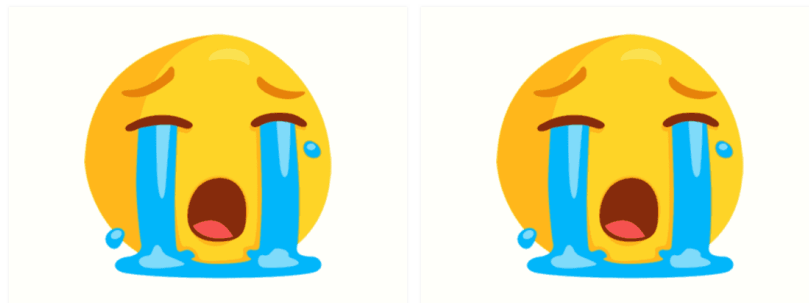
1. Didn't hire the right people

2. Ineffective marketing

They have been practically losing money with the agency building their website, and wasting marketing budget by boosting posts on Facebook.

If you are a small business owner, you know how painful this is right?

**DOUBLE SAD small business owner FACE!!**



MY FINDINGS:

There are small businesses out there that already have that winning product/service and failed because they didn't have the right people for the job and no lead generation system.

This is what @james schramko would say in his book "Work Less, Make More":

**AN OFFER THAT CONVERTS.**

IN SHORT:  
THERE'S A MARKET ALREADY.

THE ISSUE:  
NOT MAXIMIZING THE MARKET.

THE CONSEQUENCE:

*A BIG NUMBER OF Startup Companies Fail Miserably BECAUSE THEY DON'T GROW THEIR BUSINESS FAST ENOUGH USING AVAILABLE RESOURCES LIKE GOOGLE ADS.*

**The 5 Steps that my team and I personally use, and which I consider contributing to 80% of the success of our GOOGLE AD campaigns.**

(It's part of my Team's SOPs all handed to you on a silver platter)

**Step 1:** Create a market map, Identify 3-4 direct and indirect competitors. Find out what your competitors are doing, how much they're spending, and what type of ads they're running.

For EmDantes, indirect competitors would be online course platforms and apps

**Indirect competitors are the following:**

- Udemy
- Guitartricks

- Pianote
- yousician.com

**Direct Competitors are the following:**

- School of Rock
- Hoffman Academy
- Jojoacosta.com

**Step 2.** Identify your angel and demon customer persona. Your customer persona will inform everything you do from a marketing perspective.

**Step 3.** Once you've identified who you want and don't want to attract build your empathy map.

**Step 4.** Comprehensive keyword research based on the buyer's journey and different stages of awareness.

**Step 5.** Setup, launch, track and optimize.

**Imagine what this would mean for your company?**

**How many new students do you think would you be able to acquire?**

**What would the conversion be like to paying customers?**

I do get it though that this case study makes it look really simple but of course, we do have our fair share of experience and have done a lot of tests before we got where we now are.

And that's where my team and I help a select type of qualified companies with their Google Ads.

If you would like to get in touch with me directly, please make sure to check my availability here:

<https://calendly.com/joanmagat/15mins>

## **Joan Magat**

Google Ads Expert

P.S.

EmDantes now enjoys the following benefits and is excited about the growth that they are experiencing from our campaigns:

- They get to hire more teachers and admin staff
- She's can now focus on developing other offers like online courses
- They have a solid lead generation machine
- They have more funds to pay for teacher upskilling, software, and even give bonuses

If you think you would love to get the same results or just be able to give bonuses without being up all night thinking of cash flow, click here and you will be ushered with utmost priority.

<https://calendly.com/joanmagat/15mins>