



CASE STUDY

Dramasol



Dramatic Rise: Fueling Demand for a Drama Therapy Brand



CLIENT OVERVIEW

Dramasol offers training, education, and consultation in the leading, evidence-based ENACT Drama Therapy Method. President & Founder Diana J. Feldman sought out affordable digital marketing support that could actually yield book sales and generate business inquiries.



CHALLENGES

An incredibly niche field, drama therapy sits under the umbrella of expressive arts therapy, with better-known therapeutic methods like art and music therapy. Diana needed a strategic plan to promote the launch of her new book, "Stuck in a Role: Releasing Trauma in Teens Through the ENACT Drama Therapy Method," and build demand for her online training using affordable methods that could gain traction quickly.



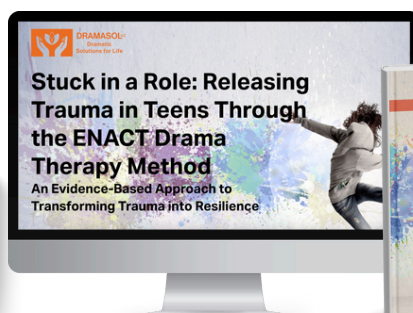
OUR SOLUTION

Project Duration: 4 Months

Fueled by a comprehensive marketing strategy including industry, market, and competitor research, including essential audience details from the client, GrowthSpurt Strategies built a multi-channel demand generation campaign using Dramasol's social media, email, and website channels, including affiliate marketing, and video development.



DRAMASOL^{LLC}
Dramatic
Solutions for Life





OUTCOMES & DELIVERABLES

- **Strategy:** Research-Backed Marketing Plan.
- **Content Development:** New Landing Page for Book Promotion & Updates to Current Offerings Page.
- **Press Coverage:** Press Release Creation & Distribution.
- **Social Media & Video Support:** 3-Month Social Media & Video Content Calendar.
- **Email Marketing:** Segmented Campaign Across 600+ Prospects.
- **Affiliate Marketing:** Creation of Amazon Author Page, Amazon Associates & Routledge Affiliate Accounts.



FUNNEL-FOCUSED RESULTS

Awareness & Demand Generation

Website

Grew site visits to dramasol.com by an average of **17% MoM**.

Social Media

Increased engagement and profile interactions by **64% MoM** across social media.

Referral Traffic Build

Email

Campaigns (3) yielded an average **26% open rate** and **8% click-through rate**.

Social Media

Grew social media referral traffic to the website from **<1% to >14% in 3 months**.

Lead Generation

Form Fills

Yielded **12% form conversion rate** from visitors-to-leads in the final month.

Affiliate Sales

Generated **18% click-to-sale conversion rate** on the book promotion page in the final month.



START BUILDING YOUR MOMENTUM

Like Diana, if you're looking to move the needle on your online marketing using affordable methods that generate real results in a short timeframe, reach out to us so we can get started on your marketing plan.

Enter your GrowthSpurt.

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