

## CASE STUDY: *Consultant Turned Author*

# SEEKING A STRONGER BRAND AND MORE LEADS

### Challenge

Anna Carroll was already a successful consultant specializing in training and executive coaching, but she wanted a way to invigorate her business, create a stronger online brand presence, and build a better funnel for her consulting and speaking work.

### Plan

Anna partnered with Greenleaf Book Group to publish her first book, *The Feedback Imperative*, in July of 2014. Six months before her book was published, our Platform Development team worked with Anna on brand positioning and strategy to help her capitalize on the book's release as a business driver.

Following the publication of *The Feedback Imperative*, we worked with Anna to engage her audience through content, with a focus on blogging, Twitter, and her newsletter. We worked with her to strategically repurpose her existing content as part of a website refresh. This included a call-to-action focus on directing all visitors to sign up for her newsletter to start building long-term



*Anna's branded website*

“The Greenleaf strategists were knowledgeable and empathetic brand coaches who helped me get started on social media, choose blog topics, launch a newsletter that performs better than the industry average, and identify and leverage valuable assets. Through social media I am finding and connecting to worlds of knowledge I otherwise wouldn't know about and I couldn't have gotten to where I am without them.”

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relationships through content. Concurrently we worked with Anna to develop the layout and content for the newsletter itself, as well as a strategy for raising open and click-through rates overtime. Finally, we worked with her to develop a social media strategy focused on building engagement and presence on Twitter, so that she could be hyper-focused on interacting with bloggers, other industry thought-leaders, and event organizers to build her own thought leadership over time.



*Anna's branded twitter profile*

## Results

The combination of strategy and asset creation work contributed to an increase in client leads and contributed to a successful book launch that supports her growing presence as a thought leader:

- Active Twitter account that regularly provides new client and partnership leads—grew from <100 to 668 followers in less than 6 months, and still growing
- A monthly e-newsletter with 3x the industry open rate
- Strong social media strategy that connects various content—across multiple platforms—has formed the backbone of her online brand presence

**Greenleaf Book Group** is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of the fastest-growing companies in the United States by *Inc.* Magazine, Greenleaf has represented more than 3,800 titles, including over 55 *New York Times*, *Wall Street Journal*, and *USA Today* bestsellers. You can learn more about Greenleaf at [www.greenleafbookgroup.com](http://www.greenleafbookgroup.com).