

Sierra Somatics Weathers COVID-19 With Pivot to Online Sales of Information Products

Customer Profile

Sierra Somatics is an owner-operated business of one that helps clients reduce chronic pain by training the neuromuscular system to release unnecessary muscle contraction. Services included individual educational and therapeutic sessions, weekly classes, and weekend workshops. Founder Lisa Godenick steadily grew her clientele through word of mouth, strategic partnerships with businesses.

Her long term goal for Sierra Somatics was to transition from in-person services to information marketing. She had just begun content and email marketing in the months before COVID-19 struck.

Needs and Challenges

Due to social distancing and shelter-in-place mandates prohibiting in-person meetings and travel, Sierra Somatics' business dried up almost overnight. All in-person sessions were canceled indefinitely.

Not only did sales disappear, but Sierra Somatics' primary marketing channels were also cut off. Onsite classes and workshops served as venues for getting new customers to experience service benefits and sign up for email newsletters.

Lisa had to find a way to serve existing clients and reach out to prospective clients remotely if she wanted to continue to grow her business.

Solution

In her consultations with us, we advised Lisa to view shifts in the market caused by the pandemic as an opportunity to better serve her clients. Since the only available avenue was online sales, we encouraged her to fast forward her info marketing plans.

Since Somatics is not a manual therapy but rather patterns of movement initiated by the practitioner, Lisa set out to create downloadable audio products that guide clients in their practice. The products are easy to create and have almost no marginal cost beyond the initial investment of time, allowing Lisa to focus on production and marketing.

Sales and marketing operations were extremely simple and agile. Using the combination of a simple Wordpress site, a mailer, and a CRM that we had already set her up with and adding e-commerce functionality, Lisa was able to create her own landing pages, content marketing, and email campaigns.

We decided to focus on email marketing as Sierra

Somatics' primary marketing channel. To grow her email list, Lisa replaced classes and workshops with link building, guest blogging, lead magnets, social media, and highly forwardable emails.

Results

In the scant several weeks since her in-person sessions disappeared, Lisa produced and posted products for sale and created an information marketing funnel. She has already begun to see revenue again.

While it will take her a while to recover her previous revenue, by productizing her services, Sierra Somatics now has the potential to impact a wider audience and earn more per hour.

She has also cut middlemen out of the equation. Previously, yoga studios that hosted her classes took a 30% commission on attendance fees. Sierra Somatics' marketing costs are now far less than that and do not increase substantially as Lisa reaches out to new markets.

"The coronavirus pandemic made took away all my in-person business at once...I was able to skip ahead in my long term plan to start selling downloadable courses instead...Now I can help more people than before."

-Lisa Godenick, Founder

Future Prospects

In a matter of weeks, Lisa created a business that can truly scale. With steady product and content creation, she will be able to refine Sierra Somatics' current marketing funnel, then adapt it to various niches with less investment than the initial one.

In the long term, Lisa intends to build a substantial enough library of digital content that she might offer a subscription service, or a large enough global clientele that she can offer a membership program.

Such recurring purchases would make her income more predictable and stable - and make her business pandemic-resistant. It would also support the resumption of in-person sessions once restrictions on social engagement are lifted by providing credibility and a larger base of prospective clients.

Customer:

Sierra Somatics

Business size:

1

Industry:

Education/Bodywork

Needs and Challenges:

- Replace revenue and marketing channels lost to structural changes due to COVID-19 pandemic
- Continue to implement long-term information marketing plan despite market disruptions

Solution:

Development of content marketing strategy; rapid setup of online store and information marketing funnel.

Results:

- Began earning revenue again despite inability to offer in-person services
- Produced basic product line and marketing funnel that can be replicated in multiple markets with minimal cost of acquisition
- Cut out middlemen fees