

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 and improve athletic performance. Services included individual educational and therapeutic sessions, group classes, and weekend workshops teaching clients exercises that retrain the neuromuscular system to release chronic muscle contraction. Founder Lisa Godenick steadily grew her clientele through word of mouth and strategic partnerships with businesses over a period of two years.

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 the COVID-19 pandemic 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 had served as venues for new customers to experience service benefits and sign up for email newsletters.

Sierra Somatics had to find a way to serve existing clients and reach out to prospective clients remotely to keep the business afloat.

Solution

In her consultations with Catalyst Marketing Services, Godenick was advised to view disruptions caused by the pandemic as an opportunity to better serve her clients. Since the only available avenue was online sales, we decided to fast forward her info marketing plans.

Since somatics is not a manual therapy but rather exercises performed by the client, Godenick created downloadable audio and video 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.

Sales and marketing operations were extremely simple, low cost, and agile. Using the combination of Catalyst's Quicksites solution with e-commerce functionality, a mailer, and a CRM, Godenick was able to create her own landing pages, content marketing, and email campaigns.

Catalyst guided her to focus on email as Sierra Somatics' primary marketing channel. To grow her email list, Godenick replaced word of mouth through classes and

workshops with link building, guest blogging, lead magnets, social media, and instructive email content.

Results

In the scant several weeks since her in-person sessions disappeared, Lisa produced and posted products for sale, created an information marketing machine, and even increased her pre-pandemic revenue by 18%.

Even better yet, by productizing services, Sierra Somatics now has the potential to impact a wider audience at a lower cost of customer acquisition.

This is due in part to the added benefit of cutting middlemen out of the equation. Previously, yoga studios and other venues that hosted her classes took a 30% commission on attendance fees. Sierra Somatics' digital marketing costs are less than half of those middleman fees and do not increase substantially as the company expands its marketing reach.

"The coronavirus pandemic 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 even more people than before."

-Lisa Godenick, Owner-operator

Future Prospects

In a matter of weeks, Godenick 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 original funnel.

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

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

Customer:

Sierra Somatics

Business size:

1 employee

Industry:

Education/manual therapy/information marketing

Needs and Challenges:

- **Replace** physical store revenue and marketing channels lost to structural changes due to COVID-19 pandemic
- **Expedite** long-term information marketing plans

Solution:

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

Results:

- Resumed earning revenue again that kept business afloat 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