



Why Traffic FastTrack?

- ★ Build and diversify the email list
- ★ Visibility
- ★ Foster relationships with experts
- ★ Try something new!
- ★ ***BONUS: Make some moolah!***



The Deets



The Deets

- ★ **4-Day Virtual Summit, March 7 – 10th**
- ★ **Featured 35 Traffic Experts** in Search, Social, Relationship and Paid traffic categories!
- ★ **Registration was free and included a Driver's Manual**
- ★ We offered **2 optional upgrades**; *Playback Pass* or *All-Access Pass*
- ★ **Increased prices** on upgrades **2 times** during the event

The Upgrades

★ **Playback Pass** (\$37, \$57, \$77)

- Unlimited access to the trainings



★ **All-Access Pass** (\$97, \$117, \$147)

- 1 weekly early access to the trainings
- Unlimited access to the trainings
- Attendance to Daily Speaker Panel Discussions
- Recordings of Speaker Panel Discussions
- Private Podcast Feed of all trainings
- PowerBundle (included \$22,705 worth of digital courses from our experts)



Planning

- ★ Pre-Event planning **started Dec 6, 2021**
- ★ Held **weekly planning meetings** every week from Dec 6–March 6.
- ★ Every person we asked to speak said yes except 3 people.
- ★ We gave Speakers **3 weeks** (by Jan 7th) to submit their form and confirm participation.
- ★ Once confirmed, we gave them **4 weeks** (by Jan 31st) to submit their pre-recorded training.
- ★ For those that agreed to the PowerBundle we gave them **6 weeks** (by February 7th) to submit their course info.
- ★ Completed 15-minute interviews with all 34 Speakers.

The Theme & Format

- ★ We originally planned for speedway/racing theme but landed on a **Traffic/Highway theme!** (hence the name 😊)
- ★ Our tagline: *“Get your **FREE** ticket to unstoppable lead flow on the internet highway!”*
- ★ **All trainings were pre-recorded** by the experts
- ★ Trainings were **accessed via our membership site**
- ★ Created a **Private Facebook Group** for the event
- ★ Opened the Facebook Group **1 week early** on February 28th

The Week of

- ★ Trainings were released daily at 7am Pacific and were available to access for 24 hours.
- ★ Went live in the Facebook Group every morning
 - On Day 1 went live with Julie and did her training live
- ★ Held Private Speaker Panel Sessions each day for All-Access Pass buyers with the experts from that the traffic category.
- ★ Posted in the Facebook Group daily
 - Reminders to buy Upgrades before price increases
 - Reminders to attend Speaker Panel
 - Contests

Promotions

- ★ Promotional period began **Monday, February 21st** (2 weeks before event), the cart opened the same day
- ★ **Promotional period ended Sunday, March 6th.**

Email list size at launch: 7,443

Text list size at launch: 1,484

For 2 weeks, we sent **7 promotional emails** to the list get people to register and **4 promotional text messages**.

We sent **4 reminder emails** and **3 reminder texts** the week leading up to the event to anyone that had registered.

Promotions

- ★ We had **29 Affiliates** promote the event
- ★ We did not require our speakers to promote the event to their audience
- ★ We ran **ads on Facebook and Instagram**
- ★ We hired an editor to take 1 minute clips from all of the 15-minute interviews and used those to promote on social media:
 - Facebook
 - Instagram
 - TikTok
 - Twitter
 - Pinterest
 - LinkedIn

The Data



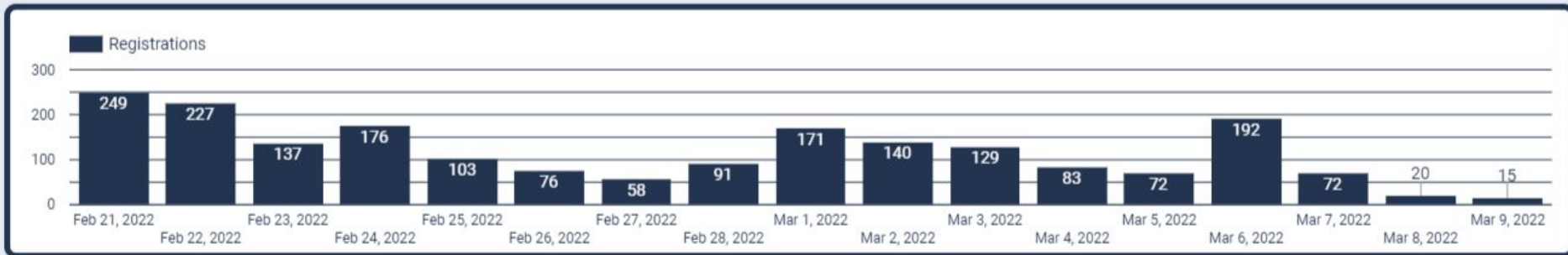
Registrations

2,032 Total Registrations

- ★ **425** from ads (\$26.41/per lead)
- ★ **1,045** from affiliates
- ★ **455** from email list
- ★ **107** organic

- ★ **21%** leads from ads (56% warm)
- ★ **51%** leads from affiliates
- ★ **22%** leads from email list
- ★ **6%** Organic

Total Registrations



Registration Page

Unique Pageviews

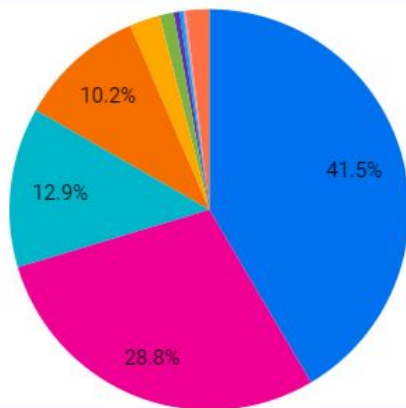
5,779

Registrations

2,032

Conversion Rate %

35.16%



- affiliate
- facebook / cpc
- ontraport / email
- facebook.com / referral
- l.instagram.com / referral
- google / organic
- wearepowerplay.securechkout.com / referral
- linkedin.com / referral
- mail.google.com / referral
- others

Upgrades

- ★ Sent registrants that did not upgrade at the time of registration through an **upgrade sequence that consisted of 3 emails.**

1st email sent 24 hrs after registration, 2nd email sent 48 hours later and 3rd email sent 24 hours later.

3 buyers came from this sequence

- ★ Sent **5 Cart Close emails** to all registrants AND to the entire email list.

Cart closed on Sunday, March 13th (3 days after the event ended)

21 registrants bought from the Cart Close Sequence

7 buyers came from the list

Upgrades

Playback Pass



Record Count
99

Sales Amount
\$4,103.00

Conversion %
4.87%

All-Access Pass



Record Count
297

Sales Amount
\$30,442.00

Conversion %
14.62%

Playback -> All-Access Upgrade



Record Count
8

Sales Amount
\$500.00

Conversion %
8.08%

Total Gross Sales



Record Count
404

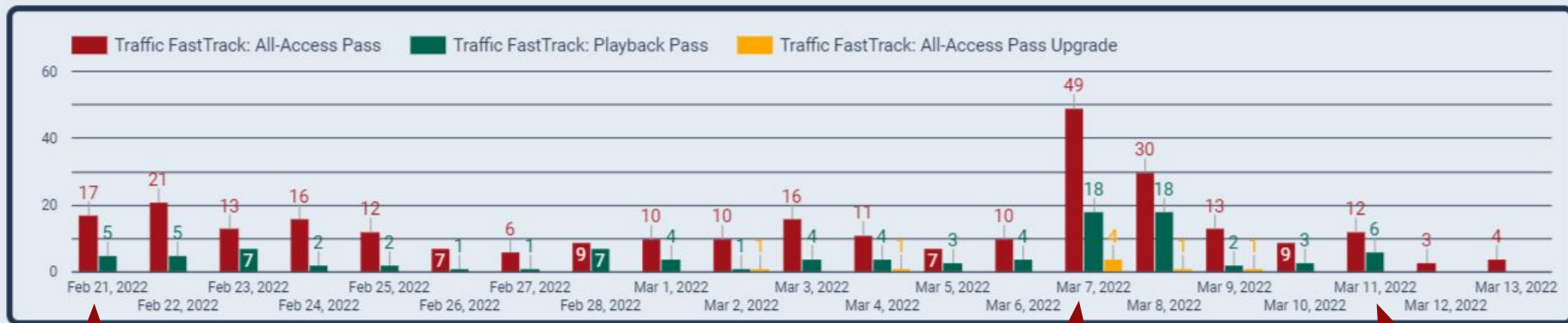
Sales Amount
\$35,045.00

Conversion %
19.88%

Revenue

Traffic FastTrack Sales

Total Upgrade Revenue: **\$35,045**



Registration
Open

First Day of Event
& Last Chance for
Early Bird \$97

Price went up to
\$117

Price went up
to \$147

Affiliates

- ★ Paid a **40% commission to Affiliates**.
- ★ To incentivize contributions to the PowerBundle, **paid 50% commission to Speakers** that gave us one of their paid courses.
- ★ Created a leaderboard/competition for Affiliates.
- ★ Private Affiliate voxer channel for daily stat updates.
- ★ Emailed Affiliates almost every other day with Leaderboard updates.
- ★ **Top 3 Bonus prizes** (*1st 30-days of Voxer, 2nd (3) 1:1 Coaching Sessions, 3rd 1-Year PPC membership*).
- ★ **Top 10 Bonus prizes** (*Free ticket to The Powerplay Experience & Launch Debrief*).

Affiliates

Top 10 Affiliates SHOUT OUT!

- | | |
|-------------------------------|-------------------|
| ★ Julia Taylor | ★ Veronica Romney |
| ★ Trena Little | ★ Lydia Martin |
| ★ Dara Sklar | ★ Karen Gilbert |
| ★ Jennifer Grayeb | ★ Yael Bendahan |
| ★ Welmoed van Maanen-Verhagen | ★ Jen Myers |



- ★ **51% of registrations came from Affiliates**
- ★ **49% of upgrade sales came from Affiliates**
- ★ **198 Total referrals upgraded**
 - 53 Playback Pass
 - 145 All-Access Pass

Expenses

- Facebook Ads (Promo): \$11,225.46
- Facebook Ads (Cart Close): \$412.10
- Reminder Ads: \$816.59
- Affiliate Payout: \$7,072.20*
- HelloAudio: \$170
- Branding + Sales Funnel: \$4,278
- Graphic Design: \$365
- VideoAsk: \$30
- Zoom Webinar: \$79
- Video Editing: \$990
- Rev.com Transcriptions: \$41.25
- SMS Marketing Fees: \$1,218.01

TOTAL EXPENSES: \$27,145.94

**\$6.76 per reg from affiliates*

Final Numbers

Total Collected: \$35,045

Total Expenses: - \$27,145.94

Refunds: - \$97.00

Total Profit: \$7,802.06



The Bad

What didn't go so well?



The Bad

- ★ Cold ads were expensive.
- ★ Needed more traffic to the reg page.
- ★ Only a handful of the speakers that agreed to promote did.
- ★ An extremely asset heavy event.
- ★ A lot of follow up and chasing down speakers to submit their form, schedule their interview, send in their assets etc.
- ★ Strapped for resources internally.



The Good

What went well?



The Good

- ★ Registration Page converted at 35%.
- ★ Email list converted at 61%
- ★ Affiliates produced 50% of all registrations.
- ★ Grew our email list by 1,265 new email addresses.
- ★ 20% overall conversion rate on upgrades.
- ★ Attendees loved it and had a great experience!
We received amazing feedback about the Driver's Manual as well. Our goal was to reduce the overwhelm & we did!





Kimberly Fowler Gawlowicz · 2:56

Driver's manual was awesome! I detest overwhelm. This is just the beginning for me.

Love Reply 2d



3



Kimberly Fowler Gawlowicz · 2:56

Driver's manual was awesome! I detest overwhelm. This is just the beginning for me.

Love Reply 2d



3



Sharon Priest Fuller · 2:53

The Driver's manual definitely helps relieve overwhelm! Genius!

Love Reply 2d



4



Deborah Toyias Kozich · 11:24

Amazing resources...amazing training

Like Reply 2d



3



Jonni Dee Wood · 9:21

The All Access is a no brainer and I'm so glad to be able to watch all the trainings over time.

Love Reply 4d



7



Claire Winson · 0:00

So thankful for all access pass so I can watch all the trainings bit by bit!

Love Reply 4d



5



Tara Brueske · 2:07

I loved the LinkedIn training because I was able to tweak so many things and have a good understanding of it! Even how to connect and new features!

Love Reply 4d



7



Brad Pettis · 4:09

Driver manual help to organize and give a good look at the steps to take.

Love Reply 2d



4



Angela Kantorowicz · 0:31

Amazing 4 days. I can't believe the gold nuggets. The best summit (free or paid) I've ever attended. ❤️

Like Reply 1d



Robin Hankison Morgan

I grabbed mine! I had the best of intentions of tuning in daily, but alas, that was not in the stars. Thank you **Adrienne Richardson** for organizing this amazing event!

Like Reply 4h



2



Lonelle Madsen

This was incredibly valuable! Grateful for you **Adrienne Richardson**!

Like Reply Send Message 15h



2



Ramona Vincent · 4:17

The Driver's Manual is one of the most helpful resources ever - thrilled to have a way to process the information and to have a plan moving forward!

Love Reply 1d



4



Rachael Alexander · 2:09

Loved the SEO Hacks training and needing to reevaluate my website

Like Reply 2d



3



Joanne Calvacca · 2:49

Love the drivers manual! And can't wait to jump into Pinterest and tik tok!

Love Reply 1d



3



Dorothy Vernon Brown · 0:00

Yes you did **Adrienne Richardson** and team!! I don't even know where to start to say thank you for an incredible traffic summit. It was ah-mazing and well worth the time commitment. Now I have a much clearer understanding of the specific traffic lanes and a path forward. The Traffic Plan is simply brilliant!! Kudos. Kudos. Kudos.

Like Reply 1d Edited



Rachael Alexander · 2:35

Yup the drivers manual has been super duper helpful and let go of the overwhelm 😊

Like Reply 1d



Tammy Bragg · 0:00

The drivers manual was amazing because I've never seen what types of marketing to do for your business model.

Love Reply 1d



3

The Truth

**What would we have done
differently and what did we learn?**



The Truth

- ★ We learned we don't like summits! 🗑️
- ★ We should have hired a temporary VA to handle the tedious admin/project management tasks.
- ★ We should have hired out all the email copy.
- ★ We underestimated how much traffic we would need to the page in order to hit our goals. This was a rookie mistake and we knew better.
- ★ A 2-week cushion for speaker deadlines was NOT enough.
- ★ We should have required speakers to send at least 1 email and 1 social media post.
- ★ We did something new and different and learned a LOT from it.





Questions?