



# Attention Grabbing Media CASE STUDY

- INTERNATIONAL HEALTH BRAND -  
NATURALS LIM® - METABOLISMO TV



*AGM has brought our worldwide Facebook, YouTube and Instagram influence into full overdrive growth. With his help we are reaching 16 million video views per month between Facebook and YouTube, and gaining 100,000+ new followers per month.*

*[Manuel's] knowledgeable strategies have catapulted our sales of both of my books and products by 450% this year on Amazon alone.*

- Frank Suarez  
Founder of NaturalSlim®



## CLIENT GOALS

Client needed help scaling their existing business digitally in such a way that wouldn't require additional costs in personnel. They hired AGM to help grow their social media presence and leverage existing content.

## ABOUT AGM

- Located in Clearwater, FL
- Facebook Agency Partner
- Certified ManyChat Experts
- Facebook Blueprint Certified

## ABOUT THE BRAND

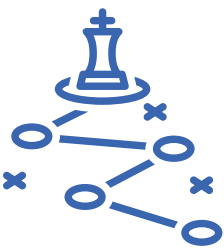
NaturalSlim® is a worldwide weight loss brand. Prior to AGM, they relied on word of mouth traffic. Their YouTube and email marketing generated some calls, but not consistently. Postcards were sent out occasionally, but there was no way to tell what was working.

## THE STRATEGY

We began by leveraging the existing content on their YouTube Channel and repurposing it into other forms of content, including videos for FB and IG, blogs, and more. From that, we began compiling audiences of those who engaged with the content (video views, comments, etc.).

As the audiences continued to grow, we focused on list building and retargeting them with conversion ads. Free resources were used to generate massive amounts of leads.

We incorporated upsells inside the Shopify store to maximize each purchase and set up automation tools such as SMS and Email to recover lost sales, while the remaining leads were handed over to the sales reps to close.



# SUMMARY OF RESULTS

- 49K orders since starting with AGM
- \$566K+ increase in average monthly sales
- 190K+ leads generated inside of Facebook Messenger
- 28K SMS leads generated + \$26K in revenue from SMS alone
- 19% + increase in returning customer rate

## Sales Generated

📅 Sep 15, 2019–Jul 31, 2020 compared to Oct 29, 2018–Sep 14,

Total sales

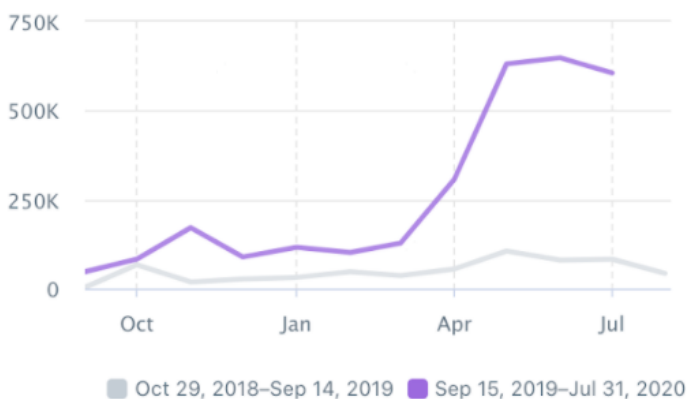
**\$2,927,399.52**

[View report](#)

↑ 391%

Zipify OneClickUpsell	\$1,607,015.09	-
Online Store	\$719,422.09	↑ 968%
CartHook Checkout	\$517,198.39	↑ 90%
OpenPath NMI	\$83,225.42	↑ 112%
Draft Orders	\$538.53	-

### SALES OVER TIME



↑ 391%

INCREASE IN  
OVERALL SALES

↑ 470%

INCREASE IN #  
OF ORDERS

## Total Orders

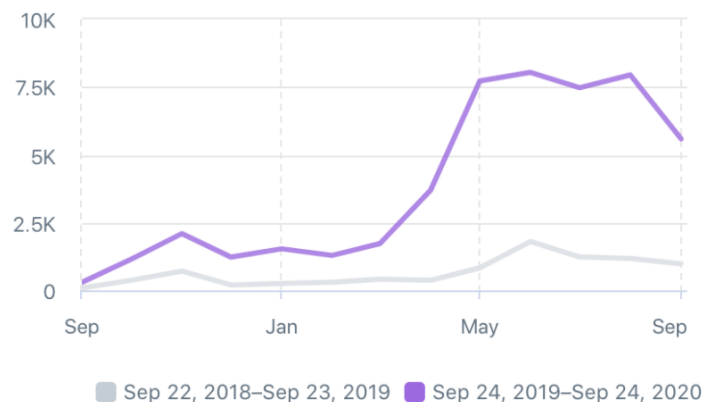
Total orders

**49,764**

[View report](#)

↑ 470%

### ORDERS OVER TIME



# SUMMARY OF RESULTS

## Messenger Subscribers Generated

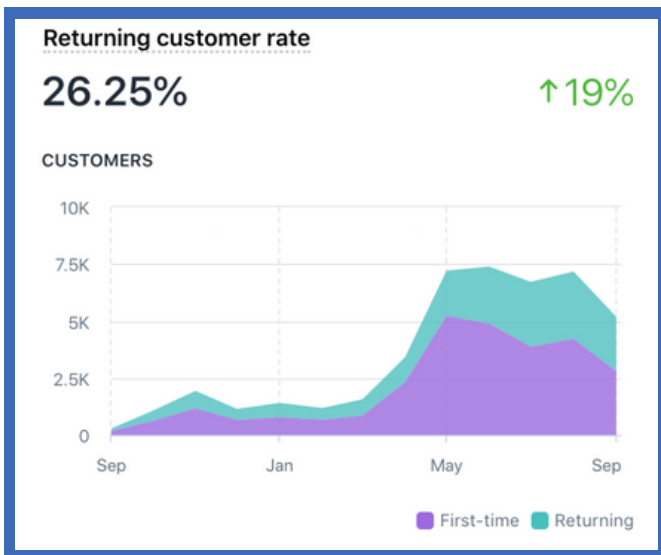


263809  
Subscribers

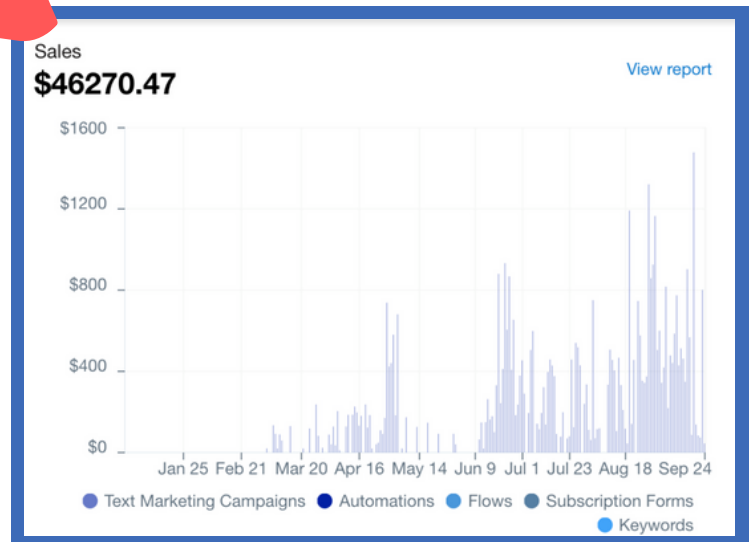
## SMS Leads Generated



## Returning Customer Rate



## Sales Generated from SMS Leads



*Thanks to Manuel's digital marketing mastermind and techniques our online sales have exploded! He has helped this company grow its online sales consistently. We have now achieved a volume of sales that we only dreamt of before we started implementing his recommendations.*

- Ivonne Pineda  
Director of Operations at NaturalSlim