



Attention Grabbing Media

Attention Grabbing Media is a full-service marketing agency that offers everything from social media marketing and branding to Google Ads and Amazon PPC, and everything in between!

For more information, go to:

www.agmagency.com

Case Study

This case study showcases how AGM helped a birth doula significantly grow her online reach and revenue through targeted Facebook ad campaigns and an effective webinar strategy.

“AGM is an amazing team that can help you reach people you want to inspire and help achieve their goals.”

Brand Overview

Company / Brand Name:

Serenity Life Doula

Industry:

Maternity & Childbirth

Services/Products:

Holistic Birth Preparation and Support

Serenity Life Doula is a maternal health brand empowering women through holistic birth preparation. With a unique "Train for Birth" program blending education, physical training, and emotional support, the brand helps mothers approach childbirth with confidence and trust in their natural abilities.

Goals & Challenges

Krishna's primary goal in working with AGM was to increase her revenue through digital courses, coaching, and training programs. She aimed to grow her "Train for Birth" program by reaching more pregnant mothers and providing accessible, high-quality natural birth education to empower them in their childbirth journey.

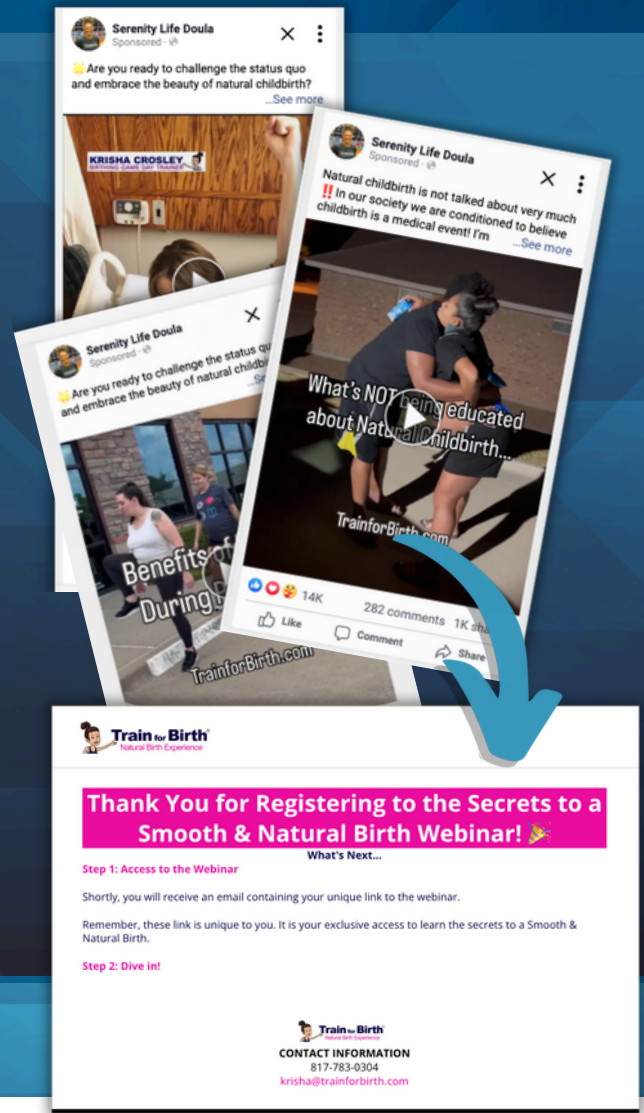
Before working with AGM, Krishna faced challenges in reaching a wider audience and converting leads into customers for her \$299 natural birth training program. She needed a structured strategy to generate leads and nurture them effectively while combating misinformation about natural childbirth.

Solutions

We designed a clear plan to help Krisha promote her "Train for Birth" program by running Facebook ads that attracted pregnant mothers to join her webinars. These webinars provided valuable information about natural childbirth and introduced her \$299 training program.

To make the process effective, we created a system where attendees could join live webinars, receive follow-up emails, and access replays if they missed the live sessions. This ensured that even those who didn't purchase right away had more chances to sign up later.

We improved the ads and emails by studying what worked best for Krisha's audience and making adjustments to keep everything running smoothly. This strategy helped her reach thousands of new people, grow her audience, and increase her revenue.

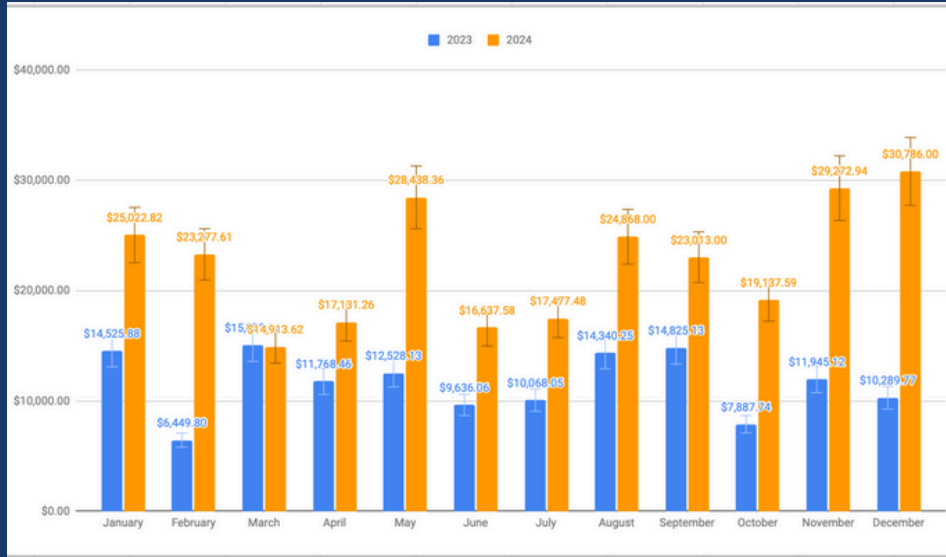


Results

Below is what we accomplished as a result of the strategy we implemented.

- Generated over **18,293 new prospects** at an average cost of **\$3.05 per lead**, effectively driving qualified leads within the healthcare industry.
- Produced **\$269,976.26 in revenue** with a **382% return on investment (ROI)** from \$55,968 in ad spend.
- Achieved a **94% increase** in overall revenue compared to 2023, up from \$139,337.95 the previous year.

2023 vs. 2024 Revenue Comparison



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- 📍 1200 Starkey Rd Suite #215-A, Largo, FL 33771
- 📞 (888)-280-3339
- ✉ sales@agmagency.com
- 🌐 www.agmagency.com