

# Younity starts their growth optimization and conquers the big markets

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## Overview

PSI Online (or YOUunity actually known) is a company that promotes online courses and organizes online summits with international celebrities in the world such as Deepak Chopra, Joe Dispenza, Eckhart Tolle, Neale Donald Walsch and many others.

Their company has impacted well more than 20+ countries throughout the world.

We worked with Sandro, who is the leading consultant of this company.



## How everything Started

Sandro found me on Upwork, where our conversation lasted for a whole 2 months before we finally made it on a call.

During our conversation Sandro pointed out the things the business was lacking and they were in search for a marketing consultant to start analyzing their data and provide insights as to what they could improve.

After discussing with Sandro, I realized they had many more issues than expected. The most positive thing was that the company was still on profit, without them documenting anything.

We started working in March 2020 and are still working together.





## The case study breakdown

### Products and Programs

YOUnity has different online products and programs. For the past 3 years Younity have been knocking down on countries' doorsteps with various marketing strategies so they monopolize the users.

The one product we were in charge of marketing and assuring a bigger impact on sales was a course from Dr. Joe Dispenza, a well renowned neuroscientist.

The course price was at €150, being discounted from €250.

The issue here was the fact that the company did not know how to use their resources – and when talking about resources, I'm talking about how to utilize their budget.

Another interesting factor was that the company had huge engagement over their FB channels – by the moment we decided to create an IG Business profile, we gathered 10k followers in just a week, without any marketing at all.





## The Strategy

For this client, we rolled our sleeves up and managed to dig in the dirt to find out what makes their audience tick.

We spent around 3 days going through all their content, customer feedback, facebook comments to understand more about the niche.

After that, we developed this unique ads and email marketing system that could drive people to our offers.

The first phase was generating leads for the launch of their course through Facebook and Instagram Marketing. We also made sure to post on all social media channels so we tap into that organic traction as well.

This went on for 3 weeks. After that, we launched our selling ads to promote the course. Our emails were specifically designed to sell from different framing options like: offering the first 3 videos for free, bonus videos, offer for installments, money back guarantee etc.





## The Advertising Campaigns

We did a lot of analysis here as well. We managed to analyze €500k worth of data that showed us what the best ads were, the best audiences and what is the best message we can use for future references and we managed to retract around €94.888,00 in sales for our first launch in Turkey

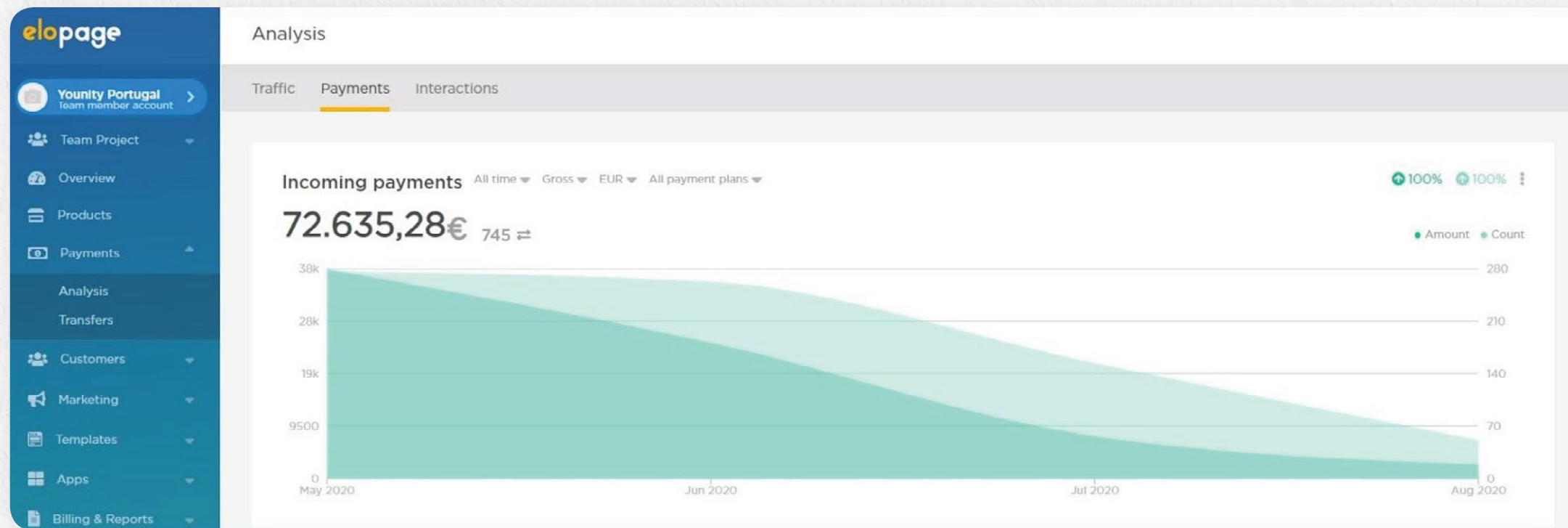


Other countries have performed well but could not outrun this one





Portugal - €72.635,28

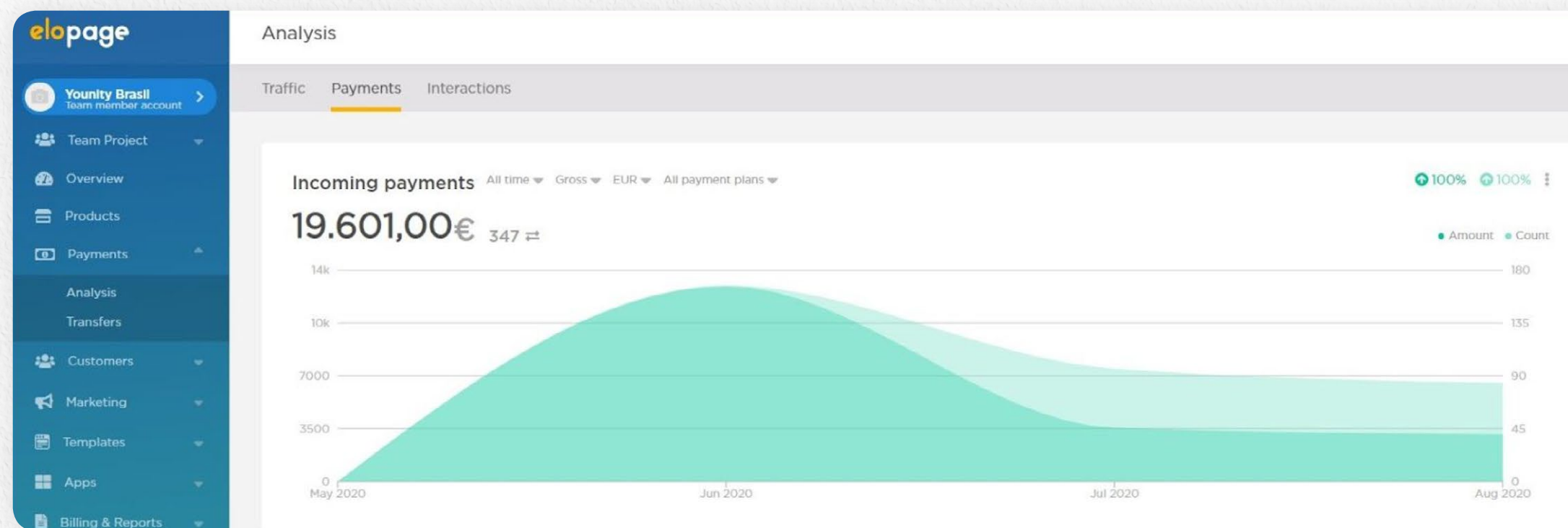


Greece - €52.947,00





Brazil - €19.601,00







## The Ad Copy

The messaging was quite important. Although users from around the world know about these celebrities, they still need a good push to enter our funnel.

Our ads contained different frames and angles for our users and with A/B split testing we managed to find out which users were actually more fond of the course we were advertising.



## The Targeting

Targeting played an important role as well, so we can ensure we're targeting qualified people. From this, we noticed our best audiences were the laser targeted audiences and the Lookalikes they have gathered along the years.





## The Funnel

We had 2 main funnels for this campaign, nothing too fancy – design wise – but straight to the point copy that had the role of qualifying our users.

First, there was the lead generation funnel that asked people for their Name, Email address and Phone Number (optional)

### Stages & Strategy

Opt In Page

Thank You  
Page

Thank You  
Email

### Actions

Signes up with  
email

Thank you  
Videos & Next  
Step

More information  
about the product







## End Result

My collaboration with Sandro has always been effective, proving that big companies can still learn how to optimize their ventures and assets.

But the one thing that actually got done is the analysis and insight data we've been looking for. Right now, it's easier to launch other courses knowing what we know – and sales have never been higher.

Our goal is to build a community of like minded people who know they can strive under any situation.

We've been working together since March 2020 and good times are still ahead.

Here's a quick testimonial that Sandro did for me a while back:





**ARE YOU READY AND  
COMMITTED TO GROW  
YOUR BUSINESS TO 7-8  
FIGURES?**