



## A CABINPUNK CASE STUDY

# Jay Morrison Academy

STRATEGY



MARKETING



DEVELOPMENT



AUTOMATION



DESIGN

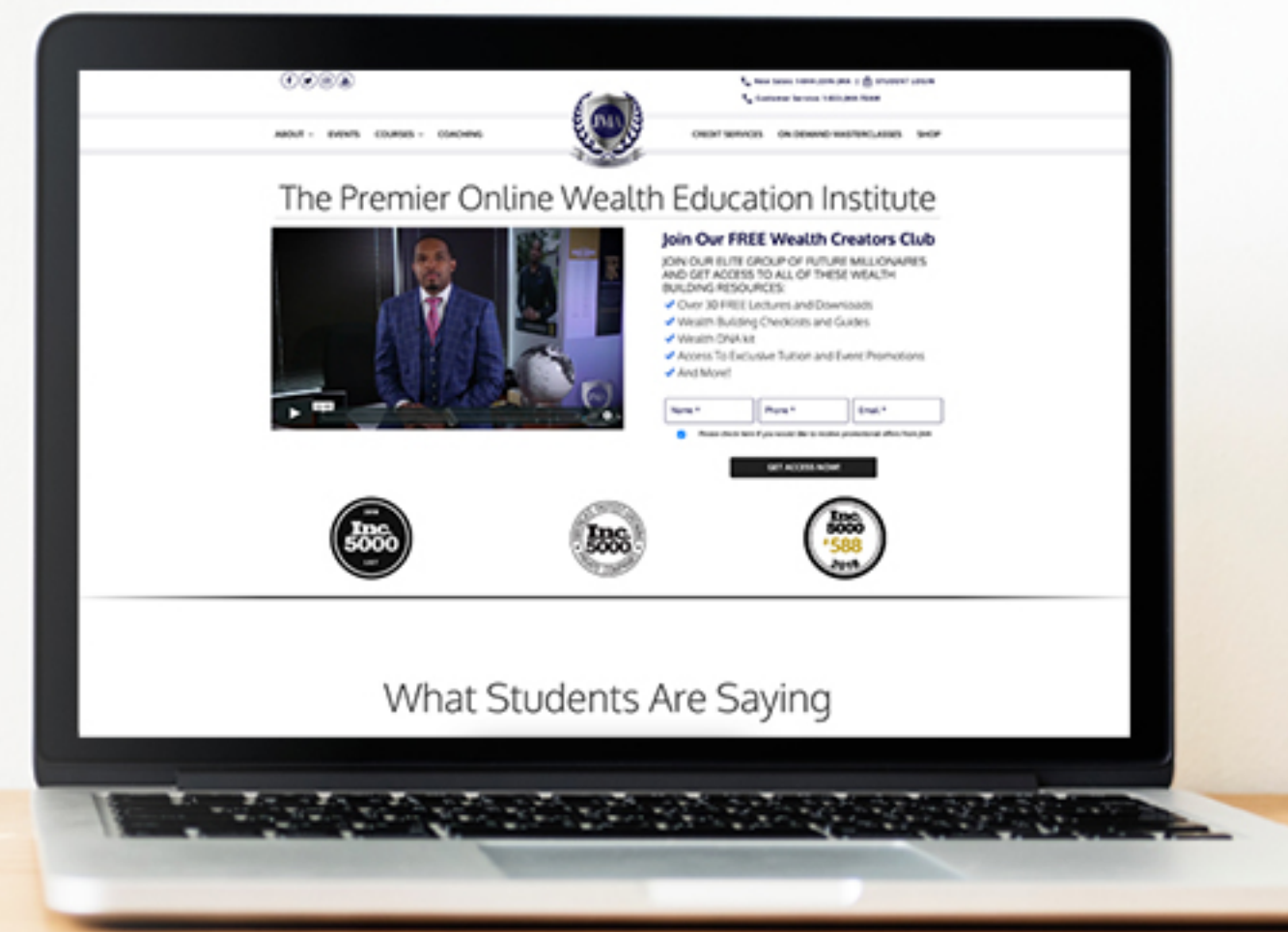




# Jay Morrison Academy: A complete marketing makeover for a great cause

Jay Morrison Academy was founded to teach financial literacy to people who traditionally miss that type of education, namely people in low-income neighborhoods, at-risk youth and former criminals.

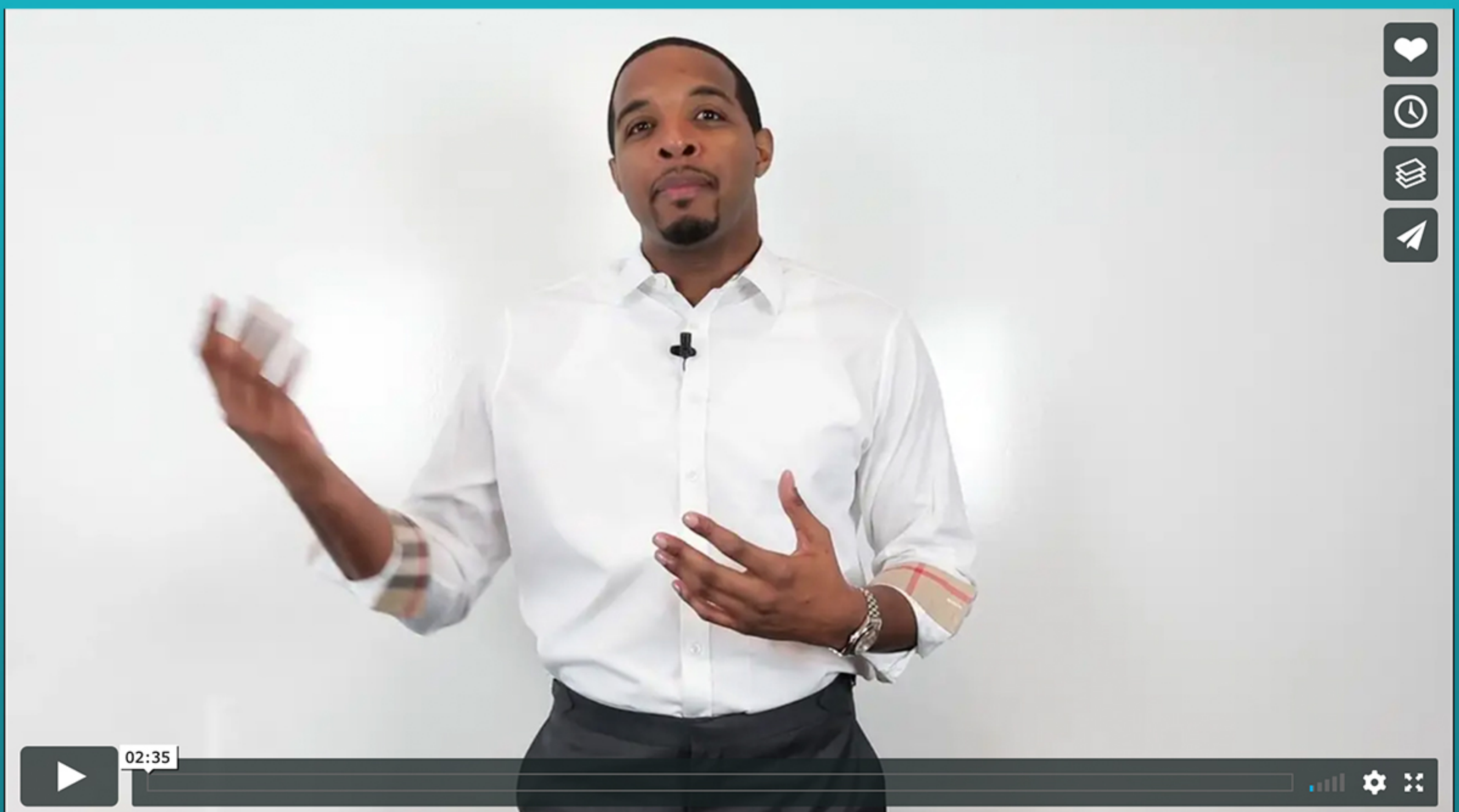
With such a meaningful mission, we knew we had to help Jay and his team spread their message to every corner of America. But to do that, he was going to need a whole new website and a lot more.



## Tools Used:

**WORDPRESS | INFUSIONSOFT | SPIFFY ORDER FORMS | MEMBERIUM | PLUSTHIS | WICKED REPORTS  
CLICKFUNNELS | ZENDESK | AMAZON S3 | VIMEO | HOT JAR | LIVESTREAM | YOUTUBE  
APPOINTMENT CORE | ANALYTICS CONNECT | ZAPIER**

## Watch Jay describe his experience with GetUWired





# New Website - Authority for the Academy



## Problem:

The original Jay Morrison Academy website was outdated, didn't convey authority, and was generating very few leads.



## Solution:

JMA provides life-changing education to its students, and it deserves the same respect as any other school! So we designed an upscale, lead-generating website that looks, feels, and functions like a university website - only better.

**We turned the website into a lead-generation machine.** The existing, low-converting lead magnet was exchanged for a juggernaut of a "call-to-action" that attracted prospects by the thousands to join the Academy's mailing list. Our super-charged conversion strategy provided some beefy numbers. We don't like to brag, but the numbers don't lie. See for yourself!

**574%**  
Increase on average  
monthly leads

## Results

**197**  
LEADS/MO



**1132**  
LEADS/MO

# Course Wrangling and Sales Pipeline Management



## Problem:

Not knowing which courses and combinations of courses would produce the best ROI was keeping JMA from reaching its greatest income potential.



## Solution:

Through content curation, strategy sessions and lots of hard work, we figured out the most profitable way to deliver educational content through JMA courses and course bundles. We also created an upsell strategy to move people from the free community through the courses.

## Results

REVENUE INCREASED  
**300%**

IN JUST  
**6mo**







## Membership site



### Problem:

JMA needed a place to house educational content that was easy to purchase, simple to navigate and a breeze to update.



### Solution:

We created a membership site utilizing one of our strategic partner's membership software, Memberium. JMA uses Memberium as its digital gateway to protect its proprietary content for all of its courses, lectures, lessons, as well as the community. By protecting this content from the pesky eyes of non-members, JMA is able to leverage its trademarked content for revenue purposes. Now, JMA is able to sell its brand and valuable wealth-building content across the globe to customers everywhere!

**MORE THAN**  
**50k Customers**  
**WENT THROUGH JMA'S ONLINE PLATFORM**

## Infusionsoft Integration



### Problem:

Leads coming in from the old website were getting lost in the shuffle and not being segmented properly.



### Solution:

We integrated JMA's new website with one of our favorite CRMs, Infusionsoft. The neat thing about Infusionsoft is that it allows you to segment your entire list, allowing you to target your marketing to the right people at the right time! And that's exactly what we have done for the Jay Morrison Academy.

Every contact that comes into JMA's CRM, we tag them. Are they a lead? Are they a current customer? Are they a past customer? Do they interact with our marketing content? Have they joined our free community? You get the point, and so did JMA. By segmenting their list, they boosted their email open rates, improved their client retention, increased revenues!

## Results

**REVENUES HAVE  
JUMPED BY**  
**300%**

**OPEN RATES HAVE  
INCREASED BY**  
**27%**

**RETENTION  
HAS IMPROVED BY**  
**12%**



# Conversion-Centric Landing Pages



## Problem:

JMA's educational (and financial) mission can't be achieved unless people purchase the courses.



## Solution:

We tested and tweaked landing pages for the JMA courses until we found a format that converts like a charm. Then we duplicated that format for all of their courses.

## Results

**JMA HAS HAD OVER**  
**50,000**  
**CUSTOMERS IN THE PAST YEAR**



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