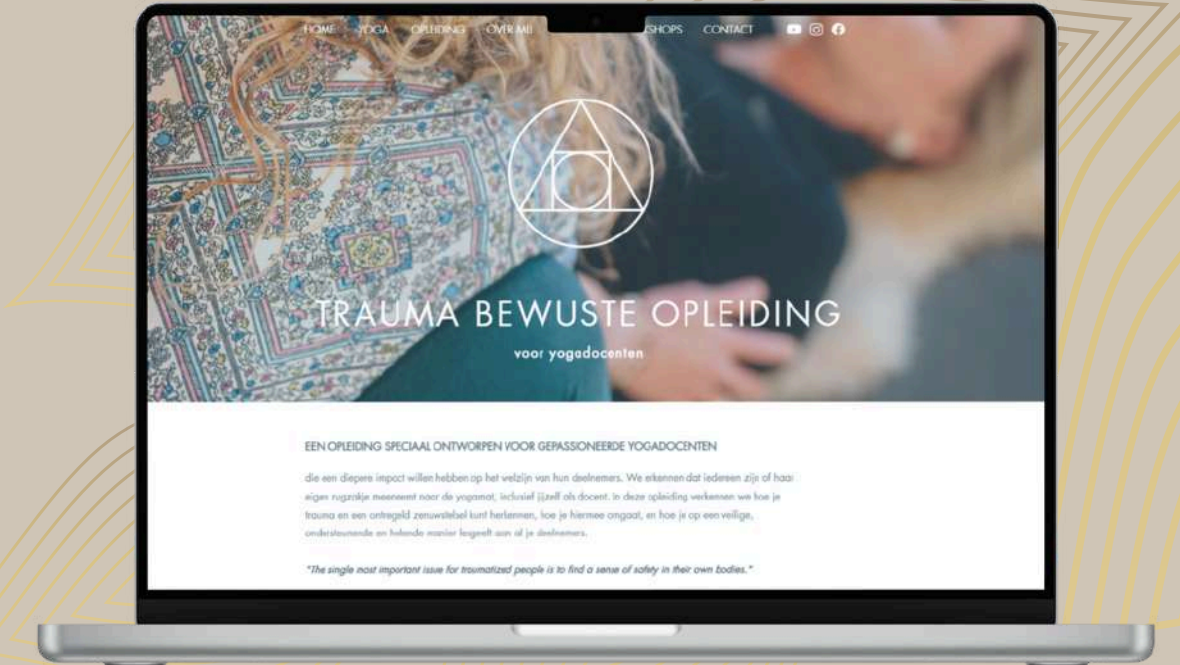
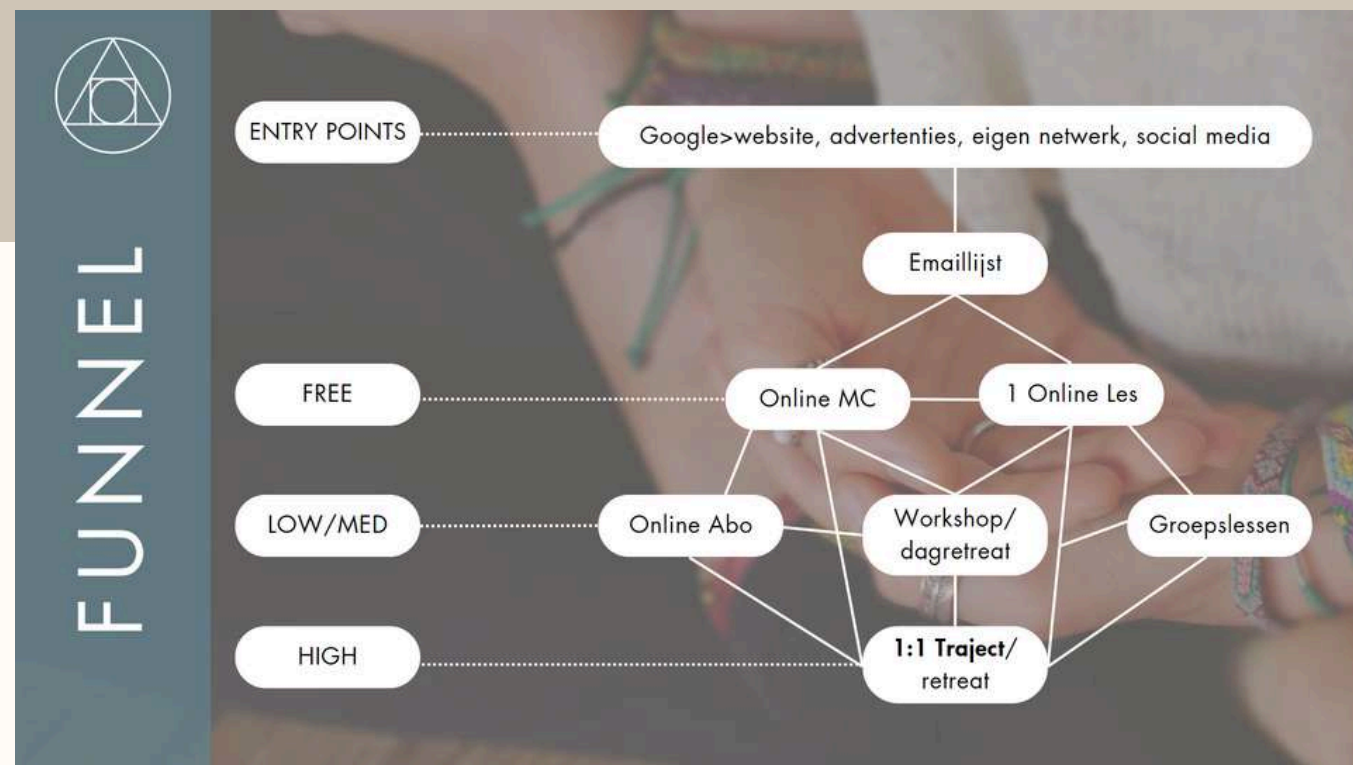




Yoga Patterns is a Yoga Studio located in The Netherlands that provides mostly physical but also some online yoga classes, local retreats and training.

Menieke, founder and owner of the studio, sought to expand its reach and impact. Crafting a tailored strategy and funnel, we orchestrated a Live Online Masterclass to drive engagement and conversions. By optimizing the website's customer journey and executing targeted ads, we attracted over 150 sign-ups, surpassing expectations. Our holistic approach, which highlighted both 1:1 programs and upcoming training programs, resulted in increased clientele and a sold-out training program within the projected timeframe. Through diligent execution and strategic planning, we are currently elevating Yoga Patterns' reputation as a leader in Yoga combined with Trauma Awareness.



KEY RESULTS

- Optimizing workflow by setting up automations.
- Establishing a successful funnel template that sold out her high ticket training
- Grew audience by 65% and generated roughly 10k in revenue.

**for privacy reasons I do not publicly share my clients exact numbers, please get in touch if you wish to know more*

“

"Evelien has become my right hand. She thinks along with me, takes initiative, and just gets things done. She is proactive in suggesting improvement possibilities and sometimes even handles things without me having to ask, which is a breath of fresh air! Her efficiency is impressive. Evelien looks at opportunities rather than obstacles and fully commits herself to the projects I entrust her with. For a year now, she has stood by my side, and I sincerely hope that many more years will follow. I wish every entrepreneur had an Evelien in their life. ♥" - Menieke de Ruiter

KEY TOOLS AND SKILLS

MailBlue (Active Campaign)	Funnel setup & Strategy
Wix	Web Design UX - site optimization
Meta Ads	Landing + sales pages
Canva	Automation
Google Suite	Ads Design + Campaign
	General Project Management
	Masterclass development/support
	Email Marketing

SPECIAAL ONTWERPEN VOOR
GEPASSIONEERDE YOGADOCENTEN

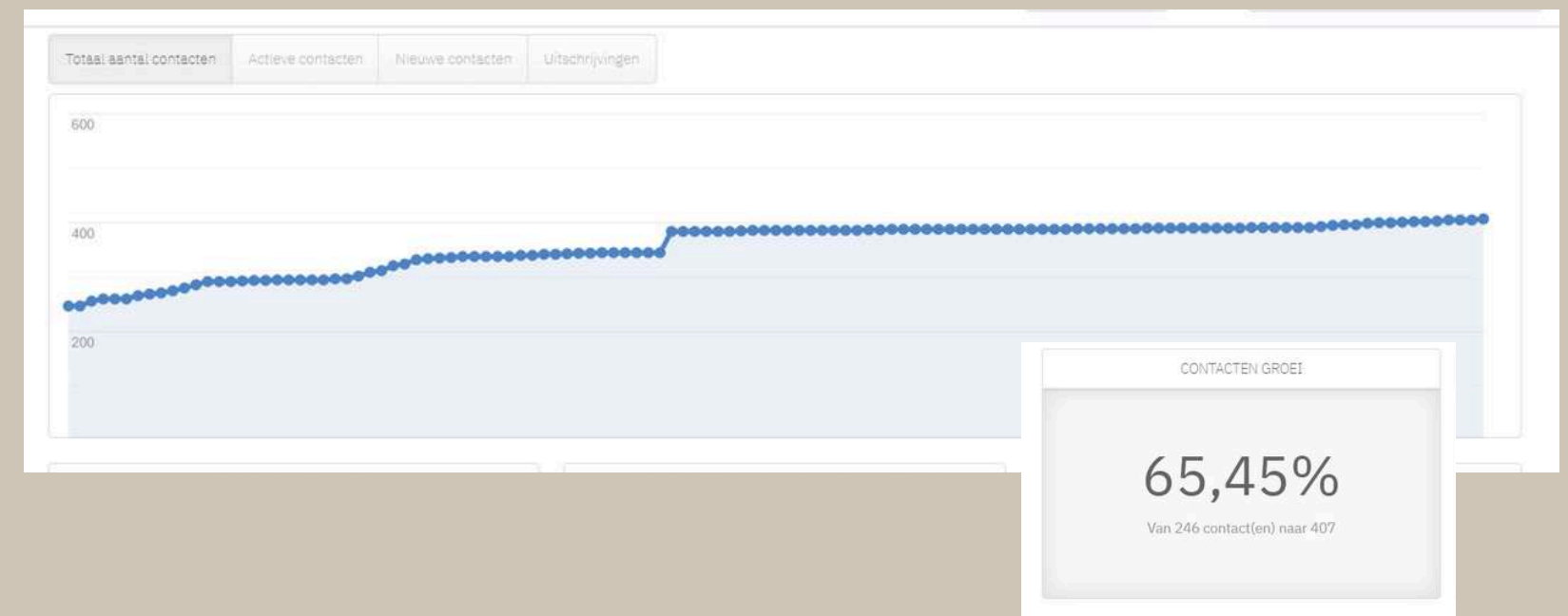
Trauma Bewuste Opleiding

Maak een diepere impact op het welzijn van je
deelnemers én dat van jezelf

YOGA PATTERNS

START APRIL 2024
50hr CE erkend door Yoga Alliance

YACEP
CONTINUING EDUCATION PROVIDER
yoga
ALLIANCE



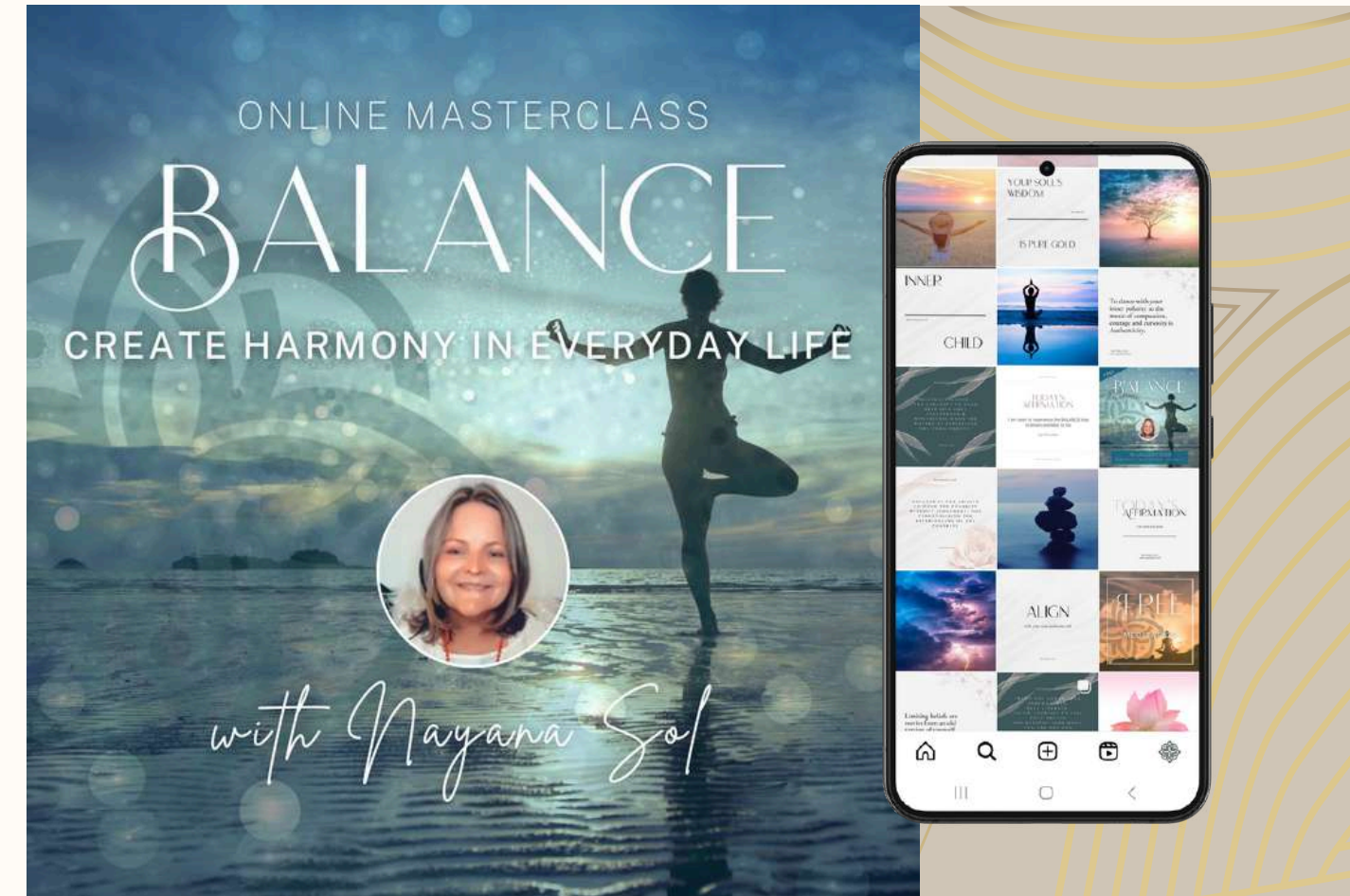
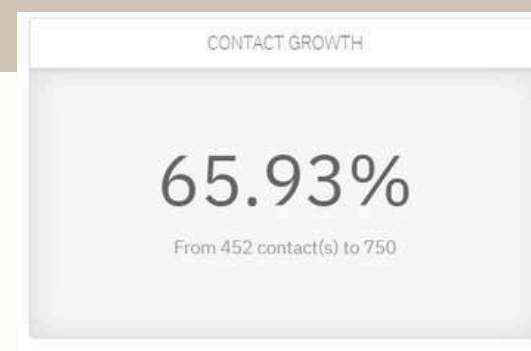


Nayana Sol is a brand name for a Coach and Energy Therapist that provides sessions, courses and mentorship containers online.

I supported my client with a variety of tasks such as creating and managing ad campaigns, setting up landing pages, social media management, course development and technical work. I also supported her in monthly webinars as tech support but also by creating the promotional graphics, running ads and setting up the email automations.

Campaign name	Reach	Impres sions	Frequ ency	Res ults	Cost per result	Amount spent	CPM (cost per 1,000 impressi...	Link clicks	CPC (cost per...	CTR (link click-...
Inner Child Masterclass C...	5,070	8,302	1.64	57 (2) Website leads	2.24 (2) Website leads	127.78	15.39	115	1.11	1.39%
= €0.56										

We expanded the business by growing her audience via several Masterclass lead generators, which steadily grew her audience on a small budget with 65.93% in three months.



KEY RESULTS

- Optimized workflow by setting up automations.
- Course development, outlined, optimized and set up in e-learning platform.
- Setting up a webshop to sell virtual products.
- Audience growth of 65% via Lead Gens, increasing sales of virtual products as well as high ticket offers

Furthermore, I integrated a webshop (WooCommerce) into her website, enabling the sale of digital products and membership subscriptions. Leveraging cross-sells with tailored automations enhanced product offerings and streamlined customer experiences.

KEY TOOLS AND SKILLS

Active Campaign
Zapier
Wordpress
WooCommerce
Teachable
Meta Ads
Canva
Google Suite

Social media management
Web (shop) Design & maintenance
Graphic design
Video+Audio editing
Automation
General Business+Project Management
Email Marketing
Funnel Outline & strategy
Ads Campaigns
Webinar support
Online Course Development

The image shows a screenshot of the Zapier interface. On the left, a workflow diagram is visible, starting with a trigger 'Contact makes a purchase from Nayana Sal (WooCommerce)'. This is followed by an action 'Send an email: Confirmation Request'. Below this is a 'Subscribe to 2 data' step, then a conditional filter 'Does the contact match the following conditional? Product ID in Any Order is 8222'. The workflow branches into two paths: a 'Yes' path leading to 'Send an email: Card. 1-3 telegram support', 'Wait for 2 weeks', 'Send an email: Feedback', 'Wait for 2 weeks', and 'Send an email: Feedback 2'; and a 'No' path leading to 'Wait for 2 weeks', 'Send an email: Feedback', 'Wait for 2 weeks', and 'Send an email: Feedback 2'. On the right, a table titled 'My Zaps (default folder)' lists several active Zaps.

Name	Last edit	Running
Balance MC	Mar 14, 2023	On
Combo Purchase Energy Hygiene and Liberation Bundle #27	Apr 13, 2023	On
Daily Energy Hygiene from multiple form	Jan 20, 2023	On
Daily Energy Hygiene Workshop Purchase #26	Apr 13, 2023	On
Inner Child Healing MC	Mar 14, 2023	On
Lib. bundle from multiple form	Apr 10, 2023	On
Lib. Bundle+EH workshop from multiple form	Apr 10, 2023	On
Liberation bundle purchase #25	Apr 13, 2023	On

"Evelien is diligent, trustworthy, skilled, efficient and really creative. Over the almost 2 years we have been working together, Evelien has become responsible for the back end of my business from the website, teachable, setting up the automations, facebook ads, graphic design and social media content creation to general customer communication and care. She is a kind and caring woman and I would not hesitate to recommend her to anyone who is looking for a stellar right hand woman to help them build, manage and scale their business." - Nayana



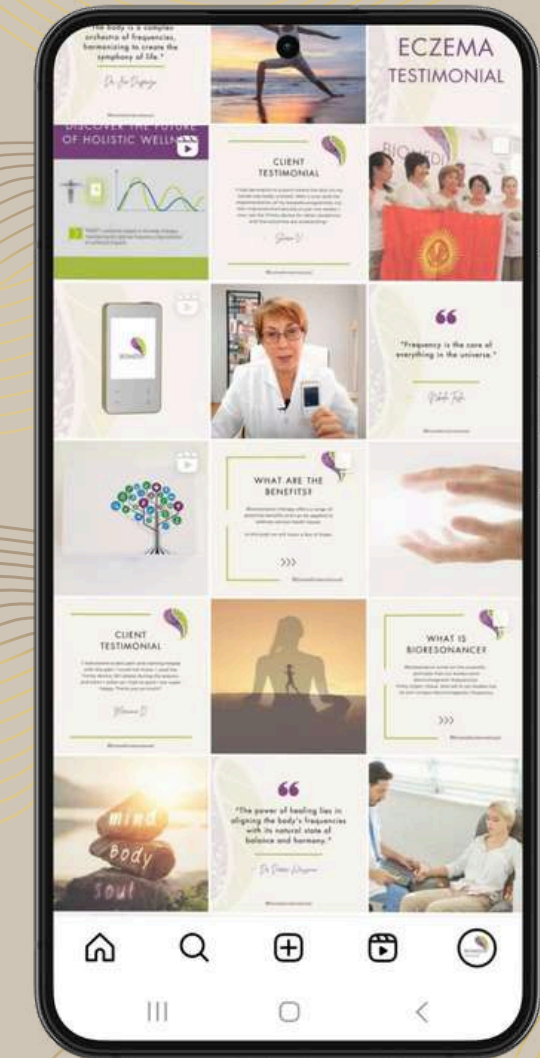
Biomedis International is a Bioresonance consulting company as well as a distributor of Bioresonance therapy devices operating from Miami, London and Spain.

Biomedis International sought assistance in structuring their e-commerce business and implementing a marketing strategy. Initiating our collaboration, I established their social media presence on platforms such as Instagram, Facebook, and YouTube. Subsequently, I integrated email marketing software to facilitate regular communication with their audience, blending value-driven content with promotional material.

Through targeted advertising and email promotion, we attracted over 70 attendees to the first informative webinar and expanded our audience to 900+ subscribers within a few months.



*for privacy reasons I do not publicly share my clients exact numbers, please get in touch if you wish to know more



KEY RESULTS

- Optimizing workflows by setting up automations
- Establishing a Social Media presence
- Establishing a successful membership program
- Doubled the average monthly revenue

I became responsible for crafting engaging email campaigns, resulting in an average 41% open rate and 12% click-through rate on sales emails.

Our evolution led to the realization of a growing demand for education on Bioresonance therapy and the use of the devices, prompting the development of a membership program featuring live classes, Q&As and a community, thus further enhancing Biomedis International's industry leadership and engagement.

KEY TOOLS AND SKILLS

MailerLite & Active
Campaign
Wordpress
WooCommerce
Meta Ads
Canva
Google Suite

Landing pages
Web Shop Maintenance
Automation
Ads design + Campaign
General Project Management
Masterclass development & support
Email Marketing

"We have been working with Evelien since last year and are very happy with her input and the results she has gotten us. She also made our business more organized and visible to more clients. She has a talent for explaining complicated technical things in easy-to-understand language. We enjoy having Evelien on our business team and highly recommend her services!" - Olga Giamundo, co-founder & owner



OREON 3 day reminder Webinar this Thursday Regular · Sent 2024-03-18	Recipients 909	Opened 42.35%	Clicked 0.22%	CTOR 0.52%
View report				
Permanent price reduction packages Regular · Sent 2024-03-13	Recipients 901	Opened 41.84%	Clicked 7.88%	CTOR 18.83%
View report				
Upcoming Webinar Thursday March 21st Regular · Sent 2024-03-11	Recipients 899	Opened 44.61%	Clicked 0.56%	CTOR 1.25%
View report				
SALE International Women's Day Regular · Sent 2024-03-07	Recipients 907	Opened 40.46%	Clicked 3.64%	CTOR 8.99%
View report				
End of Winter Sale Regular · Sent 2024-02-27	Recipients 912	Opened 40.46%	Clicked 3.62%	CTOR 8.94%
View report				
1hr reminder Webinar this Thursday Regular · Sent 2024-02-22	Recipients 913	Opened 43.04%	Clicked 2.96%	CTOR 6.87%
View report				