

How Sales Redefined helped Be Fit Food, build a scalable and high converting sales funnel

CASE STUDY



Sales Redefined



Who are Be Fit Food?

Be Fit Food are a leading rapid weight loss company in Australia, offering customers a variety of programs, with pre-prepared meals, which are designed to enable people to rapidly lose weight and optimise their wellbeing.

The Challenge

Be Fit Food operates with a subscription free based model and therefore new customer acquisition is critical for business longevity.

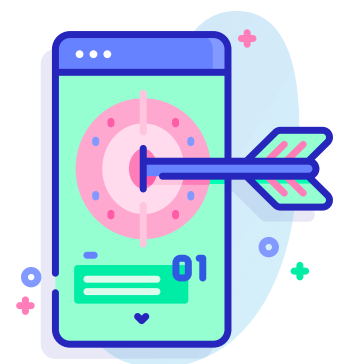
The business model and growth are dependent on achieving high customer volumes on a relatively low margin in a highly competitive market. The sales strategy therefore needs to likewise provide continuous access to a high volume of potential customers in a cost-effective way in order to deliver a favourable ROI.

An added level of complexity was selling to a market that was significantly impacted by the pandemic. Budget restraints had started to take effect and prospective clients were very reluctant to spend money on a product and service that wasn't familiar to them.

The Solution

The Sales Redefined team designed a highly scalable and cost-effective digital sales funnel which outperformed industry averages to convert net new customers to Be Fit Food. The sales funnel leveraged several digital channels including webinars.

The sales funnel was designed with the target market in mind, and by truly understanding their desires, fears and greatest challenges.



The sales funnel positioned Be Fit Food as true experts within the health and wellness space through educational content that lead to conversion. These tactics were further cemented by our very own proven webinar formula which optimises conversion at every step of the customer journey.

Based on the immediate high performance of the sales funnel we were able to quickly transition from a live webinar to On-Demand, driving daily sales in Be Fit Food's 14-day Rapid Weight Loss program.

“Nobody else could have achieved what you did – you understood BFF completely. You invested the time into researching our market and understanding our customers. Your team have a personalised approach, along with rare and valuable expertise that combines the best bits of the sales and marketing functions to deliver results beyond expectations.”

KATE SAVE, CEO – BE FIT FOOD

The Results

We successfully delivered Be Fit Food, a scalable and cost-effective high converting sales funnel.



Landing pages converted at an average of 52.3%



Average attendance rate across the webinars was 45.57%



Average conversion rate across the 3 webinars was 17.22%, well above the industry average of 15%



ROI on paid advertising spend 97%

“The campaign was authentic to our brand and I trusted your team implicitly because you genuinely demonstrated a vested interest in the success of our campaign.”

KATE SAVE, CEO – BE FIT FOOD

If your organisation would like to experience the success that the Be Fit Food campaign achieved, please contact our team. We would love the opportunity to support your organisation to gain rapid sales results and obtain significant return on your investment.

WHO ARE WE?

We are a specialist sales and marketing integrator with a knack for uncovering trapped sales value in your business from the get-go. We are lean and light on our feet, with extensive expertise in the IT sector and top-tier corporate companies—and we’re not for the faint-hearted .



1300 840 268



ask@salesredefined.com.au