

Building a Predictable Content Engine for a Growing Coach

Industry: Health & Wellness

Engagement Length: 4 Months

Primary Objective: Increase marketing consistency and reduce lead response time

The Situation

The client had credibility, referrals, and strong expertise – but marketing execution lacked structure.

- Posting frequency: 1–2 times per week (inconsistent timing)
- Email newsletters frequently skipped
- Lead follow-up time averaged 48–72 hours
- No documented content strategy or performance tracking

Marketing depended on availability – not infrastructure.

The result? Visibility fluctuated. Leads cooled. Growth plateaued.

Strategic Implementation

Aura deployed a dedicated Marketing Assistant and transitioned marketing from reactive to operational.

1. Structured Content Framework

- 30-day rolling content calendar
- 5 posts per week aligned to defined content pillars
- Clear messaging strategy (Education, Authority, Conversion, Community)

2. Lead Response Workflow

- CRM automation for inbound inquiries
- 24-hour response SOP
- Email nurture sequence for new subscribers

3. Weekly Optimization System

- Engagement tracking dashboard
- Performance-based content adjustments
- Audience growth monitoring

This was not “more posting.” It was systemized marketing execution.

Results After 120 Days

- **+150%** increase in posting consistency
- **+38%** increase in email open rates
- Lead response time reduced from **72 hours** → **under 24 hours**
- **10–12 hours per week reclaimed** by the founder

Business Impact

Marketing became predictable.

Instead of asking, “*What should I post today?*”

The client operated from a structured engine that generated steady engagement and nurtured prospects automatically.

Growth shifted from accidental to intentional.

Performance Snapshot

Here’s a quick look at the measurable impact after 120 days of implementing a structured content system with an Aura Marketing Assistant. These numbers show exactly how consistency, engagement, and efficiency improved – before vs. after the system was in place.

