



Case Study

Social Media Services

Carol Talbot / The NLP Matrix

www.scion-social.com

A social media services case study

Carol Talbot / The NLP Matrix

(How a motivational speaker got motivated!)



The Client:

Carol Talbot is a professional motivational speaker, a master trainer and an NLP expert. She has a personal passion to help people help themselves. Carol is also the proud author of the bestselling book "Hitting the wall and breaking through."

Besides being one of the top speakers in the Gulf region, she is also the founder of Matrix Training. This company delivers world class NLP trainings and events.

The Objective:

Carol Talbot didn't have any active social media presence barring a Facebook group which didn't have much engagement. And even though she had an e-mail marketing system, it didn't prove to be quite productive.

So our objective was to create a powerful social media presence and build an online community for her and her company Matrix Training. The idea was to gain traction on her page and increase her fan base, through a well-planned social media strategy.

The Plan:

This is what we proposed:

- Re-design her website and add few more elements to it
- Set up a new unified e-mail marketing system with everything in one place to capture leads
- To create two pages for her – one for personal branding and one for her company Matrix Training
- Target UAE based people, life-long learners and anyone interested in NLP hypnosis or personal growth using power of mind – to increase fan base
- Build social proof through active social media activities

The Result:

We helped build a community of **over 5000 fans** on both her pages! Her page helped her build a personal brand and get more speaking engagements. Her company page was to promote her NLP and fire walking workshops.

In December 2011 she didn't have any fan page. By March 2013, she had almost **10,000 fans in total!**



There is a constant flow of leads every day; taking up her online courses or downloading the free chapter from her e-book "Hitting the wall and breaking through."

Through careful social media planning and execution, we have managed to increase her and her company's visibility. There is now enough social proof rendering credibility to her work.



Her overall profitability has increased too!

No wonder then, we believe so strongly in the strength of an active social media presence. With the right strategies and the right partner any business stands to gain nothing but great benefits!

We hope you enjoyed reading this case study! Log on to www.scion-social.com to know more about us.

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