

Thank You

Marketing School Success Story



Austin Belcak

Founder, [Cultivated Culture](#)

Hey Neil & Eric,

You all don't know me, but I'm an avid listener of Marketing School and I wanted to share some success I've had simply from implementing what you talk about on the podcast.

I know you both are busy so here are the TL;DR results with more detail + screenshots below if you're interested. **The advice you've shared on Marketing School has led to:**

- A 400% increase in monthly run rate (my biz is now on pace to hit six figures this year as a solopreneur)
- A jump from 19k users/month to 40k users/month in 5 months
- Email subscribers jumping from 30 per day to 120+ per day
- Averaging 3,000 new LinkedIn followers per month and ~45,000 views per LinkedIn post

All of those gains are the direct result of taking action on your advice. I listen to Marketing School every morning in the gym and I make it my mission to test out what you mention each day.

Here is how your advice has directly correlated with the results I mentioned above:

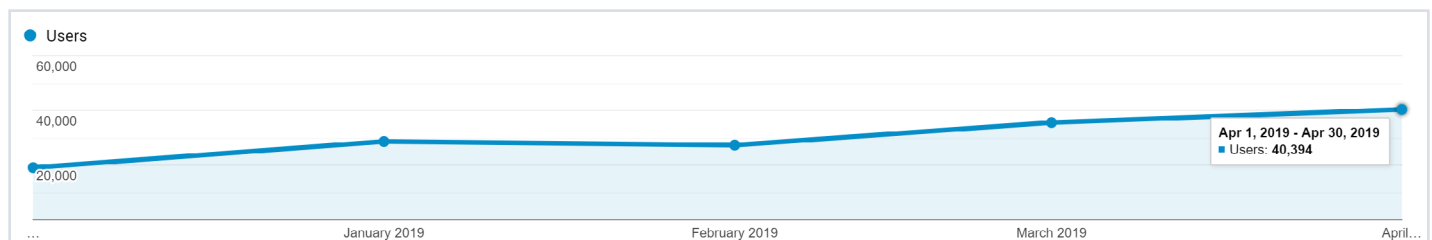
Organic Traffic Increase

YOUR ADVICE:

Update old content regularly, optimize titles to increase organic CTR, add long tail keywords, analyze your competition and work to “beat” them with quality

RESULTS:

My site traffic has dramatically increased from 19k users/month in December 2018 to 40K at the end of April 2019. None of this traffic has come from new blog posts:




I started testing titles back in late 2018 which led to the initial bump in traffic from December 2018 - January 2019. I used [Coschedule's headline analyzer](#) and aimed for scores of 75+ that literally added thousands of new monthly visitors for 10 mins of work.

Next, I went in and updated all of my old content that was sitting in position 30-40 with small traffic. I analyzed what the top 10 articles were doing, I did some research on long tail keywords, and then I worked to update and upgrade each post over the next few months. That's led to the rest of the growth from the high 20s/low 30s up to 40k.

NEXT STEP:

I'm hiring a writer from problogger to help me augment new content creation so I can cover more keywords.



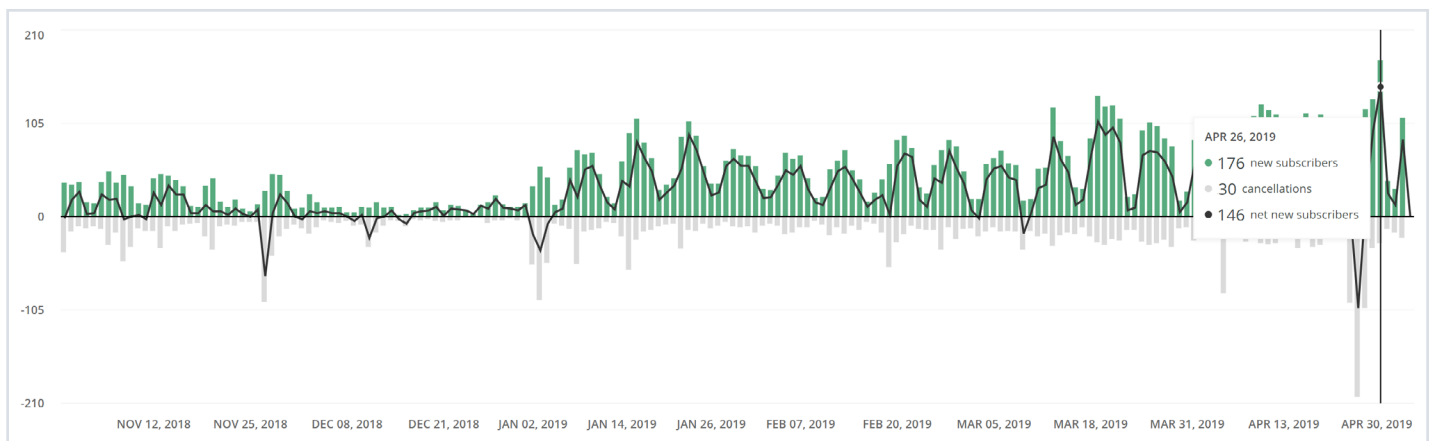
Email Subscribers

YOUR ADVICE:

Cull cold subscribers, try out new methods of capture, build free tools.

RESULTS:

My email subscriber rate has jumped from an average of 25/day to 120/day in the last 6 months:



I started by culling my cold subscribers and mimicking Neil's email style which is short, mostly text based, and includes a single link to my content. That increased deliverability and engagement (click rates, etc.).

I also tested out the Spin to Win functionality I've seen on Neil's site which bumped my opt in rate ~576% over the previous canvas pop up I had. Eric, I'm looking into Exit Intelligence when I have some more budget.

NEXT STEPS:

Following the Ubersuggest model, I'm building a free tool (resume builder) that other sites are charging for. It's almost done.



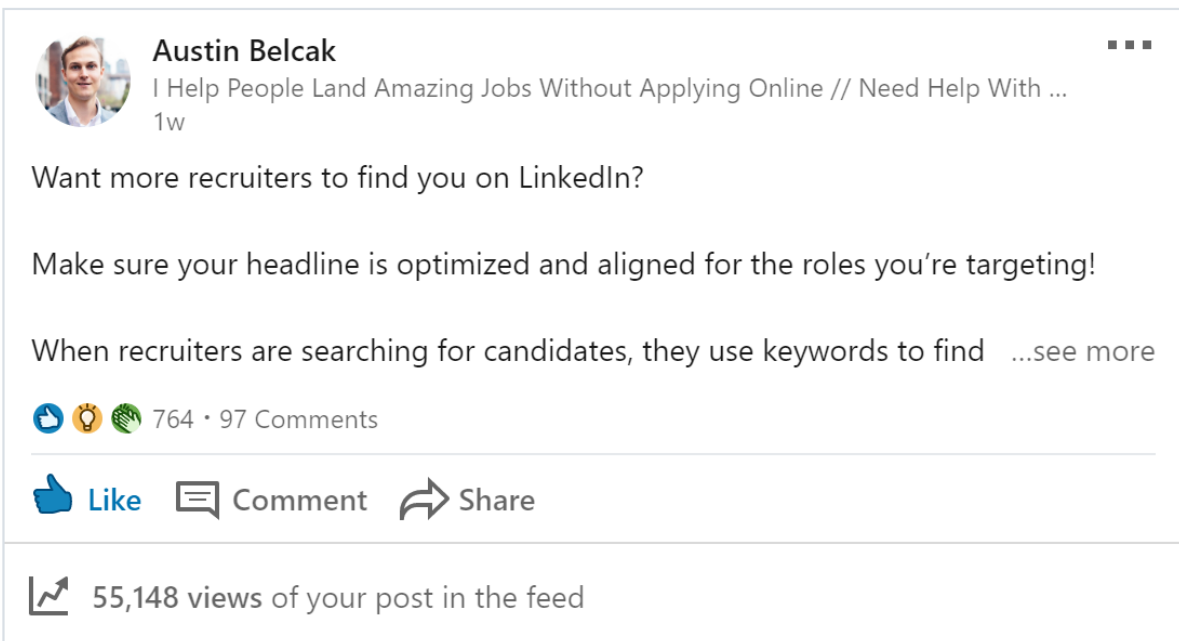
LinkedIn Results


YOUR ADVICE:

Get on LinkedIn and take advantage of the organic reach right now, repurpose content

RESULTS:

I had used LinkedIn before but wasn't ever serious about it. After hearing you all talk about it a few times, I began posting on there regularly repurposing content from my blog posts. **My following has grown** from 3k - 20k+ in 5 months (now averaging 3k new followers/month) and my average post gets 45k views. Here's one from last week:









 **Austin Belcak** I Help People Land Amazing Jobs Without Applying Online // Need Help With ...
1w


Want more recruiters to find you on LinkedIn?

Make sure your headline is optimized and aligned for the roles you're targeting!

When recruiters are searching for candidates, they use keywords to find ...see more

   764 • 97 Comments

 Like  Comment  Share

 55,148 views of your post in the feed

And the week before:

**Austin Belcak** ⋮
I Help People Land Amazing Jobs Without Applying Online // Need Help With ...
2w • Edited

I spent 7 months interviewing at my dream company but I didn't choose to work there.

I had dreamed about working for that company since I was 8 years old.

...see more

   3,282 · 244 Comments

 Like  Comment  Share

 227,100 views of your post in the feed

NEXT STEPS:

Definitely testing out more video! I know you all talk about it a lot, I just need to carve out some time to produce it.

Anyways, all of that is to say **THANK YOU**. All of this growth was inspired from listening to you both share ideas on the podcast for 5-10 minutes every day. What you're doing is really incredible, I don't think there's anything else out there with that kind of ROI.

Keep up the good work guys and please let me know if there's anything I can do to spread the word or help out.

Best,
Austin