



*Case Study*

# The Copy Creators

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**Industry:**

Creator Economy /  
Info Products

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**Service Areas:**

Funnel Build, Paid Social  
(Instagram), Lead Magnet  
Strategy, Email Automation,  
Course Sales Optimization

# About The Brand

***The Copy Creators*** is a boutique 2-person brand run by Neha & Robin, copywriters turned educators helping freelancers and solopreneurs close high-ticket deals. They offer 1:1 mentorship, playbook downloads, and a flagship \$499 course on persuasive writing and freelancing growth.

Their presence on Instagram was impressive – 22K followers, decent engagement, and plenty of DMs – but sales were erratic and unscalable.

***They came to PixelRevs looking to build a conversion funnel, scale cold traffic acquisition, and nurture their audience into action – all without losing their personal brand voice.***

# The Challenge

- **All leads came through DMs**, with no real lead capture flow
- No email list, no landing pages – just highlights and saved stories
- Instagram Reels had **great reach but poor conversion**
- The flagship course had low CVR due to **long-form, static sales pages**
- No backend funnel or automation for follow-up
- Time spent replying in DMs was draining the founders

***They had trust. They had content. What they didn't have was scale.***

# What We Did

We turned their scattered social presence into a multi-step, high-converting funnel – with magnets, nurture, and automation all under one roof.

## Lead Magnet Launch

- Created a no-fluff freebie: “5 Email Templates That Closed \$50K+ for Us”
  - Styled as a mini-PDF, designed with Canva
  - Hook used in Reels: “Stop writing emails that ghost. Use these 5 instead.”
- Offered via Link in Bio + Reels swipe-up
- Connected to Flodesk → Auto-tagged, segmented new subscribers
- 3,000+ downloads in 2 weeks

## Instagram Ad Strategy

- Top of Funnel (TOF):
  - Short-form reels showing the “freelancer chaos” → structure via Copy Creators' method
  - UGC-style testimonial from students
- Middle of Funnel (MOF):
  - Carousels showing client closing screenshots, invoice stacks
  - “1st Month Earnings vs. 3rd Month” chart stories
- Bottom of Funnel (BOF):
  - Instagram Story Ads with countdown for next cohort
  - “3 seats left” urgency overlay
  - Swipe-up to calendar link + course FAQ

## Nurture & Funnel Automation

- Email journey:
  - Welcome + Freebie
  - Why Copy Creators Works (Case Study Format)
  - The 3 Traps Every Freelancer Falls Into
  - Invite to Course Webinar / Mini Funnel
- Created trigger-based tags:
  - Clicked but didn't purchase → 2-day follow-up
  - Watched webinar but didn't book → personal message

## Landing Page Optimization

- Split into 2 offers:
  - 1:1 Coaching Page (Calendly embed + filtered intake form)
  - \$499 Course Page:
    - Hooks: “Go From DM Ghosted → Client Retained”
    - Visual breakdown of modules
    - Add-on: 5 live recordings + Notion tracker templates
    - Toggle: “What if I'm not a copywriter?” – opened use cases
- Added dynamic testimonial slider and social proof bar: “Trusted by 1,100+ freelancers in 17 countries”

# The Results *(5 weeks)*

<b>Metric</b>	<b>Before</b>	<b>After PixelRevs</b>
IG Lead Capture Rate	0%	<b>42.6%</b>
Email List Growth (30 days)	~100	<b>3,300+</b>
Course CVR (from LP)	1.7%	<b>6.3%</b>
Booked 1:1 Calls / week	4-5	<b>14-17</b>
Email Open Rate (Avg)	18%	<b>42%</b>
ROAS (Paid + Organic Combined)	1.8x	<b>4.2x</b>

# Testimonial



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*PixelRevs made us look as good as we sound.  
From freebies to funnels, every click now  
earns.*

**– Neha & Robin,**  
*Co-Founders @ The Copy Creators*



# Summary

## ***Why this worked?***

- Fast lead magnet that reflected their real client success
- Funnels that retained their personal tone but converted like pros
- Reels + stories mapped to TOF-MOF-BOF with urgency
- Flodesk automation removed 80% of their manual DM replies
- LP clarity + testimonial variety crushed objections