



Brittany Singh Williams
CEO & Founder, Spark Education

Female Solopreneur Case Study

HOW SPARK EDUCATION INCREASED LEAD ENQUIRIES USING DIGITAL MARKETING



INTRODUCTION

Brittany Singh Williams, owner of Spark Education, made the bold decision to leave her full-time job to pursue her passion of helping neurodiverse people thrive.

She needed more people to be aware of her ADHD consulting services. She also wanted to book more discovery calls so that she could secure more long-term clients.

Marketing overwhelmed Brittany. She didn't want to have to constantly think about what to post, what ads to run, and what to do with her email list.

ABOUT CEM WRITING SERVICES

CEM Writing Services provides digital marketing support to female solopreneurs with growing brands. This support includes:

- Customer research
- Content strategy development
- Content creation
- Content repurposing
- Content distribution
- Content analysis
- Social media ads
- Email marketing
- Social media management

MARKETING SUPPORT THAT ATTRACTED LEADS

What Was Done?

CEM Writing Services started this project with customer research. Christine interviewed two of Brittany's past customers. Each customer represented one of the two main verticals Brittany serves – adults with ADHD and parents of children with ADHD.



This research helped Christine understand what mattered most to those customers and the ways in which Brittany helped them achieve results. These insights informed the marketing strategy that was developed, a strategy which included Google ads, Meta ads, email marketing, and social media management.

“Christine has been instrumental in supporting Spark with various aspects of digital marketing including social media management, social media ads, and email marketing. Throughout our collaboration, Christine has demonstrated a keen understanding of my needs and concerns. She listens carefully and adjusts her strategies accordingly, ensuring that my goals are met effectively. Christine allows me to focus on my core responsibilities without having to worry about the marketing side of things.”

~Brittany Singh Williams
CEO & Founder, Spark Education

THE RESULTS

Within a month, CEM Writing Services helped Brittany's audience clearly understand who she serves, how she serves them, and why she serves them. Storytelling was a big part of this approach with Brittany's most popular and effective IG Reel leading to enquiries from as far as Japan. This Reel focused on what led her to become an ADHD coach.

Brittany now has more leads in her IG inbox and email funnel. These are leads she can continue to nurture through her content and other marketing initiatives.



53

**IG Messenger
conversations started**



85

new email subscribers



230

new IG followers