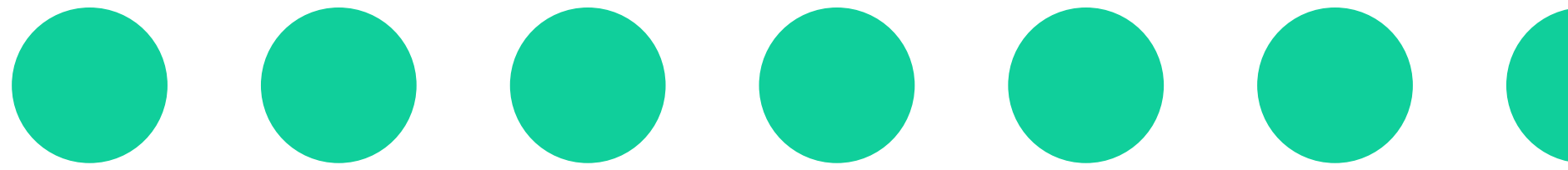


how an e-learning company uses social media influencers to reach an above average conversion rate...



CASE STUDY



TOTAL BIDS

10

WINNING BIDS

\$1500 BID FROM
BIDDER WITH >1M
FOLLOWERS

\$700 BID FROM
BIDDER WITH >100K
FOLLOWERS

\$150 BID FROM
BIDDER WITH >100K
FOLLOWERS

ABOUT FUTURE-N-FOCUS

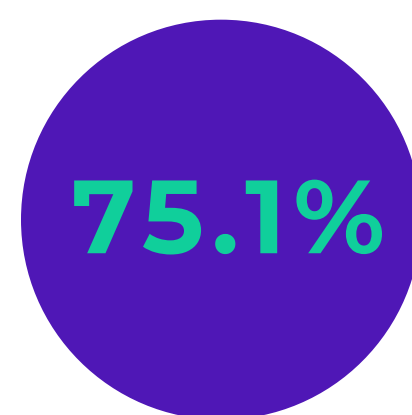
Future-N-Focus offers the Dream Catcher platform, an inspirational and motivational career readiness program designed to accelerate a student's ability to discover their life and career purpose, and help them facilitate an academic and skill- building pathway.

CHALLENGE

Future-N-Focus was actively looking for ways to increase the sale of subscriptions to their educational and career coaching platform that helps both youth and adults discover their life and career purpose.

SOLUTION

By effectively pairing Future-N-Focus with educational creators and other highly influential advocates through its platform, Iconically was able to help them reach and engage youth and adults that precisely matched their target consumer demographics.



CONVERSION RATE WAS REACHED DURING THE CAMPAIGN

“This experience with Iconically was a game changer for my software company's platform Dream Catcher. We were able to increase sales, social media engagement and followers. Iconically is now officially a part of our marketing plan.”

— Steve Ward, Founder & CEO, Future-N- Focus