

Case Study



Dr. Tom Hill

Eagle Goal Coach

Client/Company



My primary focus in life is to make a positive difference in the lives of others. I do this by focusing on three areas: Coaching, writing (books, articles and newsletters) and public speaking. My coaching is directed at those who have reached a plateau in life and now are ready to move to another level. I help them find their passions and bring them to life.

Business Objectives



Create a content driven website to share the message with as many people as possible.
Create online portal to share daily updates and insights.
Increase number of subscribers to the Eaglezine.

Solution



- ◆ Coaching Relationship
- ◆ Wordpress Blog Development
- ◆ Blogging Strategies, Categories and Audience
- ◆ Automation to social networks
- ◆ Advice, training, accountability

Results



Blogging website, content categories and audience engagement.
Increase of subscribers to the Eaglezine.
Increase in web traffic and in social media engagement.

