

Leigh Shulman Strategy First Case Study: 2023

# Providing Marketing Strategy and a Fine-Tuned Approach for Growing an Online Presence

## Leigh Shulman

*Leigh*  
SHULMAN

*Leigh Shulman, an international writing coach and mentor, faced challenges in her business and was looking to improve her online presence and marketing strategy. She found Duct Tape Marketing through online research, specifically looking for marketing companies that catered to small businesses. After an initial consultation with COO, Sara Nay, Leigh appreciated Duct Tape Marketing's lack of a hard sell approach, the availability for questions, and the clear process outlined up front. She felt confident that the Strategy First engagement would fill in the gaps in her marketing and set her on the right path to success.*





## Client

Leigh Shulman - <https://leighshulman.com>

## Industry

Writing coaching and mentorship

## Location

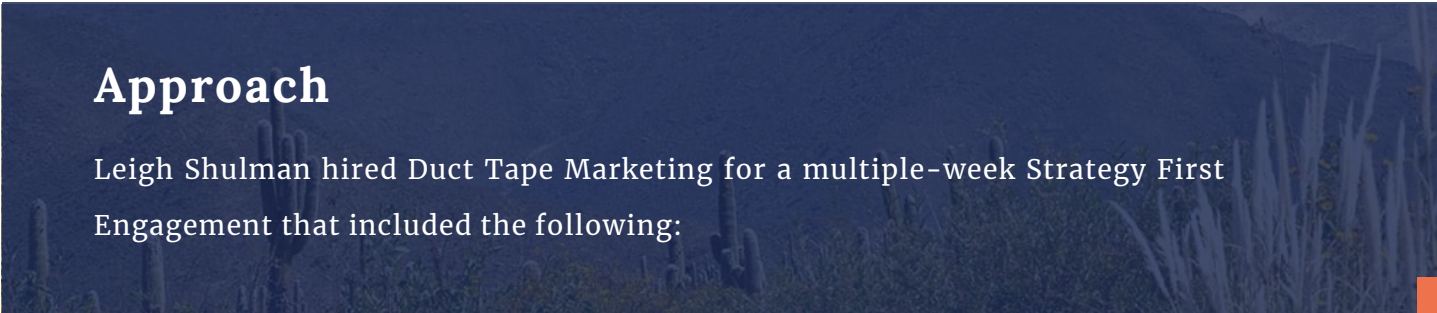
Worldwide

## About

Leigh Shulman is an accomplished writer whose work has been featured in many high-profile publications. She has published 2 books, taught at many esteemed universities, and now mentors women and offers a supportive online community to help them finish their masterpieces and create their ideal writing life.

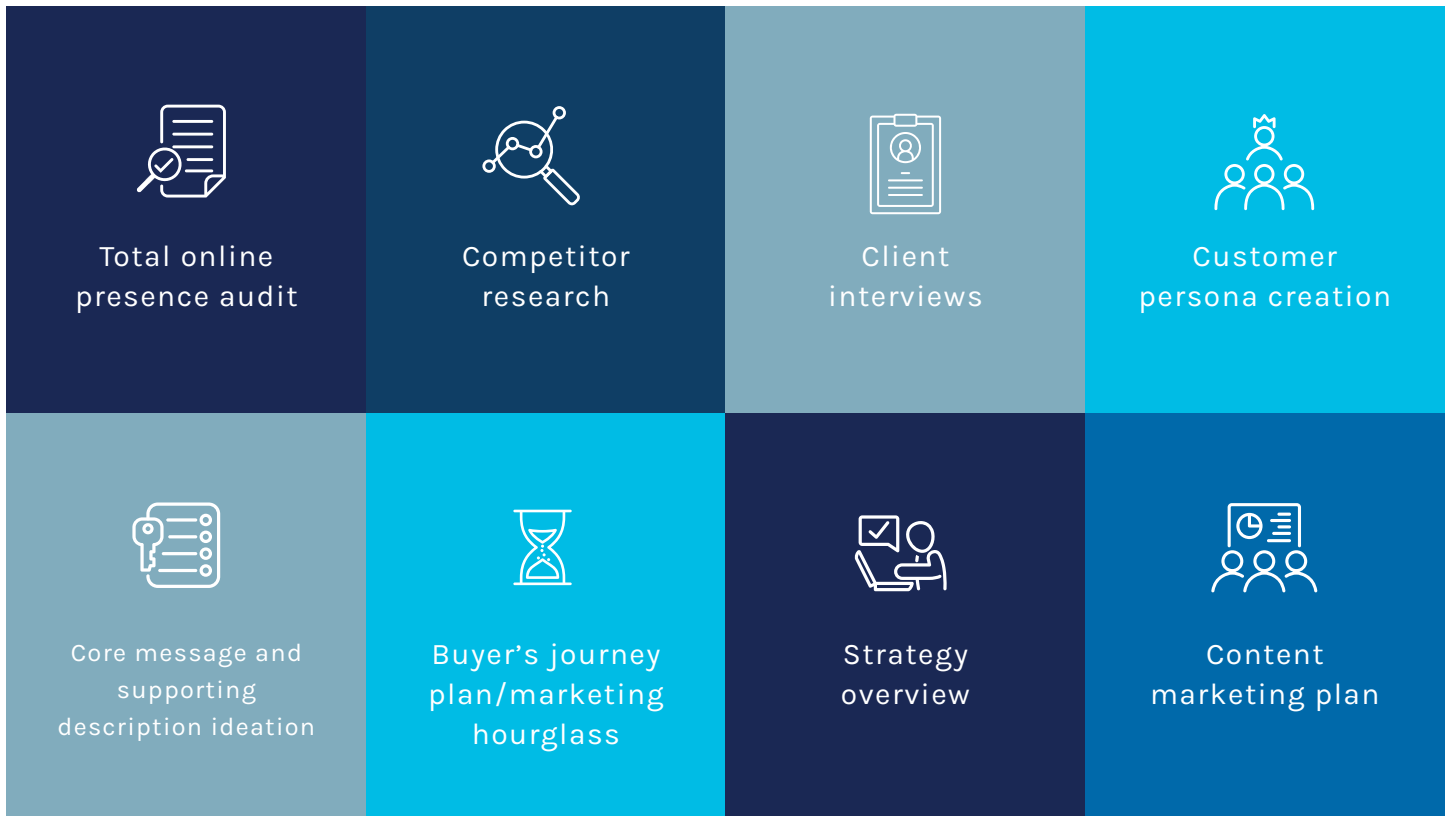
## Challenge

Leigh had many ideas for her business, but was in much need of clarity and direction in mapping out her marketing efforts. She wanted to enhance her online presence, attract more clients, and communicate her services effectively. She had not engaged with a company like Duct Tape Marketing before, as most were focused on larger businesses. She ultimately chose to engage with Duct Tape Marketing because she appreciated the expertise and understanding of her specific small business needs.



## Approach

Leigh Shulman hired Duct Tape Marketing for a multiple-week Strategy First Engagement that included the following:



## Client Feedback

- Strategy First process provided a clear view of her business, identified areas for improvement, and answered numerous questions that had been lingering for years.
- The process helped the client realize that her messaging and online presence were not effectively conveying her services.
- The structure and timeline of the engagement were well-received, allowing for a gradual and thorough understanding of the process and progress.
- Client was extremely satisfied with the communication from Duct Tape Marketing, the team's responsiveness, collaboration, and attentiveness to her expertise in her own business.
- Client would highly recommend Duct Tape Marketing's services to friends or colleagues seeking assistance with their marketing.



# Results

- ☺ Upon completing the Strategy First engagement, Leigh Shulman now has a solid understanding of the main issues hindering her business growth. The comprehensive marketing strategy presented to her led her to move to a retainer engagement with Duct Tape Marketing. She is looking forward to implementing the recommended strategies, exploring new marketing opportunities, and achieving her goals of increased income and an expanded client base.

*"Dive into the world of limitless creativity and maximize your writing skills in a space that helps writers write. Tailored exclusively for women and inclusive of women-identifying and non-binary writers, our services provide the guidance and tools you need to overcome self-doubt, develop a consistent writing practice, and elevate your storytelling skills. Together, we'll pave the way for your success and help you create the ideal writing life of your dreams."*

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Leigh Shulman

## About Duct Tape Marketing

Duct Tape Marketing is founded on the simple belief that marketing is the most important small business system. And we just so happen to believe that small business owners are the true heroes of business, so we've made it our mission to build, train, support, and teach small business marketing strategies and tactics to as many of these heroes as possible. Learn more about us at [www.ducttapemarketing.com](http://www.ducttapemarketing.com).