



**CASE
STUDY:**

**HOW I MADE
N1.1M WITH
51K WITHIN 1
WEEK IN A
BRAND NEW
BUSINESS -
AND NEW
INDUSTRY**

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BACKGROUND

My name is Oludami Yomi-Alliyu, I'm a copywriter and digital marketing professional certified by the American Writers and Artists Inc. (AWAI) and DigitalMarketer HQ, Texas, respectively.

I've always provided freelance writing and digital marketing services to businesses all around the world, and some of my current clients include NairaBET (Nigeria) and SweetProcess (USA).

I however decided at a point in my career (early 2017) to stop running after clients but instead apply all I know as an experienced digital marketer to creating new businesses in several niches and grow them till they become profitable.

Truly, I fired some past clients and stopped taking on new ones, but retained some of my topmost clients, like the two mentioned earlier.

Fast forward to November 2017, I kickstarted my business-building journey with selling physical products in the beauty niche. Some call it mini-importation, some call it ecommerce...whatever it is, I was buying beauty products at cheaper prices from China and reselling them at a profit in Nigeria.

But I soon learnt, after I'd imported my first 100 products, that the ecommerce game wasn't all rosy as I thought.

THE CHALLENGE

I'd always used a system I call *social selling* to sell stuff for myself and clients, so it was readily my go-to strategy when I started the business. But due to some little challenges I had at the start and my teachers telling me to do things differently, I soon abandoned the system, with the *assumption* that it either just didn't work for physical products or wasn't good enough for the Nigerian market.

The first 2 weeks we sold almost nothing... we got less than 5 orders.

Then I started advertising directly to prospective customers via Facebook ads and kept refining my campaign and strategies. My friend and teacher, Adedeji Yusuf, kept giving me new strategies and tactics, and those brought in some better results... we had almost 20 orders in 2 weeks.

However, before I knew it, orders started dropping and everything went back to 0. In fact, the festive period – December ending and early January – was so challenging. It was total failure!

My long-time credibility as a digital marketer was on the line (how could I fail at selling something online upon all my experience and credentials?!), but more so, I was losing money – a lot of it – money spent to buy the products and the money Facebook kept charging me for ads without any tangible results.

To *add salt to injury*, I was at first the only person selling that product in Nigeria at that time until a *good friend* of mine, whom I trusted and didn't hide anything from, just decided to become my competitor and started selling the exact same product, in a bad way – putting it on Konga, Jumia, etc – while I was still struggling with my marketing.

THE SOLUTION

Something kept telling me to go back to my original social selling system and simply refine it. And when I had no choice, I yielded to the voice.

I went back to the drawing board to work on the system, with the belief that we all are humans, whether Nigerian or foreigner, so whatever works for humans in one country would definitely work for humans in any other country, notwithstanding culture or colour.

And then I determined to create a system that can make me One Million Naira daily in online sales, notwithstanding what market or product I use it for. And I prayed a lot that God grant me my desire.

I spent days and nights on end working on the system till I was satisfied that it was ready to launch.

This is how the system goes:

- ✓ I created a blog post that deals with the beauty problem I was looking to solve
- ✓ At the end/bottom of the blog post I offered a guide that solves the specific beauty problem I dealt with in the blog post

- ✓ Those who downloaded the guide were then redirected to a sales page that persuades them to buy the product as the ultimate solution to the problem
- ✓ I advertised the blog post on Facebook and made sure it was the first thing prospects saw
- ✓ I was going to retarget those who read the blog post but didn't download the guide with another Facebook advert that encourages them to download the guide
- ✓ I would then offer the product itself in yet another retargeting ad to those who didn't buy the product after reading the guide

It might seem a bit complex, especially for newbies, but it can indeed be learnt.

Anyways, I launched this new strategy/plan on Jan. 21st. I advertised the blog post on Facebook with a daily budget of \$20...but never got to the retargeting parts (which are actually the real money-makers). Yet, I was able to get some nice results.

THE RESULTS

I got orders for over 172 pieces of the product within one week – I was selling the product in twos and got 86 orders within that one week.

Though some of those orders failed due to some unserious people ordering, it still was a very great period for me.

And guess what? That wasn't the best result I got from this system. Another week in February would have surpassed the result I got January ending, but we went out of stock. We had sold over 300 pieces of the product by then – even though I only implemented part of the system.

YOUR TURN!

See, I don't care whatever business you're into...whether you sell products or services...whether you're a professional or a trader...whether you're selling physical or digital products...whether you sell common products or luxury items... this system will work for you too and help you make tons of money in your business.

This system will transform you from someone who has no clients to someone whose dream clients are running after. It will transform you from someone who does not have enough customers to become profitable, to someone who is making tons of sales on autopilot. You would probably be unable to fulfill all the orders you'll get, just like me.

The system is like tap for my business. When I need more customers, I just turn it on and they start flooding my business, and when they get too much I turn it off. Very simple!

I understand that you might not be able to implement the social selling system just from what I've outlined here (see eh, it's not easy o) and because of that I've created [a guide](#), a sort of blueprint that shows you step-by-step how to create and implement the social selling system. The guide even shows you all the tools you need and demonstrates, with screenshots and other images, how I implement the system with Facebook ads (there's even a live video you'll get).

Let me not spill the beans further; [click here now](#) to learn more about my blueprint for the social selling system and how you can grab it immediately: <https://renegadecommerce.com/ss-system-2/>