

# How Ydraw Used Yinc To Go From Zero To Millions In Revenue

The Ultimate Success Story



# In The Beginning

How it all got started

Ydraw, the creator of explainer videos, started with an excellent idea. They created the whole Whiteboard Animation phenomenon back in 2011.

Two guys on a couch created something of value and needed to educate the world. They both knew that the best way to inform the masses was through online marketing.

How do you take an idea, product, or service and generate a thriving business online?

How do you develop a website, email campaign, traffic systems, forms, and videos?

How do you generate traffic with Adwords campaigns, Facebook campaigns, SEO, networking etc.

How do you take a company with Zero revenue and make it profitable from day one?

This is where Yinc was born.

483

*Leads A Week*

2000%

*Growth In Revenue*

# The Opportunity & Work

Ydraw focused on 3 things. Which is the foundation for all Yinc's marketing campaigns.

1. Lead Capture
2. Lead Nurture
3. Lead Conversion

Each step, specific assets are created.

To capture leads Yinc created a website, banner ads, text ads, and content. Ydraw designed a whiteboard video to be placed on YouTube and the home page.

Secondly Yinc built out a Email Nurturing campaign that would establish Ydraw's expertise and educate the consumer on Whiteboard Videos.

Ydraw started with a \$500 a month Adspend which quickly grew to \$5000. For every \$1.00 spent, \$20 came back.

**"You know what I love about our company? All of us come to work every day to help amazing companies. We get to create, motivate and inspire people with stories. It's the most wonderful thing in the world. In fact, the fun part is trying to come up with new products and different ways to deliver your message."**

**Ydraw**

## How Long Did It Take?

From the moment Ydraw launched it's first whiteboard video, sales started to come in. It took 1 day to generate their first customer and 6 months to put the whole marketing system into place.

Today, Ydraw can increase leads, customers, and revenue with a simple increase in ad spend. Their customers include Google, Microsoft, Ford, Oracle and hundreds of small businesses around the world.

Yinc was able to create a marketing ecosystem that is scaleable.

This is the ultimate goal!



Question? Call Us

We're here to help. Call us and speak with a Marketing Specialist who will answer any question you might have

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