

## **Episode 190: How A Paid Ads Strategy Saved Her Summit!**

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Speaker: Dr. Destini Copp

Dr. Mark T. Wade:

Some of those Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. I am so excited for today's episode. We got some amazing insights to jump into because we have the legendary Dr. Destini Copp with us. Who's going to be sharing some insights into her past summit. Now, before we jump into all of that amazing summit goodness, Destini, I would love for you to tell our summit hosts just a little bit more about yourself.

Dr. Destini Copp:

Thank you so much, Mark. I am so excited to be here and to share kind of some of my insights with everybody. Uh, I am, uh, Facebook ads and Instagram ads consultant, and then I also help online course creators sell online courses. And, uh, in addition to all of that, I am a university marketing professor. So I teach graduate marketing students. And in addition to that, I am a tennis player and a dog lover. You will find me on the tennis court all throughout the year.

Dr. Mark:

I love that. And, uh, I didn't know you were a university, a university professor as well, so we'll have to, we'll have to, you know, be good students today on this episode, everybody perk up and pay it, get your notepads out now. Uh, just joking there, Destini. But with that being said, I would love to kind of dive into your summit. Let's talk a little bit about, you know, what it was, give us the overview, you know, how many days, how many speakers, what was the purpose of it? Just help us more understand your summit.

Destini:

Ah, so happy to do that. So the name of my summit was called The Funnel Cure and I had a very specific niche for my summit. Um, as, as I mentioned, I focused on helping online course creators sell their online course. So this summit was specifically for online course creators and we focused on the aspect of selling online courses. So all of the speakers in the summit, they had an expertise in that area, whether it was email marketing, sales funnels, Facebook and Instagram ads, all of these speakers that we brought together would, you know, added to that summit. In that respect we had about, I want to say it was about 30 speakers. We did that over the course of three days. So we had, you know, each day had a lot of presentations in it. We did not do our presentations live, whether they were recorded, but our speakers jumped into the Facebook group. They jumped into the chat that we had on the recordings and it was a very interactive summit.

Dr. Mark:

I love that there. The Funnel Cure. That's a great title. Um, and so you ran this summit, um, earlier this year and there was a situation that kind of happened. I want to dive right into what challenge did you face with your summit and, and kind of tell us what happened with that.

Destini:

So I had my summit and keep in mind that I had worked on, on the summit, probably a good four, maybe even a little bit more months, but prior to this, but my summit was scheduled for November 3rd

through the sixth. I think those were the exact dates or some something of that was the first week of March, Tuesday, Wednesday and Thursday. And I don't know if the folks who are listening here, remember what happened in the world in March in 2020. So I had my summit and then the week after my summit, when I was beginning to promote one of my big programs, which is one of the reasons why I was doing the summit, COVID hit. And that was the big week that everything in the world just absolutely shut down. So that was a tremendous challenge for me. Um, after the summit, when I was trying to, you know, promote my products and services.

Dr. Mark:

Yeah. Uh, I, I, I've been trying to forget what happened in March of 2020, but yes, I think we will all be able to, to, to recognize the challenges that we're faced with that. Um, so let's kind of dig into this, you know, into the prep stage of this. So before, you know, obviously, um, you know, with preparing your summit, how did you come up with the idea originally, and then let's talk a little bit about speaker outreach once you, once you decided on the idea.

Destini:

So the idea was really centered around a ton of my business and what I do. So I help online course creators sell online courses. And that is, you know, a lot of people out there, a lot of online course creators, they, you know, don't have a problem creating their course, um, but really where they struggle is, uh, marketing and selling it. So they have this course out there, um, and they just can't find students for it. So I really wanted to put together a summit that had a lot of different experts from various areas to help them with that particular, uh, need that they had. So it, you know, and I, I came up with this idea and you know, I think I started working on it in October of 2019. Um, and uh, it was like, you know, this is what I want to do.

Destini:

I went ahead and just, I was like, when should I do this? So I, you know, looked at the calendar and said, you know, I think if I do this the first week of March, that will give me enough time to pull this together. Um, it was, if we're being honest here, a lot more work than I, what I had originally thought it was going to be, you know, and it gives the first time I was doing it. So I was probably, you know, learning as I went around when, when along, um, but one of the first things that I did, um, so I was, I was thinking about the idea and I knew that I wanted to help online course creators sell their online courses. So what I did initially was put a date, Oh, I looked at the calendar and I wanted to give myself enough time to pull this together.

Destini:

And I said, you know what, I'm going to do it the first week of March. And I knew between, you know, I was starting this all in around October of 2019. I knew, you know, I had Thanksgiving come up, I had Christmas coming up and I knew it was going to be hard to reach speakers during that time. So when I started working on this in October of 2019, I wanted to give myself some time considering the holidays to reach out to the speakers. So I've really started reaching out to the speakers in, you know, late October, 1st of November and you know, a lot of speakers, um, you know, surprisingly said, yes. Um, some of them said, it's just not good timing for them. Or they had another promotional activity going on at that, at that point in time. Um, and I had specific areas that I was looking at.

Destini:

So I, you know, I knew I wanted somebody for email marketing. I knew I wanted somebody for, you know, copywriting, I knew I wanted somebody for Facebook and Instagram ads. So I started looking around in all of those various areas and some of these people I had in my network. So I was either, you know, friends with them on Instagram, or I had met them in Facebook groups or, you know, they were just, you know, business colleagues of mine, uh, you know, like a PR person that spoke at the conference. You know, I just, she was a personal friend of mine. So, you know, I started like looking out and go looking at all the different topics that I wanted people to speak on and started reaching out. Um, and you know, in, in some areas I had to reach out to three different people to get the, you know, to get somebody who it was a good fit for them, or they didn't have another promotional activity going on and all in all, it took me between like October of 2019 to around, you know, the midweek in the second week of January to get all of the, the speakers finalized.

Dr. Mark:

Yeah. And it's, uh, it's no easy feat getting those speakers on. So let's, let's actually dive into the next part of this. So let's step forward a little bit into the promotional aspect because there's typically multiple challenges with a summit, one being, you know, getting the speakers on board, but then the second one is getting them to promote. So let's talk through those challenges that we're experiencing, maybe what you would do differently if you were going to do a summit again.

Destini:

So I, you know, one of the things that I didn't do that I would do in the future is to have them sign a contract. Then I'm not, I'm kind of on the fence about this because I, I, you know, I've heard also if you get them to sign a contract, it's still very difficult to get folks to promote. Um, but you know, I didn't do that in the last summit. And I would probably do that in the future is to have them sign a contract. But even then I did try to make it very easy for my speakers to promote. So I gave them all of the swipe files, all of the, you know, social media caption swipe files, all the email swipe files, all the social media images. So all of that was created for them. So they didn't have to do any of that.

Destini:

And quite frankly, I definitely think that that helped with the promotion, even though it was still, um, you know, difficult to get some, some of the speakers to promote. Now some of them promoted. And you could definitely tell that, um, the other thing that I did is they for the all access pass. So I had an all access pass as part of this summit. Um, and for anybody who's signed up as an affiliate, um, and participated in. So if they didn't participate in a premium feature in the all access pass, they got 40% affiliate permission, uh, commission on that. If they participated in, you know, giving some type of premium resource in the all access pass, they got 50% commission on the, um, all access fat pass for anybody that they brought in through their marketing efforts that actually purchased it. And then I had some, you know, speakers that did very well in that regard and then you had some people that didn't promote.

Dr. Mark:

Unfortunately, there's, uh, been this, uh, upswing of, uh, you know, kind of a trend of speakers not promoting, um, which there's a lot of ways and things we can do to also improve sometimes it's us as the hosts that we could improve to help get our speakers promote. Sometimes it's, you know, the speakers that we've got to work with with that being said, um, I kind of want to pivot a little bit here to the running of the summit. What kind of, you know, what, how did the process of running it go like

when it was live? You know, any, any strategies, tips, or feedback that you would give to our aspiring summit hosts to know about when they're about to go forward with running their summit?

Destini:

So I will, um, go into a little bit more detail about that. So it, for my summit, I did have a Facebook group that had been set up specifically for the summit. So all of the summit attendees were invited to participate in that Facebook group. And I went live in that Facebook group every day throughout the summit. And also the speakers were, you know, they had the opportunity to go long I've in that summit. We also had posts going out, um, where people could interact through that. Um, I did have some giveaways throughout the summit. So if people were active in the Facebook group or the, whoever was most active for that day, they got, you know, some, some prizes, it was either Amazon gift cards or, you know, whatever type of gift cards they were wanting. Um, we would give away those, those prizes. So those are some of the things that we did during the week that the summit was live to encourage engagement in the summit. And just to keep people, you know, excited about, you know, learning and everything that was going on.

Dr. Mark:

I love that idea of throwing in some, some awards or rewards or bonuses there. And, you know, there's all kinds of ways we can do that too. Amazon, like gift cards in general, phenomenal. Um, especially if you have the resources available to do it, you could always get sponsor bonuses in. There could always be, you know, titles as in awarded, you know, most dedicated or most engaged or best, best attendee. So all kinds of ways to give to your audience and, and just really help them get engaged. Now, uh, Destini had kind of, I want to switch up a little bit here and talk about, uh, the paid marketing strategy. So you, with your summit, you ran paid traffic, you had some, you, you had talked about, you know, some of the challenges with the speakers promoting, but how you were, you know, you took a different approach to kind of make up for that. So talk, talk us first about this paid strategy and kind of what you did.

Destini:

So I, when I realized as that I wasn't, you know, getting, or I might have some challenges with the speaker promotion, um, I ran paid ads for three types of ads. Um, and you know, and I ran that around 10. I started those around 10 days before the summit started. Um, and, and quite frankly, I got the majority of the summit attendees from these paid ads and I was able to fund the cost of my paid ads with the all access tripwire. So basically how that was set up, um, from the Facebook ad or the Instagram ad, they went to the registration page for the summit. And then on the thank you page, I had the, uh, the tripwire for the all access pass. So, you know, basically saying, you know, if you buy this and it was the lowest cost that they could actually get it.

Destini:

And if you, you know, if you purchase this within the next 15 minutes, it was \$47 at that point in time, if they bought it on the tripwire you get access to all of the speaker presentations and all of our premium resources. And I had some really, really good premium resources from us speakers, um, eh, you know, so that actually helped sell it. And, um, those though from the sales of those all access passes actually funded all of my Facebook and Instagram ads. So that was one ad that I did. I also did a reminder ad about three days. I ran it three days before the summit started, just to remind people that, you know,

the summit is starting. If you in a, I had a link in there. So they could, you could go to this link and start planning what presentations you wanted to see.

Destini:

I actually did a carousel ad. So it was a carousel that had several of the speakers on it and the title of their presentation. And I got really good engagement on that ad. It was a very cheap ad, I think only paid like \$10 a day for it, for those three days. So \$30 in total. Um, and then, um, after the summit, I had some retargeting ads to promote, um, the all access pass offer. Um, you know, just basically say is expiring. You can still get it. And, and that, and that helped with the all access pass sales.

Dr. Mark:

Yes, you know, one of the easiest type of paid ads that most summit hosts can do are that are also probably some of the most beneficial are those retargeting ads, whether it's retargeting the people that came to the landing page and didn't opt in and, or retargeting the people who have opt in about, you know, their last opportunity to grab that summit offer, those can, uh, really bring in great value to your summit. And it usually doesn't take a whole lot of, uh, of cash or revenue to do that versus maybe, you know, running a conversion ads to get people, uh, new people or cold traffic to the, to the pages there. So any insights into that Destini, you being a paid ads, uh, kind of specialist, any, when it comes to the summits and people running summits, is there any additional advice, tips or strategies that you would recommend in the paid ads side?

Destini:

Yeah. So to your point, and I'll just, you know, make another comments here. So for the retargeting ads and you're right, I mean they are cheaper type of ads. So you can retarget people who have gone to the sales page for your all access pass, but didn't purchase. Um, you can either include like some customer testimonials of people who have purchased your all access pass and what they said about it. Um, you know, what I did in mine was like a few days before the cart was closing for the all access pass. I just said it's closing soon, gave them a link to the sales page and that worked very, very well. Um, you know, the other ad that, um, I have helped people within the, in the past that has worked very well. I didn't do it for my particular summit, but I think these work very well, especially if you have a longer summit, maybe a five day summit is video ads during the summit to keep the attendees engaged. So sometimes you might see the participation tours in of a summit might decline a little bit. And if you want it, you can do some really cheap, cheap video ads just to keep people engaged in your summit, keep them excited and really quite frankly, to keep them prying for any offers that you may be offering, you know, towards the end of the summit or after the summit ends.

Dr. Mark:

Those are some great strategies there. So as we get close to wrapping this episode up Dr. Destini, when you look at your summit, the things that you've run with it, the things that have come from it, what would you say is some of the biggest impacts you've had from hosting your summit?

Destini:

I would say it was definitely a learning experience for me. Like I said, this was the first virtual summit that I had ever done. I, you know, one of the positives are that one of the biggest positives I have outside of, you know, increasing my email list and, you know, helping, um, the course creators that went

through the summit. It was the relationships that I built with a lot of my peers, the industry. Um, so that was, I would say a very much of a positive that I had coming out of it.

Dr. Mark:

Yeah. I love that. You know, I've recently hosted a summit in and about summits and asked all of the speakers on there who are summit hosts, what was, you know, the same question, the most powerful or most impactful thing you got for receiving it. And you think people would be saying, Oh, it's the leads, it's the revenue. But it always came down to the relationships with the speakers because that's kind of the gift that keeps on giving. And it's one of those non tangible or intangible return on investments that we don't think about regularly. But those, uh, opportunities that come from that are so powerful and so beneficial. So I love this Dr. Destini. I'm sure everybody listening right now is like, Mark, how can I get some more Destini in my life? Uh, so why don't you let everybody know where you're hanging out at and what's the best way for them to get in touch with you?

Destini:

Hey, Mark. The best way that people can reach me is at my website, which is <https://DestiniCopp.com>. That's Destini with an I at the end. You can also reach me on Instagram and Facebook @DestiniCopp. And I thank you so much for, um, allowing me to be here today. I love chatting with you today, Mark.

Dr. Mark:

Uh, it was my pleasure. Thank you so much for that. And I'm going to let you end us with the last, uh, last words here. So any kind of final parting piece of wisdom for our summit hosts in aspiring. So

Destini:

Yeah, so I would say if you are on the fence to launching your first summit, I would just say, just take the plunge and do it. I was so scared, but before I did my first one and you know, and I thought, you know, what, if nobody comes, what if nobody shows up? What if I can't get any speakers? And none of that happened. So I would just say, put a date in the ground and you know, that's the date that you shoot for and, you know, plan all your activities to launch your summit on that date.

Dr. Mark:

Amazing. Thank you. Thank you. Thank you, Dr. Destini. This has been great. Thanks so much for sharing with us, your time, your energy and your wisdom today.

Destini:

Thank you, Mark.

Dr. Mark:

And thank you all you summit hosts for hanging out with Dr. Destini and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast and remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. Also, don't forget to check out the show notes, to get access to all the links and goodies we just talked about, and I'll see you on the next episode.

Dr. Mark:

Now I want to end this episode by saying I believe in you. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money. And most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message. There are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.