



From Tech Overwhelm to 2K+ in Program Sign-Ups:

Amy Robeson's Spiritual Education Growth Success



Background & History

Amy Robeson is a spiritual coach specializing in certifications, memberships, and digital education for a global audience. As her enrollment numbers grew, so did her operational complexity. Layered systems, rising CRM costs, and duplicated workflows began limiting scalability. In March 2019, she partnered with The Digital Navigator (TDN) to implement structured infrastructure and a long-term growth strategy designed to support sustainable expansion.



The Challenge

Enrollment was strong, but the backend couldn't keep up. Her membership platform limited flexibility, and some products included extra checkout pages for upsells. CRM costs topped \$2,000/month. Launch steps weren't documented, and a key support person leaving before a campaign exposed the risk: revenue depended on memory, not structure. She needed a partner to simplify the stack, cut overhead, and build funnels and content systems that could scale reliably.



2,100+

Flagship Program Sign-Ups (Since September 2020)



\$121,000

Total TDN Investment



24–25x

Return on Investment



80,000+

Podcast Listens



↓ \$2,000+ →

~\$300

Monthly CRM Cost Reduction





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The Results

Since September 2020, Amy has generated seven figures in sales, including two quarter-million-dollar launches in one year. Consolidating funnels and CRM reduced email infrastructure from \$2,000+/month to about \$300/month. In 2025, unique page views rose +44.5% and page-one visibility improved 7.8% year-over-year. Her podcast passed 80,000 listens, with podcast pages becoming the most visited on the site and search traffic reaching roughly 15% of social media traffic. Over five years, her \$121,000 investment produced an estimated 24–25x ROI while reducing launch stress and operational risk.



Ready to Scale Without Tech Overwhelm?

Learn how The Digital Navigator can help you simplify your systems, reduce overhead, and scale your offers with stable funnels and long-term organic growth.

TALK TO OUR EXPERTS



THE SOLUTION

TDN rebuilt Amy's membership delivery in LearnDash, improving student experience and backend clarity. Next, duplicated checkouts were removed, automations were centralized in FunnelKit, and 1-click upsell paths were tightened to reduce friction and lift average order value. Launch workflows were then documented with checklists, timelines, and role assignments so campaigns weren't dependent on one person. Finally, technical SEO fixes and a revenue-aligned content plan made podcast and key pages discoverable, turning the website into an organic growth engine. Live-launch ads were aligned to the cleaned funnel architecture to scale reach without breaking the backend.

