Case Study:

Building Digital Visibility and Marketing Systems for Creative Edge Coaching

A growing business gained structure, systems, and consistent support behind the scenes.



About the Business

Creative Edge Coaching is an Australian coaching business supporting artists, writers, musicians, performers, designers, and creative professionals who want to overcome creative blocks, build confidence, and create meaningful careers from their creative work.

Through coaching programmes, workshops, resources, and online content, Creative Edge Coaching helps creative professionals develop clarity, direction, and sustainable creative practices.

As the business continued to grow, it needed consistent support across content marketing, SEO, digital platforms, and backend systems to strengthen its online visibility and support its growing community.

The Beginning

I originally joined Creative Edge Coaching as an apprentice, supporting the business through an initial learning and support period.

After seven days, I was officially hired and transitioned into an ongoing role supporting the business's digital presence, content management, and backend marketing operations.

The initial goal was to increase brand visibility and awareness through Facebook and Instagram.

Over time, my role expanded to support multiple areas of the business, including:

- Social media management
- SEO and search visibility
- Pinterest strategy
- Website management
- Email marketing
- Funnel support
- Lead magnet creation
- Course and workshop promotion
- Community engagement
- Analytics and reporting

The Challenge

Creative Edge Coaching had valuable knowledge and resources for creative professionals but needed consistent systems and support to improve visibility and reach more people online.

The business needed support with:

- Maintaining consistent content across platforms
- Improving search visibility
- Repurposing educational content into marketing assets
- Promoting programmes, workshops, and resources
- Managing website updates
- Supporting digital campaigns
- Organising marketing workflows
- Maintaining engagement with its creative community

The focus was creating a sustainable digital presence while allowing the business owner to focus on coaching and serving clients.



My Role

My role developed into a digital operations and marketing support position, helping manage the systems and activities required to keep Creative Edge Coaching visible online.

Social Media Management & Content Strategy

The initial focus was building visibility and brand awareness through social media.

- Facebook content management
- Instagram content creation and scheduling
- LinkedIn content support
- Pinterest content creation
- Educational content development for creative professionals
- Content planning based on audience needs
- Engagement and community support

The content strategy focused on creating valuable resources that connected with artists, writers, musicians, and creative entrepreneurs.

Pinterest SEO & Search Visibility Growth

Pinterest became one of the key platforms contributing to Creative Edge Coaching's visibility.

I supported Pinterest growth through:

- Creating SEO-focused Pinterest content
- Optimising pin titles and descriptions
- Developing keyword-focused content strategies
- Repurposing blogs and coaching resources into Pinterest assets
- Monitoring Pinterest performance and analytics

Through consistent SEO-focused content, Creative Edge Coaching improved its online discoverability and can now be found through search terms related to creative coaching in Australia, including Google and AI search results.

SEO & Content Optimisation

I supported the business with ongoing SEO improvements across different platforms.

This included:

- Editing blogs with SEO considerations
- Improving content structure and readability
- Supporting keyword optimisation
- Reviewing search visibility
- Managing SEO analytics and reporting
- Monitoring performance and identifying opportunities for improvement

The focus was creating content that could continue attracting visibility beyond the initial publication period.

Website Management & Technical Support

I provided light website management support to maintain and improve the online platform.

Support included:

- Uploading and formatting blogs
- Updating website content
- Improving website layouts
- Updating plugins
- Making basic website improvements
- Supporting SEO considerations during website updates

This allowed Creative Edge Coaching to maintain a professional and updated online presence without the business owner needing to manage every technical detail.

Lead Magnet & Resource Creation

I supported the creation and updating of digital resources designed to attract and support creative professionals.

This included:

- Creating and updating lead magnets
- Supporting downloadable resources
- Preparing promotional materials
- Aligning resources with audience needs and business goals

These resources supported audience growth and helped create additional entry points into Creative Edge Coaching’s ecosystem.

Funnel, CRM & Platform Support

I assisted with backend marketing systems, including:

- Supporting funnel creation and updates
- Assisting with the transition from Kartra to Systeme.io
- Exploring and testing different funnel and email marketing platforms
- Supporting CRM organisation
- Helping maintain backend marketing processes

This allowed the business to improve its digital systems as its programmes and offers evolved.

Email Marketing & Campaign Support

I supported email marketing activities by:

- Creating newsletters
- Preparing campaign content
- Supporting promotional emails for programmes and resources
- Aligning emails with marketing campaigns
- Reviewing campaigns to ensure messaging was clear and relevant
- Supporting ongoing audience communication

Course, Webinar & Workshop Support

I supported Creative Edge Coaching's educational offers through marketing and backend assistance.

This included:

- Supporting free challenges
- Assisting with webinars and workshops
- Promoting courses through digital channels
- Supporting evergreen course promotion
- Preparing marketing content for launches
- Creating supporting promotional assets

Community Management & Engagement

Creative Edge Coaching has an active Facebook community for creatives.

I supported community engagement by:

- Assisting with Facebook group management
- Supporting conversations and engagement
- Sharing relevant content
- Helping maintain connection with the creative community

Analytics & Reporting

To support better decision-making, I monitored and reviewed performance data, including:

- SEO performance
- Pinterest analytics
- Content performance
- Visibility improvements
- Marketing results

These insights helped guide future content and visibility strategies.

What Changed

Through ongoing digital operations support, Creative Edge Coaching gained:

✓ A more consistent online presence across multiple platforms
✓ Increased visibility through SEO-focused content
✓ Improved discoverability through Pinterest, Google, and AI search
✓ More organised marketing workflows
✓ Better systems for creating and promoting resources
✓ Improved support for launches, workshops, and programmes
✓ Stronger connection with the creative community
✓ More structured website and content management processes

The Outcome

What began as an apprenticeship opportunity developed into a long-term digital operations partnership.

By supporting content, SEO, systems, email marketing, funnels, and community engagement, I helped Creative Edge Coaching create a stronger digital foundation for continued growth.

My role became an extension of the business, helping transform ideas, knowledge, and creative resources into organised marketing systems that consistently reached and supported creative professionals.

Services Provided

- Digital Operations Support
- Social Media Management
- Content Strategy & Creation
- Pinterest SEO Management
- SEO Content Optimisation
- Google Business Support
- Website Management
- Blog Editing & Optimisation
- Lead Magnet Creation
- Email Marketing Support
- CRM Support
- Funnel & Platform Support
- Course & Workshop Promotion
- Community Management
- Analytics & Reporting