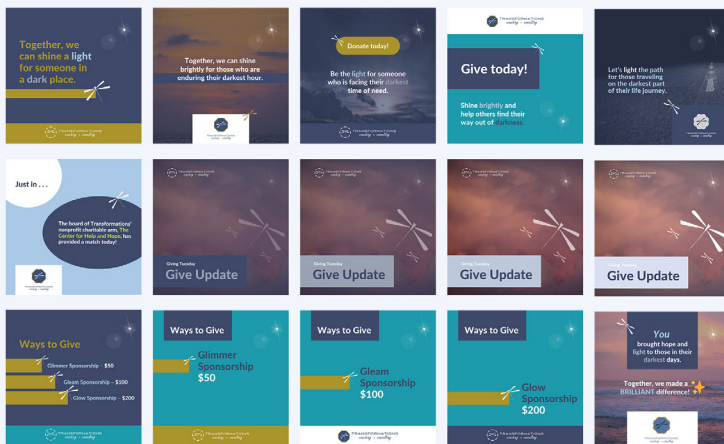




## Transformations Coaching and Powerhouse Planning: The Transformative Quality of the Total Remote Team Solution

Jennifer Hacker spent over 20 years in corporate America working as an accountant, CFO, and CEO, but after two divorces and the death of her infant son, she felt called to help others experiencing major life challenges, particularly grief and loss. As a certified life coach and grief specialist, Jennifer's company, Transformations Coaching & Consulting, offers different levels of support ranging from a text subscription service to a 10-week coaching program to a VIP Day of specialized coaching. Additionally, a digital course is coming soon. Transformations Coaching & Consulting is on a mission to help women heal from the pain of loss and emerge with renewed confidence, clarity, passion, and purpose.



### Challenge

Initially, the client needed marketing and social media support to grow email and text services. Desiring to hire experts to assist her in this goal, she partnered with Powerhouse Planning's remote team solution. After consultation with Powerhouse, additional marketing needs were identified and added to the total team solution.

### Solution

From July-October 2022, Powerhouse Planning came alongside Transformations Coaching & Consulting to provide marketing, website, and social media support. Creating a strategic marketing plan, Powerhouse Planning revised and redesigned the client's website and strengthened Transformations Coaching & Consulting's online presence.

## Case Study



**Business Name:** Transformations Coaching & Consulting

**Website(s):** [transformations-cc.com](https://transformations-cc.com)

**Industry or Business Type:** Life Coaching; Grief Counseling

### Powerhouse Services:

- Project Lead/Content Creator
- Social Media Strategist
- Graphic Design Specialist
- Website Design Specialist
- Quality Assurance Specialist

**Benefits:** Transformations Coaching & Consulting and its charitable giving partner, The Center for Help & Hope, needed a strategic social media campaign designed to grow their email and text services. By utilizing Powerhouse Planning's total remote team solution, they were able to meet their goal and transform their online presence, resulting in across-the-board growth over all social media platforms.



Powerhouse

## Results

The Powerhouse/Transformations Coaching & Consulting partnership highlights the comprehensive services a remote team solution can provide. From meeting a client's initial need to identifying further ways to strengthen their ability to achieve their goal, Powerhouse's total remote team solution gives clients the building blocks to success.

Over the course of various short-term contracts, Powerhouse Planning

- Developed a strategic marketing plan
- Designed over 60 social media ads and banners
- Composed and published more than 50 social media posts
- Revised website page design to increase user experience
  - [Conquer Your Fear and Get Excited About Your Future website page redesign](#)
  - [Transform Your Life After Loss® Services page redesign](#)
- Created two new website landing pages
  - [Grief Transformation Ladder: From Gutted to Glorious landing page](#)
  - [Why Do Bad Things Happen to Good People? And What to Do When You're One of Them landing page](#)
- Provided website support
- Created a Giving Tuesday campaign
  - Developed from Powerhouse Planning's Share the Goodness funds
  - Crafted a social media posting plan

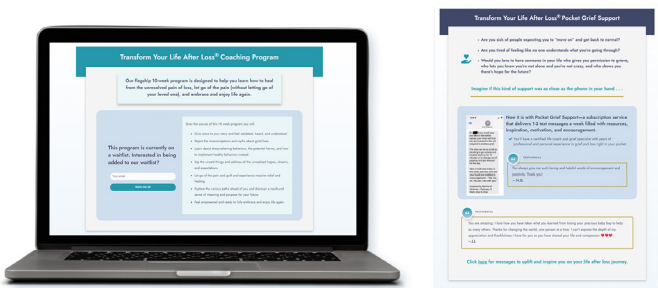
- Designed 15 graphics
- Raised over \$4,000
- Generated social media growth across all platforms
  - Facebook reach +49.4%
  - Facebook visits +441.9%
  - Instagram reach +123%
  - Instagram visits +62.6%
  - Instagram followers +52.8%

By meeting a client at the point of need, Powerhouse Planning's total remote team solution can help organizations meet, if not exceed, their stated goals. Moreover, Powerhouse Planning builds long-term partnerships with their clients by continuously exceeding expectations. In the case of Transformations Coaching & Consulting, Powerhouse Planning went on to sign an additional contract with the owner for another of her business ventures. When clients embrace the Powerhouse total remote team solution, the transformation can be remarkable.

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*"Thank you, ten times over, for all the work you donated to creating our Giving Tuesday campaign. I can't fully express my gratitude. I would never have attempted a campaign like that on my own. Now that I see how it's done and I have the graphics I can repurpose, I'm certain I'll do it again in the future. The Powerhouse team is terrific! I'm so glad to work with you professionally. I'm so very thankful for our partnership. Together we make a difference for women and families in need."*

**- Jennifer Hacker, Founder and CEO, Transformations Coaching & Consulting, The Center for Help & Hope**



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit [powerhouseplanning.com](http://powerhouseplanning.com) to learn more.

