



50 - How To Boost Your Business Using Challenge Marketing with Angela Henderson

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Brief Background about Angela Henderson

- Angela is the founder of an eCommerce website called [Finlee and Me](#) wherein you can buy baby products. She built it from the ground up and she learned everything from branding, PR, sales and funnels.
- She then branched out to be a business consultant for female business owners.

What is Challenge Marketing

- To put it simply, it's **about solving a problem or pain points of your audience.**
- It's also through that challenge that you get a wonderful opportunity to guide them, inspire them, motivate them. And ultimately, a challenge allows you to move that ideal client closer to becoming a customer of yours.



Thoughts on Free and Paid Challenges

- Angela suggested to make it free if your target are cold clients and know nothing about your services.
- Reason why free challenge is advised is because a challenge works is that you get the opportunity to really bring new people into your business who may not know about you.
- Free challenges also allows you to really build on the human to human marketing and relationship building, it helps you to build trust, credibility, and authority ultimately helps to build your email list.

How to Market Challenges

- The organic ways, like using Facebook Groups, using your email list, and sharing it through Twitter and Instagram.
- Paid Facebook ads also work but you have to find the right algorithm and the way they show ads to users.

What would Angela do Differently

- She stated that if she were to run challenges again she would have run it on a shorter time period because of her target clients which are working moms who balances a lot of things in their life. So it's important to her to achieve an actionable item in shorter days.