



Success Story: Jake SAT Prep

Products: Guided Marketing Platform + Coaching Package

The Challenge

Jake SAT Prep is a small, locally run business based out of Long Island, NY that offers SAT and ACT classes to high school juniors and seniors who are getting ready to apply to college. The company is owned and operated by Jake Berman who made it his personal mission to help students better prepare for standardized tests. Before ThriveHive, Jake was relying on word of mouth as his primary way of reaching new students in the area. Jake believed this was an effective strategy to expand his clientele, but knew he needed to do more to get additional students in the door.

Most small business owners are so preoccupied with the minutia of day-to-day operations they don't have the time to worry about marketing and the tremendous benefits it can bring their business.

The Solution

As a small business owner operating a one-man show, Jake knew he needed to look for outside help but was unaware of the incredible ROI ThriveHive products offered. After seeing a Facebook Ad for ThriveHive, Jake reached out and met with a Marketing Coach. Together, Jake and his Marketing Coach talked through his goals and determined that ThriveHive's Guided Marketing Platform + Coaching Package would be just what he needed to get more students enrolled in his classes. The platform would help him to efficiently carry out email marketing, website improvements, and other initiatives, while the coaching would provide him with the guidance he was seeking.

What really stood out to Jake was the way ThriveHive representatives engaged with him. "ThriveHive proved their ability to market well because they found me," Jake says. "It's really amazing how much time my coach spent learning about MY business, not telling me about what ThriveHive can do or how it can help me. My Marketing Coach asked me about everything you can ever think about in a business."

The Results

With the proper marketing tactics in place to help Jake get found by people needing his services, he began seeing results. Before ThriveHive, Jake had virtually no online presence and all of his business came from word of mouth. "ThriveHive's Guided Marketing platform has increased my clientele," says Jake. "They've given me business and referrals that I previously would have never had."

In addition to the quantitative results Jake has seen, he believes the guidance given to him by his marketing coach is the greatest asset in itself. "There's a lot of decisions I don't even feel comfortable making without running it by him first. He's turned out to be a de facto decision maker in my business," says Jake.

The ThriveHive Experience

Jake is happy to share that ThriveHive doesn't just sell a product, but offers an entire experience. The experts at ThriveHive continue to monitor Jake's ThriveHive account and tailor his marketing strategy to what suits his business best.

"This is a company who knows how to help me in ways that I don't know how to help me. For anyone who is a small business owner, you need ThriveHive. If you're hoping to grow your business, they will help you do it."

- Jake Berman, Owner