

Built in 2020. Stopped promoting in 2022. Still generating subscribers in 2026.

How a content lifecycle system built during COVID turned five virtual events into six years of compounding lead generation — with zero ongoing marketing spend.

5
summits built

50
contributors managed

6 mo
automated nurture

3,771
subscribers today

The system has been running itself for three years without active promotion. The 3,771 subscribers came in largely organically after active marketing stopped in 2022.

The problem

In 2020, when COVID ended in-person events overnight, the virtual event space exploded — and immediately revealed a structural flaw. Speakers invested weeks preparing. Audiences showed up. Then the event ended and everything disappeared. Engagement spiked during the live session and dropped immediately after. Content that took weeks to produce became inaccessible within days.

Most virtual summits were designed as linear experiences: speakers present, audience consumes, event ends. There was no lifecycle. No system to carry the value forward.

The insight

Content decay was happening immediately after every event — and nobody was building the lifecycle to stop it. The real opportunity wasn't the live session. It was everything that came after it. This became the design principle for APeeling Summits: treat the event as the beginning of a content system, not the end of it.

What was built

Collaborative model — competitors as co-marketers

Each summit recruited 10 contributors — coaches, speakers, and solopreneurs — who co-promoted to their own audiences. Instead of competing, contributors amplified each other. Each summit reached audiences none of them could have reached alone.

Interactive digital books — not recordings

Instead of video recordings that gather dust, each contributor produced an interactive digital book. Books have a longer shelf life than recordings, are searchable, shareable, and indexable — turning a single event into a durable content asset with years of discoverability.

6-month automated nurture sequences

Every attendee and book downloader entered a 6-month email nurture sequence delivering ongoing value, education, and engagement. The sequences remain active — new subscribers still enter automatically when they discover the books organically today.

Evergreen organic discovery

The books live on marketapeel.com and continue to be discovered through organic search and word of mouth. No paid media. No active promotion since 2022. The content lifecycle system does the work.

The results — still compounding

2,869
Stand Out Online

431
Embrace Equity

276
Modern Man

195
Achievement

3,771 total active newsletter subscribers across four evergreen content ecosystems — generated largely organically after active promotion stopped in 2022.