

Robert Brace Case Study: Website Launch

From Visual Branding To All Things Digital Content

The business world has suddenly required more online presence than IRL presence, or as we like to call it: Digital Entrepreneurship. Regardless of your industry, your online presence has a massive impact on your business' success—especially with a content-first approach to Digital Entrepreneurship. When we start a project, our first thought is towards the content that gives the audience a clear window into your world and message.

The content-first approach will not only help you better serve your audience's needs, but it will also provide a design that creates a more positive user experience that will impact usability, navigation, engagement, and conversion.

We understand why you might resist building a website. "I'm not tech-savvy." "I don't have time." "My business is doing fine without one."

81% of people research a business or service on the internet before making a purchase decision. That's 25.92 million people searching for companies online.

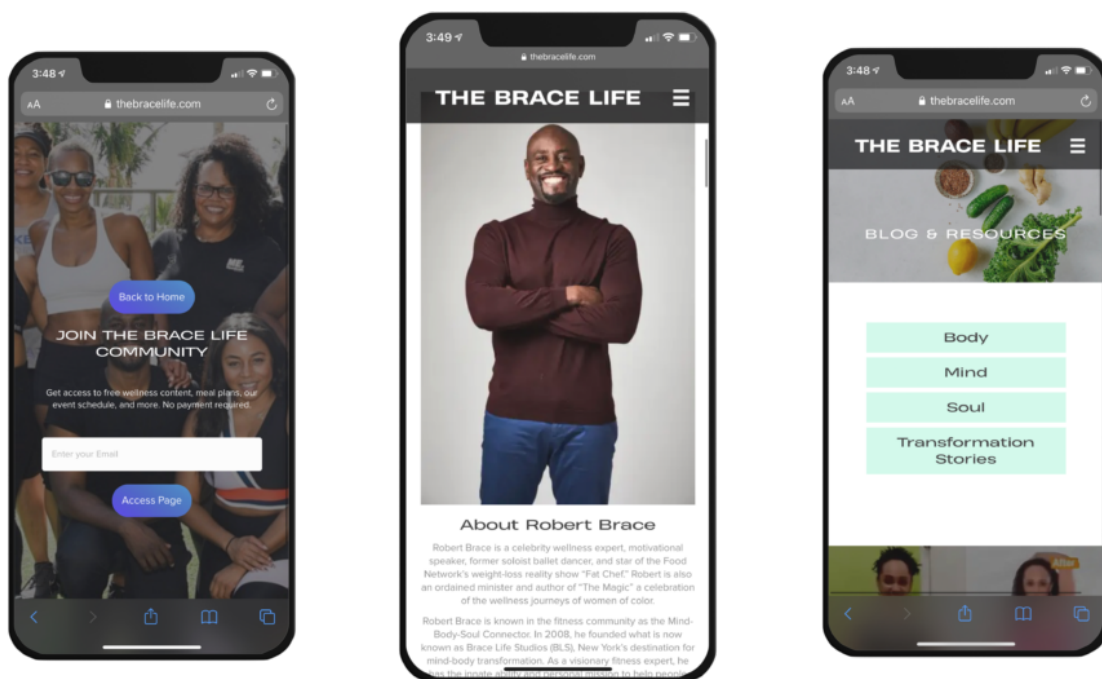
Your customers are online today more than ever, and your online presence is potentially the only interaction people will ever have with your brand. One of the most valuable assets you can hold is a recognizable and loved 360° brand.

Giving brands an innovative visual impact is something we're exceptional at and enjoy doing. We're the un-agency that will

help you stop the scroll in a saturated market. We're entirely immersed in the personal and professional brands we work with, and we become an extension of their business.

So, when Robert Brace, celebrity fitness and wellness trainer, started working with us in November 2020 to plan his next level of content and digital presence, we were excited to have the opportunity to take his brand and elevate it.

The Brace Life



Robert is known in the fitness community as the Mind-Body-Soul connector, celebrity wellness expert, motivational speaker, former soloist ballet dancer, and star of the Food Network's weight-loss reality show "Fat Chef." He founded Brace Life Studios as a physical destination and studio in New York for mind-body-soul transformation.

As demonstrated by the wellness movement, there's a growing

desire for holistic approaches to living. However, no one in the fitness category has created a brand that merges mindfulness, fitness, and health into a comprehensive mind-body philosophy as Robert Brace has.

Robert already had a beautiful brand and idea surrounding his name. He helps countless people transform their relationships with their minds, bodies, and souls. He has a wonderful way of connecting with people and creating a distinctive, beautiful community of people.

The Brace Life started as a philosophy and grew into an app, so people could complete their mind, body, and soul transformation from the palm of their hand.

The Brace Life membership offers premium access to hundreds of sessions, programs, and materials. It is the first daily lifestyle wellness platform with personalized data tracking to empower your daily mind, body, and soul lifestyle practice.

- Personalized data, streaks, and a daily journal with thought-provoking questions to help you track your mind-body-soul lifestyle practice.*
- Daily, live and pre-recorded workouts, meditations, breathing exercises, meal plans, and deep-dive wellness and weight loss motivation videos.*
- Workouts include HIIT, Abs, Sculpt & Tone, Strength, Yoga, Ballet, Boxing, Dance, Stretch, and more.*
- Encouraging thoughts and affirmations to guide your day and weekly focus for your mind, body, and soul.*
- Create private groups and do challenges with a supportive group of friends.*
- Special courses help you understand your mind, body, soul connection, and the spiritual needs fueling your lifestyle choices.*

The Challenge

We needed to help Robert extend his digital reach with all the content touchpoints he has with his audiences.

Your website is the first interaction of your target audience with your brand. TheBraceLife.com started as a place for people to subscribe to an app for daily mind-body-soul wellness. But typically, we go to the app store when we're searching for something to download.

We needed to build out so much more than an app or website. We needed a digital address for Robert to house his online presence and present his message in a way that connects with people. He needed an online address and portal that showcased what Robert is passionate about, read about his client's success stories, and join his group.

So we did just that. The Brace Life website now stands as the cornerstone of Robert's online presence.

The Strategy & Solution

We work with the fact in mind that strategic brand positioning helps companies thrive, not just survive. So our goal is to commit ourselves to understanding a brand's culture, clients, and bottom line to deliver a consistent change that aligns with the brand.

Through our long-standing relationship with Robert Brace and with a few planning sessions of messaging and strategy, we began launching his website.

We're thrilled to be able to continue to elevate Robert's brand. And we're excited for what he has next in the works, from appearances on the Today Show to collaborations with celebrities like Liris Crosse, Robert has built a 360° personal brand, and we're honored that we get to be a small

part of it.

But wait, there's more!

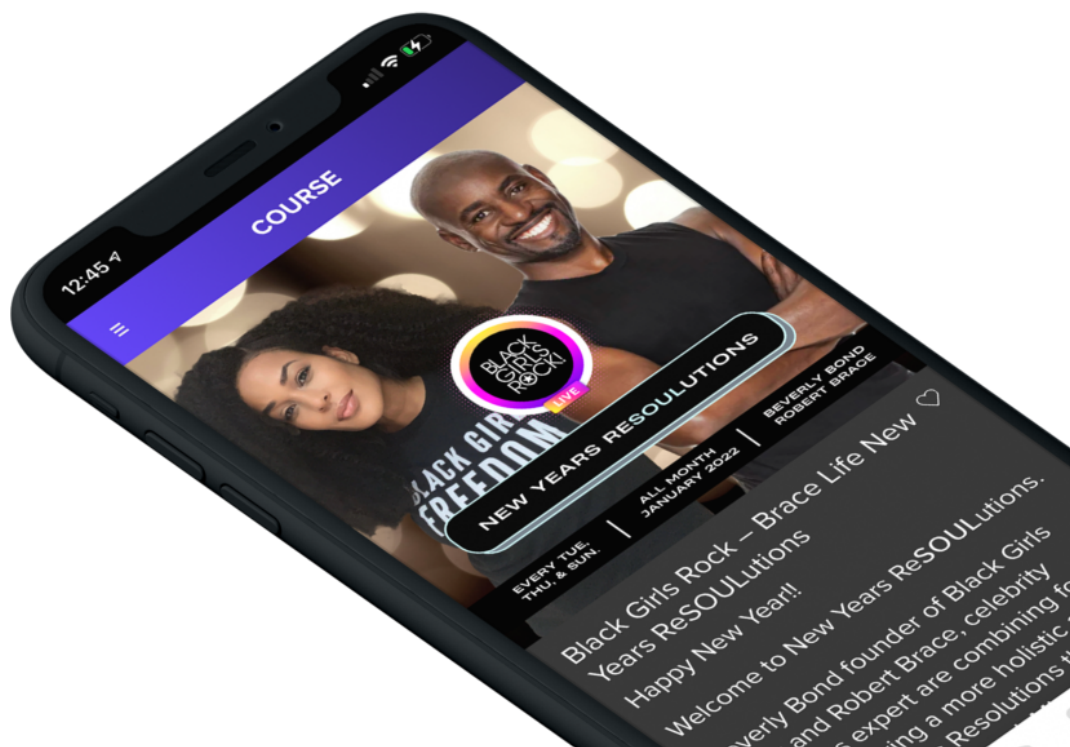
We helped Robert create an entire brand ecosystem, giving his audience a complete brand experience. Pushing out videos and language on social media, creating a branded YouTube Channel, starting a type of Motivational Video Content similar to Headspace called MoFi, and making a weekly newsletter to point people back to TheBraceLife.com.

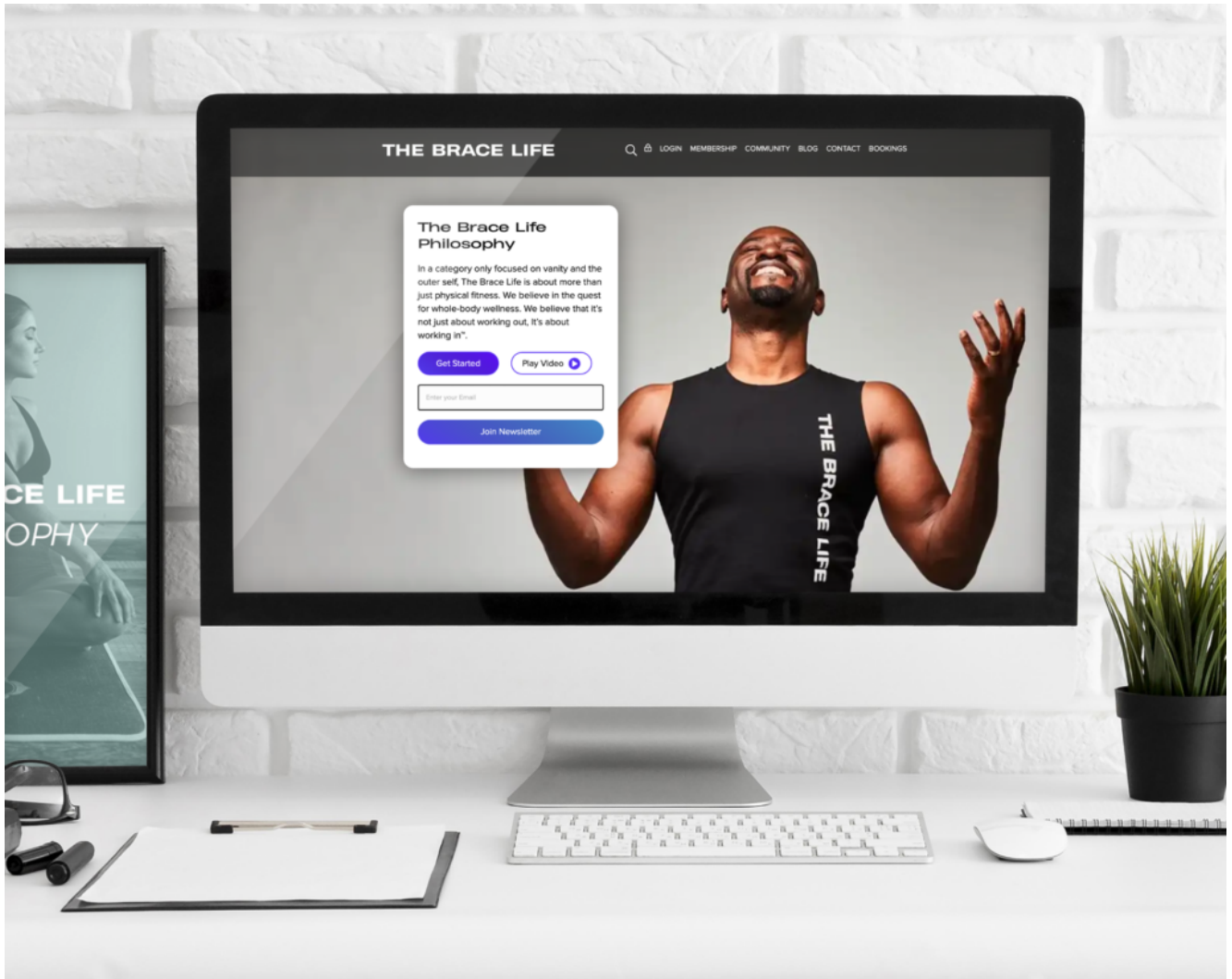
When done with pure intention, personal branding has the power to create a deep impact not only in the lives of your growing audience but also in your life. We love what Robert represents and love working with him. We had the opportunity to tell this love story through building a complete website and brand.

The Deliverables:

- The Brace Life App Design
- The Brace Life Website Design and Development
- Email campaign creative & messaging
- Partner email campaign creative & messaging (logo placement & promo code)
- Value Proposition & Messaging Framework
- Customer Persona Definitions
- Competitive Analysis
- Social media campaign (organic)
- Social media drip campaign (paid)
- Google PPC campaign (paid)







Digital Entrepreneurship TLDR

A content-first website is the cornerstone of your online presence. Because your website is often the first interaction of your target audience with your brand, you have complete control over your business' narrative. It's your platform for messaging and shapes the online perception of your business in a way that your social media channels can't.

You can display your offerings, provide short video tutorials or downloadable PDFs in exchange for an email, and highlight your awards, testimonials, and how you alleviate your visitors' pain points. All of this in one place gives you the chance to display your offerings creatively.

Unless you tow a giant billboard behind you every day, your website is the best way to let people know what you're offering and where to find it.