



A BRAND IS BORN

EVOLVEHER + THE GLU

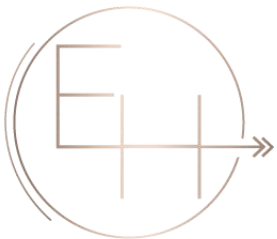
AT-A-GLANCE

EvolveHer—founded by incredible women for incredible women—is a creative workspace in downtown Chicago.

Through curated programming and organic networking, they cultivated a vibrant community and ecosystem centered around business, wellness and connection.

As EvolveHer approached it's sophomore year, the company sought to replicate it's proven recipe for success, expand it's community and empower more women.

They had an idea, but needed help to breathe life into it.



the glu.

16K

PAGE VIEWS

The amount of page views to the glu within the first three months post-launch

1,100K+

EMAIL SUBSCRIBERS

The influx of email subscribers to the glu's weekly newsletter in the three months post-launch

+20%

OPEN RATE

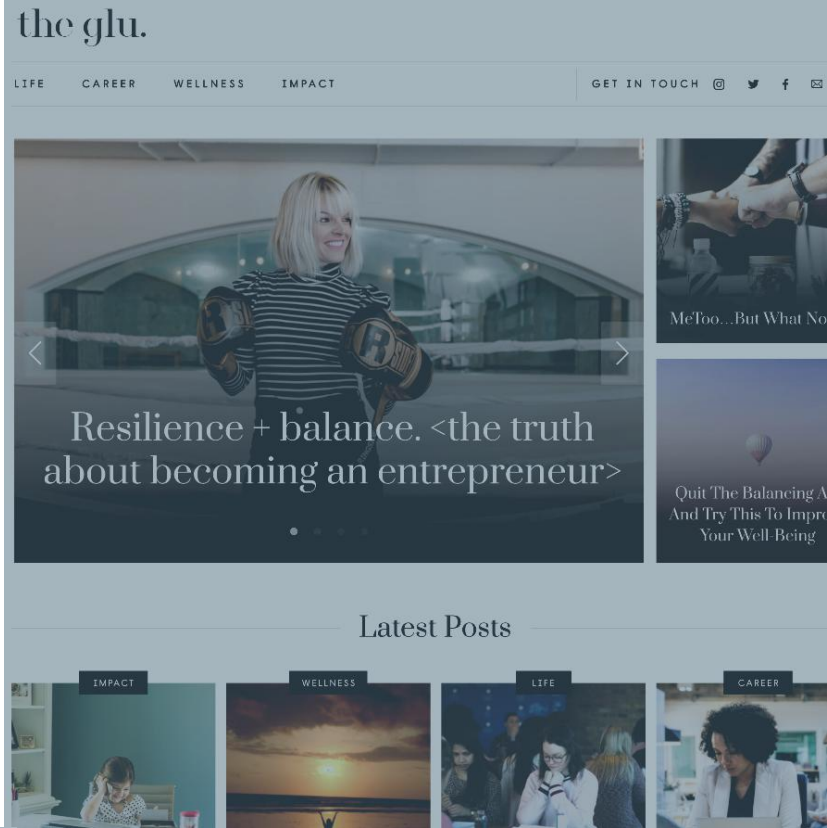
The percentage of followers who opened emails from the glu, a number at industry standards

THE CHALLENGE

How do you take a magical, physical space and enable it to serve more women?

There are the options to expand the space or build more locations, but neither felt right for what the team wanted to do.

Instead, they decided to go digital was. Wanting a way to Gather, Lead and Unite women, **the glu** was born.

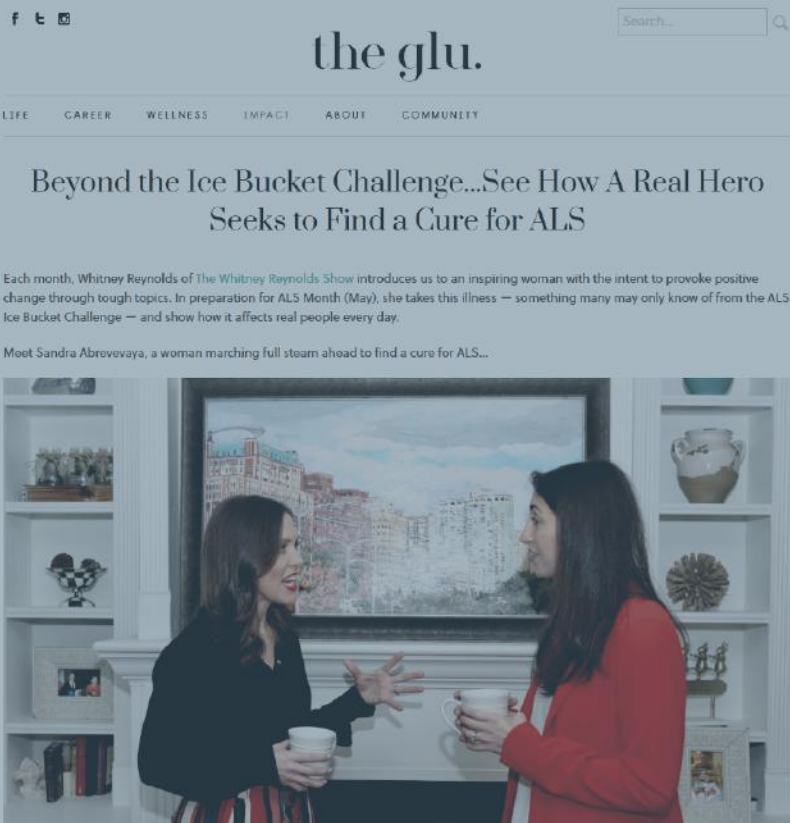


THE SOLUTION

Digitally Enhanced was engaged to conduct a **robust analysis** to help understand the marketplace, audience needs and points of differentiation. From there, we created the **launch and ongoing marketing strategies** to capitalize on those findings.

Tactics included:

- Audience refinement
- Website design & user experience
- Content strategy & distribution (email and social media)



THE REACTION



Katie has a keen eye for detail and was excellent to work with. She helped streamline processes in our organization to drive efficiency and developed the marketing strategy for our brand. We highly recommend Digitally Enhanced!

-Alicia Driskill, CEO, EvolveHer + the glu.