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.

the glu.

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.

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

A Digitally Enhanced Project

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.



Beyond the Ice Bucket Challenge...See How A Real Hero Seeks to Find a Cure for ALS

ach month, Whitney Reynolds of The Whitney Reynolds Show introduces us to an inspiring woman with the intent to provoke positive hange through tough topics. In preparation for ALS Month (May), she takes this illness — something many may only know of from the ALS ce Bucket Challenge — and show how it affects real people every day.

Neet Sandra Abrevevaya, a woman marching full steam ahead to find a cure for ALS...



the glu.



Resilience + balance. <the truth about becoming an entrepreneur>



Quit The Balancing And Try This To Impr Your Well-Being

Latest Posts



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.