

CHRISTIAN COACHING PROJECT

GROWTH STRATEGY



ELEVATE
DIGITAL STUDIO

To Consider:

- **Where is the project currently?**

It is in its early stages.

- **What's the goal?**

To develop the project with a clear strategy and vision so it can quickly establish itself in the market.

- **How are we going to achieve this?**

By reinforcing the 3 key pillars every project needs for growth.



The 3 Pillars

These three pillars will lay the foundation for the project, making it scalable.



The Value Proposition

The value proposition is the heart of the entire project: What sets us apart? What makes us different from the competition? Why should they choose us over everyone else?



Brand Development

The brand is the project's identity—its name, logo, slogan, colors, and content. Together, these elements shape how we communicate our value and connect with our audience.



Digital Ecosystem Setup

We'll build interactive, engaging platforms—website, social networks, and app—that showcase our brand and clearly communicate our value proposition.

The Value Proposition

Let's define the true essence of the project!

Competitor Analysis

What are competitors doing in branding and marketing? Which strategies have worked for them—and which haven't? Understanding the market before entering it is essential to building a successful strategy.

What sets us apart?

Through the Competitor Analysis, we'll identify the characteristics that make us unique and shape a strong value proposition to guide our path forward.

Defining the Right Path for Our Project

Once we've completed the Competitor Analysis and defined the value proposition, we'll be ready to choose the best direction for our project—selecting the right platforms, social networks, content types, paid media, and more.



Brand Development

1 – Brand Experience

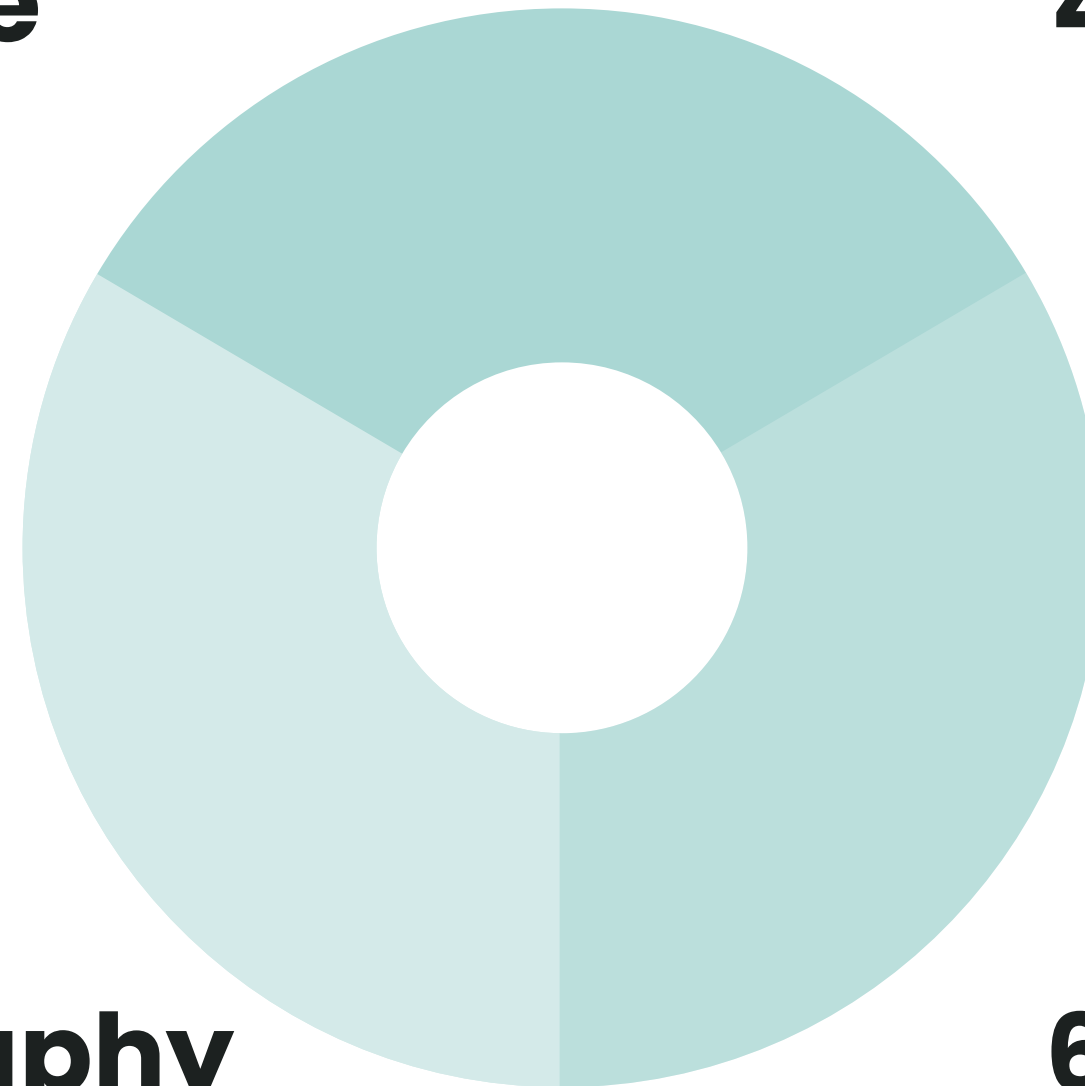
The brand experience defines how the brand speaks and behaves—both visually and through language.

2– Logo and Slogan

We'll create a logo and slogan that not only reflect the value proposition but also capture the project's personality and attitude.

3 – Colors and Typography

A carefully selected color palette and bold typography will ensure clear, consistent, and impactful communication.



4 – Illustrative Elements

Beyond the logo, colors, and typography, we'll incorporate key visual elements that complete and strengthen the brand identity.

5 – Usage Examples

From digital screens to print materials, you'll see how the brand comes to life—across ads, banners, flyers, and more.

6 – Follow-Up

A brand is a living organism. That's why we'll monitor and refine it continuously, adapting to changes and new opportunities.

Digital Ecosystem Setup & Kickoff

While additional platforms may be incorporated based on the competitive analysis, the following will be established as a foundation:



Website

The website will serve as the primary hub of operations, integrating the booking system and providing clients with all essential information and services.



Social Networks

We will configure the social media channels with an SEO-driven approach and initiate the content strategy to ensure a strong, consistent presence from the start.



Content Formats

Based on insights from the competitor analysis, we will identify the most effective content formats and develop high-impact materials that engage and resonate with the target audience.



Advertising

Alongside organic content, a structured paid media plan will be implemented, leveraging targeted advertising to accelerate brand awareness and drive rapid growth.



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