Rebranding and Member Retention/Growth

Challenge: Business organization faced five years of annual declines in revenue and member engagement, with its roster being reduced to half of its optimal amount

Action: Created with a team of 8 colleagues a complete rebranding initiative comprised of a survey, communications calendar and regular, focused messaging to reengage members and ensure client satisfaction

Result: Attrition flipped and turned into a 30 percent annual increase in client engagement and corresponding revenue, with daily and weekly client feedback supporting the new strategy