



NEXT LEVEL GROWTH
WITH A NEXT LEVEL
SUCCESS PARTNER

 SOULHEART

Next Level Growth With Your Next Level Success Partner

You've got a strategy. You've built a website. And you have some great social content. The foundation is set, but you still need the right partner to help your organization continue to compete at a high level. The right partner is one that understands your unique business challenges, helps you set and define strategic goals, and values great communication backed with next level results.

Here's the story behind Soulheart and why we believe we are the partner you need for the results you want.

Soulheart began as a dream in 2013. Our founder, Joshua Brown, had served in the nonprofit industry for more than 10 years and felt the winds were ripe for change as more businesses struggled to make sense of generating growth online. Joshua left a stable job at a \$100 million nonprofit YMCA and followed his heart to pursue building a company designed **to make a positive impact in the lives of others.** This desire still rings true as our mission today and drives everything we do.



Soulheart partners with clients in a variety of industries ranging from global nonprofits to small businesses to startups. Keep reading to explore case studies filled with results and creative from some of our clients.



CASE STUDIES

YMCA OF GREATER MONTGOMERY



ACTIVATE
MORE THAN YOUR CORE.

YMCA of Greater Montgomery

After their newly launched website struggled to gain traction, the YMCA contacted Soulheart for help. We worked in three phases to help the YMCA build their online presence:

- Phase 1: Redesigned and redeveloped their website.
- Phase 2: Built a new camp website and all Youth in Government sub-sites.
- Phase 3: Launched online registration for members using Daxko®

Together, we crafted a new, intentional web and digital marketing strategy. Our top priorities were to organize hundreds of pages of content while still minimizing the clicks needed for members and guests to find relevant information to their searches. We also rebuilt the URL structure and created an SEO strategy to help the Y grow their organic reach.

The payoff was immediate.

The year before Soulheart implemented our strategy, 30K visitors came to the Y's website. In the first six months after we started working with the Y, site traffic had more than doubled. In the next four years, traffic has increased annually and the Y is currently on track for more than 200K online visitors in 2018.

Increasing website traffic only matters if it converts to greater engagement. So we worked with the Y team to identify the top program sales outside of membership. Then we directed visitors through specific pathways to those programs. In the first year of

this renewed emphasis on online membership, the Y did \$45K in sales, up from virtually nothing the year before. We helped the marketing team build the case to the CEO and other executives to go all-in on digital advertising and e-commerce. Over the next two years, the YMCA grew



from \$133K in online sales to a high of \$1.9 million in online sales!

Using Soulheart's analytics to drive results, the YMCA of Greater Montgomery has increased their bottomline. They have received awards, grant and the opportunity to speak before Congress for their Brown Bag Bus initiative. The CEO now serves on the National YMCA of the USA Board as a direct result of the growth results the Y has had in Montgomery.



CASE STUDIES

DARE 2 SHARE MINISTRIES



Dare 2 Share Ministries

Dare 2 Share is a ministry focused on reaching teens all across the country. They contacted Soulheart shortly for a website redesign project. This turned into a long-standing partnership where we have served them since our inception with web, design, apps, social ads, print design, and even consulting with their marketing and executive teams to help build the Dare 2 Share brand into a globally recognized one.

The most recent project we loved partnering on with Dare 2 Share was Dare 2 Share LIVE, a national event featuring a live, one-day simulcast across dozens of locations in the US and Puerto Rico. This event started in 2017 and had never been attempted before in the world of youth ministry. Our team was tasked with not only helping build the brand, but to run the social advertising campaigns during a leadership transition to make sure the event was a success. With no roadmap and only minimal plans, Soulheart capitalized on influencer promotions and ran targeted social campaigns to connect attendees to one of the 50+ sites.

How we did it

Our team started the brand design process with hand-painting the various phrases about the expectations of the event. We also built video shorts to engage users with some mantras of what to expect. Soulheart built out engagement tools for all host sites, created a platform for disseminating marketing materials for donors and youth leaders, and worked with the D2S team to help another media partner build a functioning app to be used during the live event to engage youth groups with each other from the Coast to Coast.



The challenge was monumental. The budget was minimal. And the results were **nearly 10K students and leaders participating in the event**, receiving national and global attention for their ability to have thousands of gospel conversations in cities all across the US, all on the same day.



We ran a 3-month social ad campaign that used webinars, curriculum, event tickets and promotions, and influencer testimonies from the likes of Lee Strobel to motivate youth groups to sign up. While the ticket sales were solid, one interesting byproduct of the ads were so many other products selling that we had to stop running ones with products featured because the in-house staff team couldn't keep up with shipments. We'd say that's a win!



← **Live Gospel Conversations view in our brand new mobile app**



↑ **A map of Satellite Sites across the nation**

(Graphics pulled from Dare 2 Share's Annual Report, designed by Soulheart)

Fun Fact: Dare 2 Share was our first client and we still serve alongside them today. This speaks to our commitment to not just help clients create something once, but to help continue to meet and serve their needs by creating a lasting partnership. We've built dozens of sites, sub-brands, and social campaigns for Dare 2 Share, and we've done it all because we believe they are working hard to make a positive impact in the lives of others.



CASE STUDIES

THE GIDEONS INTERNATIONAL



The Gideons International

The Gideons planned a brand new Global Leadership Learning Center web application and brought Soulheart in to work on UI/UX Design and Front-end Development for the project. This initiative was a partnership with InfoWorks, a Nashville-based software development agency. Our role was to gather all requirements around the design and functionality of the GLLC and to oversee implementation of the project into The Gideons internal network.

We developed the application on Bootstrap and worked with a programming team using .NET to help them consume the static files into a dynamic data-driven web application with multi-lingual support for both text and video. As the project evolved, Soulheart took on a lead role among the partners involved. The end result was a clean application of .NET for a fully functional web application for an international market.



CASE STUDIES

PRICewaterhouseCOOPERS



PricewaterhouseCoopers

We partnered with InfoWorks on a project with PricewaterhouseCoopers which provides services to 422 of 500 Fortune 500 companies in the US. They've been named the most prestigious accounting firm in the world for seven consecutive years and the team on this project included one of the men who helped build the first IBM Browser.

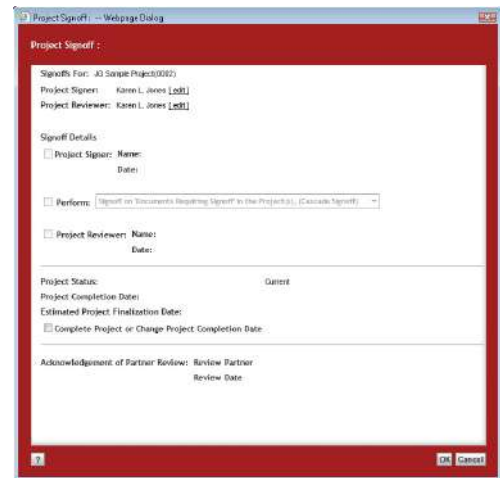
Needless to say, we were in the company of some extremely intelligent and high-performing achievers. And our task was daunting - to redesign the domestic tax services application by modernizing the branding and creating a simple, clean user interface while also demonstrating some of our best work to ensure InfoWorks would be able to retain the client for future iterations of the project as well as acquire new business. No pressure, right?

The plan worked. InfoWorks still has an ongoing partnership with PwC today and we were able to help the team meet all deadlines while creating a web application on Bootstrap that worked with one of the most intense and guarded systems we've ever worked on.

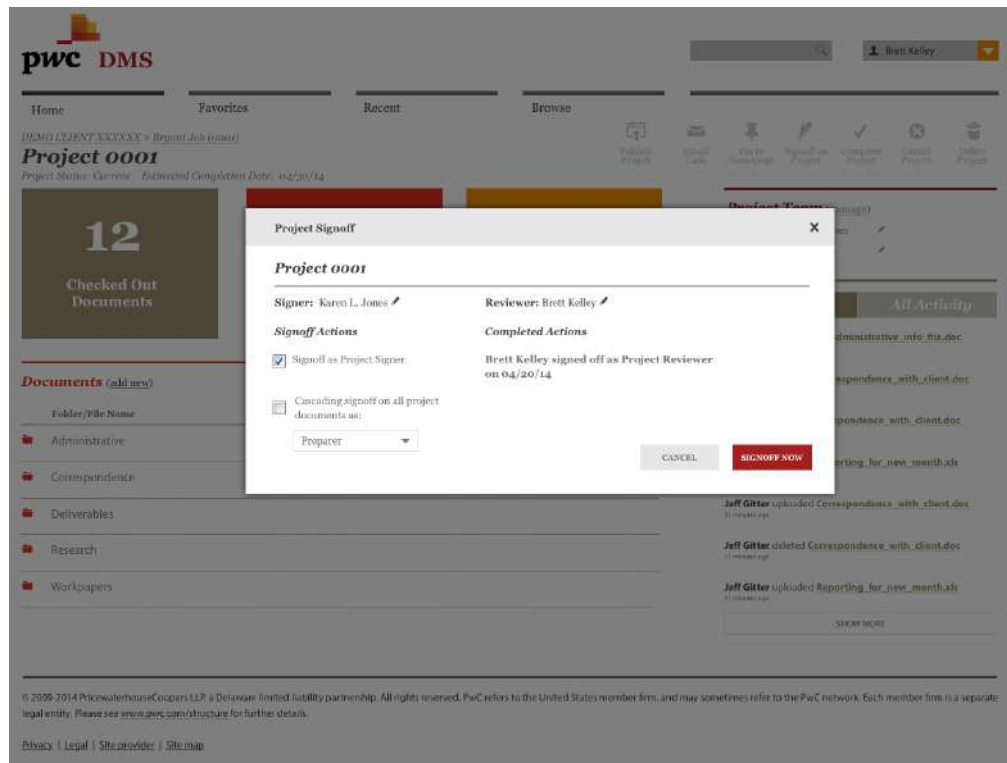
See the design refresh we did for one part of the application below:



Their Design



Our Design



Why include this project? Because it demonstrates our versatility to both scale up for larger clients with high demands and expectation while at the same time being able to serve smaller nonprofits. The common thread between all of these groups? Their desire **to make a positive impact in the lives of others**. This is the mission of Soulheart and we stay true to it no matter who we serve.

Here are a few screenshots of other web and application projects we've worked on for your viewing pleasure:

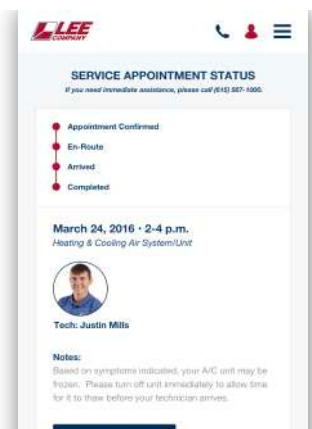
Website Design



Website Design



Mobile App



Mobile App



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NEXT LEVEL COACHING



INDIVIDUAL



**MARKETING
PRO**



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OWNER**

SOULHEART is proud to launch our Next Level Coaching.

Choose a path and a plan for one-on-one coaching with our leader, Joshua Brown. OR join our Master Class series where you'll get access to topical videos to help you grow as an individual, a marketing pro, or a business owner.

Plans starting at \$99/mo

Are you ready to experience next level growth with a next level success partner?

Then let's connect. If you believe your company, organization, church, nonprofit, or startup is making a positive impact in the lives of others then we would love to give you a **FREE 30-minute phone conversation** with our team to see if it makes sense to partner together. In fact, when you filled out the form to get this, you set the wheels in motion and someone on our team will be contacting you to talk further.

In the meantime if you have any questions or want to reach out direct to Joshua, simply text him at 615.461.5682 and include your name and email along with why you are reaching out. The only requirement is you also send your best Dad Joke.

Yep, you read that right.

With all our Heart & Soul,

Your friends at Soulheart



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Vision + Leadership

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