



Subject Matter Expert Attracts National Business Opportunities *by Elevating Personal Brand*

ABOUT THE BRAND

Chad Harvey is a Vistage Chair, executive coach, and strategic planner. His target audience includes CEOs and leadership teams at companies with over \$5 million in annual revenue.

THE PROBLEM

Initially, Chad had **no established social media presence** other than a personal LinkedIn account, and his company's logo featured a cartoon figure wearing a cape. He wanted to expand his reach beyond Central Pennsylvania and create a niche to differentiate him from other coaches in the leadership space.

While unsure how to accomplish it, Chad knew he needed a focused social media strategy that would highlight his unique coaching style and build his credibility.

THE STRATEGY

First, we connected Chad with a creative professional who could help revamp his visual brand and website. Together, we created a fresh look for Chad and recommended he **rebrand his online footprint** to feature his personal name rather than his LLC's name. We rebuilt his website, focusing on his primary areas of expertise. Then, we established a social media strategy to highlight those proficiencies using two rich content sources — **a blog and a video series**. We added two social media channels — **X and Facebook** — each with its own focused strategy for expanding Chad's reach. Also, we zeroed in on his niche focus — core values planning. We modeled our social media strategy around that niche and eventually added Instagram to the mix.

We sent Chad video prompts each week that kept core values at the forefront of our content development efforts. We also weaved in topics related to artificial intelligence (AI), which complemented the core values niche and allowed Chad to be **seen as an expert** with a finger on the pulse of AI implementation in organizations.

THE OUTCOME

Chad's rebrand and subsequent niche focus helped him gain recognition across the nationwide business community.

“Elevating my brand has to lead to opportunities throughout the United States. Those who inquire say they sought me out because of my reputation in the community. My online presence has helped to generate this brand validation.”

-Chad Harvey

THE BOTTOM LINE

Chad's brand-building strategy and emphasis on core values planning and AI implementation have positioned him as a go-to expert in helping executives hone their leadership skills, build a cohesive company culture, and develop high-performance teams.