



Personal Branding of a Self-made Millionaire with a Noble Cause

Dr. Bharat Sangani

EXECUTIVE

DOCTOR

FACILITATOR



**Achievement
is connected with
persistence and
awareness.
Successful people
move forward with
consistent efforts.
They make
mistakes, learn from
them & improve but
never quit.**

Dr. Bharat Sangani



WHO IS DR. BHARAT SANGANI

The client is a practicing cardiologist and a Fellow of the American College of Cardiology. He is also associated with nine other organizations in the United States, England, and India. His spare time is spent on reading, swimming, hot yoga, and helping others learn to build their wealth.

The client has over 30 years of experience in the real estate industry and has founded his own firm which has secured a \$2 billion revenue. The client provides valuable advice, mentorship, and consulting to entrepreneurs, businesses, and individuals on wealth, health, and lifestyle.

Brainvire has been closely associated with the client to build a brand identity and enable him to spread his message to as many people as possible.

A NOBLE VISION THAT LACKED A MARKETING STRATEGY

The client truly believes that each individual deserves to succeed in life, generate wealth, and lead a healthy, and happy lifestyle.

Today, most people lead busy, hectic lives, and are struggling to earn money or achieve success in their personal, professional, and business pursuits. The client believes in knowledge-sharing, and through his vast industry experience, he offers tailored mentorship programs for those who need it.

However, the client was facing challenges in reaching out to people as he lacked a go-to marketing strategy that would enable people to get in touch with him.

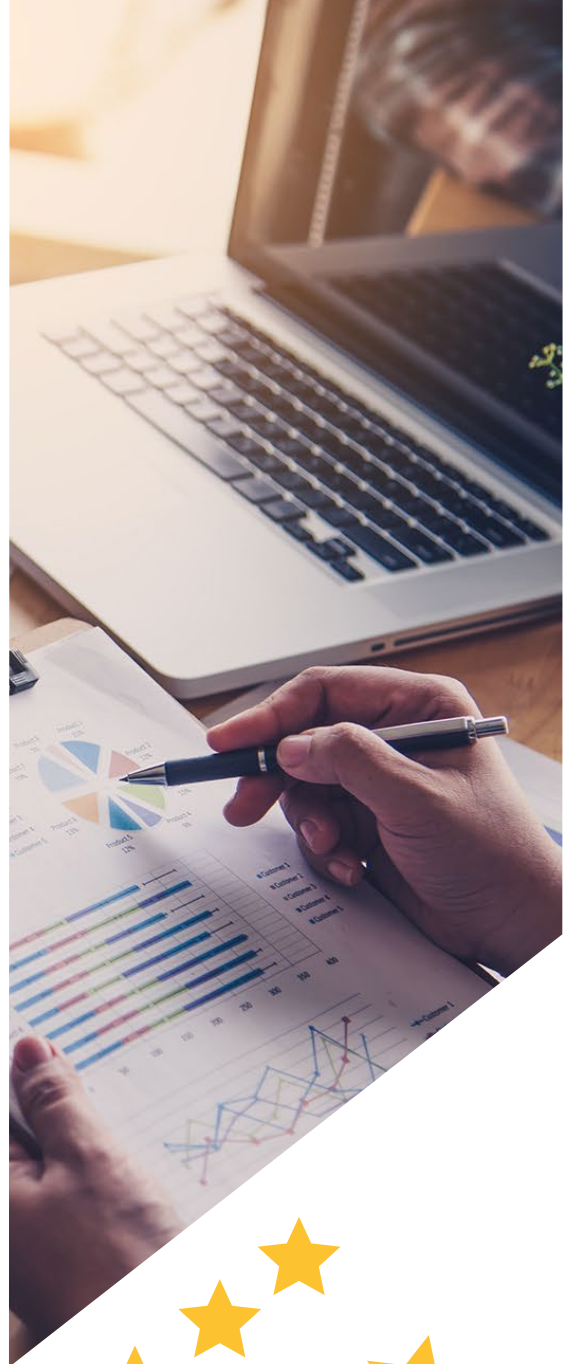


STARTED WITH CREATING A NICHE

The client caters to all those who are struggling to overcome obstacles in different aspects of their lives.

We have helped the client carve a niche for himself as a reputed businessman with a vision to help others with this his experience and knowledge.

Brainvire's digital marketing experts suggested that the client needed to carve out a niche for himself to establish a singular brand image.



DISRUPTIVE MESSAGING, MATTER OF FACT WEBSITE AND A SOPHISTICATED BRAND IDENTITY

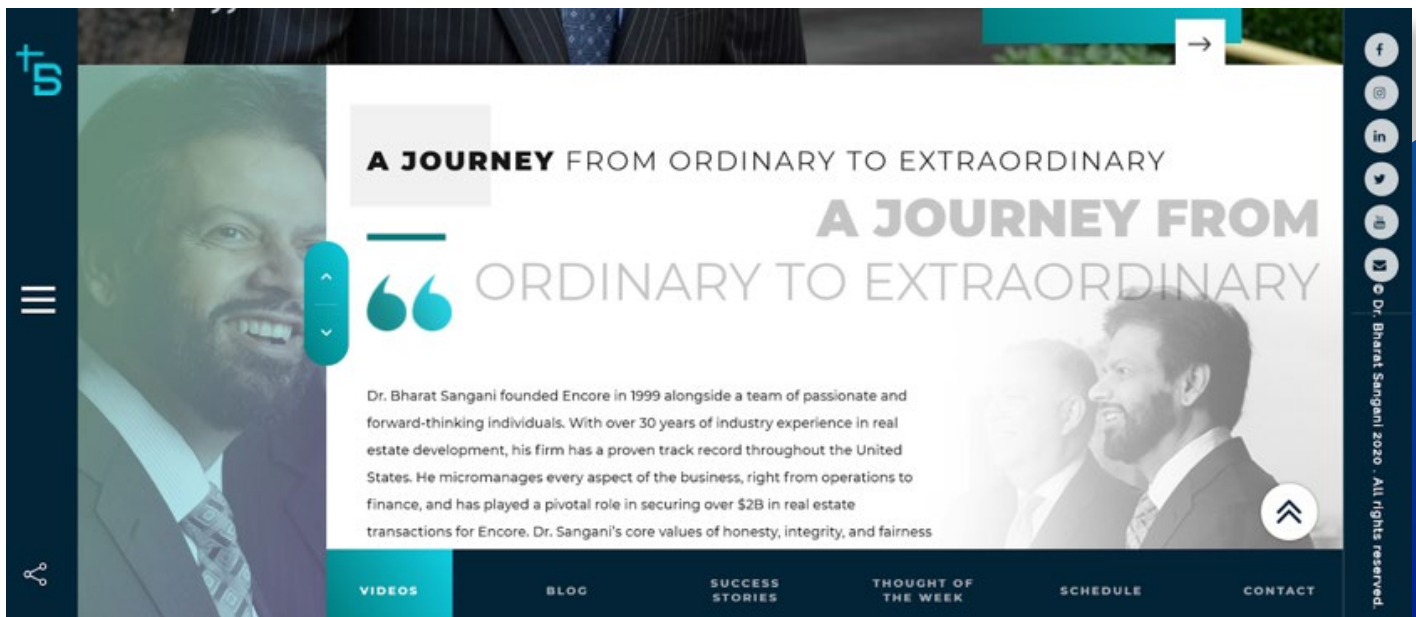


Brainvire's design and creative team developed a brand new website for the client. The website was sophisticated, with aesthetic color schemes, crisp content, and messaging.

We created the website to suit the client's vision and purpose of mentoring people to lead better lives.

The client wanted to convey his message differently. Brainvire's digital marketing team used disruptive messaging and matter-of-fact statements to convey his vision.'

With the help of positioning and a tailored communication strategy, we were able to establish a firm brand identity for the client among his target audience.



SEGMENT-WISE COMMUNICATION STRATEGY: SEGMENTATION BASED ON THE HIERARCHY OF NEEDS

Since the client wants to offer valuable advice to every person looking for it, he provides tailored mentorship programs according to the needs of the people.

We helped the client base his segmentation strategy according to Maslow's hierarchy of needs. The mentorship programs are offered on the basis of the stage that the person is currently situated in. The client offers advice that is practical, relevant, and possible for people to follow, according to their circumstances in life.



GONE OVERBOARD ON VIDEO MARKETING

Videos are a medium that reaches millions of people at the same time, along with providing entertainment and appealing visuals. The client wanted to share his life story and experiences with hundreds of people in the same manner.

These videos allow the client to help narrate his story and reach out to others.



Brainvire formulated a video marketing strategy for the client to enable him to reach a larger target audience. We have created various videos explaining the client's purpose, vision, and motivation.

Uploads PLAY ALL SORT BY

Video Title	Duration	Views	Time Ago
Moon at Noon Theory - Motivational Speech Video...	6:47	57	9 months ago
From a Life-Saving Cardiologist to a Successful...	7:07	64	10 months ago
Fundamental Rules of Living Life - Life-changing...	6:14	118	1 year ago
Health, Wealth, and Wisdom: Part 3 Investor's Perspectiv...	11:21	110	1 year ago
Health, Wealth, and Wisdom: Part 2 - Motivational Speec...	3:33	76	1 year ago
Health, Wealth, and Wisdom: Part 1 - Motivational Video...	3:32	170	1 year ago
Management Tips - Life-changing Motivational...	7:09	52	1 year ago
Life is Too Short - Life-changing Motivation for 20...	6:25	49	1 year ago
Wisdom From an Elephant - Life-Changing Motivational...	4:52	49	1 year ago
Managing Weight Loss - Healthy Lifestyle Motivation...	10:11	35	1 year ago



200% INCREASE IN LEADS & A BRAND REACH LIKE NEVER BEFORE

The client's website saw a 200% in leads with the help of our digital marketing efforts.

The revamping of the website and its optimization has shown tremendous results in increasing the reach of the client.

