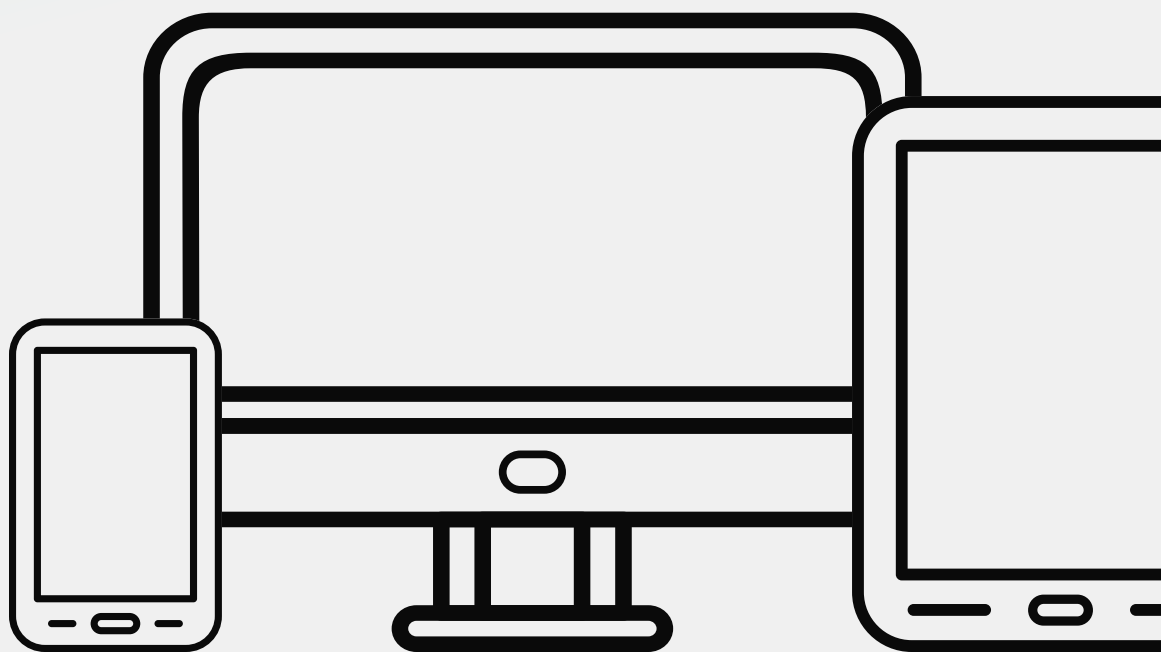


BRAND STRATEGY CASE STUDY

FEBRUARY 2025

COLEBROOKE



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Colebrooke

By Wes Gutting

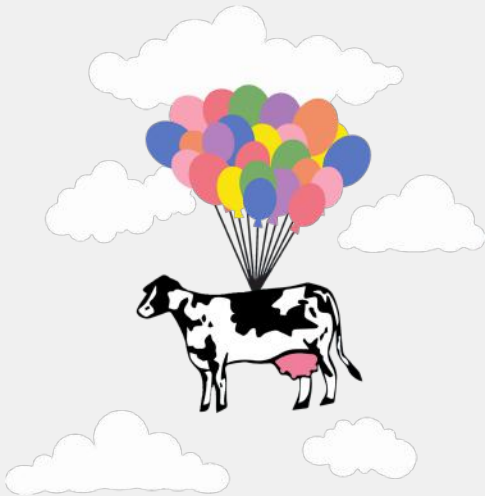
Wes Gutting is the head designer at
Wes Gutting Digital.

This case study was created to
present his expertise in an easily-
digestible manner.

He can be reached by sending an
email to: wes@wesgutting.com



COLEBROOKE



Colebrooke is a band currently located in New York.

When we started working together in Fredericksburg, I was primarily a photographer,

Our strategic work started more recently.

CLIENT PROBLEMS



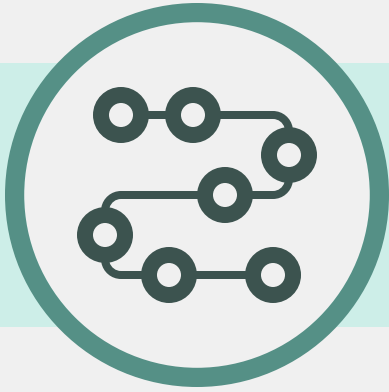
Colebrooke had virtually no online presence when we started working together. They made a lot of music, and played a lot of shows, but they were leading their new fans nowhere.

As building an online presence is paramount to the success of any musician or band, we worked together to solve these problems.

A large problem in the music space is the progressive “rotting” of online presence:

A few days of posts and a few days of website maintenance are good sure, but inevitably the posts fall off and the website becomes outdated.

This was a large problem to overcome, and we were successful.



PROJECT GOALS

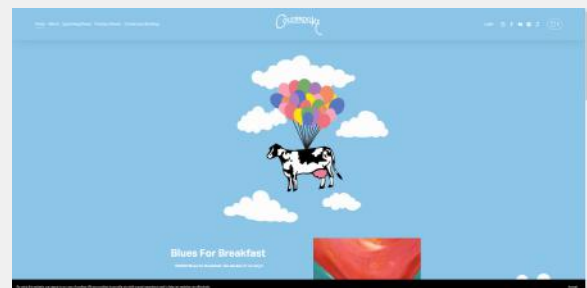


Our main goals were to set up a strong Instagram and Facebook presence.

This goes along with a strong website to be the main digital foothold.

Initially, we focused on narrowing down the band's image, and marking out a strategic path forward.

After this was done, we narrowed down a set of steps to take, and then systemized those steps to build resilience.





OUR SOLUTION



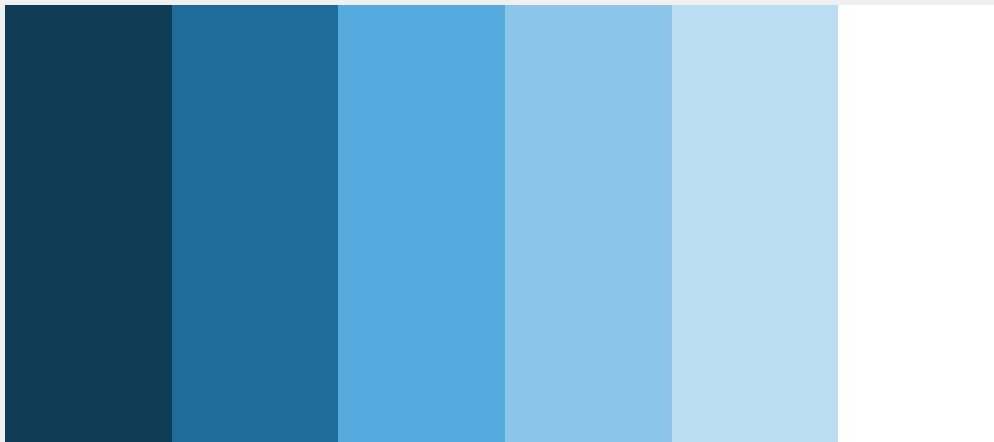
We created a strategy to capture and maintain a loyal fan base.

This strategy centered around playing an increasing amount of shows culminating in playing a show every few weeks.

We also created a website that showcased merchandise, music releases, and upcoming shows.

Stunning photography was posted on Instagram and Facebook.

And finally, every DM and comment was responded to within the day.





RESULTS

Colebrooke has seen steady growth over the past few years.

This growth, created by a strong foundation for success, is what led to the decision to relocate to New York City.

There, Colebrooke has grown even more, touching more lives with their unique blend of sound.

They have since released a their debut album, Blues for Breakfast in 2023.

Colebrooke is set to release a second album at the end of summer, 2025.





FURTHER RECOMMENDATIONS

Maintain the website:

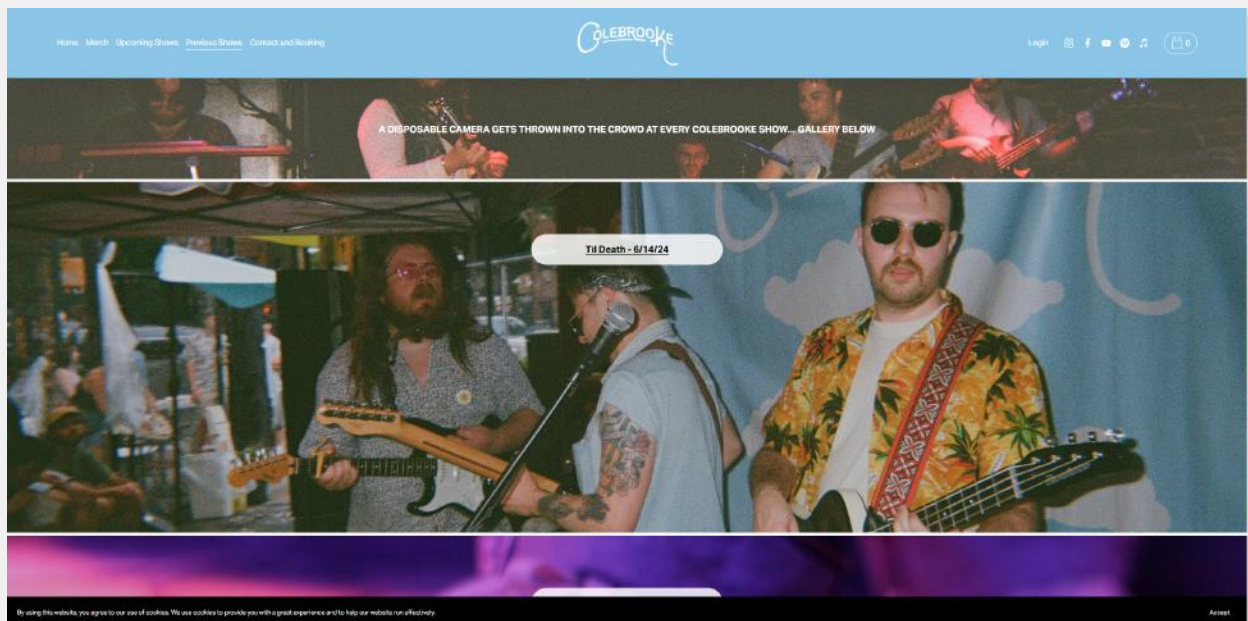
Update band news every few weeks.

Get rid of outdated show announcements.

Update photography.

Update band member biographies.

Keep going strong on all social media platforms used.





Wes Gutting Digital is a full-service brand strategy outfit that crafts your online identity to drive traffic, generate leads, and convert customers. We are based in Richmond, Virginia.

Web

Your online presence starts with an appealing website. If you are looking to get your site refreshed, or just need an entirely new design, our team of specialists are here to help you shine.

Brand

Every business needs a strong visual identity, and an even stronger personality. Our experts carefully design your brand's look, feel, and overall appearance. Let's make your brand stand out, and stay remembered.

Copy

Everything starts with powerful, effective words: be it a landing page, video script, or ad placement. Every WGD client receives a complimentary copy analysis, complete with paths for improvement.

TALK TO AN EXPERT
Let's get started

GET IN TOUCH

**CONNECTING
YOUR
BUSINESS**

**WHEREVER
YOU
ARE**

WG WEB | BRAND | COPY
DIGITAL