

Dr. Joanne Wu of Fit2bWell: Creating a healthy web presence

The Problem

Dr. Joanne Wu is a lot of things: physician, fitness expert, yogi, professional speaker and wellness consultant just to name a few. She also recently launched a new business venture and needed some help to soar online. She wanted people to be able to find her, for her message to be clear and easily embraced and inspire movement.

Our Insight

Being online for Joanne wasn't just going to be a one and done website – the online presence needed to feature her various passions and be easily updated as she's published frequently, highlight the events that she's speaking and teaching at and serve her community easily while communicating her core messages:

- Joanne works with real people, with real goals and real plans.
- The intention is to learn to eat, live and move well.
- As a coach Joanne offers shared responsibility, ideas and passion.
- And at every step of the way she demonstrates and encourages: self compassion, self love and self control.

Joanne's primary objective of her site was to inspire movement and demonstrate the joy that can be achieved with integrative wellness through inner zen.™

The Big Strategy

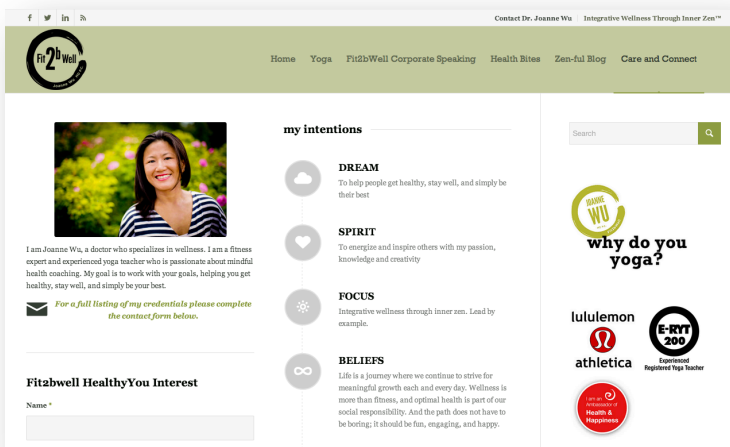
We created an online strategy that was all-encompassing. The focus would be on the amazing results she's had with past clients as well as the unique mix of mindfulness, healthy eating and fitness she incorporates into her practice. This effort included Facebook Page, Twitter, LinkedIn social presences in addition to the website itself.

How We Made It Happen

We set Dr. Wu up with a custom Wordpress website (www.fit2bwell.com) with sections dedicated to healthy food and recipes, fitness/yoga and Dr. Wu's availability for corporate speaking. From there we established her social presences and developed an editorial calendar with her to help her achieve her business objectives in the coming months.

“Cass and Capra Strategy are gems to work with. Not only does Cass genuinely enjoy getting to know you and the essence of your intentions, but she truly enjoys her work. **Their passion to put out a product that satisfies for a "wow" factor is inspiring and sincerely appreciated.**”

-Dr. Joanne Wu



CAPRA
STRATEGY