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A FULL SERVICE MARKETING AGENCY

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DR. BHARAT SANGANI

CASE STUDY

Bharat Sangani

Client Name: Dr. Bharat Sangani — Life Is A Business (LIAB)

Industry: Mentorship, personal development, media (podcast/video)

Project Duration: Aug 2020 – Dec 2022 (multi-pillar retainer)

Services Provided: The Strategist, The Social, The Agency, The Connector, The Coder, The Good Looks, The General (reporting)

THE OBJECTIVES

Objective 1: Build a single strategy that connects brand, content, outreach, and sales.

Objective 2: Increase qualified mentorship applications and reduce drop-offs.

Objective 3: Launch a media footprint (show/podcast) and repurpose it to fuel social growth.

Objective 4: Clarify site architecture and FAQs to cut support friction and speed conversion.

Objective 5: Instrument reporting so leadership can see results and decide faster.

THE CHALLENGE

LIAB had strong founder credibility, Dr. Sangani is a cardiologist and entrepreneur (chairman of Encore Enterprises) but needed a clear growth engine. The brand required a cohesive funnel from awareness to application, a consistent content cadence, and a modern web experience. The team also needed repeatable outreach for partnerships and speaking while keeping support tickets down as interest scaled.

APPROACH



1. Discovery and Analysis

Comprehensive audit and strategy review covering plans, budgets, and performance (2020–2022), audience data, and media assets — mapping the full prospect journey from pre-qualification to enrollment and advisory, while identifying key gaps in follow-ups, content consistency, and mentorship visibility.



2. Strategy & Development

Developed a multi-pillar strategy integrating outreach, media, content, web, and analytics — including a repeatable Connector system, studio-ready Agency model for The Sangani Show, Social content engine, Coder track for IA/FAQs, and unified reporting — designed so each channel fuels the next, creating a continuous, data-driven growth loop.

IMPLEMENTATION

1

The Strategist

Documented the LIAB operating model across Health, Wealth, and Wisdom programs — defining Wealth track terms (skills alignment, training, employment and entrepreneurship paths, 10% profit-share post principal return, and mentor allocation). Developed budgets and decision tools for pricing and planning, resulting in unified clarity on offers, terms, and expectations now reflected across the website, email, and sales communications.

2

The Connector

Implemented an end-to-end communications system with optimized email, SMS, and phone templates for every stage of the prospect journey — from pre-qualification to program check-ins. Developed a Speaker Pitch and Media Kit for streamlined event approvals, and used audience insights (58% female, 42% male; 49% aged 25–34; top metros: Dallas, Plano, Frisco, Richardson, Houston) to sharpen outreach. The result: faster response times (within 24 hours), reduced ad-hoc drafting, and stronger continuity from first contact to enrollment.

3

The Agency

Launched The Sangani Show as a video-first series repurposed into podcasts and clips, supported by a studio-ready model (15–20 min episodes, 4/month, batch-recorded for efficiency). Crowdsourced the name, revealed the brand live, and built a topic and guest pipeline—creating a repeatable content engine that drives social, email, and brand authority.

4

The Social

Produced monthly content calendars, posts, and reports (2020–2022) blending founder insights, program education, and show highlights. Introduced recurring formats like Thought of the Week, clips, and carousels to maintain engagement and scheduling rhythm—resulting in consistent publishing and a clearer “why follow” identity across Health, Wealth, and Wisdom.

5

The Coder

Built sitemaps for the main site and Mentorship microsite to improve navigation and conversions, and developed on-site FAQs addressing common blockers (password reset, timelines, contact, program definitions) with a 24-hour reply standard—resulting in fewer routine inquiries, faster onboarding, and smoother page-to-application flow.

6

The Good Looks

Delivered a cohesive Media Kit with social templates and ad-ready designs, enabling organizers and partners to approve collaborations quickly and confidently.

7

The General (Reporting)

Centralized monthly performance tracking across content, audience, and funnel metrics—giving leadership instant visibility to refine spend, topics, and outreach in real time.

RESULTS

- **Media capacity defined:** up to 12 show episodes per quarter at a predictable studio cost (~\$6,000 package), enabling reliable content velocity for social and email.
- **Audience clarity for targeting:** 58% women / 42% men; 49% aged 25–34; top Texas metros validated for event and partnership outreach.
- **Authority proof in-market:** Encore Enterprises track record (\$2B+ in real-estate transactions) featured in media kit and speaking pitches to accelerate trust.
- **Funnel reliability:** stage-specific templates recovered common drop-offs (non-completed and paid-but-incomplete applications) and helped the team meet a <24-hour response goal.
- **Support deflection:** publish-ready FAQs reduced routine tickets (password resets, program basics), freeing time for higher-value conversations.

LESSONS LEARNED

- **An engine beats a campaign.** A show that records in batches, a social calendar that reuses highlights, and a template-driven outreach system create durable momentum.
- **Clarity reduces friction.** Clear program terms, FAQs, and site structure shorten the path from curiosity to application and lower support load.
- **Proof travels.** Real-world credibility, like the \$2B+ transaction history belongs in every partner pitch and organizer email.
- **Measure what moves.** When content cadence, funnel stages, and outreach are visible in one report, leaders make better calls faster.