

Dr. Dan Engle Went From No Website To Launching 3 New Sites, Marketing a Best-Selling Book, Having an Online Curriculum and Thriving Professional Network in 12 Months

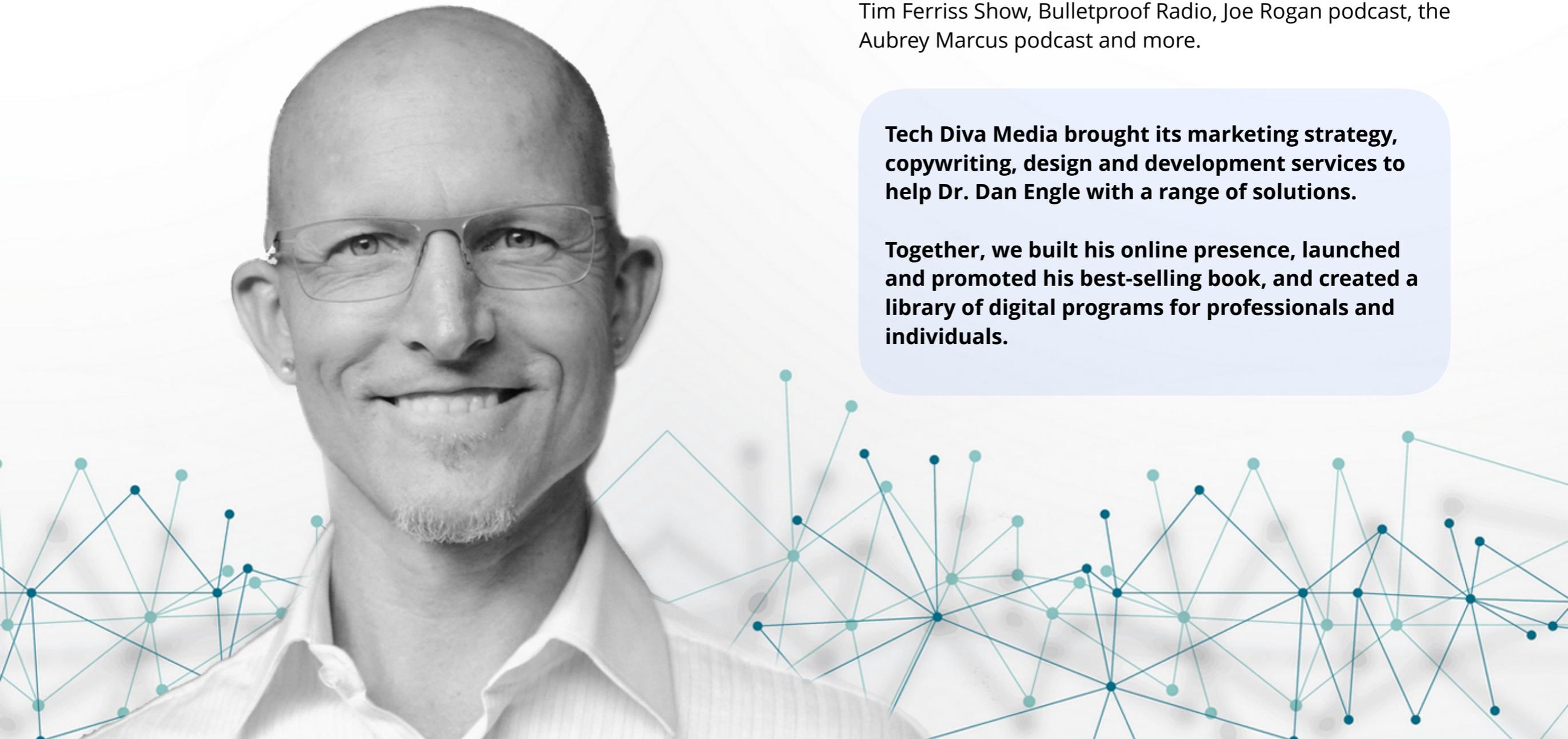
Overview

Dr. Dan Engle is Board Certified in Psychiatry and Neurology, with a clinical practice that combines functional medicine, integrative psychiatry, neuro-cognitive restoration and peak performance methods.

For more than a decade, he's been serving individual clients and lecturing globally. He's also the medical advisor to Onnit Labs and the True Rest Float Centers. In the past year, as his reputation grew, he's been featured in articles in Rolling Stone, Fast Company, Huffington Post as well as interviewed on The Tim Ferriss Show, Bulletproof Radio, Joe Rogan podcast, the Aubrey Marcus podcast and more.

Tech Diva Media brought its marketing strategy, copywriting, design and development services to help Dr. Dan Engle with a range of solutions.

Together, we built his online presence, launched and promoted his best-selling book, and created a library of digital programs for professionals and individuals.

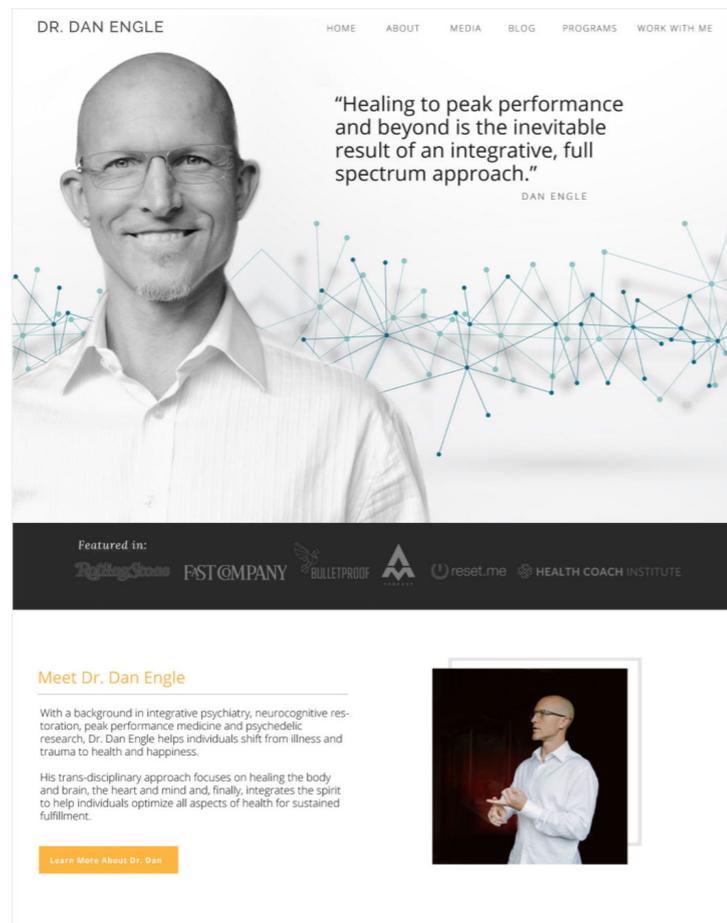


Here's Where Tech Diva Media Makes Magic.

Challenge:

Dan had a thriving practice and solid professional reputation with increasing demand for his expertise in the area of plant medicines, psychedelic therapies and peak performance training. What he didn't have was an online presence, digital marketing background or clear picture on how to utilize those tools to serve a broader audience.

He also had an upcoming book launch and a desire to build resources for professionals in his field. He came to Tech Diva Media looking for ideas, guidance and help with implementation.



Dr. Dan Engle's private practice website

The Creative Solution:

First, Tech Diva Media reviewed his market to determine the positioning and messaging for Dr. Dan's initial website. Over time, as Dan collaborated with other experts and saw the potential of offering digital programs, we created a second site to distinguish his private practice from his global mission.

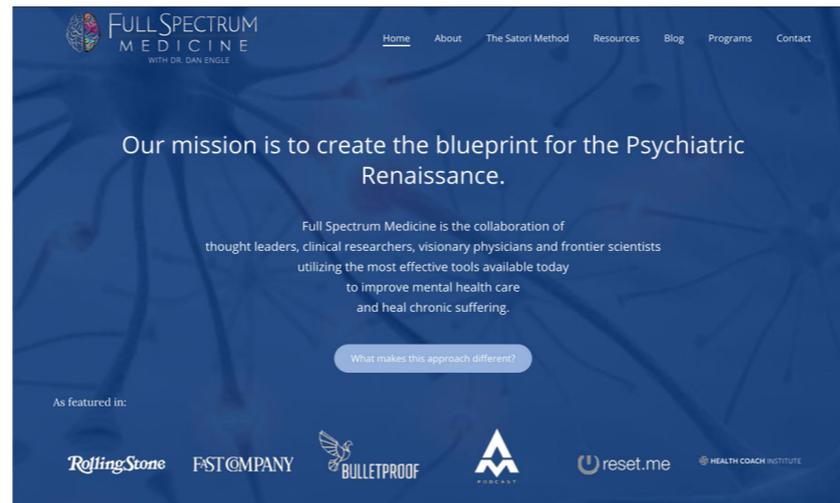
Tech Diva Media then adapted his audio + video recordings into online courses, building a member site and a mobile app to enhance the user experience.

For Dr. Dan's book launch, Tech Diva Media took over his social media marketing, ad campaigns and email marketing to create campaigns to drive the book into the public eye.

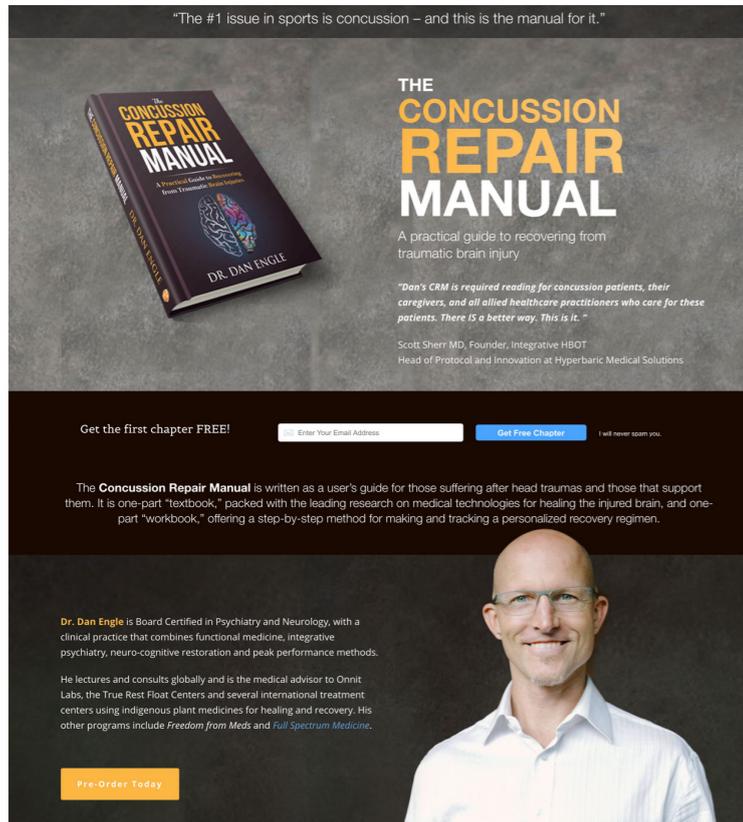
Results:

- In 18 months, Dr. Dan went from no online presence to a multi-faceted digital platform with an email list and social media following
- Dr. Dan became inspired by the ease of creating online courses to support clients, colleagues and the general public by being able to focus on creating content and letting Tech Diva Media handle the design, execution and delivery
- Dr. Dan has a roadmap for bringing his mission of a "psychiatric renaissance" into the world with a team that he trusts to support and evolve with him.

The Full Spectrum Medicine Website



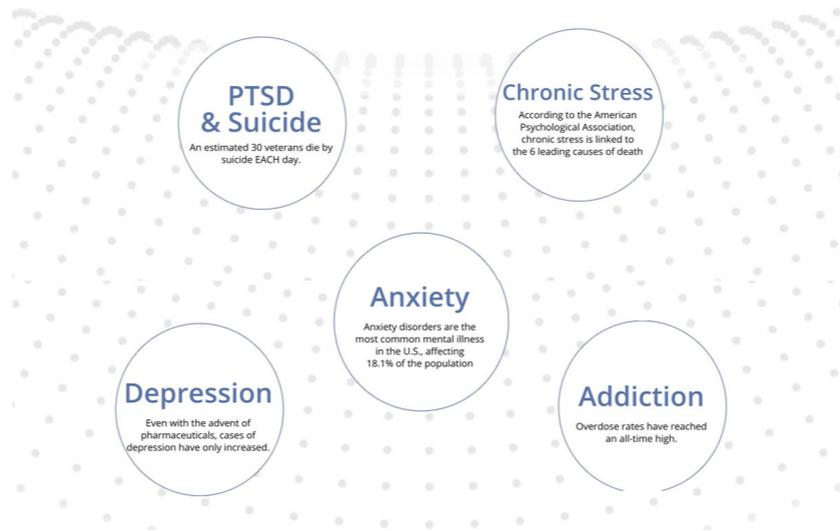
The Concussion Repair Manual Website



The Sacred Medicine Series Program



What if there was an approach to healing that offered short-term relief and long-term positive change—physically, mentally and emotionally?



How does the Full Spectrum Medicine process work?

Full Spectrum Medicine utilizes a 5-phase approach to healing that helps people with chronic psychiatric conditions move from frustrating symptom management through a process of repairing *one imbalance to facilitate personal empowerment and fulfillment*