

# Studio WONDERWELL

## Case Study: Building Community & Strengthening Brand Presence for NoteSpire Music

**Client:** NoteSpire Music

**Industry:** Christian Music Media & Artist Community

### Challenge

NoteSpire Music wanted to deepen engagement with independent Christian artists through radio, podcasts, and mentorship. While they had a loyal audience, their communications were fragmented, and their community presence wasn't clearly defined. The challenge was to unify their messaging, launch a central hub, and strengthen visibility across digital channels.

### The Solution

Studio Wonderwell partnered with NoteSpire to develop a cohesive brand and community strategy that clarified NoteSpire's positioning as both a platform and a movement for independent artists.

- Defined community positioning to emphasize growth, faith, and connection for emerging artists.
- Developed and launched the Artist Amplifier Community Hub to serve as a central space for engagement.
- Refreshed newsletter communications with features like Your Weekly Boost to reinforce brand voice and consistency.
- Designed branded assets and content strategy across email, social, and events to create alignment and recognition.

### Results

- **Community Hub launched** successfully, creating a dedicated space for artists to gather and grow.
- **Email growth:** 15,188 sends (+4,963%), 36.5% open rate, unsubscribe rate ↓ 99%.
- **Web visibility:** 1.7K visits (+41% YoY), 1.3K unique visitors (+38% YoY).
- **Search impact:** 4.3K impressions, 140 clicks (+100% YoY).
- **Social engagement strengthened** through consistent branded visuals and messaging.
- **Established NoteSpire as a clear, trusted brand presence** in the independent Christian music space.

### Tools Used

• Squarespace • Mailchimp • Canva • Dropbox • Facebook • Instagram