CASE STUDY

SHAREEF ABDUR-RAHIM

HOW CAN YOU CREATE A BRAND THAT SHOWCASES ALL OF YOUR ACCOMPLISHMENTS AND ENDEAVORS, NOT JUST THE ONE YOU'RE MOST KNOWN FOR?

For retired Gold-Medal Olympian and NBA player Shareef Abdur-Rahim, the key was enlisting the branding and marketing expertise of brandiD.

"My experience with brandiD has been great. They've helped me develop my own voice and attract more awareness while amplifying and growing my brand."

- SHAREEF ABDUR-RAHIM
shareefabdurrahim.com

brandiD
MAKING THE WEB MORE PERSONAL

SHAREEF ABDUR-RAHIM

Shareef Abdur-Rahim is a former NBA player and member of the USA Men's basketball team that won gold at the 2000 Olympics. He is currently the President of the NBA G League, as well as founder of the Future Foundation, a non-profit that serves at-risk youth in metro Atlanta.

HIGHLIGHTS

CHALLENGES

- Wanted to create a web presence that represented him holistically—not just his image as a pro basketball player
- Needed help clarifying his broader voice and message
- Needed help amplifying his brand to create awareness and grow his audience
- Needed a partner to help market his brand voice through his blog and social media channels

SOLUTION

- Customized website + logo to showcase the full range of his pursuits and expertise
- Refined process + partnerships in strategy, copywriting, design + development, as well as integrated marketing to bring his brand to life

RESULTS

- A brand, website, and online presence that represents the full picture of who Shareef is
- A consistent and cohesive voice in his blog and social media channels
- A gain of 700+ followers on Twitter and an 86% increase in meaningful connections on LinkedIn in the first 9 months

CASE STUDY

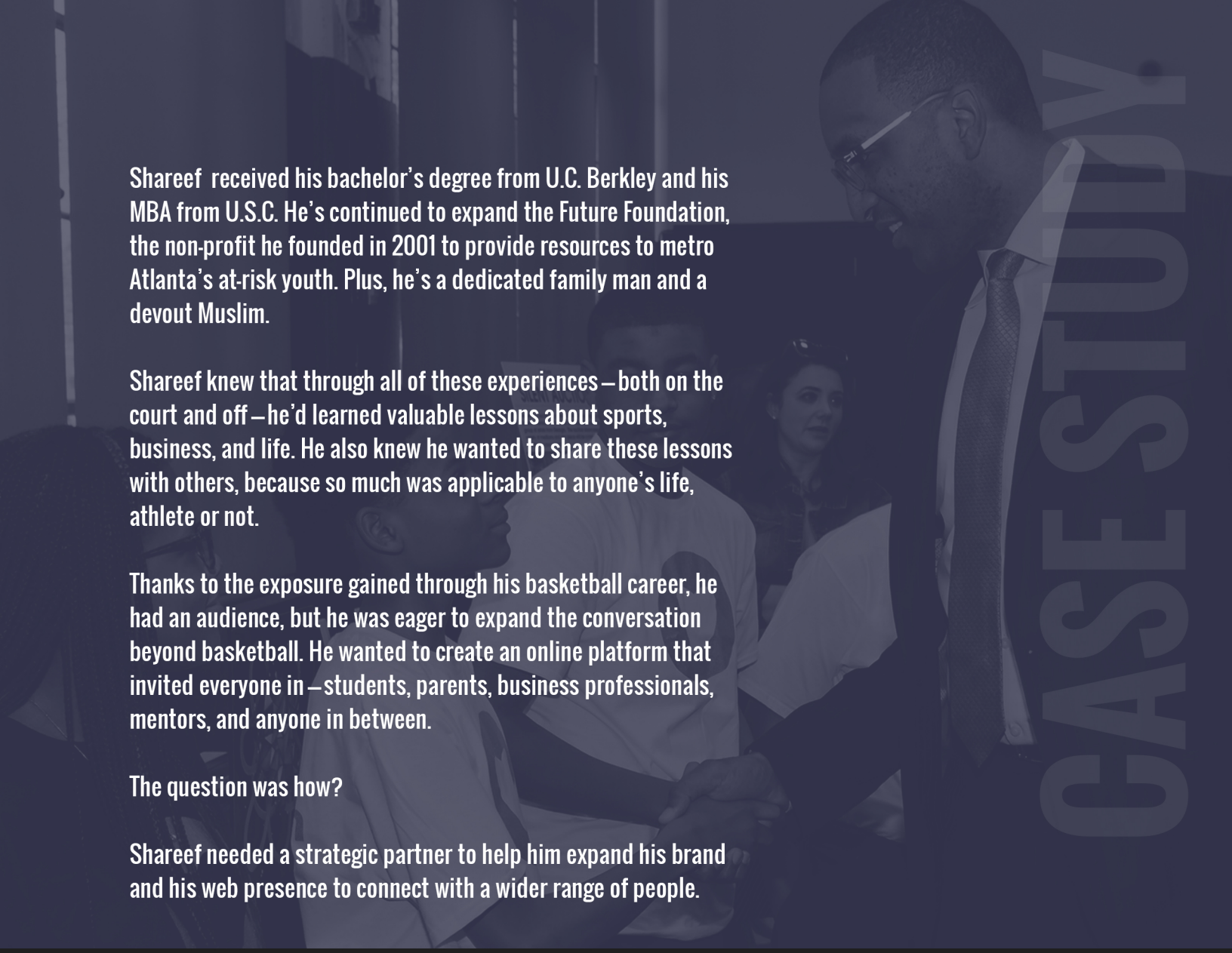
CHALLENGES

CREATING–AND GROWING–A BRAND BIGGER THAN PROFESSIONAL BASKETBALL

If there's one thing Shareef Abdur-Rahim is known for, it's basketball–and rightly so. As the #3 pick in the infamous 1996 draft, a member of the gold-medal-winning U.S. men's basketball team in the 2000 Olympics, and a 12-year veteran playing pro in the NBA, Shareef has certainly made a name for himself on the court.

Like all professional athletes, new opportunities await on the other side of the buzzer in the final game, and Shareef hasn't wasted a single minute since.

He's worked on the coaching side of the NBA as well as corporate, serving in general manager positions for both the Sacramento Kings and the Reno Bighorns before becoming the associate vice president of operations for the NBA, and now the President of the NBA G League.



Shareef received his bachelor's degree from U.C. Berkley and his MBA from U.S.C. He's continued to expand the Future Foundation, the non-profit he founded in 2001 to provide resources to metro Atlanta's at-risk youth. Plus, he's a dedicated family man and a devout Muslim.

Shareef knew that through all of these experiences—both on the court and off—he'd learned valuable lessons about sports, business, and life. He also knew he wanted to share these lessons with others, because so much was applicable to anyone's life, athlete or not.

Thanks to the exposure gained through his basketball career, he had an audience, but he was eager to expand the conversation beyond basketball. He wanted to create an online platform that invited everyone in—students, parents, business professionals, mentors, and anyone in between.

The question was how?

Shareef needed a strategic partner to help him expand his brand and his web presence to connect with a wider range of people.

SOLUTION

A DEDICATED TEAM WITH A STEP-BY-STEP PROCESS THAT MAKES DEVELOPING AND AMPLIFYING A BRAND COHESIVE AND SEAMLESS

Shareef was no stranger to brandiD. Qaadirah Abdur-Rahim, his sister and the CEO of the Future Foundation, had hired them to develop the Foundation's strategic communications platform and manage many other aspects of their marketing.

After hearing about her experience and the meaningful partnership Qaadirah had formed with brandiD founder Rachel Gogos, Shareef decided to engage brandiD as well.

Following their refined step-by-step framework for developing powerful brands, Shareef began the process by tapping into Rachel's strategic expertise. Through several one-on-one strategy sessions, the two discussed the goals for his brand, the audience he aimed to reach, and the overall message he wanted to communicate.

They decided to create a website that showcased a broader picture of Shareef's pursuits, followed by the launch of a blog and consistent social media exposure to amplify his brand and personal message to new audiences.

With the strategy nailed down, the copywriting phase began. A brandiD copywriter culled and shaped Shareef's message, writing engaging copy for every page of his site, including an opt-in to build his email list.

Next it was off to website design, where a brandiD designer worked with Shareef to create a site that perfectly married his aesthetics with the substance of his message. Part of this process included arranging a photo shoot for Shareef, so that the images on his new site authentically reflected his personality.

After the design was finalized and the site was developed, Shareef's new brand and website went live. With the online platform complete, the strategy of amplifying his personal brand to the world could now begin.

RESULTS

A BROADER BRAND WITH INCREASED EXPOSURE AND ENGAGEMENT EQUALS A MESSAGE SPREAD FAR AND WIDE

Shareef's partnership with brandiD continued with an integrated marketing strategy that included the development of an editorial calendar and blog, as well as consistent and cohesive exposure on social media channels like Twitter and LinkedIn.

Both of these avenues provided Shareef the opportunity to share the broader picture of his interests, convey a message focused on mentorship and the life lessons he's acquired throughout his career, and expand his audience beyond basketball.

> “It’s been helpful to get into a good rhythm for my blogging and social posting schedule,” Shareef said.“ brandiD helps me stay focused and organized so that we maintain consistency.”

The results of this two-part approach have produced some impressive stats.

In the initial nine months that brandiD took over as Shareef’s social media strategists and community manager, Shareef gained 702 followers on Twitter, for a total of 4,252, generating an increase of 20% over six months. This represents a 100% increase over the previous nine-month period.

brandiD also helped Shareef generate 205,700 Twitter impressions (797 impressions per day) and 4,507 total engagements, again both 100% increases over the previous nine-month period.

His presence on LinkedIn has also seen significant growth, with an 86% increase in meaningful connections to 2,398 and an average of 2,500 views per post.

Driving a lot of this engagement has been the content created and shared on Shareef’s blog. Posts that give readers a look inside Shareef’s life, philosophies, and work with the Future Foundation, as well as pictures that show his work and travels with the NBA have connected extremely well, garnering attention, shares, and likes from a broader audience.

Shareef said he's thrilled with the relationship–and results–that have developed through his partnership with brandiD, one that he's excited to continue.

> "My experience with brandiD has been great," Shareef said. "I am achieving what I started out to achieve, like developing my voice, building more awareness, and amplifying and growing my brand. They've generated a lot of movement and traffic, and I'm looking forward to continuing our partnership to maximize on it all."

From star player to stand-out brand, Shareef's well on his way to a total slam dunk.

CASE STUDY

WANT TO CREATE A BRAND AND A WEBSITE THAT SHOWCASES ALL OF *YOUR* ENDEAVORS?

Find out how we combine **strategy + branding + website creation + social media management** to make it happen.

info@thebrandid.com