



CASE STUDY

DELATORRO



Delatorro McNeal is ranked as one of the best motivational speakers in the world and has been transforming lives for over 15 years.

CHALLENGE

Delatorro's previous website was cluttered, had a broken e-commerce store, used outdated technology, wasn't mobile-responsive.

OPPORTUNITY

Since his previous website launch, Delatorro's notoriety, brand awareness and social influence grew 10 fold, but his website remained stagnate.

SOLUTION

We took Delatorro's outdated website and re-designed it to communicate the 5 Es: Energy, Excellence, Experience, Expensive and Epic.

As an internationally renowned Pe4k Per4mance Expert, keynote speaker and best-selling author, Delatorro has spoken in 49 of the 50 US states and abroad and has delivered well over 3000 paid presentations.

He holds the prestigious CSP designation, which places him in the top 7% of paid professional speakers worldwide, which is the highest international recognition of professional speaking excellence. His list of clients includes Johnson & Johnson, New York Life, JP Morgan Chase, Prudential, Accenture and a host of others.

Objectives

- Redesign the website to feature a modern, impactful design
- Create a new layout for the booking page, making it more simple to book Delatorro for an event
- Change the focus of the website to cater towards meeting planners
- Make the calls to action more clear and visible to inspire visitors to take action- watch videos, purchase products and submit booking requests
- Use large, hi-res photos to show interaction and capture the essence of a live Delatorro event
- Incorporate many more live action shots that SHOW his impact
- Rebuild the e-commerce store to showcase Delatorro's products and trainings
- Feature a modern bold design to position Delatorro as an industry leader and showcase his veteran experience
- Elevate Delatorro's entire online brand using his website



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The Opportunity

Since his previous website launch, Delatorro's notoriety and brand awareness grew, and his social influence increased 10 fold- from being the keynote speaker at the International Toastmasters Convention, to hosting the Full Throttle Experience event and launching The Keynote.

Delatorro's previous website was cluttered, featured heavy text, had a broken e-commerce store, used outdated technology, wasn't mobile-responsive, and overall wasn't an "experience", unlike hearing Delatorro at a live event.

Delatorro simply outgrew his old website, which meant his brand was primed for an innovative website redesign.

The Results

Sargent Branding took the outdated look of Delatorro's website and re-designed it to be bold, modern and fresh to visually represent his social influence and veteran speaking experience. We rebuilt the broken, nonfunctional e-commerce store into an easy-to-navigate store-front that showcases Delatorro's products and online trainings.

Since Delatorro has vast media exposure and video content, we created several pages that showcased his conference, TV show, premium speaker training, and the various ways to be coached by the Master.

The homepage needed to scream top-notch expert authority, have movement, video and represent what he does during live events and coaching. It needed to be multi-sensory and feature crowd-surfing, sound, Delatorro on the stage and videos showing the audience in action.

Overall, Delatorro is very happy with the outcome of his brand new website because it now matches his high level of expertise in the speaking industry, and now the website communicates the 5 Es: Energy, Excellence, Experience, Expensive and Epic.

"I want something that clearly shows WHY I am ranked one of the top speakers in the world. I've been frustrated for 2 years trying to find someone who understands the level of the game one must play at, in order to be competitive in this industry. And, I finally found that in Cortney and Sargent Branding."

“

Cortney and his team are FANTASTIC. They took the time to really understand my industry and my competition. They not only gave me what I want, but also what I NEED to be competitive in my market. Cortney pushed me to bring me A-Game to my new website and I'm very proud of it! I give Sargent Branding a 10 out of 10 in customer service and I'll definitely refer them to my peers.

DELATORRO MCNEAL

Author and International Public Speaker



BEFORE

AFTER

DELATORRO

HOME ABOUT KEYNOTES REVIEWS BOOK DEL NOW MEET THE MAN BEHIND THE BRAND EXPANDED ETC MEET THE MAN BEHIND THE BRAND EXPANDED ETC

MEET THE MAN BEHIND THE BRAND
2-TIME MAIN PLATFORM "MILLION DOLLAR ROUND TABLE" KEYNOTE SPEAKER
 Ranked as one of the best motivational speakers in the world, Delatorro L. McNeal, II, M.S., CSP is an internationally renowned Peak Performance Expert, best-selling author and keynote speaker having delivered well over 3,000 paid presentations.

AS SEEN ON:

GET READY FOR THE DELATORRO EXPERIENCE. DELATORRO IS ONE OF THE MOST MOTIVATIONAL SPEAKERS IN THE WORLD AND HAS ORGANIZED OVER 100 CONFERENCES AND EVENTS.

Crush the Stage Live!
 3-day public speaker training workshop designed to grow your personality

CRUSH THE STAGE

CLICK HERE TO Book Delatorro Now

CRUSH THE STAGE LIVE: A PREMIERE SPEAKING AND PRESENTATION MASTERCLASS
 Discover Delatorro's complete blueprint for impacting lives, entertaining crowds, and educating audiences at large conferences, conventions and events year after year.

DELATORRO L. MCNEAL II PRESENTS SPEAKING BUSINESS... MASTERY...

Delatorro's 4 Es of PEAK PERFORMANCE
 ENERGY, EXCELLENCE, EFFICIENCY, EXPERIENTIAL

FEATURED PRODUCTS
 PLATINUM PRODUCTIVITY, THRYVING

UPCOMING EVENTS
 APR 13 New Orleans LOUISIANA
 APR 14 New Orleans LOUISIANA
 MAY 11 Atlanta GEORGIA

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