



your brand.
your message.
your business.



So Deb...

What to do when you've been in business for 15 years, you want to continue to grow, yet you no longer seem to be attracting new clients?

This was the issue when I met the owner of a wellness center & spa in RI.

I was immediately impressed by the owner. She seemed genuinely caring, curious, and knowledgeable ... but then I visited her website.

🙄 Let's just say I was really glad I was NOT viewing it in front of her. 🙄

Her site was OLD ... maybe not Keith-Richards-is-STILL-around-and-rocking old, but it definitely looked like it was born circa 1999.

The logo looked like clipart and I'm not even gonna mention the color scheme ... but beyond the aesthetics, nothing I was seeing or reading seemed representative of the woman I met or the business she described. WHAAT?

It was a mystery! 🕵️

Because it's me and I love a good puzzle to solve (and a spa day), I booked myself some time to get a massage and a facial so I could check it all out.

I walked into her center and my jaw dropped.

HOLY LOVELINESS, Wonder Woman! 🙌

It was beautiful! It was calm. It exuded peace. The colors were soothing. The music was soft. The smell was divine. It was *everything you would want* walking into a wellness center and spa!

Now I was totally eager for my treatments, so I checked in and looked right at her and said, “You know we need to talk about your website, right?” So we did. (Well NOT at that moment! Priorities! 😊)

But talk we did.

First, we identified the big marketing/branding problems. Then we proposed and executed the solutions needed to provide the desired results. You can check out the problems AND the solutions we provided in the case study, “[Rebranding & Updated Messaging Brings New Clients to Wellness Center.](#)”

But to sum it up for you, after working with us, our client gained obvious benefits:

- The client almost immediately noticed an increase in website traffic and engagement.
- Her staff and existing clientele LOVED the new branding and website and were eager to share it ... providing vital word-of-mouth marketing!
- The new 3-fold brochure was a phenomenal replacement for the 12-page costly custom brochure. The savings allowed her to increase her marketing budget.
- The wellness center has continued to grow and create name-brand recognition.

If you’re facing a rebrand (or any big content marketing project) and are wondering how you’re going to do it all, please reach out and let’s have a conversation.

Whether we help with one piece or the whole shebang, it all starts with a [discovery call](#) because **you** can’t plan or make the best educated decision if you’re lacking pieces of information.

Schedule a Discovery Call

Cheers,



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