

OUR WORK

Challenge

A med spa clinic in its infancy needed a cohesive branding strategy, social media presence & lead generation program. Without any previous marketing history for our team to benchmark, we began strategizing how to establish brand awareness in an undesirable location for a med spa, how to generate a volume of quality leads and evaluate target demographic sets with a minimal existing data set.

Solution

We developed a complete brand strategy, including updated logo files, brand guidelines, pillars, and imagery. After the brand strategy was complete, we built a new website for our client and deployed digital lead generation campaigns, email funnels, SEO optimizations, social branding campaigns and an organic content strategy. SolSource currently serves as an extension of our client's team and handles all marketing-related activities.



CASE STUDY

Results

\$3k

Media Dollars Spent Per Month

\$25k

Total LTV Per Month

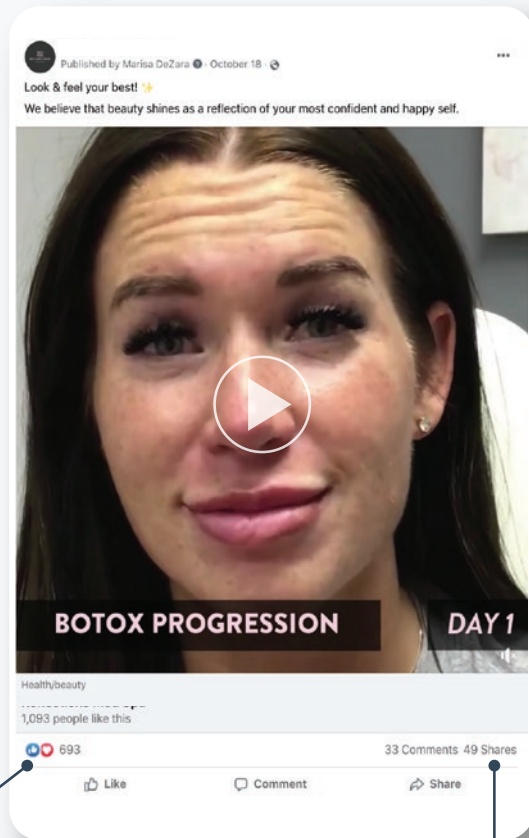
183%

Increase Monthly Search Traffic

Powered by SolSource Certified Marketing Partner - Modd Marketing



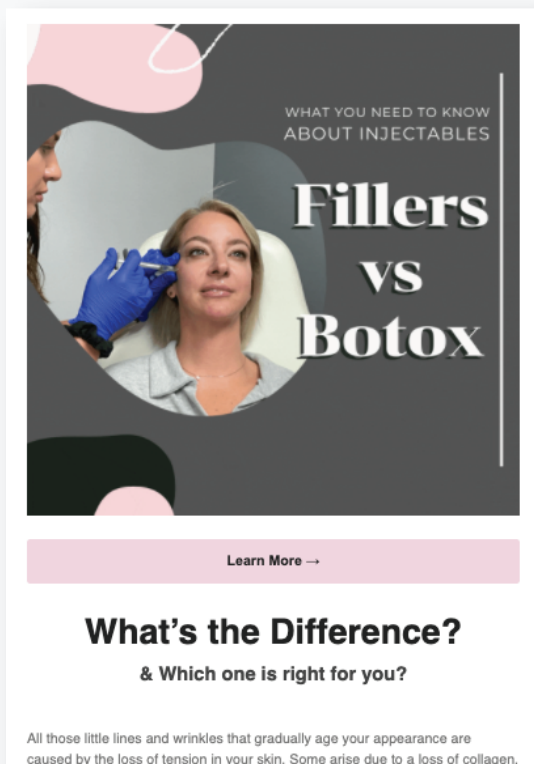
Paid Social Branding Campaign



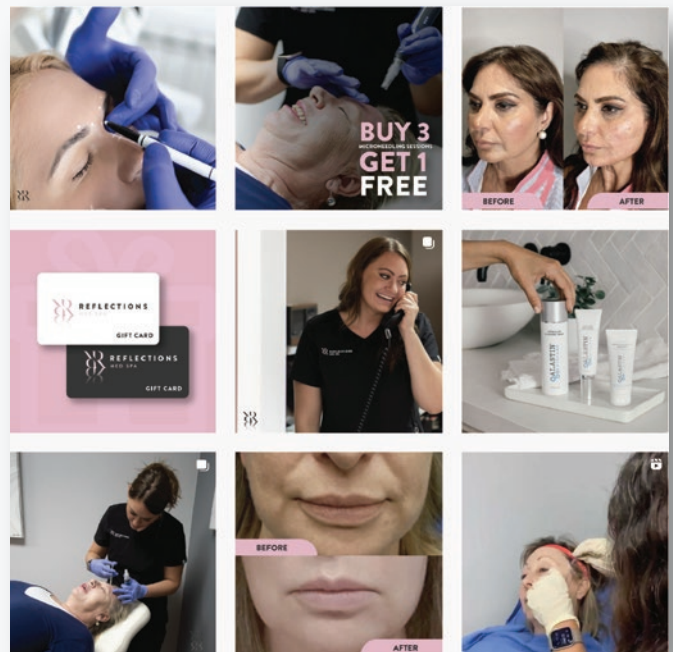
693 Reactions

49 Shares

Email Sample



Direct Mail Piece



Social Media Content