



CASE STUDY

How Foundation Health & Wellness Grew 147% in One Year — *Without Paid Ads*



How one Albuquerque practitioner went from “no one can find me online” to a fully-booked schedule using Salt Marketing’s “Get Found Get Booked” System.



Foundation

HEALTH & WELLNESS

Meet the Practitioner: Jalayne Faulhaber, NP

In 2022, when Nurse Practitioner Jalayne Faulhaber opened Foundation Health & Wellness in Albuquerque, New Mexico, she did what so many wellness providers do: she poured her energy into caring for patients and hoped the business side would catch up.

She was the provider, the bookkeeper, the scheduler, the inventory manager — and the person trying to figure out how to grow her practice in between patient visits.



"I'm the sole provider," she said. "And I do most everything — the business side and seeing patients. I knew I needed to grow. I just didn't know how."



Her practice offered everything patients were desperately looking for: functional wellness, hormones, weight loss, and aesthetics.

But there was one problem:
People couldn't find her.

THE CHALLENGE:

Slow Growth, A Plateau, and Marketing That Didn't Work

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- **2022:** 38 appointments
- **2023:** 215 appointments
- **2024:** 252 appointments (a flat, discouraging plateau)

Despite trying to spark growth:

- A paid radio ad brought in zero patients.
- Paid Facebook and Instagram ads — run by a large marketing company — resulted in zero appointments.
- Word of mouth was strong, but limited.
- Her DIY website had heart, but wasn't optimized or visible.

And as a budget-conscious business owner, the idea of investing more money into marketing that might not work felt risky.

"I knew how important SEO was," she said. "I just didn't know how to go about doing it. I was getting a few Google reviews, but not enough. And growth was slow."

What she wanted was simple: steady, predictable patients — without wasting money.



THE TURNING POINT:

Finding Salt Marketing

After reading Building a StoryBrand, Jalayne started looking for someone who could help her bring those principles to life.

She wasn't looking for a typical marketing agency. She wanted people who understood **health and wellness**, understood her values, and understood the unique way her patients made decisions.

"When I found Salt Marketing, everything stood out to me — the design, the wording, the focus on wellness. It all just made sense."

Her goal was clear:

Redesign the website. Get found online. Grow — but without overspending.

And Salt Marketing delivered exactly that.

THE TURNING POINT:

A Clear Message, A Website That Converts, and Real SEO

Salt Marketing rebuilt her website using the StoryBrand framework, guided by Salt's core philosophy:

Get Found. Get Booked.

A beautiful website is nice — but a website that shows up on Google and turns cold visitors into booked appointments changes everything.

Here's what we implemented:



StoryBrand Messaging

Clear, patient-centered copy that answered:

- What does she do?
- How does she help?
- Why should someone choose her practice?



A Website Designed to Convert

Built with:

- Clear structure
- Compelling calls to action
- Easy appointment booking
- Simple paths for hormones, weight loss, aesthetics, and wellness



SEO Optimization

So Google finally knew who she was, who she helped, and how to send patients her way.



Support, Training & Empowerment

We recorded walkthroughs and tutorials so her family could help update blogs, pop-ups, and announcements.



“The videos you sent were the best thing,” she said. “We still pull them up when we need to update something.”



THE RESULTS:

From Flat Growth to Fully Booked Days

This is where Jalayne's story becomes extraordinary.

Within months of launching her new site and SEO strategy, new patients started trickling in — one here, two there. And then momentum hit.



She went from:

'I have gaps in my schedule'

TO

'I'm almost booked three full days a week and looking to add a fourth.'

In just one week, she added:

9

new patients in 3
days

5

of them found her
online

Before Salt Marketing

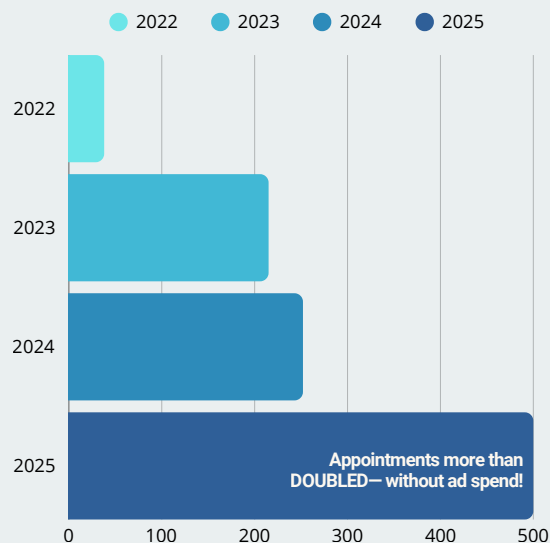
She could count her online bookings on one hand.

After Salt Marketing

Her online visibility became her *fastest-growing* source of new patients.

And then the numbers told the story even more dramatically:

Appointment Growth Over Time



"I haven't done any paid ads since working with you," she said.
"And I'm growing. It's huge."

With every Google review, every blog post, and every patient finding her online, her reach expands into entirely new social circles — fueling sustainable, long-term growth.

The Client's Experience

Here are Jalayne's words — because they speak volumes:



"The growth is more than I could have imagined."

"My ROI is way more than I could have even calculated."

"I'm growing without any paid ads."

"Your website design is a step above — more than what other people have."

"I cannot say enough nice things about how helpful, patient, and generous you've been."

She now:

- Has a thriving wellness and aesthetics business
- Is ready to expand her aesthetics offerings
- Is considering hiring additional help
- Feels confident, clear, and in control of her marketing

Jalayne even recommends Salt Marketing inside Facebook groups when other practitioners ask about SEO or growth!



The Transformation

The details that made the difference for Foundation Health & Wellness

Before Salt Marketing:

- Slow growth
- A plateau at 252 appointments
- Frustration with ineffective ads
- A website that wasn't attracting new patients
- Overwhelmed and trying to do everything herself



After Salt Marketing:

- 500+ appointments and climbing
- Fully booked days, consistently
- Patients finding her online every week
- No paid ads – just strong SEO and a high-converting website
- Confidence and clarity in her business



This is what happens when a brilliant practitioner finally gets the visibility she deserves.

This is what happens when you **Get Found & Get Booked.**

Thinking About Growing Like This Yourself?

Salt Marketing helps established wellness practitioners build marketing systems that attract more patients, automate, and create sustainable growth — without relying on paid ads or guesswork.

If you're ready to turn visibility into booked appointments, just like Jalayne did, we are here to help.



Book a call with Salt Marketing.

Let's make your next year your biggest year yet.



855-586-0968



saltmarketing.co



grow@saltmarketing.co

saltmarketing

