



From Startup to Scalable: How m.PWR Built a Profitable Wellness Brand in Six Months



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In mid 2025, m. Performance Wellness Recovery was preparing to open its doors as a single-location recovery and wellness center in Fort Myers, Florida—entering a fast-growing but increasingly competitive category. The opportunity was clear: demand for recovery, longevity, and performance-based wellness was accelerating. The challenge was equally clear: launching a brand-new concept with no audience, no systems, and no margin for wasted time or disconnected technology.

m. Performance Wellness Recovery (m.PWR) partnered with Salt Marketing before opening day to ensure the business launched with clarity, momentum, and the infrastructure required to scale. Together, we built a strong brand foundation, activated demand through digital channels, and implemented an integrated marketing and operations stack using Keap and Thryv—so marketing, scheduling, memberships, and client experience worked together from day one.



The result was not slow, incremental growth—but rapid traction.

Within three months, m.PWR had grown to more than 1000 social followers, and significantly increased its local visibility—seeing a **42% increase in Google impressions** and a **400% increase in search visibility for cryotherapy**.

This case study explores how m.PWR moved from concept to sustainable growth in under six months—and what other recovery and wellness operators can learn from the systems, sequencing, and decisions that made it possible.



THE RISE OF RECOVERY & LONGEVITY WELLNESS



Recovery and longevity wellness have moved from the margins to the mainstream—and the pace of change is accelerating.

What was once reserved for elite athletes, high-end spas, or medical settings is now being actively sought by everyday consumers. Modalities like cryotherapy, red light therapy, infrared saunas, compression therapy, and lymphatic drainage are no longer viewed as “nice-to-have” luxuries. They are increasingly seen as essential tools for staying active, reducing pain, improving performance, and extending healthspan.

Several powerful forces are converging to create this moment:



Preventative health has become a priority

Consumers are shifting from reactive care to proactive investment in how they feel, move, and recover—today and long term.



Longevity is a lifestyle, not a niche.

Recovery is no longer just about bouncing back from workouts; it’s about maintaining mobility, energy, and resilience across decades of life



The customer base has broadened dramatically.

Alongside competitive athletes are high school players, busy professionals, weekend warriors, snowbirds, and older adults looking to stay pain-free and active.



Membership-based wellness has gone mainstream.

Consumers are increasingly comfortable paying monthly for recovery services, especially when convenience, personalization, and results are clear.

What was once reserved for elite athletes, high-end spas, or medical settings is now being actively sought by everyday consumers. Modalities like cryotherapy, red light therapy, infrared saunas, compression therapy, and lymphatic drainage are no longer viewed as “nice-to-have” luxuries. They are increasingly seen as essential tools for staying active, reducing pain, improving performance, and extending healthspan.

Just as important, this market favors **local, well-run operators**. Customers want a trusted place close to home, staffed by people who understand their goals and can guide them—not an impersonal, one-size-fits-all experience. That creates a powerful opening for independent centers that combine sophisticated tools with a strong community presence.

m.PWR launched directly into this moment. The demand was already there. The question wasn’t whether the market would grow—but if m.PWR could capture it. In the coming months, m.PWR positioned itself to do exactly that—with the right marketing foundation, systems, and sequencing that made all the difference.

THE FOUNDERS' INSIGHT:
**A MISSION BORN
FROM FRUSTRATION**

m.PWR did not begin as a trend-chasing business idea. It began with lived experience—and a clear gap in the local market.

Angie Ferguson was already a trusted name in the Fort Myers athletic and training community long before m.PWR opened its doors. With more than 30 years of experience coaching athletes—from first-time endurance athletes to world-class Ironman competitors—Angie had seen the same pattern repeat itself again and again. Training programs were improving. Athlete commitment was strong. But recovery was lagging behind.

Even the most disciplined athletes were limited not by effort or motivation, but by recovery options that were outdated, overpriced, impersonal, or difficult to access consistently. Angie knew recovery wasn't optional—it was foundational. And she knew the tools existed. What was missing was a place that made those tools accessible, understandable, and part of a regular routine for more than just elite performers.

Todd Schulz came to the same conclusion from a different angle. A lifelong athlete and wellness advocate, Todd had personally experienced the frustration of chronic aches, nagging injuries, sleepless nights, and treatments that promised results but rarely delivered them. Like many consumers, he had tried “everything”—and walked away disappointed more often than not.

Together, Angie and Todd shared a simple but powerful insight:

There was no single place in Fort Myers that bridged high-performance recovery with everyday wellness.



They envisioned m.PWR as more than a recovery center. It would be a welcoming, modern space where sophisticated, science-backed tools—cryotherapy, red light therapy, compression, lymphatic drainage, salt therapy, and more—were available not just to elite athletes, but to the broader community. High school athletes. Weekend golfers. Seasonal residents. Older adults who wanted to stay mobile and pain-free.

Because Angie already had deep credibility and relationships in the local athletic ecosystem, m.PWR launched with something many startups lack: trust. But trust alone wouldn't build a scalable business. To turn that credibility into sustainable growth, m.PWR needed a brand, systems, and customer experience that matched the ambition of its mission.

That's where the real work—and the real transformation—began.

THE BUSINESS CHALLENGE: TURNING VISION INTO A SCALABLE LAUNCH



By early summer of 2025, m.PWR had a clear mission, deep domain expertise, and strong local credibility—but the business itself had not yet launched. Like many wellness startups, the risk wasn't the concept. It was execution.

Angie and Todd were preparing to open a highly sophisticated recovery center with multiple modalities, memberships, and a wide range of ideal clients—from competitive athletes to older adults focused on mobility and longevity. What they didn't want was a fragmented launch: disconnected tools, inconsistent messaging, and marketing that created a spike of interest but failed to compound over time.

That's when Salt Marketing entered the picture.

m.PWR came to Salt before their grand opening, with a clear goal: **build the marketing and systems foundation correctly the first time—so the launch moment could turn into long-term growth.**

Rather than focusing only on opening-day promotion, Salt approached the engagement as a growth architecture problem. The question wasn't just "How do we get people in the door?" but:

- How do we position m.PWR so people will find them through search over time?
- How will leads be captured and followed up automatically?
- How will interest turn into memberships—not just one-time visits?
- How will marketing continue working once the doors are open and the team is busy delivering services



THE BUSINESS CHALLENGE:
**TURNING VISION INTO
A SCALABLE LAUNCH**

The first priority was **clarity and consistency**. Salt worked with Angie and Todd to establish a cohesive brand identity and messaging framework that reflected m.PWR's role as a trusted guide—not an intimidating, elite-only facility. This included defining ideal client profiles, clearly articulating the problems m.PWR solved, and positioning recovery as essential, approachable, and results-driven.

From there, Salt built a **conversion-focused digital foundation** designed to support both launch and scale:

- **A website structured for local SEO and service-specific discovery**
- **Clear lead capture paths tied to education and value, not just promotions**
- **Early automation planning so no interest would be lost post-launch**

Crucially, the systems were put in place before demand spiked. CRM, automation, booking, and follow-up were treated as growth levers—not afterthoughts to be added “later.”

This meant that when m.PWR opened its doors and the community responded, the business was ready. **Marketing didn't just create attention—it created momentum.**

BUILDING A BRAND THAT COULD CARRY GROWTH

Before investing in traffic, software, or automation, Salt Marketing focused on a more fundamental growth driver: clarity. In a fast-growing wellness category filled with similar-sounding services, differentiation doesn't come from equipment—it comes from message.

Salt began by helping m.PWR define a brand that customers could instantly understand, trust, and emotionally connect with. This work was grounded in **StoryBrand messaging**, ensuring that m.PWR's story positioned the customer as the hero—and the brand as the trusted guide.

StoryBrand Messaging: Making m.PWR Instantly Understandable

Rather than leading with a list of modalities, Salt helped m.PWR clarify the story customers were already living:

- They were frustrated with fragmented, impersonal wellness options
- They wanted real results, not trendy promises
- They wanted to feel strong, capable, and in control of their health

Using the StoryBrand framework, Salt worked with Angie and Todd to clearly articulate:

- The problem: cookie-cutter wellness, outdated tools, and one-size-fits-all plans
- The internal struggle: feeling stuck, unseen, or worried that decline was inevitable
- The philosophical belief: advanced recovery and longevity tools shouldn't be reserved for elite athletes or the ultra-wealthy

m.PWR was positioned as the guide—empathetic because the founders had lived the problem, and authoritative because of Angie's decades of experience coaching athletes and directing performance programs.

This allowed m.PWR to clearly answer, in seconds:

- What they do
- Who they help
- Why it matters



BUILDING A BRAND THAT COULD CARRY GROWTH

Differentiation in a Crowded Market

Salt was intentional about helping m.PWR not sound like every other wellness center. Differentiation was built on three pillars:

1. Guide Positioning, Not Hype

m.PWR was positioned as expert-led, science-backed, and personalized—never transactional or sales-driven.

2. Elite Tools, Everyday Access

The messaging consistently reinforced that m.PWR delivers athlete-level recovery tools, made accessible and welcoming for everyday people.

3. Personalized Pathways, Not One-Off Treatments

Rather than selling individual services, m.PWR communicated a clear recovery and wellness pathway—helping clients see themselves progressing over time.

Brand Identity That Reinforced the Message

To support this positioning, Salt developed a cohesive brand identity system:

- A modern logo and visual system that felt strong, clean, and credible
- A color palette and typography that balanced performance with warmth
- A consistent brand voice aligned with m.PWR's dual archetypes:
 - **The Hero** (empowerment, strength, transformation)
 - **The Caregiver** (trust, safety, personalized care)

This ensured that every touchpoint—website, social media, in-center experience—felt aligned and intentional.

PHASE ONE:

BUILDING A BRAND THAT COULD CARRY GROWTH

Clear ICPs and Problem—Solution Framing

Salt also helped m.PWR clearly define and speak to multiple ideal client profiles without diluting the brand:

- Performance-driven athletes
- Health-conscious longevity seekers
- Active older adults
- Seasonal residents seeking flexibility

Each group saw themselves reflected in the message, while still feeling part of a single, cohesive brand story.

Outcome: A Brand Built to Stand Out—and Scale

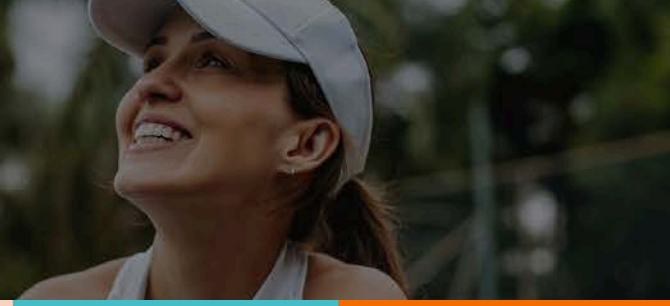
By the end of Phase One, m.PWR had more than a logo or tagline. They had:

- A clear StoryBrand narrative
- Strong differentiation in a noisy market
- Messaging that converted curiosity into confidence

With clarity established, the next phase was about amplification: **turning that message into visibility, leads, and momentum.**

PHASE TWO:

DEMAND GENERATION & DIGITAL VISIBILITY



With a clear brand story and differentiated positioning in place, Phase Two focused on turning that clarity into **attention, trust, and measurable demand**. This is where marketing shifted from foundational work to momentum-building—and where **Keap CRM became a central growth engine, not just a database**.

Salt Marketing's objective in this phase was simple but critical: **make it easy for the right people to find m.PWR, understand the value quickly, and take action—while ensuring no interest was ever lost.**

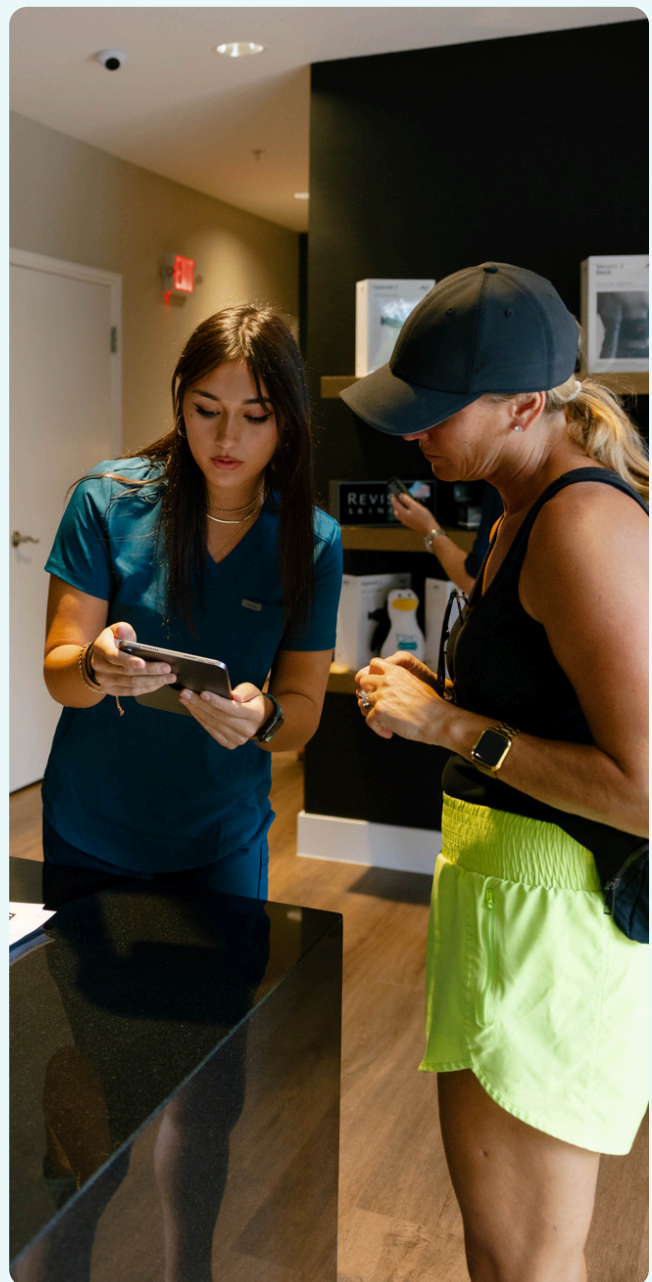
Clear ICPs and Problem— Solution Framing

Salt built m.PWR's website as more than a digital brochure. Every element was designed to support discovery, education, and conversion.

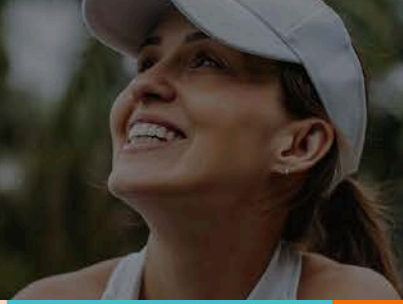
Key components included:

- A conversion-focused website aligned with m.PWR's StoryBrand message
- Individual service pages for each modality, built to rank in local search and clearly explain outcomes—not just features
- Online booking integration to remove friction and shorten the path from interest to action
- A growing blog, with two educational posts per month, designed to support SEO, establish authority, and answer common recovery and wellness questions

This ensured the website worked continuously—attracting search traffic, educating visitors, and feeding leads directly into the CRM.



DEMAND GENERATION & DIGITAL VISIBILITY



Keap CRM: Turning Interest Into Momentum

From the start, Salt implemented **Keap** as the backbone of m.PWR's demand generation strategy. Rather than waiting until "later" to organize contacts, Keap was used immediately to:

- **Capture leads from the website and early promotions**
- **Segment contacts based on interest and engagement**
- **Automate follow-up so every inquiry received timely, consistent communication**

This allowed m.PWR to begin building real traction before opening day—without relying on manual outreach or one-off follow-ups.

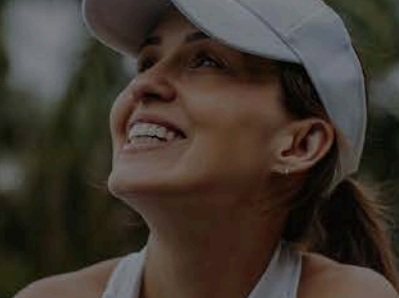
Social Media as Trust-Building, Not Noise

Salt established m.PWR's presence on Instagram and Facebook, focusing on education, consistency, and credibility rather than hype. Posting three times per week, content reinforced:

- **m.PWR's expertise and philosophy**
- **Education around recovery and longevity**
- **Behind-the-scenes trust and community building**

Social channels became a steady source of awareness that directed people back to the website, email list, and booking flow—where Keap ensured they were nurtured appropriately.

DEMAND GENERATION & DIGITAL VISIBILITY



Email Marketing That Started Before the Doors Opened

Rather than waiting for a large list, Salt activated email marketing early using Keap. Weekly emails were sent to:

- **Angie's existing personal training clients**
- **Local community members already connected to the founders**

These emails:

- **Educated readers about recovery and wellness**
- **Reinforced the m.PWR mission and StoryBrand narrative**
- **Built anticipation for the opening**

Because Keap was in place, engagement could be tracked, interest segmented, and follow-up automated—turning a warm audience into early adopters.

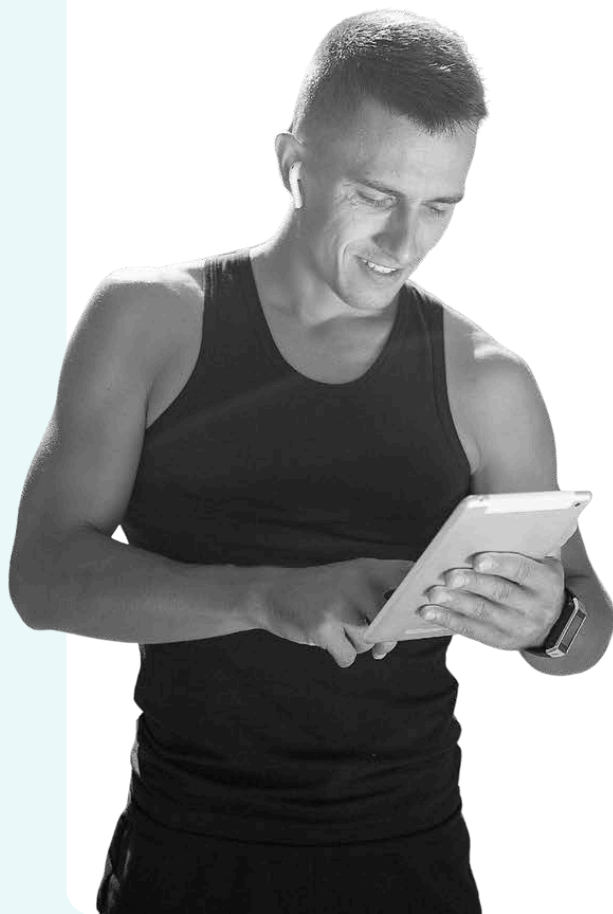
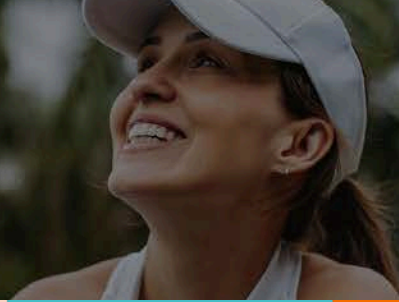
Local Search Visibility From Day One

Rather than waiting for a large list, Salt activated email marketing early using Keap. Weekly emails were sent to:

- **Google Analytics configured to track behavior and performance**
- **Google Business Profile optimized to support local discovery and credibility**
- **Google Search Console to track impressions and clicks and visibility over time**

This meant m.PWR didn't just rely on social buzz—it began earning visibility in the exact moments people searched for services like cryotherapy and red light therapy in Ft. Myers.

DEMAND GENERATION & DIGITAL VISIBILITY



Early Traction Before the Grand Opening

By the time m.PWR officially opened its doors, demand was already forming:



A growing social following



An engaged email list



Website traffic from local search



Leads flowing directly into Keap, ready for follow-up

Because Keap was in place, engagement could be tracked, interest segmented, and follow-up automated—turning a warm audience into early adopters.

TURNING ATTENTION INTO AUTOMATED SYSTEMS

By the time m.PWR opened its doors, attention was already building. The critical question was no longer how to get noticed, but **how to handle momentum without dropping the ball.**

Salt Marketing implemented **Keap CRM immediately**—not as a future upgrade, but as foundational infrastructure. The intent was clear: every interaction, inquiry, and first impression needed to be captured, followed up, and nurtured automatically, even as the owners focused on delivering services.



Why Keap Was Implemented From Day One

Rather than piecing together tools later, Keap was selected early for two reasons:

- ✔ **Centralization:** One system to manage contacts, communication, and engagement history
- ✔ **Automation-first design:** Marketing and follow-up could run continuously without manual effort
- ✔ **Ultimate Growth flexibility:** the ability to integrate with other tools (like Facebook Lead Ads) meant no hurdles later

This ensured m.PWR could grow without relying on memory, sticky notes, or inconsistent follow-up.

TURNING ATTENTION INTO AUTOMATED SYSTEMS



Automation Built for a Membership-Based Wellness Business

Salt customized automations for m.PWR to reflect how people actually move through a wellness decision—not all at once, and not always quickly. Five core automations were implemented and fully tailored to m.PWR’s business model:



Attract & Convert:

Captured new leads and guided them toward booking



Long-Term Nurture

Designed to build trust and relationships



Reviews & Referrals:

Prompted happy clients to share their experience and recommend others



Re-engagement:

Reached out to inactive or stalled contacts to restart conversations

Each automation was aligned with m.PWR’s StoryBrand messaging, reinforcing trust and clarity at every step.

TURNING ATTENTION INTO AUTOMATED SYSTEMS

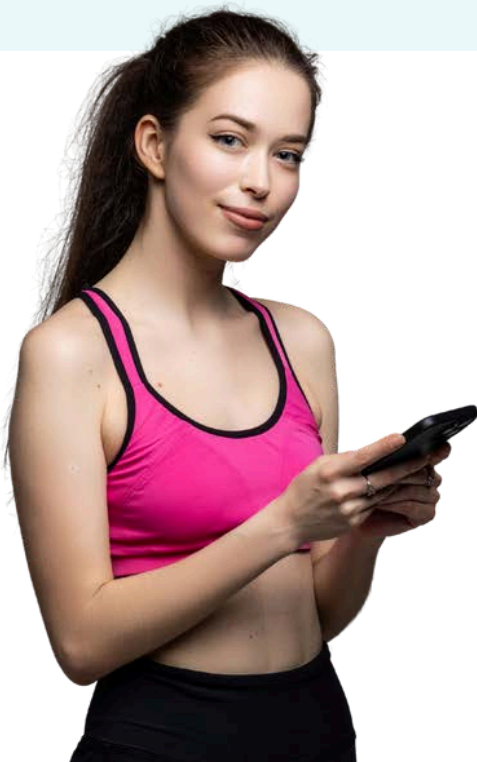
Grand Opening: A Live Test of the System

The grand opening provided an immediate proving ground.

Dozens of new prospects signed the guestbook—but instead of sitting in a stack on a desk, those names were:

- Automatically entered into Keap
- Immediately tagged and segmented
- Enrolled into follow-up and nurturing sequences

Every attendee received timely communication without the owners having to manually chase leads after a long opening day.



Outcome: Marketing That Never Turned Off

- ✔ No leads lost
- ✔ No delay in follow-up
- ✔ Consistent communication from day one

Marketing and relationship-building continued 24/7—during busy clinic days, evenings, and weekends—creating a reliable bridge between interest and membership.

With demand flowing and systems in place to manage it, m.PWR was ready for the next challenge: **operational scale.**

GROWTH EXPOSED THE CRACKS



In early fall 2025, by the time m.PWR moved past its launch phase, something important was happening—and it wasn't theoretical. Demand was real. New clients were booking. Memberships were in the hundreds. The brand was gaining traction in the community.

And that's when the friction surfaced.

Like many fast-growing wellness businesses, m.PWR had outgrown its original scheduling and booking software almost as soon as momentum kicked in. What had seemed workable pre-launch quickly became a bottleneck once real-world complexity set in.

Outcome: Marketing That Never Turned Off

Salt customized automations for m.PWR to reflect how people actually move through a wellness decision—not all at once, and not always quickly. Five core automations were implemented and fully tailored to m.PWR's business model:

Specifically, it struggled with:

Multiple modalities that required different time blocks, resources, and rules

Memberships and packages that needed flexibility, credits, and recurring billing

Seasonal residents, where clients needed to start, pause, and restart memberships without friction

Instead of supporting growth, the system introduced friction at exactly the wrong moment

GROWTH EXPOSED THE CRACKS



The Real Risk: Experience and Efficiency

This wasn't just an inconvenience—it was a strategic risk.

- Clients encountered unnecessary complexity when booking or managing appointments
- Staff spent time working around the system instead of serving clients
- Manual work increased as volume increased
- Growth began to feel harder than it should

For a business built on premium experience, trust, and personalization, this kind of friction was unacceptable. m.PWR needed operations and marketing systems that matched the sophistication of the brand—and that could scale as demand increased.

Enter Thryv: A Platform Built for Local Growth

This is where **Thryv** entered the picture—not as a replacement for Keap, but as a powerful complement.

Salt Marketing introduced **Thryv Marketing Center** to solve a different—but equally critical—problem: **local visibility and operational alignment**.

The goal was twofold:

01



Make m.PWR easier to find, trust, and choose locally

02



Remove operational friction that was slowing momentum

With Thryv Marketing Center, m.PWR gained:

- **Centralized local listings management**, ensuring accurate visibility across Google, Facebook, Yelp, Nextdoor, and more

THE INFLECTION POINT:

GROWTH EXPOSED THE CRACKS



- **Reputation management**, making it easy to generate, monitor, and respond to reviews—building social proof at scale
- **Social media scheduling and management**, reducing manual effort while maintaining consistency

Instead of juggling disconnected tools, m.PWR could manage leads, bookings, scheduling, follow-up, visibility, credibility, and communication from one place—while freeing up the team to focus on delivering exceptional experiences.

This moment marked a turning point. With demand flowing and marketing systems humming, Thryv ensured that **growth didn't come at the cost of experience or efficiency.**

PHASE FOUR:

OPERATIONAL SCALE WITH THRYV BUSINESS CENTER

If Keap handled relationships and follow-up, and **Thryv Marketing Center** expanded visibility and credibility, **Thryv Business Center** solved the most immediate challenge m.PWR faced next: **day-to-day operational execution at scale.**

This phase wasn't about generating more demand—it was about making sure growth felt smooth, professional, and effortless for both clients and staff.

From Workarounds to a System That Fit the Business

m.PWR's original booking and scheduling setup forced the team to work *around* the software instead of being supported by it. As volume increased, those inefficiencies multiplied.

Thryv Business Center was implemented to align operations with how m.PWR actually runs:

- ✓ Multiple services with different durations and requirements
- ✓ Resource-based scheduling (rooms, equipment, staff)
- ✓ Memberships that needed flexibility—not rigid rules

Instead of forcing the business into a predefined mold, Business Center adapted to m.PWR's real-world complexity.

Scheduling That Reduced Friction—for Everyone

With Thryv Business Center, scheduling stopped being a pain point and became an asset.

Clients gained:

- ✓ Self-service online booking without overbooking risk
- ✓ Automated appointment reminders that reduced no-shows
- ✓ A clean, mobile-friendly experience that matched the premium feel of the brand

OPERATIONAL SCALE WITH THRYV BUSINESS CENTER

Memberships Designed for a Seasonal Market

One of the biggest breakthroughs came with **membership and package management**.

Ft. Myers' mix of full-time residents and seasonal "snowbirds" required flexibility. Thryv Business Center made it possible to:

- ✓ **Create recurring memberships with built-in credits**
- ✓ **Pause, restart, or adjust memberships easily**
- ✓ **Support seasonal clients without awkward workarounds**

This flexibility protected revenue while improving client satisfaction—something rigid systems simply couldn't do.

Payments, Portals, and Paperwork—All in One Place

Thryv Business Center also unified several operational touchpoints that are often scattered across tools:

- ✓ **Digital payments and recurring billing**
- ✓ **A secure client portal for bookings, payments, and communication**
- ✓ **Document storage and signed release forms tied directly to client records**

For clients, this created a seamless, professional experience.

For the team, it meant fewer tools, fewer errors, and better organization.

PHASE FOUR:

OPERATIONAL SCALE WITH THRYV BUSINESS CENTER

How the Stack Worked Together

By this stage, each platform had a clear role:



Keap CRM: Captured leads, automated follow-up, nurtured relationships



Thryv Marketing Center: Increased local visibility, reviews, and social consistency



Thryv Business Center: Delivered frictionless scheduling, memberships, payments, and client experience

With operations now aligned to demand, m.PWR was positioned to compound momentum—turning visibility into bookings, bookings into members, and members into advocates.

MEASURABLE RESULTS:

FROM LAUNCH TO STABILITY IN SIX MONTHS

Because m.PWR launched with clarity, systems, and automation already in place, growth didn't feel chaotic—it compounded.

Within the first six months:

Digital Visibility & Demand

+42%

(Nov 2025–Jan 2026)

increase in Google impressions

+24%

increase in website clicks

+50%

increase in visibility for red light therapy

+400%

increase in visibility for cryotherapy

+36% increase in website users quarter-over-quarter

(as of Feb 2026)



Audience Growth



600+ social followers in under six months



A steadily growing email list nurtured through automated and broadcast campaigns

- No leads lost during launch or growth
- Reduced no-shows through automated reminders
- Seamless handling of memberships, seasonal clients, and recurring billing

Just as important as the numbers:

m.PWR continued welcoming new community members without adding administrative burden or operational stress.

WHY THE SALT MARKETING MODEL WORKS



m.PWR's success wasn't driven by a single tactic, campaign, or tool. It came from sequencing and alignment.

Within the first six months:

01 Clarity Before Traffic

Brand positioning and StoryBrand messaging ensured people understood m.PWR quickly and trusted it early.

02 Systems Before Scale

Keap and Thryv were implemented before growth demanded them—preventing chaos instead of reacting to it.

03 Software Solutions that meet Specific Needs

Thryv Marketing Center: local discoverability, reviews, and visibility

Keap CRM: relationships, automation, and revenue continuity

Thryv Business Center: scheduling, memberships, payments, and client experience

04 Local Authority, Not Just Awareness

Consistent digital presence paired with real community engagement positioned m.PWR as a trusted local leader—not just another wellness option.

The result is a business that didn't just launch successfully—but one that is structurally prepared to grow in a rapidly expanding wellness and longevity market.

m.Performance Wellness Recovery demonstrates what's possible when a modern recovery center launches with intention: **clear positioning, integrated systems, and marketing that works even when the owners are focused on serving clients.**

For wellness operators entering this space—or struggling to scale within it—the lesson is simple: **Growth isn't about doing more. It's about building smarter—before momentum arrives.**

Let's Get Started.

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, we're here to help.

Book a call with Salt Marketing.

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



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