salt marketing

All About You WELLNESS & AESTHETICS

CLIENT CASE STUDY · WELLNESS & AESTHETICS · KALISPELL, MT

From scattered to strategic: **how a Kalispell wellness clinic built a brand patients remember**, in six months

All About You Wellness & Aesthetics didn't need more marketing. They needed a foundation that made every piece of marketing work.

THE CHALLENGE

All About You had what most clinics wish for: a Platinum BioTE practice, an experienced team and loyal patients. The marketing hadn't caught up. There was no clear message, the brand didn't reflect the care inside, and tactics were running without a strategy behind them.

Owner Geoff Westerlund wanted a partner who understood the business side of growth, not just posts and ads. So we started where Salt always starts: with the message.



All About You's Million Dollar Messaging Guide + Marketing Playbook and 90-Day Marketing Canvas

WHAT SALT BUILT

The Million Dollar Messaging Guide. A StoryBrand-based framework that gave every ad, email, post and web page one clear story.

A brand refresh. New logo, brand guide and Canva brand kit, so everything looked as polished as the patient experience.

Website launch support. Messaging, navigation, tracking and CRM connections so the team's new site launched ready to convert.

Lead-generating tools. A Hormone Symptom Checklist, the *Reclaiming You* hormone magazine and an automated nurture sequence.

Patient reactivation. A BHRT campaign to 748 past patients.

Content that compounds. 45+ social posts and 8 SEO articles on hormones, weight loss and aesthetics.

The Feel Good Flathead Wellness Fair. Salt pitched a community wellness fair, then built the event plan and promotion kit.

THE RESULTS

~10%
OF WELLNESS FAIR ATTENDEES BECAME PATIENTS

15.7K
GOOGLE SEARCH APPEARANCES, JUN–OCT

~100
SEARCHES ON GOOGLE'S FIRST PAGE EVERY MONTH

+55%
WEBSITE VISITS, JULY TO OCTOBER

Sources: Wellness Fair: practice-reported (just under 10%). Search: Google Search Console, site launch Jun 18 – Oct 31, 2026 (page-one terms Jul–Oct: 94–113/month). Visits: Google Analytics, July vs. Oct 1–26, 2026.

> So many marketing companies struggle when conversations shift to things like customer acquisition cost, lifetime customer value, or long-term scalability. Salt not only understands these concepts, they build their marketing around them. Everything they do is conversions-focused.

Geoff Westerlund · All About You Wellness & Aesthetics

> *"The Messaging Guide they created for us completely exceeded our expectations."*

> *"They helped us with a small rebrand, and the final result felt polished, intentional, and perfectly aligned with our vision."*

> *"Jennifer, Jake, and Taylor have all been outstanding... knowledgeable, responsive, accommodating, and genuinely invested in our success."*

WELLNESS FAIR

~10%

The idea that turned a community into patients. Salt suggested All About You host a local wellness fair alongside other Flathead Valley providers, then mapped the plan: RSVP page, website pop-up, emails, social posts and reminders. Just under 1 in 10 attendees became patients.

THE TAKEAWAY

Marketing works when the foundation comes first. All About You didn't start with ads; they started with a message. Once the story was clear and the brand matched it, every channel had something to say and a place to send people.

01	02	03	04
Clear message	Consistent brand	Tools that convert	Content that compounds

> If I could rate 10 stars I would. If you have a wellness brand I can't recommend Salt Marketing, Jennifer and her team enough!



Ready to build your foundation?

Salt Marketing helps med spas and wellness practices get found and get booked, starting with a message patients remember.

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