



FALL FOR ALL LOVING KIND

**This is how we built a  
reputable brand from scratch.**

CLIENT CASE STUDY

# MARKETING FUNNEL FOR CUSTOMER ACQUISITION

Branding

Social

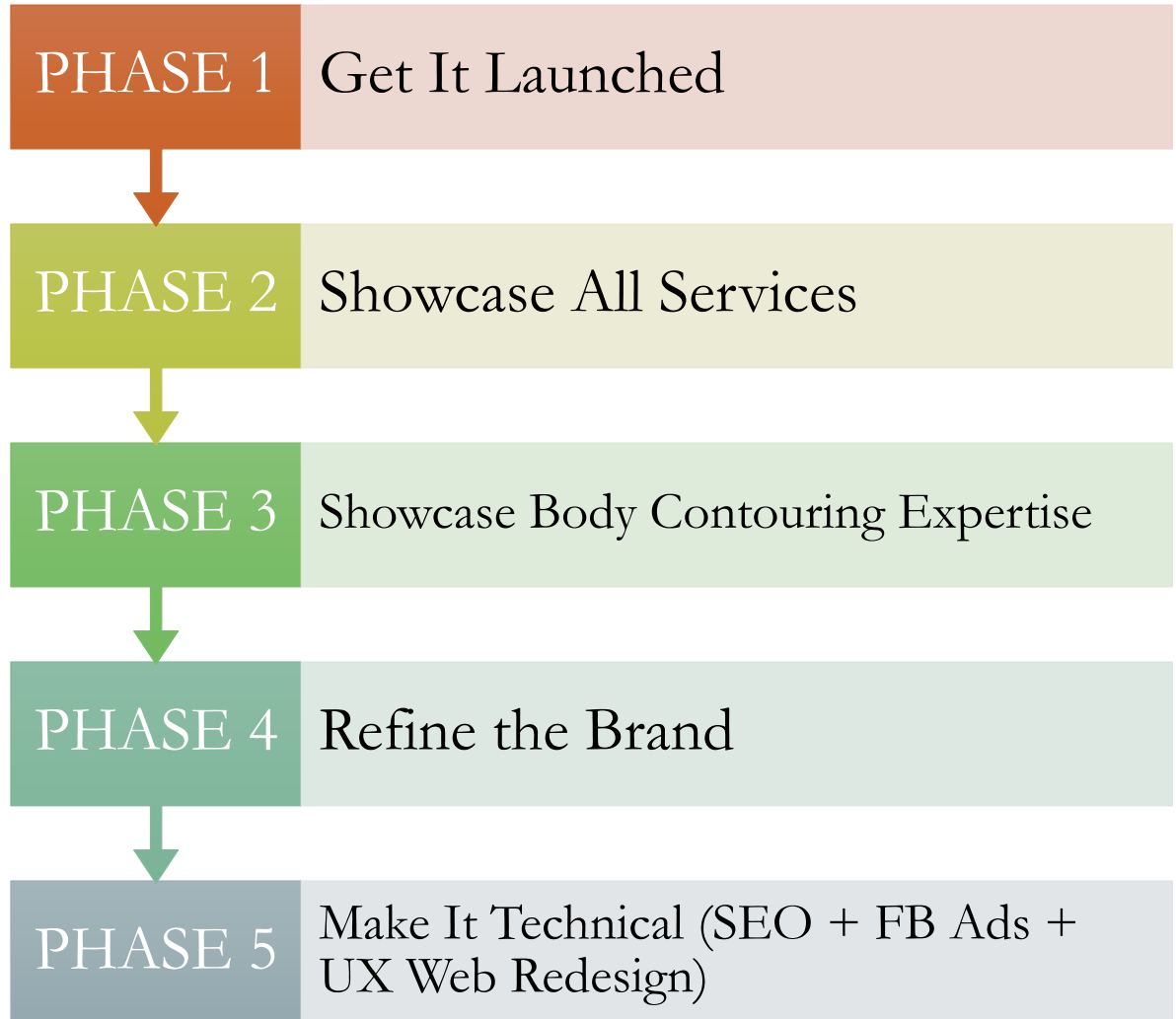
Website

Newsletters

Appointment

Inquiries

September 2018 – February 5th, 2020



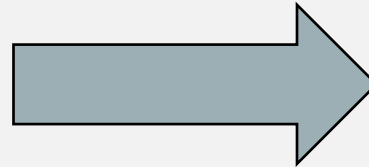
## OVERVIEW OF PROJECT PHASES

# CREATE ELEVATED BRANDING

Original Logo

No Guidelines

*Just Ageless*



New Logo

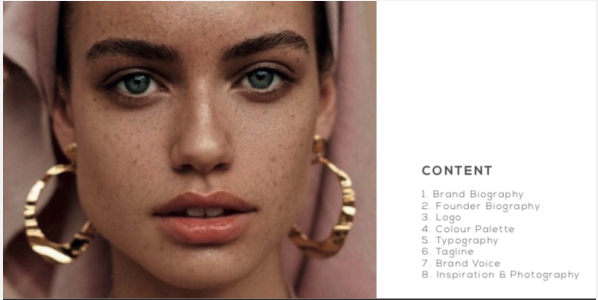
Creating Brand Parameters

*A*  
**JUST AGELESS**



# SET BRAND PARAMETERS

CREATES CONSISTENCY IN VISUAL IDENTITY + BRAND COMMUNICATION



**1. Brand Biography**

Just Ageless is a non-invasive skin care & body contouring studio that provides preventative and rejuvenating skin care services to address concerns such as age spots, facial pigmentation, fine lines, wrinkles, loss of firmness, and skin laxity. Our treatments are safe, effective, non-invasive, and stress-free to give you the best treatment for your skin.

**2. Founder Biography**

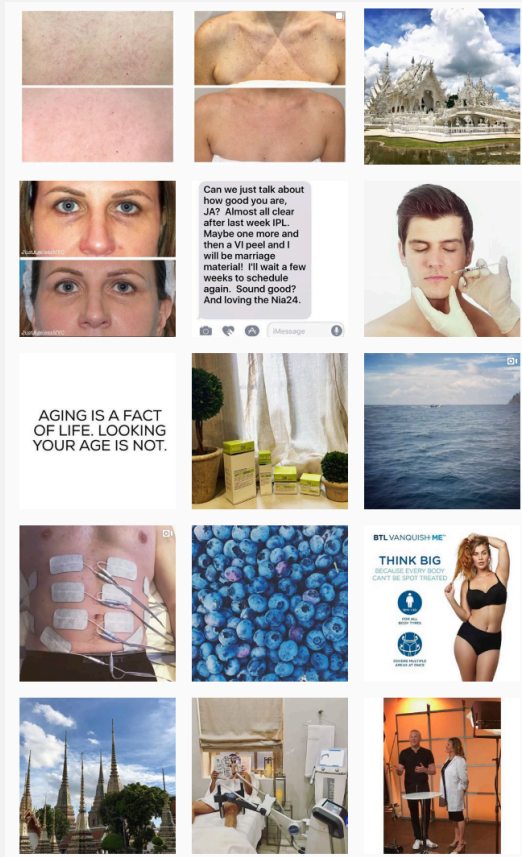
Just Ageless is founded by Jennifer Anselmi, who is a licensed body contouring expert who focuses on enhancing clients' natural beauty and confidence. Jennifer uses cutting-edge technologies and addresses personal factors that contribute to their overall wellness to provide optimal results. Jennifer has worked alongside dermatologists and plastic surgeons to gain valuable knowledge to help her clients achieve their beauty goals in safe, effective, and long-lasting ways that enhance the true wellness of their bodies.

Jennifer is an active member of the Society of Plastic Surgery Services Specialists, the American Society of Laser Medicine and Surgery, and the Association of Skin Care Professionals. She is a Qualifying Clinical Educator. A lifetime learner, Jennifer attends numerous conferences at global conferences and trade shows to stay on top of the latest and most groundbreaking technology in the beauty and wellness world.

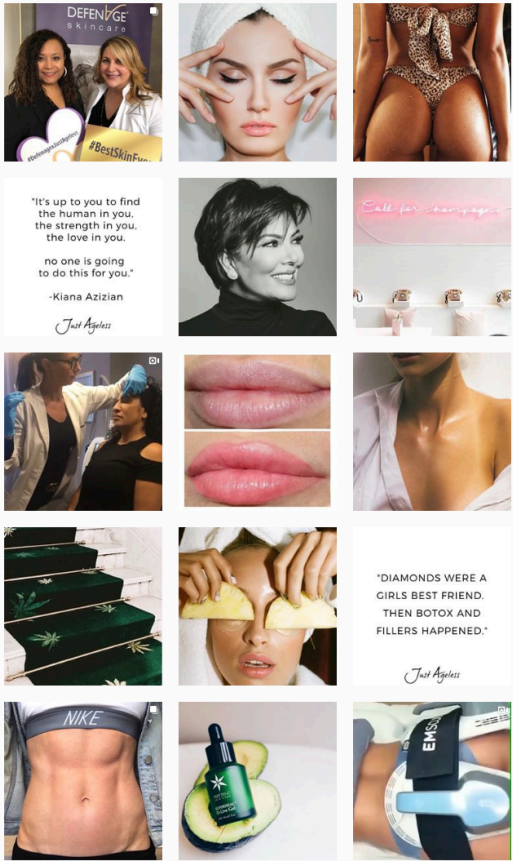


# ELEVATE THE SOCIAL

COMMUNICATE WITH YOUR CUSTOMER—LET THEM KNOW YOU'RE HERE



Starting Point:  
1,700 Instagram  
Followers



# ELEVATE THE WEBSITE

TELL THEM WHO YOU ARE AND WHAT YOU'RE HERE TO DO

*Just Ageless*

11 HOWARD ST. SUITE 416

NEW YORK, NY, 10013

(929) 328-8277

[WELCOME](#) [ABOUT](#) [PRESS](#) [CONTACT](#) [SKIN REJUVENATION](#) [MEDICAL](#) [BODY CONTOURING](#) [COOLSCULPTING](#)  
[ULTRASHAPE](#) [EMSCULPT](#) [VANQUISH ME](#) [TESTIMONIALS](#)



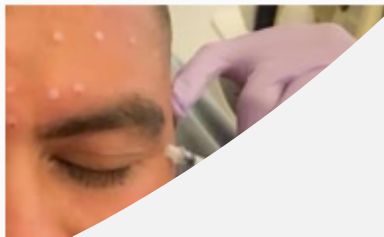
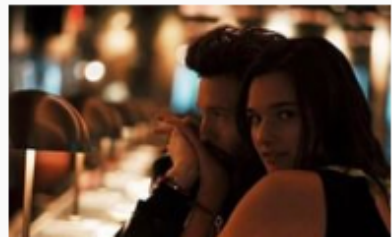
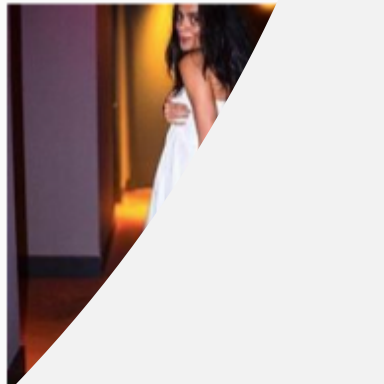
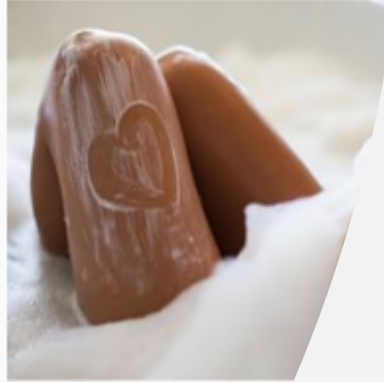
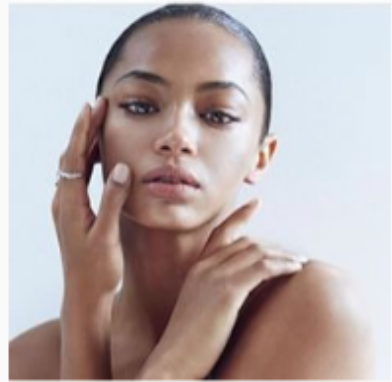
SET LIVE ON NOVEMBER 25<sup>TH</sup>, 2018



[HOME](#) [BOOK NOW](#) [SERVICES](#) [SEE IT TO BELIEVE IT](#) [BLOG](#) [ABOUT US](#) [PRESS](#) [SHOP](#)





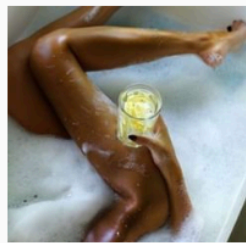
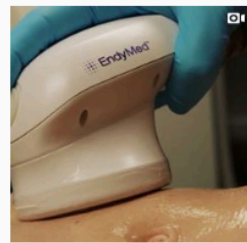
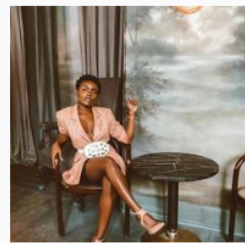
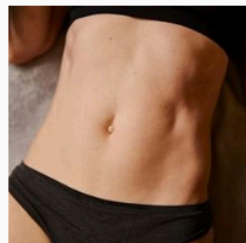
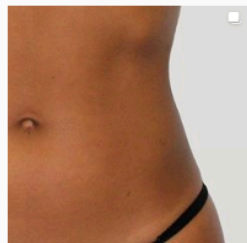
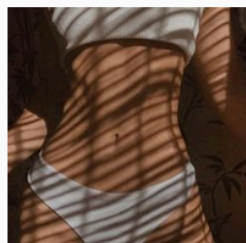
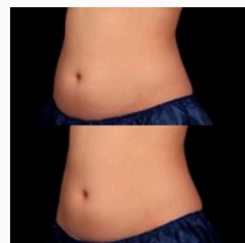
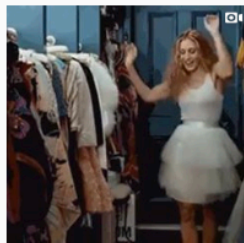
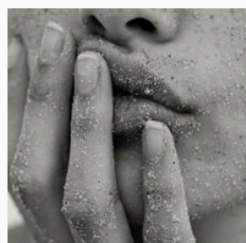
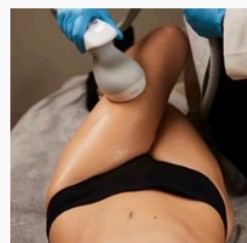
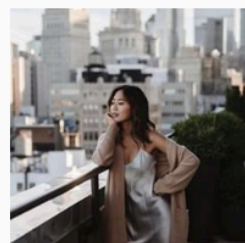
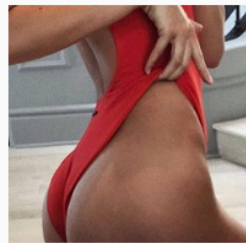
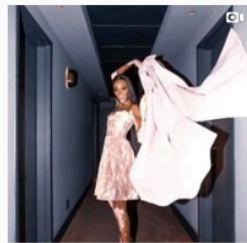
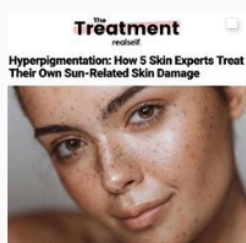
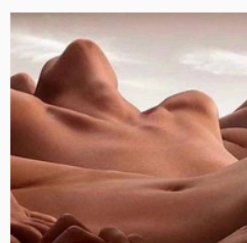
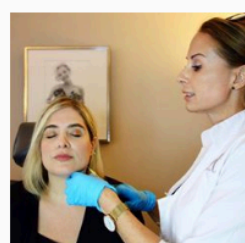
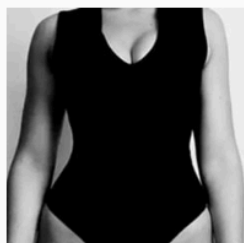
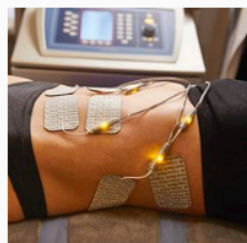


# SHOWCASING LOCATION OF 11 HOWARD

TO MARKET SERVICES TO  
A YOUNGER, CUTTING  
EDGE DEMOGRAPHIC  
(EARLY TO MID 30S).

ALLOWING THIS  
CLIENTELE TO AGE INTO  
HIGHER TICKET SERVICES  
LIKE ULTHERAPY WHEN  
THEY START SEEING  
VISIBLE SIGNS OF AGING.

# HEAVY FOCUS ON BODY



# CREATE ELEVATED BRANDING

Logo



Refined Logo







### 1. Brand Biography

Just Ageless is the premier body sculpting + beauty lab method inside Manhattan's Diamond District - a district gem with ultimate privacy and convenience that includes holistic beauty spa services.

We provide technologically advanced body contouring, cosmetic injectables, and rejuvenating skincare + beauty services. Our offerings are designed to address concerns such as age spots, hyperpigmentation, acne, rosacea, fine lines, wrinkles, broken capillaries, poor skin elasticity, hair restoration, fat melting, muscle toning, and skin tightening.

Our treatments are safe, effective, non-invasive, and designed to return to you the best treatment for optimal beauty.

Our mission is to help you get your best face forward by making your confidence clear and internal wellbeing.

Your question is, why can't you reflect that?

### 2. Founder Biography

Just Ageless is founded by Juana Artale, a renowned body contouring + beauty expert who focuses on enhancing her clients' natural beauty and confidence. Juana is an active member of the Society of Plastic Surgery, Skin and Injectables, the American Society of Laser Medicine and Surgery, and the Associated Skin Care Professionals. She is a Certified Aesthetic Clinical Educator. Ultra-hip expert, and laser genius specialist who lectures at global conferences and trains physicians on best practices for groundbreaking technology in the beauty and wellness world. She has been named "Manhattan's Body Sculptor" by WMag and awarded as the "Magazine's Body Sculptor" in the Beauty Gettin' Around.

### 6. Taglines

JUST AGELESS  
JUST AGELESS

You deserve to feel that glow.  
Juana Artale, "Manhattan's Body Sculptor"  
Juana Artale, "The Body Sculptor"  
Your Skin is Not Aging, We Can't Your Reflection Be Too?

### 7. Brand Voice

Empower + Inspire  
Be your own hero.

Enhance, Natural Beauty  
Look like the best you ever were without even realizing it.

Make something happen.  
You can do it. You are capable. You are beautiful. You are strong. You are confident. You are you.

Applaud With Elegance  
You are the star. You are the star. You are the star.

"YOU CANNOT MOISTURIZE YOUR SKIN WITH AN OIL. MOISTURIZING YOUR SKIN WITH AN OIL IS LIKE SITTING IN A CAR WHILE IT'S RAINING AND EXPECTING TO GET WET; IT WILL NEVER HAPPEN."  
- THE CUT

### 8. Inspiration & Photography

### 3. Logo

JUST AGELESS®

### 4. Color Palette

White	Light Grey
HEX: #FFFFFF	HEX: #E0E0E0
HEX: #F0F0F0	HEX: #D0D0D0
HEX: #E0E0E0	HEX: #C0C0C0
HEX: #D0D0D0	HEX: #B0B0B0
HEX: #C0C0C0	HEX: #A0A0A0
HEX: #B0B0B0	HEX: #909090
HEX: #A0A0A0	HEX: #808080
HEX: #909090	HEX: #707070
HEX: #808080	HEX: #606060
HEX: #707070	HEX: #505050
HEX: #606060	HEX: #404040
HEX: #505050	HEX: #303030
HEX: #404040	HEX: #202020
HEX: #303030	HEX: #101010
HEX: #202020	HEX: #000000

Gold Accent  
White  
Pink  
Light Blue  
Light Grey  
Dark Grey  
Dark Blue

### 5. Typography

Linotype Didot Headline  
Lato Sans Regular Body  
Lato Sans Regular Body  
Lato Sans Regular Body  
Lato Sans Regular Body

SOLIDIFY BRAND PARAMETERS IN A REFINED BRAND BOOK.

CREATES CONSISTENCY IN VISUAL IDENTITY + BRAND COMMUNICATION. APPLIES TO EVERYTHING THE BRAND TOUCHES AND CREATES FROM IN-HOUSE EXPERIENCES TO PRODUCT LINE DEVELOPMENT, SOCIAL MEDIA, AND MORE.

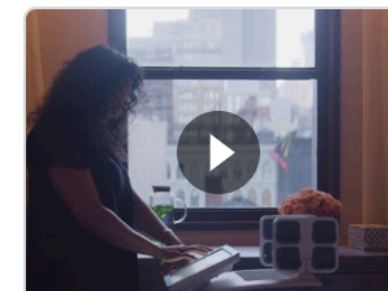
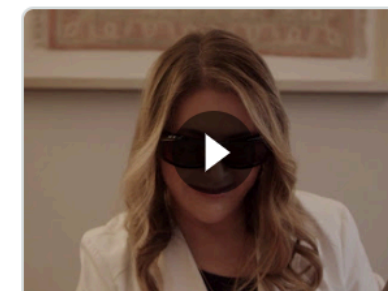
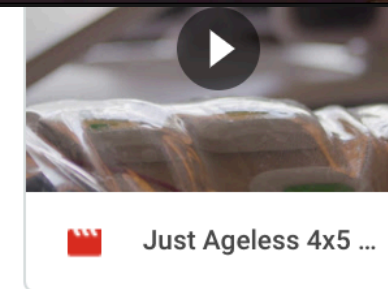
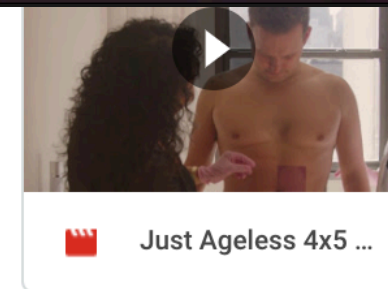
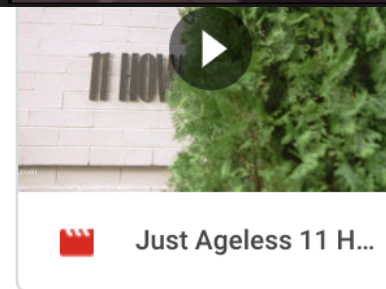
# VIDEO SHOOT OCTOBER 2019

PRODUCER (\$7K) AND EDITOR (\$3.5K) WORKED FOR TRADE.

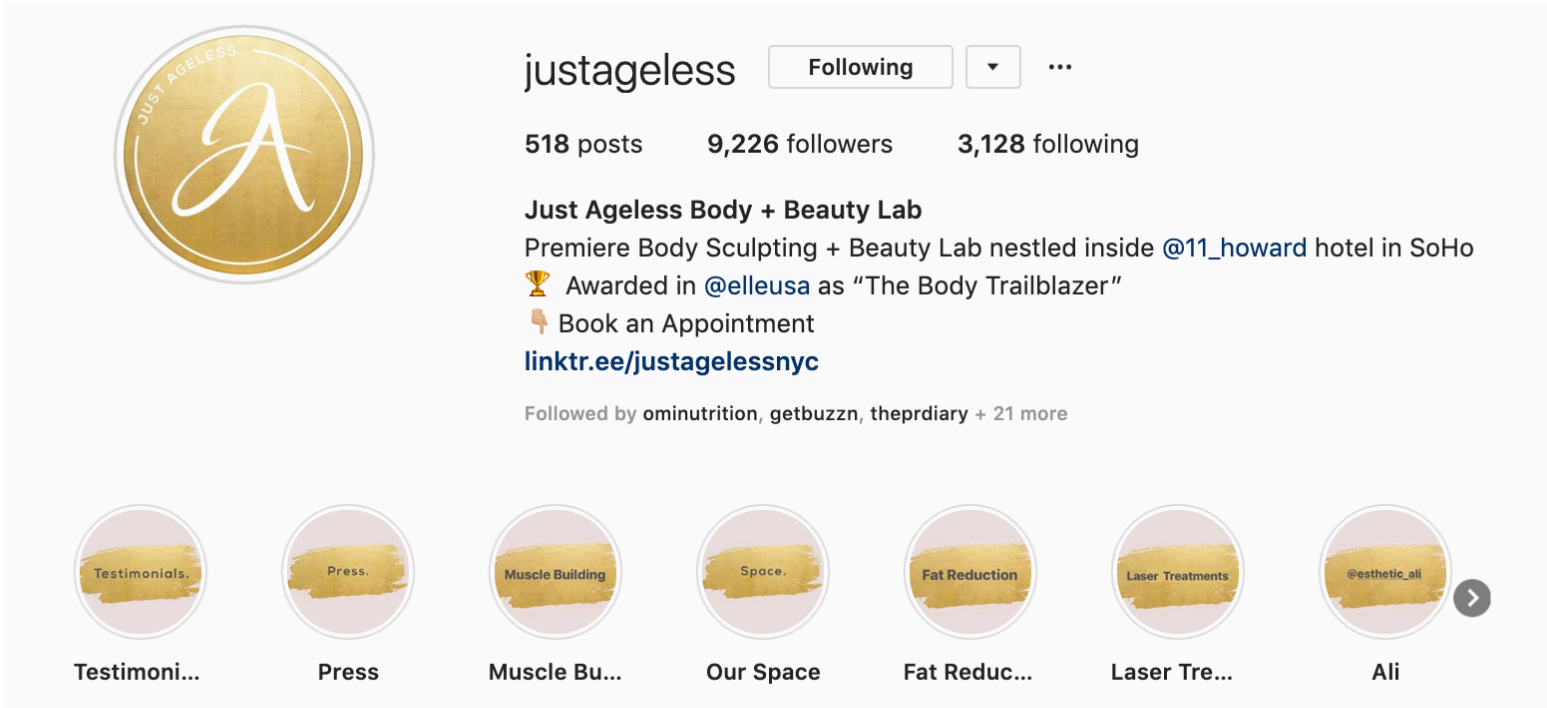
VIDEOGRAPHER WORKED AT A REDUCED DAY RATE OF \$1K (TYPICALLY STARTS AT \$2K), + DIDN'T CHARGE CAMERA RENTAL FEE TO JA.

THREE MODELS WORKED FOR TRADE (\$1K EACH). STANDARD DAY RATES FOR MODELS START AT \$1.5K).

FALK CAPPED CONSULTING HOURS TO ACCOMMODATE BUDGET (14 HOUR SHOOT DAY, 6.67 HOURS BILLED).







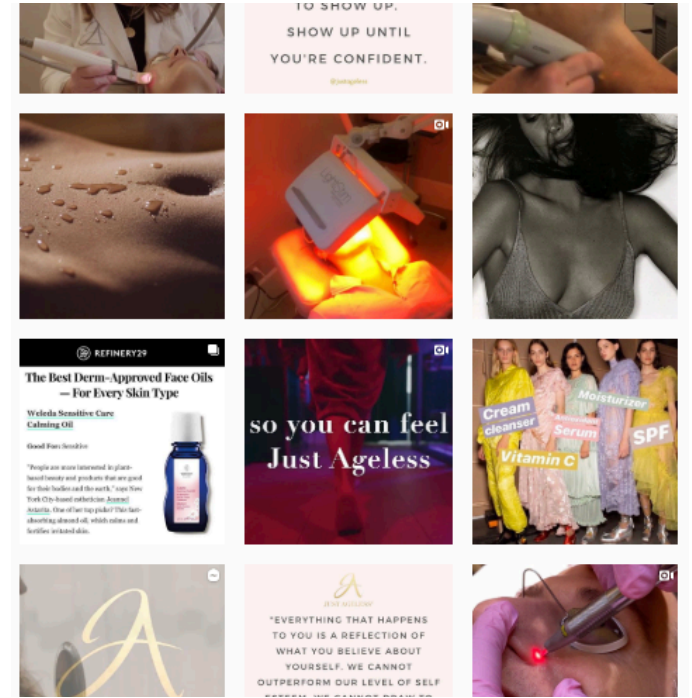
**justageless** Following ▾ ...

518 posts   9,226 followers   3,128 following

**Just Ageless Body + Beauty Lab**  
 Premiere Body Sculpting + Beauty Lab nestled inside @11\_howard hotel in SoHo  
 🏆 Awarded in @elleusa as "The Body Trailblazer"  
 📅 Book an Appointment  
[linktr.ee/justagelessnyc](https://linktr.ee/justagelessnyc)

Followed by ominutrition, getbuzzn, theprdiary + 21 more

Testimonials...   Press   Muscle Building   Our Space   Fat Reduc...   Laser Tre...   Ali



INSTAGRAM FOLLOWING INCREASED ORGANICALLY FROM 1,700 TO 9,200 FOLLOWERS IN A LITTLE OVER 1 YEAR.



SKIN

INJECTABLES

BODY

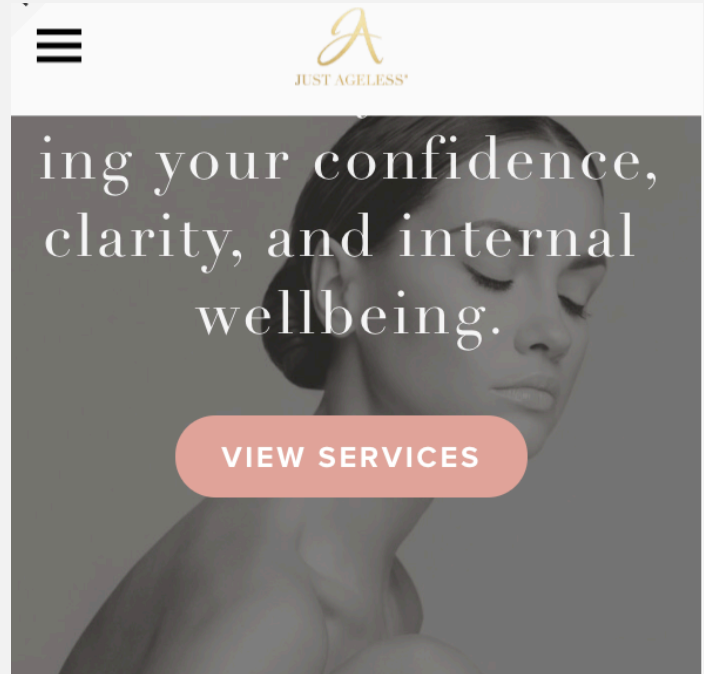
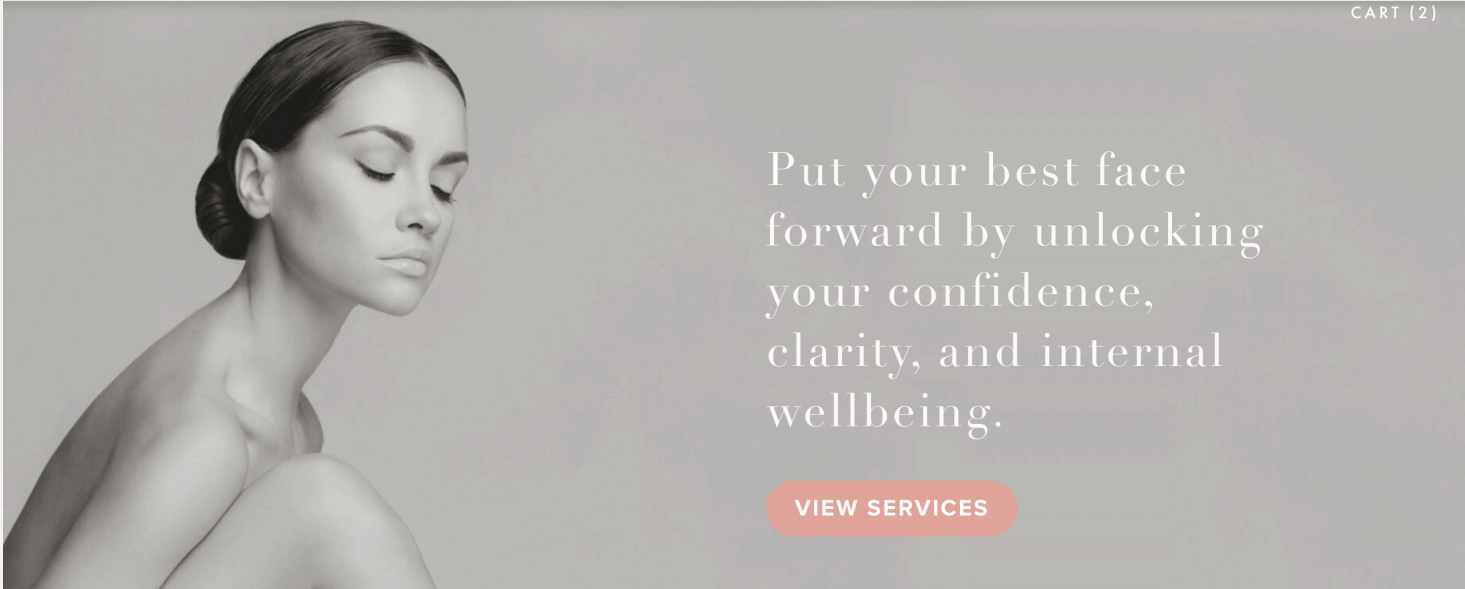
BEAUTY

HEALING

SHOP

BOOK NOW

CART (2)



## OPTIMIZING WEBSITE FOR MOBILE + REDESIGNING THE HOMEPAGE

### Our Services

Whether it's erasing sun damage, tightening your jawline, or building muscle definition, we aim to empower you to find the silver lining in all that is within you.

November 2018 – February 5th, 2020

## LIFE TO DATE TOPLINE ANALYTICS

### 3,746 LEADS

- 2295 Instagram, 1311 Facebook, 137 Email, 3 YouTube

### 764 FORMS (not including IG DMs)

- Appointment Requests + Contact Forms: 542
- Newsletter Sign Ups: 222

### E-COMMERCE REVENUE

- \$2,019 from the first Rejuvaccation Package

### TOP 3 PAGES VISITED

- Skin (6712), Body (4587), Book Now (3431)

#### Traffic

Fri, Nov 23, 2018 – Thu, Feb 6, 2020

Unique Visitors

25.3k

+881.2% yr/yr

Visits

18.4k

+717.4% yr/yr

Pageviews

54.8k

+752.6% yr/yr

Visits by Browser



Visits by Source



# LIFE TO DATE TOPLINE FB/IG ADS

## JAN 2019 – MAY 2019

- BTL EMSculpt Ads
  - Facebook Ads
    - Negotiated Spend: \$3,500
      - Initially BTL only put \$1,000 into ads and kept \$2,500 profit. FALK had them put full \$3,500 & monitored activity.
    - Cost Per Click: \$1.83
    - Impressions: 154,704
    - 121 Direct Form Submissions (on the EMSculpt landing page, does not include general book now submissions)

## JUNE 2019 – FEB 5<sup>TH</sup>, 2020

- Facebook Ads
  - Spend: \$451.02
  - Cost Per Click: \$1.23
  - Impressions: 48,446
  - *Typically guided to website landing pages*
- Instagram Ads (Boosted Posts)
  - Spend: \$764.01
  - Cost Per Click: \$1.29
  - Impressions: 100,764
  - *Typically guided to Instagram to boost engagement and following*

@FALK.AGENCY HELLO@FALK.LIFE

reach out to us  
we LOVE to work

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We're global. We operate in three continents. Let's make it four: [hello@falk.life](mailto:hello@falk.life)

