



SUCCESS STORY: EMAIL NEWSLETTER MANAGEMENT

CLIENT: Jennifer Slingerland Ryan -
The New Mental Health Model

PROBLEM:

Jennifer Slingerland Ryan is a practicing mental health therapist who has created a new self-care model based on mental health principles. She approached us after having written a draft for a book because she wanted to start sharing the material while growing her audience.

SOLUTION:

Our first step was to create a one-pager that summarized the eight self-love acts that could act as a lead-generating, downloadable PDF. Jennifer offers it to the clients she sees in her office, enabled it as a download on her website, and shares it with her social media followers. When people download it, they opt in for a monthly newsletter that shares more details and stories about the mental health principles.

SUCCESS:

The downloadable PDF, monthly emails, and social media graphics are helping Jennifer grow her audience and stay connected with them. These materials have allowed Jennifer to support her audience with new ways to care for themselves during challenging seasons. She has also been able to test and measure what content resonates with her audience so she can create new content and products for her practice.



"I had worked diligently to create and market my group practice for years and done so successfully. I came to a point where I needed to be able to successfully market me as an individual practitioner as well so I really needed someone to help me rebrand myself as an individual. Julia Block Marketing Solutions has helped me bring my personal rebrand to life; from logos and social media graphics to newsletters and new product launches. I have appreciated the structure, creativity, responsiveness and quality that I have experienced."

- Jennifer Slingerland Ryan

