

MAISON  
DE LAND

Elevated Brand Experiences.  
Expansive Marketing Strategies.  
Intentional Storytelling.

Maison De Land, founded by Ashley Deland, embodies timeless and modern marketing principles as its foundation with the craftsmanship and creativity that produces unique brand identities.

*Our aim is to create a visual language and written narrative that entices everyone into the conversation.*



## MEET THE FOUNDER

*Ashley Deland*

*Avant-garde woman who pioneers a lifestyle of multiple facets and passions, molding the values of the AD brand, the House she founded.*

With over a decade of experience and a recognized expert in the field of marketing, branding and business development, Ashley has been featured on numerous media outlets such as Forbes, INC, Entrepreneur, Authority Magazine, Medium, Authority PressWire and FOX.

With a Degree in Marketing, Bachelors of Business Administration from top world ranking university, Griffith Business School, Ashley is an active member of the Forbes Business Council, recognized as Business Elites 2022 “Top 40 Under 40” winner and Stevie Award Winner 2023, for “Best Female Entrepreneur in Canada.”

A voice of guidance and creative leader that brings extensive experience to the table, she also has hands-on experience building, growing and exiting multiple businesses of her own in the food and beverage sector, health and wellness market and hospitality industry.

Now the Founder & CEO of Ashley Deland, a creative consulting firm & Maison De Land, a full-service creative design house dedicated to branding, marketing & storytelling, she has served hundreds of founders globally through intentional branding, strategically designed marketing solutions and 1:1 consulting.



## THE RESULTS

17

Results Produced in  
Over 17 Countries

237

Over 237 Businesses  
Served

\$212M

Largest Brand  
Collaboration

# OUR CLIENTS

## LIFESTYLE



MCKILLOP AND CO



## FITNESS



CONNECTING KARMA

## WELLNESS



# OUR CLIENTS

## EDUCATION



## FASHION



## COACHING



# OUR CLIENTS

## CONSTRUCTION



## FINANCE



## AUTOMOTIVE





OUR WORK HAS BEEN SEEN IN

**Forbes** **Walmart**  **Inc.** **BBC**



Authority Magazine



# OUR SERVICES

Small Roster. Personalized Attention. Tailor-Made Support.

To follow a fleeting trend is effortless, but to create a timeless brand that captures the attention of the people that matter the most, requires creative foresight, a devotion to exceeding excellence and a dedication to the individual behind the business.

*Those curated details forge the uniqueness of Maison De Land.*

## BRANDING

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- Brand Identity
- Brand Strategy
- Brand Narratives
- Brand Story
- Brand Naming

## MARKETING

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- Marketing Campaigns
- Marketing Strategy
- Marketing Collateral
- Omni-Channel Marketing •  
Event Marketing
- Email Marketing

## STORYTELLING

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- Website Content
- Sales Page Content
- Opt-In & Email Sequence  
Content
- Creative Campaign  
Content
- Social Media Content

## DESIGNING

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- Website Design
- Print Design
- Digital Design
- Product Design
- Packaging Design

# CASE STUDIES

# LE PRESTIGE MEDICAL SPA

*1:1 Consulting. Digital Home. Content Creation. Marketing. Social Media Management. PR.*

*Le Prestige*

MEDI SPA

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## *The Client*

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In June 2022, Astrid Mkrtchyan, Owner of Le Prestige Medical Spa, signed on with Ashley Deland for a 6 month 1:1 Consulting Container, alongside Done-For-You agency services with Maison De Land.

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## *The Brief*

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With the goal of becoming Burlington, Ontario's top premier medical spa and opening a second location, she turned to the MD team to help her establish her branding, implement impactful marketing solutions, enhance visibility and increase her digital presence.

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## *The Work*

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Through our 6-month container, we were able to recreate the branding experience towards a more unique approach, by fusing luxury with a customer-centric focus that delivers youthful and natural medical enhancements. We then brought reality to her aspirational goals by heavily increasing her digital exposure and online awareness through marketing and business development, in the areas of website design & development, social media management, Pay-Per-Click Ads & meta advertising and advanced SEO services. The MD efforts also secured press coverage on multiple outlets such as Lifestyle Magazine, FOX and CBC, as well as multiple mentions in local media publications and a television appearance on Your Haltontv.

## *The Result*

As a result of our work, this newly established business was bringing in \$30k + in revenue, in her first 6 months of operation, solidified multiple local and digital collaborations, won “Best Medical Spa 2022” and graced the cover of Lifestyle Magazine.

*Through executing our strategic marketing strategies, we were also responsible for accumulating over 148 website clicks per week, creating ads that garnered 18,850 impressions per day and consistently increasing her digital growth by over 40% on a monthly basis.*

## *The Praise*

“We recently started working with Ashley and it’s unbelievable how much of a difference we have seen in our growth (as a newly established business) in such a short period of time. Ashley is passionate, driven and gets the job done. She goes above and beyond with every project she tackles and most importantly, has integrity! If you’re looking to hire a business consultant, she’s the way to go. You will not be disappointed. Thank you Ashley for all you’ve done.”

*- Astrid Mkrtchyan, Owner, Le Prestige Medical Spa*



# MCKILLOP AND CO.

*1:1 Consulting. Digital Home. Content Creations. Marketing. Social Media Management.*

## MCKILLOP AND CO

### *The Client*

In January 2022, Emily McKillop signed on with Ashley Deland Consulting for a 6 month 1:1 Consulting Container, alongside Done-For-You agency services with Maison De Land.

### *The Brief*

As a new entrepreneur looking to revolutionize the digital support industry through her commitment and craft, Emily approached Maison De Land, to bring her vision to life of creating a full-service virtual assistant agency, as well as becoming a booked-up, in-demand digital online assistant herself.

### *The Work*

While working closely with Emily through strategic advisory, we were able to bring clarity and focus to her branding, create a custom-tailored blueprint to bring her concept to market and launch her as a leader in her niche. We also focused on curating a white-glove client experience that will differentiate herself from the competition and leave memorable impressions with her clients, for years to come. Emily understands the mounting pressure of business growth and the ever growing to-do lists of entrepreneurs, which is why she made it her mission to create a brand identity and experience that encapsulates a supportive, soft and trustworthy personality. Pulling inspiration from one of her icons Audrey Hepburn, we blended a luxury, modern expression with a simple, feminine feel - to represent a true essence of approachability.

## *The Result*

In addition to completing a full brand identity including; logo, graphics, type suite, solidifying personality and messaging, the MD team also developed a custom built 5 page website, along with curating all the website copy. Following the successful launch of the website, we then implemented strategic marketing solutions through effective email marketing campaigns, elevated her digital presence through social media strategies and created all her beautifully designed marketing collateral.

*Within our 6 month container, Emily had successfully acquired over 12 high-paying clients, including a large scale personal care firm and recognized transformative coaching center, generating over \$10k a month in revenue. As a result of the MD efforts, they are now supporting McKillop & Co into their next phase of expansion, offering 1:1 consulting, programs, retreats and a heightened focus on community growth.*

## *The Praise*

“Ashley took all the guesswork out of substantially growing my brand and business. I came to her with a vision and she executed it from start to finish as a mentor and business partner. In just 6 months of working with her I’ve grown my business substantially, incurring over \$10k a month and having to hire three full-time staff members. There’s no one else like her.”

*- Emily McKillop, Owner, McKillop & Co.*



# SPIRITUAL BOOKS FOR CHILDREN

*1:1 Consulting. Brand Identity. Digital Home. Print. Content Creation. Marketing. PR. Product Development.*



## *The Client*

In April 2022, Claudia Feurerstake signed on with Ashley Deland Consulting for a 3 month 1:1 Consulting Container, alongside Done-For-You agency services with Maison De Land.

## *The Brief*

Claudia had just written her first children's book "My Unique Self" and turned to the MD team for comprehensive support and 1:1 advisory on the methodology of a successful launch, along with the hands-on support of elevating her brand identity, re-designing her website, curating brand focused copy and implementing impactful marketing frameworks and campaigns. The aspirational results were to increase visibility, awareness and gain the exposure needed to get her product noticed and reach her ultimate goal of becoming an International Best-Selling Author.

## *The Work*

While working with Claudia, the MD team was immediately inspired by her relaxed yet bubbly personality. The goal was to encapsulate that positivity and uplifting character in a child-like manner that tells the unique visual story, voice and values of her new brand experience. Combining gender inclusive soft, pastel colors with the characters from her children's book, we were able to capture the whimsical, playful feel through a visual experience that reflects her passion and heart-led story, with the power to unfold and expand with her future growth aspirations. In addition to creating her visual and narrative brand identity, we also designed and developed a digital home in the form of a customized website that highlighted and honored the artistic and handmade feel of her original book.



Along with uncovering the brand message and guide, we also developed all website copy, produced 6 months worth of email campaigns to be sent out bi-weekly leading up to the launch and developed a three-part email drip series for new website visitors, to ensure effective communication. The MD team also had the honor of working intimately with Claudia to expand her product-suite through creating four “My Unique Self” activity books in the form of a Gratitude Journal, Activities Book, Coloring Book & Spelling Book. From concept to execution, these artfully designed books were made to encapsulate the focus of providing parents and educators with resourceful tools to empower children to shine their own unique spiritual light.

### ————— *The Result* —————

Closer to the launch date the MD team was also responsible for elevating her online digital presence through comprehensive social media strategies, alongside the execution and management of their Instagram and Facebook accounts. This resulted in a 97.6% increase in exposure with an average of 17,429 accounts reached per week. Through strategic marketing and following the customized framework, there was a drastic increase in their online growth and visibility through effective Meta Ads that garnered over 192,185,000 impressions and 17 weekly new website visitors. The inclusion of Google My Business Management also increased traffic to over 1004 new monthly website visitors with total average monthly views being 2.71k per month. We are thrilled to say that through the extensive efforts of the MD team and close collaboration with Claudia, on the first day of her book launch for “My Unique Self” she soared to the top of the best-sellers list and achieved her goal of becoming a National & International Best-Selling Author and ranked #5 in the “Children’s Self-Esteem” category.

### ————— *The Praise* —————

“Maison De Land is a 5-star Firm. Driven, Professional and Results-Oriented, with a side of warmth and imagination. Ashley goes above and beyond any marketing firm that I’ve ever worked with. Not only is she extremely knowledgeable and an expert in her field, she has the capability of delivering every single one of your needs all the while making you feel nourished and at peace. She is supportive, always lends an ear, truly gets to know your brand and vision and replicates that in her marketing strategies. She’s innovative, has high standards, thinks outside the box, and literally modifies your brand to meet the global marketing demands. This consulting firm will not disappoint, your only regret will be not starting with them sooner!”

– *Claudia Feuerstake, Author & CEO, Spiritual Books For Children Inc.*



# ELLYSIA HEALTH SERVICES

*Brand Identity. Print. Digital Design. Photography.*



## *The Client*

At the beginning of 2023 Ellysia Sousa, Certified Personal Trainer, Performance Coach, Pelvic Floor Specialist & CEO, Ellysia Health Services approached Maison De Land in search of a new brand identity, full website design, brand photography and customized marketing collateral.

## *The Brief*

Craft a brand experience that inspires a healthy lifestyle for those looking for a personalized experience, customized approach and tailor made results. Founded on values of integrity, accountability and excellence with results based on science, EHS was entering a new stage within their business with a new location, refined services and the desire for an elevated brand to create a clear alignment between strength, support and service. Ellysia turned to the MD team to create a full brand identity, create a digital website to house all her offerings, create elevated marketing materials, as well as plan and execute a full brand photoshoot.

## *The Work*

We artistically combined warm, minimal design elements with minimalistic touches and combined whitespace and cleanliness to allow readers to breathe in the sophisticated solutions alongside with the feeling of their fiercely supportive nature. Once the digital home was completed, we crafted powerful marketing materials that showcased their brand as an avenue for impact, support and results. With an already established reputation of trust and expertise, our focus was to create a brand that held a sense of strength, evoke feelings of confidence and embody the love and dedication that EHS had for their client base.

Inspired by nature, we brought deep forest green tones and mixed them with warm beiges to create an organic color scheme that visually represents the subtle sense of health, healing and wellbeing. Once the full brand identity was complete, including the brands colors, type suite, graphics and logo, we then commenced the process of designing and executing a custom branding photoshoot. With the mission to visually share the authentic story behind the brand while creating a sense of connection and community, our aesthetics revolved around soft backgrounds, neutral colors and wellness inspired props. Because of the nature of work, we felt it was important to keep the pictures and theme focused, clean and inspired. With thoughtful visuals and aligned branding in hand, we turned to creating EHS's digital home, a space for new and established clients and readers to connect with Ellysia, her offerings and space. *We artistically combined warm, minimal design elements with minimalistic touches and combined whitespace and cleanliness to allow readers to breathe in the sophisticated solutions alongside with the feeling of their fiercely supportive nature.* Once the digital home was completed, we crafted powerful marketing materials that showcased their brand as an avenue for impact, support and results.

### ————— *The Result* —————

The Maison De Land team created an elevated brand identity that encapsulated the essence of Ellysia Health Services, solidifying their brand positioning, while designing and developing a wellness inspired website that has expanded their reach and enhanced their customer experience. As a result of our efforts, EHS has seen an increase in their email list subscriptions, heightened engagement and followers on their social media platforms and is now a fully booked studio with a waitlist.

### ————— *The Praise* —————

“Maison De Land produced a stunning website and brand for my business, Ellysia Health Services. They truly listened to my vision and worked alongside me the whole way, feeling more like a business partner than agency. They produced an amazing launch strategy for me that has taken my business as a whole to a new level, increasing my sales over 200% and I'm now booked up months in advance. Every step with them just felt right.”

- *Ellysia Sousa, Owner, Ellysia Health Services*



# EDUCATIONAL MATTERS

*Brand Identity. Digital Design. Print. Product Development.*



## *The Client*

In early December 2021, Ann-Marie Borthwick. B.Ed., Ph.D., C. Psych. & CEO, The Psychology Centre For Educational Matters, connected with Maison De Land, to build a business around her passion of assisting children with developmental needs through brand identity, digital design, print, customized launch strategies and product-suite development.

## *The Brief*

Dr. Borthwick prides herself in providing expert care for children through her solution-focused therapy, while creating a warm, supportive and client-centered environment, utilizing evidence-based methods for a range of mental health concerns. As a registered school psychologist, former educator, vice-principal, university course instructor and mother of two, Ann-Marie recognizes that both the health and education of a child is of utmost importance. Her ambitious yet relaxed personality became the inspiration that encapsulated her brand, with an importance set on curating a design that will grow with her goals, as she launched new products and services, while breaking into new markets. While working closely with Ann-Marie, the Maison De Land team created a white-glove, bespoke experience, through developing a full brand identity, developing a customized website, creating multiple marketing collaterals, designing both a bricks-and-mortar and online digital launch strategy and produced a collection of hand-created, tailor-made children's activities books for resale.

## *The Work*

Creating a visual narrative and brand identity that felt both welcoming and trustworthy, to reflect the long-standing career and well-established education Ann-Marie held, set the stage for the artistic development of the informative, yet impactful branding. Embodying the intersection between extensive experience and exceptional psycho-educational assessments, we blended comforting colors with

an extra degree of care and attention, to create a brand that appeals to both children and adults alike. Once the brand identity, including the typography, color palette, logo and messaging were completed, we then designed and developed an extensive website that held the ease of navigation and paired it with exceptional expertise, along with customized back-end funnel applications. The MD team then moved forward in designing recognizable marketing materials and collaterals, to provide tangible resources for their bricks-and-mortar locations and elevate their client experience. To further support Ann-Marie's passion for assisting children, adolescent and young adults who have developmental needs, the Maison De Land team also curated a sister company, Educational Matters Publishing Co, to help launch her collection of children's activity books. Working collectively and collaboratively with Ann-Marie, our team created multiple workbooks for children, including "My First Learn To Print Book", "My First Alphabet Book", "My First Draw & Print Journal" & "Be A Printing Pro".

### ————— *The Result* —————

From a positioning standpoint, the MD team brought Ann-Marie's dream of opening a psychology center into fruition, while designing a brand identity and digital home that was closely aligning with her vision. Continuing on her mission to help others, we created a sister company within the publishing industry and developed a product-suite of children's books, pioneering the future of children's development while growing brand awareness and reach. As a result of the MD efforts, the launch of The Psychology Centre For Educational Matters bricks-and-mortar location was a huge success, resulting in Ann-Marie acquiring a fully booked schedule and generating over 6-figures within the first 6 months of operation. The Psychology Centre For Educational Matters has recently opened a second location, which is also wildly successful, with Maison De Land supporting her into the next phase of the expansion, publishing the collection of children's books with the aspiration of becoming International Best-Sellers, as well as extensive social growth, public relations and digital expansion.

### ————— *The Praise* —————

"I can't recommend Maison De Land enough for anyone looking for effective marketing solutions to help grow their online business. They did such a great job with my branding and marketing that I can't keep up with business!"

*Ann-Marie Borthwick, CEO & Founder, The Psychology Centre For Educational Matters.*



# RADIANT IN-SOLUTION™

*Brand Creation. Brand Identity. Print. Digital Design. Content Creation.*



## *The Client*

In late October 2020, Bill Parson, Owner & Founder of Parson Construction Group & Gail Cain, Vice-President of Parsons Construction Group, hired Maison De Land to create a sister company to their current, wildly successful construction group, to highlight and focus their innovative, reflective insulation. Their vision included brand creation, brand identity, digital design, print, packaging and content creation.

## *The Brief*

With the goal of getting their advanced, patent-protected insulation solution on the shelves of “big box” stores, while becoming a recognized name in the industry, Bill & Gail had large aspirations and a laser-like focus on disrupting and conquering the insulation industry. As talented and established proprietors of a large scale construction group, their time and energy was limited in assisting this newly born product from conception towards development and execution. They needed a highly collaborative, full-partner agency that housed the talent and ability to provide tailor-made support and tangible results, to facet this dream into a reality. With trust on the forefront, they looked to the Maison De Land team to manufacture a brand and expand it into a successful corporation, seamlessly integrating all moving parts of the ecosystem together in unity, and strategically launch their unique product to, what they aspired to be, already infatuated buyers. Project expectations included brand creation, brand identity, website design, print and packaging design, content creation, marketing collaterals, operational support, community management, public relations and the implementation of marketing strategies and sales funnels.

## *The Work*

With just a product in hand, the Maison De Land team began the extensive development of creating a full brand identity including the name, messaging and branding elements such as typographics, logo and narratives. Combining the key concepts of radiant, insulation and solution together, helped coin the name Radiant In-Solution® while using colors that ignite excitement, garner attention and

elicit feelings of power allowed us to intersect boldness with simplicity, to create the branding. Once Radiant In-Solution's brand position was solidified, we began the multi-stage execution of the customized product launch strategy to build anticipation through pre-marketing, while stepping into the market to generate feedback and gather data. Working in unison on establishing concept and product development, printing, packaging and production, we then began curating content for all customer touchpoints, including website content, social media and garnering publicity through creating multiple press releases. Through bold, eye-catching colors and hard-hitting content, the MD team designed a fully customized digital home for Radiant In-Solution® with a simplistic but powerful elevated design approach, which included a custom email template, a signature 3-part email drip series and monthly newsletters to maintain clear and consistent communication. Once all foundational elements were solidified, we then focused heavily on marketing strategies, operational support and establishing sales funnels to significantly enhance awareness and expand visibility, with the goal of disrupting the industry.

### ————— *The Result* —————

In just 9 months of working intimately with Parsons Construction Group, as an extension of their marketing department and through strategic advisory, Maison De Land birthed and raised their sister company, Radiant In-Solution. We are proud to say that their products are now exclusively seen on the shelves of Wal-Mart, in over 4,000 locations. They have indeed accomplished their vision of becoming the world's most advanced patent-protected insulation solution and Radiant In-Solution® was recently coined "America's #1 High-Performance Insulation Company." They have expanded their operations into two locations, Ohio & Florida, acknowledged as a "Home Advisors Top Rated" company, received the "Home Advisors Elite Service Badge", have over 100 5-star reviews and a 96% recommendation rate. We have since helped Radiant In-Solution® into their next phase of development, which is online and in-person certified courses and training, to curate the next generation of Certified Radiant Experts®.

### ————— *The Praise* —————

"We initially hired Maison De Land, to create a logo for our new company and that quickly spiraled to having them create everything from our website, to all our marketing materials, our social media accounts, even investor presentations. The work they produce is incredible and they are such a joy to work with. We've seen amazing ROI, even helping us get on the shelves of Wal-Mart, and plan on working with them for many years to come."

— *Gail Cain, Vice President Radiant In-Solution™*



# RARE.

*Brand Identity. Print. Digital Design. Content Creation. Social Media Management. Public Relations.*



## *The Client*

In April 2020, Kristen Hoestermann, Licensed Therapist and Founder & CEO of RARE. approached Maison De Land in search of a new brand identity, full website redesign, expanded visibility and digital growth management, customized marketing collateral, content creation, marketing strategies, sales funnels and public relations services.

## *The Brief*

On a mission to make the invisible, visible, Kristen held a deep talent and passion for hand creating products designed to create conversations and enhance awareness surrounding rare disease and chronic illness, while advocating for those that struggle silently. She turned to the MD team to create a full brand identity, including messaging and branding, create a digital home for her products, implement powerful marketing solutions, collaborate on product-suite development and drastically scale visibility, growth and retention through public relations and digital platforms.

## *The Work*

As a home is reflective of its owner, what you wear daily transcends clothing into walking advertisements that advocate your beliefs and become powerful attributes of personal journeys. With that in the fore-front of our mission, we fused simplicity with strength to develop a powerful yet minimal design that captured attention and inspired a community atmosphere, while creating a brand narrative that was “to the point.” The period at the end of RARE. was a significant icon that held a visual narrative of conversation, community and confidence, while bringing people together to fight a cause collectively. That creative approach led us to design a functional but frugal website where customers could easily find and purchase products, while creating content that spoke clearly to its purpose. We



then designed multiple print and marketing collaterals that seamlessly intertwined the brand on all customer touch points and gave the whole brand a timeless yet modern feel. Collaboratively, we were the creative force in the development of multiple product lines, including the creation of a charity “Karma Foundation” that became a successful extension of the brand. Once all the foundational elements were solidified, we then executed marketing strategies and implemented customized sales funnels that promoted retention, interaction and community growth, by bringing together smaller micro- communities into one powerful conversation, resulting in large-scale exposure.

### ————— *The Result* —————

As a result of the Maison De Land efforts, Kristen collaborated with several accredited mental health and physical illness advocates including, Shine The Light On - 18.5k IG followers & The Angel Project/ Lisette Kingo - 179.4k TikTok Followers, significantly enhancing visibility, expanding reach and increasing exposure. Through our comprehensive social media strategies, we elevated their digital presence from 1,317 to 15,000 followers, which resulted in a 1038% growth and a significant increase in their email list subscribers. We also facilitated the partnership of RARE. selling their tangible items in local District of Columbus stores, such as American Field & Shop Made In DC, which resulted in a 1237% increase in profits within just a few months of operation. With our direction and support we also assisted RARE. execute multiple fundraisers, live-events and pop-up shops, with the addition of customized strategies designed to drive traffic to her brand’s headquarters.

### ————— *The Praise* —————

“Since working with Maison De Land, my business has taken an amazing turn for the better. They have helped me with my entire brand identity from a new website, all my print materials to my beautiful social media platforms. They have drastically increased my followers to over 15k and have doubled my sales in the short time we’ve been together. Ashley, the Owner has become a good friend and an amazing business mentor to me.”

*- Kristine Hoesternmann, Owner & Founder, RARE.*



# JULIANA LACHANCE

*Brand Identity. Digital Design. Content Creation. Social Strategies.*



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## *The Client*

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In December, 2021, renowned Canadian Artist & Musician Juliana Lachance, approached Maison De Land, to unearth the story behind her multi-disciplined talents by developing a brand identity, content creation, community growth and retention, digital strategies and building a digital home that reflects her whimsical passion for the arts.

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## *The Brief*

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As a Canadian icon and true multi-talented artist that embodies a love for both music and art, it was Juliana's vision to create a brand and digital home that captures the way she views the world, melodically visual and sonically vibrant. With her inspiration heavily influenced on the simplicity of undiluted nature and abstract forms, it was important that a sensorial experience was created across her brand that was authentic and filled with joy, inspiration and heart - which is the essence of Juliana herself. With growing recognition developing through her bodies of works situated all over Canada, writing and recording 58 songs, releasing 7 folk albums, directing over 40 music videos and 6 short films, Juliana wanted to harness and leverage the power of her growing awareness, to solidify a profitable and sustainable future.

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## *The Work*

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When conceptualizing the creative design, we pulled inspiration from the authenticity that came from Juliana when she created her pieces of art. We conveyed an untamed, brand identity based on her genuine signature, in its simplest form, to capture the representation of life's beautiful imperfections and the essence of her hand created pieces. Once the simplistic branding was completed, we then focused on building out her digital home that occupied her many talents, carrying on the vision of an artistic identity elevated through the use of surrounding white space, now merged with minimal typographic fonts and soft pale colors, to bring a sense of balance, harmony and serenity. We then elevated its positioning by implementing multiple back-end marketing strategies and visible front-

end applications to capture leads, convert interest into sales and scale her business towards growth and retention. Following the completion of the website, the Maison De Land team also created a custom email template, opt-in box and automated email drip series, to ensure clear and cohesive communication to its users.

## ————— *The Result* —————

As a result of the MD efforts, we created a visual story, brand identity and digital home that felt artistic, organic and modern, to reflect the holistic and authentic works of art that Juliana created. Through customized marketing strategies and tailor-made support, we were able to greatly increase exposure and community growth through multiple of her social media platforms, drive traffic towards her brand's headquarters, significantly increase her email subscriber list and curated a personalized client experience.

In a limited amount of time, our team was responsible for garnering a 429% increase in impression, 999% increase in engagement, a 345% increase in total audience and a click through rate of 2.74%, in which industry average is only .20, which has helped Juliana achieve her goal of harnessing her awareness to solidify a sustainable and profitable future.

## ————— *The Praise* —————

“You and your team have taken my breath away. Everything I had imagined in a brand and website came true, and more. I've been able to fill up my calendar with gigs, events and have seen a huge increase in my sales, thanks to your guidance and efforts. I'm so grateful for all your hard work.”

– *Juliana Lachance, Canadian Artist, Musician & CEO, Wanderlust Botanicals*



# LODESTAR FREIGHT SOLUTIONS

*Brand Identity. Digital Design. Marketing Strategies.*



## *The Client*

In June 2022, Kelly Hadler, Co-Founder & Vice-President of Lodestar Freight Solutions, signed on with Maison De Land, in need of a refreshed brand identity, a fully customized website redesign, operational support and strategic marketing and funnel implementation, to increase exposure, growth and sales.

## *The Brief*

As an established and largely recognized freight solution company that works with Fortune 500 companies, such as Whole Foods, Revlon & The Plaza, Lodestar was looking to acquire a more modern feel without compromising the established brand recognition it had entrenched in the hearts of its customers for the past 20 years.

Along with a revitalized brand identity, they were looking to reimagine their current website through a modern and timeless lens that spoke more to who they encompass now, while exuding a personalized and supportive digital experience. They also needed our Founder, to step in deeply through mentorship and guidance in their established marketing department, to update and educate team members on new strategies, funnels and customer acquisition methodologies.

## *The Work*

Pride is a potent force in business and one that exudes from the owners of this well-loved and respected brand. Our focus was to encompass an immersive digital sensorial experience and turn it into a tangible encounter, alongside the goal of re-creating their brand identity to continue their iconic legacy of ceaselessness. In close collaboration, the MD team developed a detailed brand blueprint that perfectly aligned with their mission and values, as well as their future visions and aspirations. Once the full brand identity was executed, in addition to the brands colors, type suite, graphics and logo, we then commenced the process of creating a full-service customized website, centered around driving profitable experiences towards both customers and Lodestar's headquarters. To bring in an element of personalization, one that the company focuses on heavily for their own customers, we curated unique details such as engaging attributes, moving features and interactive elements to enhance the user's digital experience, while encouraging communication and clicks. Showcasing their exemplary services and expertise through our multifaceted crafts, provided a bespoke experience that left a timeless signature for this brand that will continue to be showcased around the world.

## *The Result*

The Maison De Land team executed an effective brand identity that encapsulated the essence of Lodestar Freight Solutions, solidifying their brand positioning, while designing and developing a powerful website that has expanded their reach and elevated their customer experience. As a result of our efforts, Lodestar has seen an increase in their email list subscriptions, heightened engagement and followers on their social media platforms and the mentorship allowed their department to implement strategies and funnels that greatly increased their visibility, sales and exposure.

## *The Praise*

"Maison De Land is so easy to work with and our website and brand is absolutely beautiful. Ashley, you and your team worked so hard for us. Thank you, you're highly recommended.

*- Kelly Halder, Vice-President & Co-Founder, Lodestar Freight Solutions*



# VELINI ACADEMY™

*Brand Identity. Print. Digital Design. Content Creation.*



## *The Client*

In early September 2020, Vera Velini, Licensed Psychotherapist, CEO Velini Academy® & Founder of Creating Lasting Connections Therapy Center, approached Maison De Land, on a mission to create an online academy that required brand identity, extensive program build-outs, content creation, marketing collateral and customized website development.

## *The Brief*

Vera Velini was a sought-after Silicon Valley Psychotherapist and Founder of Creating Lasting Connections Therapy Center, a well-known San Jose, California therapy center. Her passion revolved around creating personalized experiences that provide evidence based solutions, while supporting her clients in facilitating their journey towards deep personal transformations. Vera believed that authentic connection was the truest form to honoring an individual and wanted a way to add another level to her empire, to educate and counsel larger audiences, while still maintaining that feeling of closeness. Her approach was building a sister company to the Vera Velini brand, Velini Academy®, in which she would create multiple 10-week programs centered around different masteries and methodologies. She looked to the Maison De Land team to create a full brand identity, digital home, construct the online programs, create and implement strategy and sales funnels, content creation and operational support.

## *The Work*

Once we sat down with Vera, we were deeply inspired by the care and attention she approached her clients with and used that customer focused culture, to set the stage for the Velini Academy® brand. We emulated and enhanced elements from her established Vera Velini digital home by pulling soft, approachable colors and marrying them with feminine fonts and design features, to create a feeling of intimacy and evoke a warm, welcoming experience. Our goal was to encapsulate her uplifting character and capture her authentic narrative, then use that lens to create content for all her platforms

including website copy, sales pages, freebies, monthly blogs, monthly newsletters and social media content. Once the visual and written narratives were established, we then moved on to creating her custom designed website that reflected the caliber of expertise and experience she brought forward, blended with the femininity of her new brand identity. Our vision was to take the user on a digital journey with ease and understanding regarding the principles and methodologies embedded into her online programs and the unique voice, values and experience they would encounter. Big picture-thinking with detailed execution geared us to then focus on customer retention and community growth through implementing multiple sales funnels and marketing strategies, to engage audiences and sustainably scale. This also included proving a blueprint to elevate her social media presence and producing and managing Meta ads to increase awareness surrounding her new brand and its unique offerings.

### ————— *The Result* —————

While only working together for six months, the MD team brought Vera's vision to life of creating a sister company to her already established brand, including color palettes, logos, type suite, messaging and its narrative. We also successfully built a custom designed website including creating all copy, executing multiple programs, creating sales pages, newsletter sequences, blogs, drip series and social media strategies, all designed to grow and scale a profitable and impactful business. We infused the world of strategic business growth with impactful marketing solutions to significantly accelerate Velini Academy's visibility and online exposure, selling out the initial launch of her program and since then she has seen an increase in revenue for her other brands.

### ————— *The Praise* —————

“Thank you so much, everything looks amazing and the turn-around time was so quick. It truly all looks so great, I'm so thankful for you and your team.”

– *Vera Velini, Licensed Psychotherapist & CEO, Velini Academy.*



# WORDS FROM OUR CLIENTS



“The team at Maison De Land, went above and beyond to deliver us results way beyond our expectations. They were constantly there day and night, building up our business. I felt like I had hired a business partner, not a marketing agency. I’m very impressed with their work.”

*- Bill Parsons, Owner & Founder, Parsons Construction Group*



“Maison De Land, took my social media presence from non-existent to having over 300,000 views (pinterest) in just a few months. There’s one thing that I know and that’s that I NEVER could have done this on my own. I absolutely recommend anyone looking to grow their brand to give them a call. They will stop at nothing to make sure that you are 1000% satisfied.”

*- Dr. Monica Sood, Owner & Founder, Kaya Health and Wellness*



“Ashley is my angel on Earth! She is my go to when it comes to social media and marketing. The best decision I made was choosing Maison De Land, to help build my business Power Yoga Canada Burlington. In just a short time, I have already noticed an increase in the business's ROI - I am so grateful to Ashley and her team!”

*- Aneta Pietruszko, Owner, Power Yoga Canada Burlington*



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If you're interested in working alongside Maison De Land, please email us or visit our website and fill out the Client Inquiry Form to get started.

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