



healthy mama

REMEDIES FOR PREGNANCY, NURSING & BEYOND



case study.



meet the team.



randy blakeslee
co-founder / marketing director



schaun blakeslee
co-founder / ceo



rachel choice
video marketing specialist



ryan green
web developer



mariel elliot
graphic designer



sarah barrett
content director



rob moeller
creative manager



jen goding
web developer

we're here to help you.

Symboliq Media is a premium digital marketing agency that wants to redefine what an agency is. We utilize the latest technology and trends and combine them with years of industry-leading experience to bring the positive results our clients demand. We pride ourselves in great work ethic, integrity, and end-results. Throughout the years, we have been able to team up with our clients to help create stunning, award-winning designs across multiple mediums.

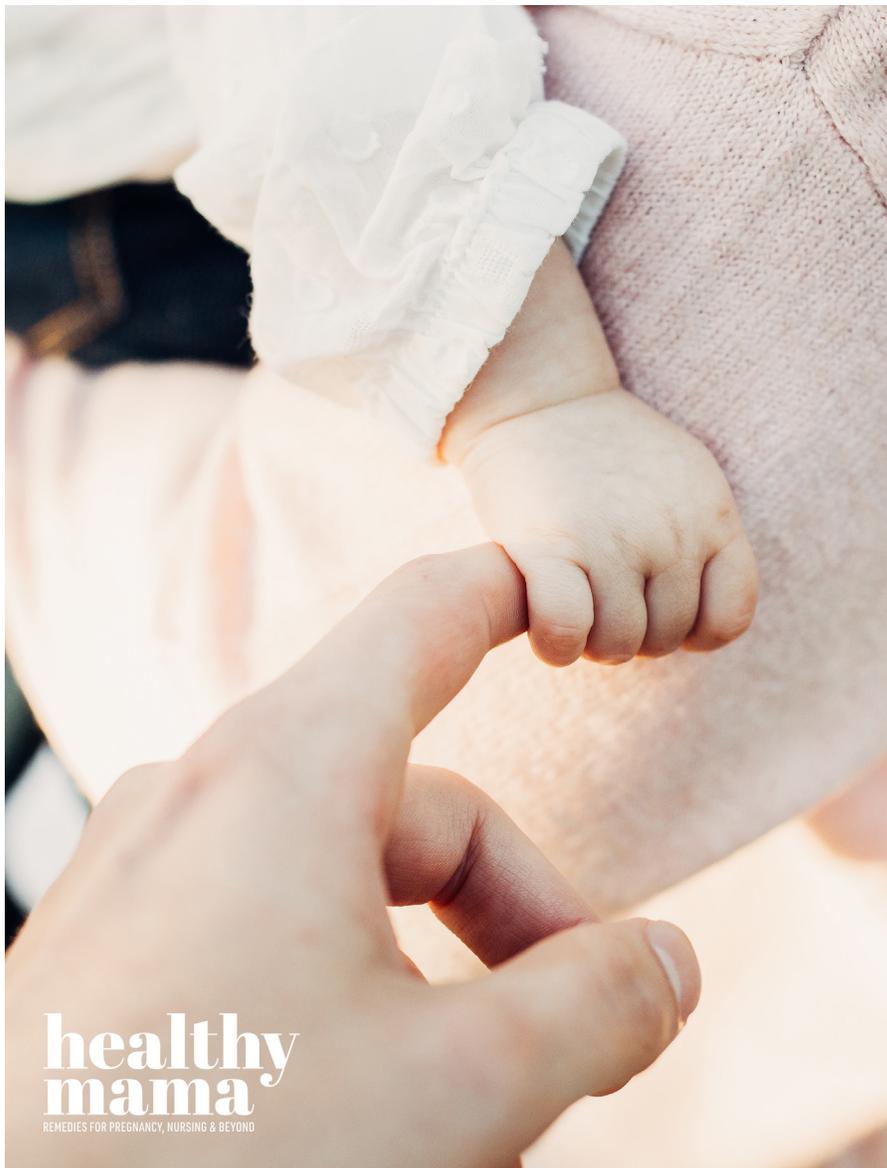
We've said it before, and we'll say it again. For a brand to succeed, cookie-cutter solutions need to be a thing of the past. Whether it's on a creative front or applying a strategic marketing practice, every individual on our team is committed to creating authentic content. We strive to make every piece we create genuine, original, and engaging. By doing this, we create a medium that consumers want to engage with instead of another image that's just taking up space.

When you take the time to craft this authentic content, people notice, and when they notice it, good things happen. We love what we do, and we really love doing it alongside you. As a digital agency, we believe that great things happen when people come together.

We pride ourselves on the extensive list of services that we offer, in a digital world, your brand needs to utilize their online presence more than ever. To achieve this, we strive to come alongside you to make sure that your company stands out among the crowd thanks to the fantastic creative individuals listed above.

So, if you're considering working with us don't be afraid to send us a message, and we'll have a stress-free conversation about how we can help your brand break the mold by showing you our some of our successful case studies, then helping you create your own path.

strategy.



the client:

Healthy Mama® is the first brand to offer pregnant and nursing mamas a complete line of safe and effective wellness solutions for those times when mamas and mamas-to-be feel a little less than “glowing.” Their remedies have been created in partnership with doctors and nutritionists to ensure they’re bringing customers the highest quality and safest solutions for their pregnancy and nursing-related needs.

the challenge:

When Healthy Mama® Brand first approached Symboliq, their website was broken, their blog links weren’t working properly, and their social media presence was not current. In order for them to spread awareness of their products to pregnant and postnatal women and retailers, they needed to undergo an entire rebrand of their company, invest in a completely new website, and re-think their social media management strategy.

the solution:

Our creative team went straight to work completely rebranding their company’s logo and product images to give them a fresh, modern, and memorable look. We organized a photoshoot and took all new pictures of their product to put on their website and social media channels.

Once our creative team finished giving Healthy Mama® a brand new look, the development team took the reins and rebuilt their entire site from the ground-up. We also configured a new email system to streamline the clients’ purchasing journey, while also keeping customers informed with Symboliq’s newly designed monthly newsletters.

Our social media and SEO professionals teamed up to come up with a new social media management strategy for Healthy Mama® Brand. We create and schedule their social media posts, write blogs, and conduct continual SEO keyword research to help with their search engine rankings.

Lastly, our teams also created brand-new presentation decks for Meijers, Costco, and Walmart to help realize their mission of working with retailers to create shelf space for prenatal care.

