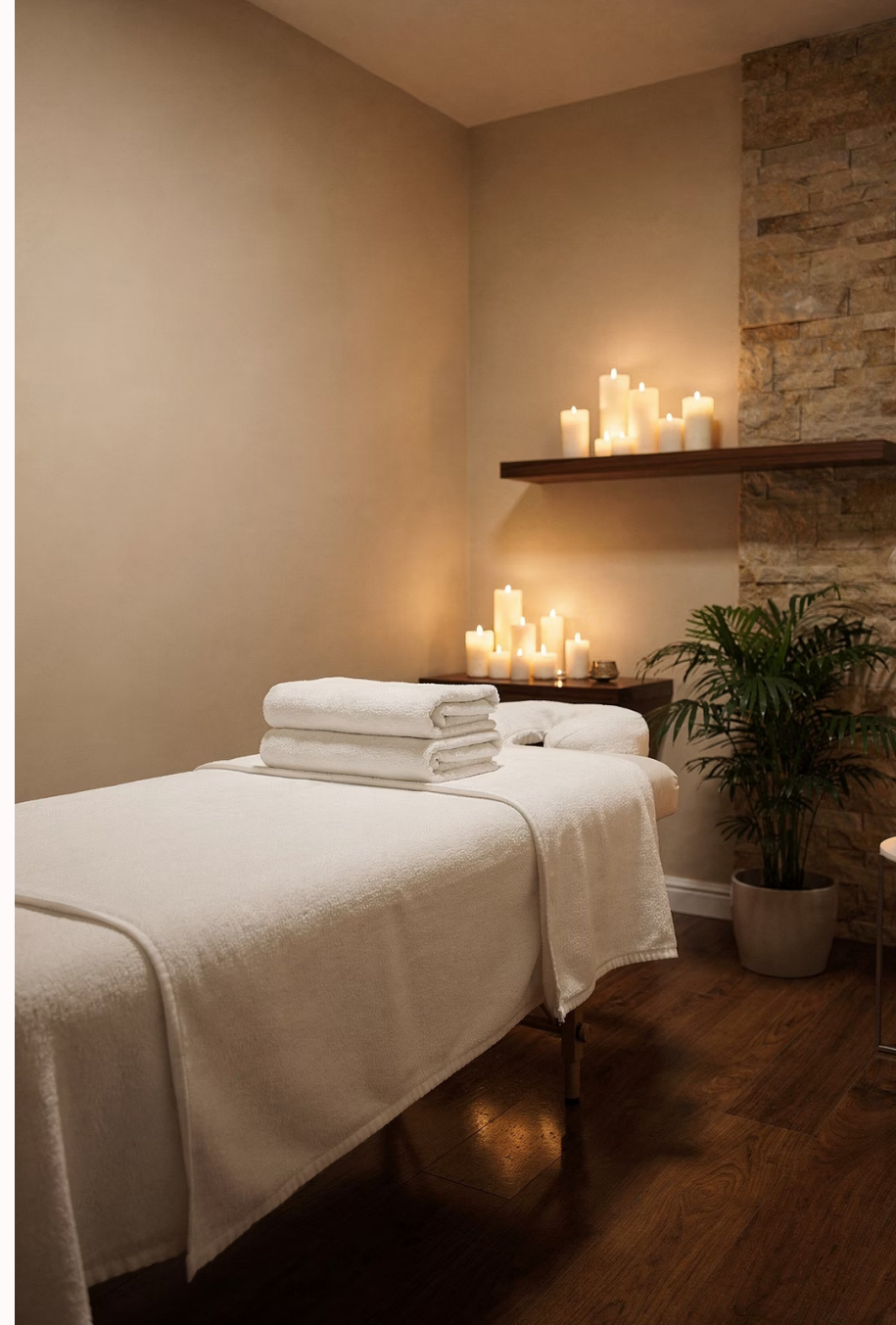


From Hidden to Found: Melt Spa and Massage

How a local wellness spa went from being invisible online to ringing phones, hiring staff, and getting their owner's life back — with the help of AIM.

CLIENT SUCCESS STORY

WELLNESS INDUSTRY



Meet Melt Spa and Massage

About the Business

Melt Sps and Massage is a full-service massage and facial spa offering wellness products, facials, and massage therapy to neighboring communities in the Arlington, TX area.

Owner: Jo Anna Workman

In Business: 8.5 years

Industry: Wellness

Their Mission

Jo Anna's primary goal was simple: build a successful small business that provided quality care to the local community.

What stood in the way was discoverability — potential clients simply couldn't find them online.

The Problem: Getting Lost Online

Despite being open for a couple of years, Melt Spa and Massage struggled with one core challenge: **not being found on the Internet.**

PPC Ads

Tried Google & Yelp pay-per-click ads — results didn't last.

Direct Mail

Sent postcards and placed ads on grocery store push carts.

No Lasting Impact

None of these efforts produced sustainable growth or consistent visibility.



Why AIM?

The Right Connection

Jo Anna and Brig (AIM's founder) were in the same networking group. The timing aligned — they began working together **right in the middle of Covid**, which ultimately helped them build momentum coming out of the pandemic.

What Sealed the Deal

- AIM was a smaller, client-focused business — just like Melt
- Brig offered more personalized attention than large platforms
- Jo Anna was one of AIM's first clients
- Long-term financial commitment was a concern, but the relationship felt right

📄 "We love working with AIM. I personally love working with Brig." — Jo Anna Workman

Strategy & Execution



Website Build & Maintenance

AIM built and maintained Melt's website from the ground up, establishing a professional digital presence.



Scalable Local Targeting

Started with a smaller local plan, then expanded searchable demographics as the business grew.



SEO Optimization

Ongoing SEO work to improve local search rankings and expand geographic reach across multiple cities.



Flexible Adjustments

Both teams could scale up or pull back as needed — including geographic targeting refinements that had major impact.



Results: Fall 2020

Immediate Impact.

In the fall of 2020, results were felt almost immediately. A combination of AIM's SEO work, community involvement, and Chamber of Commerce participation created what Jo Anna calls **"the perfect storm"** — everything hit at the right time.

Sustainability followed. Despite seasonal slowdowns typical in the wellness industry, the growth achieved since 2020 has held. **"It has been sustainable since 2020."**

Measurable Outcomes

More Phone Calls

Phones ring substantially more — the single biggest operational indicator of success.

Geographic Reach

Now appearing in searches across multiple cities and locations, not just one neighborhood.

First Hire

Increased business allowed Jo Anna to hire her first assistant within 10–12 months of starting with AIM.

Owner Paycheck

Between months 4–6, Jo Anna began taking a paycheck for the first time.

The Human Side of Success

What Changed Personally

Before AIM, Jo Anna was the sole operator — no paycheck, no help, no breathing room. Within a year of partnering with AIM, she had both.

"It gave my life back."

What Would Have Happened Otherwise?

"We would still be stuck, trying to find people in this area — and not being found when they were looking."

AIM helped Melt Spa and Massage become **searchable, findable, and sustainable** as a business — outcomes that compounded over time.



"Working with AIM helped us... **Be Seen!**"

— Jo Anna Workman, Owner, Melt Spa and Massage

After 8.5 years in business, Melt Spa and Massage stands as proof that the right digital partner — focused, flexible, and personal — can transform a small business's trajectory.

Key Takeaways

→ Discoverability Is Everything

For local service businesses, being findable online is the foundation of sustainable growth.

→ Flexibility Drives Long-Term Success

The ability to scale up or pull back targeting as the business evolved made the engagement durable.

→ Personalized Partnerships Win

Jo Anna chose AIM because of the human relationship — a smaller, client-focused partner over faceless platforms.

→ ROI Beyond Revenue

The biggest return wasn't just financial — it was operational freedom, a first hire, and a paycheck for the owner.

MELT SPA AND MASSAGE

POWERED BY AIM