



Rosana Vaz is a physiotherapist based in Christchurch who wanted to increase her number of clients. At the time, she did not have a clear positioning or any real direction in her marketing. During the mentorship, we rebuilt the foundations of her business, created a structured marketing plan she could follow and developed consistent content that spoke directly to the audience she wanted to attract. We also refined her paid ads approach to match her goals.

The results transformed her presence online. She started attracting the right people, enquiries increased and her digital visibility grew in a way that matched the stage of her business. Today, she maintains steady demand because she finally understands how to use digital platforms with intention.