



Build Your Message Brand Online

Please enter your industry and the state you are joining us from in the chat!

We will start in a few minutes after give others a chance to join!



Meet our Guest Speaker!



**Rosselen Parra – Live
Webinar Guest Speaker**

Hey, I'm Rosselen!

With nearly a decade of experience in the wellness industry, I've honed my skills by working in chiropractic offices and luxury spas, which led me to become the owner and therapist of RC Massage and Esthetics.

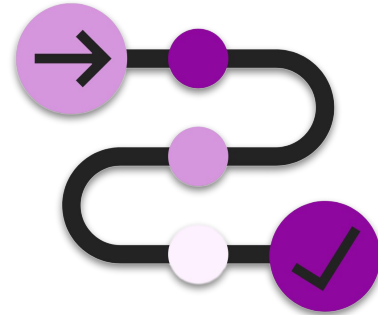
I'm trained in a variety of techniques, including Myoskeletal Alignment Technique, Ashiatsu/FasciAshi Barefoot Massage, Sarga Bodywork, Thai Massage, Cupping, Myofascial Release, Facial Cupping, and Facials.

I value quality in my work and am committed to delivering the best treatments possible for my clients.

Topic: Build Your Massage Brand Online!

Agenda

- Meet Rosselen!
- Tips to grow your online presence as a massage therapist
- Q&A
- Connect with Rosselen



Build Your Massage Brand Online!

→ Branding Basics

- ◆ Understanding your niche, target audience, their pain points, and how you can solve them to **craft a clear brand message**

→ Website or Booking Site

- ◆ Creating a cohesive online presence by choosing a **compatible website or booking platform**, and setting up **key links**

→ Social Media

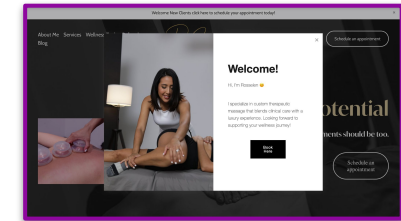
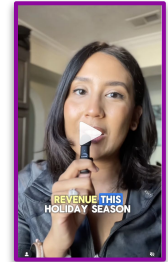
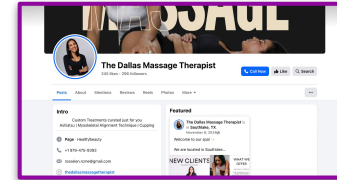
- ◆ Build a strong social media presence by **capturing authentic content**, simplifying your message and **using supportive tools**

→ Marketing and Client Communication

- ◆ Strategically using **text, email, and paid social media marketing** while keeping your message clear and your systems simple.

→ Networking

- ◆ Strengthen your network efforts by joining professional groups, attending conferences, seeking **strategic partnerships**



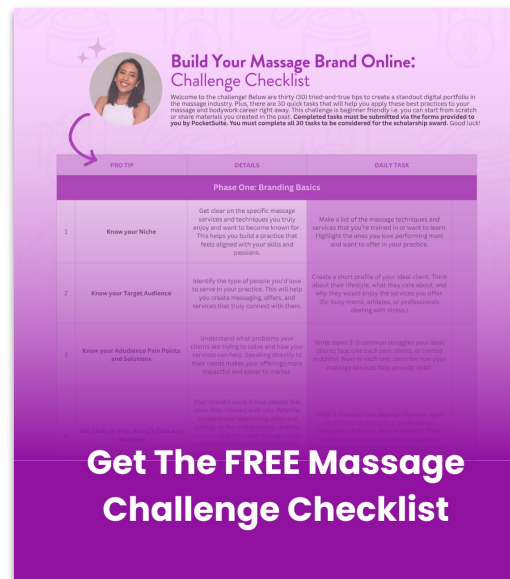
PocketSuite's 30-Day Massage Challenge!

Ready to glow up your online presence?

This is a step-by-step roadmap to craft a digital portfolio that sets you apart in the industry.

Each day, you'll tackle one bite-sized task, from defining your niche to mastering Instagram strategy to showcasing your bodywork expertise. Whether you're still studying, fresh out of school or ready to elevate your side hustle, this challenge will give you the confidence and tools to shine online like the massage pro you are!

[Download the challenge checklist here!](#)



Questions?

Q & A for Rosselen



Connect with Rosselen!

Follow Rosselen's journey:

- [Business Website](http://www.rcmespa.com) : www.rcmespa.com
- [Facebook](#) : The Dallas Massage Therapist
- [Instagram](#) : @The Dallas Massage Therapist