

CUSTOMER SUCCESS

Branding & Website

composure
DIGITAL


saunaspace®



See how SaunaSpace broadened their audience and transformed customer service.

We helped SaunaSpace rediscover what made them unique, then translated it into a brand new website.

Evoking luxury through simplicity and education.

The challenge

SaunaSpace broke into the market by appealing to biohackers and niche health enthusiasts, but they were ready to broaden their audience. They asked us for help redefining their brand and bringing it to life in a new website that would immerse visitors.

Evoking luxury through simplicity and education.

What we did

We built a brand with a unique approach to luxury, rooted in their rigorous processes and research. Then we structured and wrote their new website with a focus on customer education. We dug into customer service data and search queries to find out what people wanted to know most, then integrated it across all purchase touchpoints.

Evoking luxury through simplicity and education.

How it helped

Before the redesign, customer service was overwhelmed with requests. During Black Friday, it took weeks for a small team to get through the inquiries. After launching the new website, it only took one person and a handful of hours. Bite-sized information empowered visitors to make big-ticket purchases without feeling overwhelmed.

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We built a brand with a unique approach to luxury, rooted in their rigorous processes and research. Then we structured and wrote their new website with a focus on customer education. We dug into customer service data and search queries to find out what people wanted to know most, then integrated it across all of the main purchase touchpoints.

How it helped

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We helped SaunaSpace answer questions like:

How does our brand voice change in different situations?

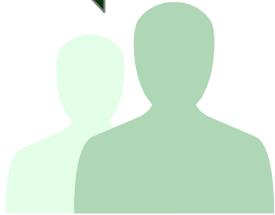
How are biohackers different from the general public?

What holds people back from making a purchase?

How do we speak about benefits without making health claims?

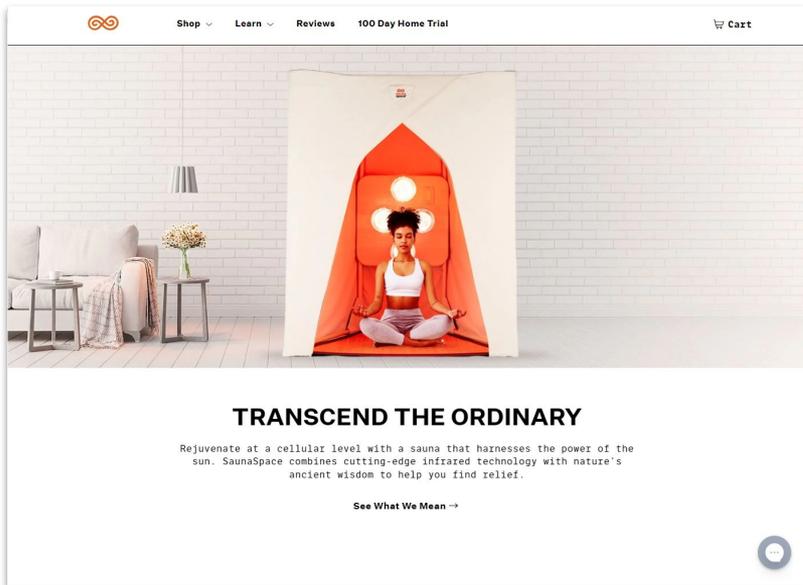
How can we stand out from our competitors?

How do we represent luxury our way?



With actionable guidelines they can use for years to come.

The Work



INFRARED THERAPY BENEFITS

HOW DOES NEAR INFRARED SAUNA THERAPY AFFECT MY BODY?

SaunaSpace saunas are a non-invasive way to kickstart your body's most beneficial processes. This happens in two ways: light therapy (phototherapy) and heat therapy (sauna).

Light therapy

Your body has special receptors for red and near infrared light. The light particles are absorbed by cells' mitochondria, triggering helpful biological processes and signals that show that this reaction reduces inflammation, improves blood flow, oxygenation, circulation, muscle recovery, and production of energy at a cellular level.

Heat therapy

The near infrared light in our saunas creates radiant heat that raises your core body temperature by three degrees. This increase in temperature makes you sweat, but it also triggers your natural detoxification response.

Discover the benefits of full-spectrum infrared light therapy.

WHAT SHOULD I LOOK FOR IN A SAUNA?

Not all saunas are created equal, and not all of them are right for your specific needs. Sorting through your options can be difficult, so keep these ideas in mind to help focus your search.

Size	+
Indoor/outdoor use	+
Property restrictions	+
Materials	+
Warranty	+
Cost to operate	+
Extra features	+

The Work

The image shows the top portion of the SaunaSpace website. At the top, there is a navigation bar with the SaunaSpace logo, links for Shop, Learn, Reviews, and a 100 Day Home Trial offer. On the right side of the navigation bar are links for Financing, Support & FAQ, Contact Us, Login, Dark Mode, and a Cart icon. Below the navigation bar is a dark red hero section with the heading "9 REASONS TO LOVE INFRARED SAUNAS". Underneath the heading is a short paragraph: "The warm infrared light you get from the sun and our saunas does more than meets the eye. Discover the full-body benefits of making a full-spectrum infrared sauna part of your wellness routine." A large, faint, golden infinity symbol is visible in the background of the hero section.

A photograph of a person's profile inside a sauna, with a glowing circular light fixture in the background. The scene is bathed in a warm, red light.

GET THE MOST OUT OF YOUR SAUNA

Welcome to our ever-growing SaunaSpace community! Get ready to sweat with these happy, healthy sauna habits.

BEFORE PREPARING FOR YOUR SESSION

Leave time for warm-up

Turn on your sauna and close the curtain 10–15 minutes before you start your session. Warming up your sauna is optional, but can help you start sweating faster.

Hydrate

While the sauna warms up, drink a glass of water. Hydrating is one of the most important things you can do before sweating.

Grab only the essentials

In order for infrared light to penetrate, you should be completely undressed, but you can wear underwear or swimsuit bottoms if you prefer. You'll want two towels: one for sitting on, and one to lay underneath you to catch falling sweat. Leave any jewelry and electronics outside the sauna.



DURING ENJOYING THE SAUNA



Detoxification

When your sauna raises your core body temperature, your body's natural reaction is to sweat. When you sweat in a relaxed state, it promotes blood flow to your organs, [creating a detox](#) that starts at the cellular level and reaches the whole body. In just one 20-minute session, you could release up to a pint of sweat—and with it, harmful substances that have built up over time.



Physical Performance

An athletic lifestyle can be stressful on the body. Infrared light and heat therapy increases circulation to muscles, which has been proven to help in the post-workout recovery process. Saunas even trigger your body to [release natural growth hormones](#) that can help you come back even stronger.



Mental Performance

Studies show that near infrared light [has a special effect on the mind](#). It improves the connectivity of networks in your brain and enhances your ability to process information, empowering you to tackle tasks with a renewed sense of clarity.



Skin Rejuvenation

From cellulite to wound healing, near infrared sauna therapy can help restore a healthful glow. Regular near infrared light exposure [has been shown](#) to boost collagen and elastin, which make skin look firmer, feel plumper, and heal better.

What it's like to work with us:



Miriam Bookey

"Ashley delivers impeccable and thoughtful research, strategy, and creative work. She brings both depth of experience and fresh perspective — truly an impressive combination. We feel confident putting her in a central role on projects (Headspace, Oracle, etc) as she is responsible and collaborative, taking direction and guiding others with ease. We feel wildly lucky to partner with her and intend to do so again and again and again."



Chris Elliott

"It is impossible to stop Ashley thinking. You can see her crunching on concepts from the moment the brief arrives, already devising enhancements as initial concepts develop, ways she can refine, enhance and challenge by listening to and activating others as the work comes to life. She dives deep, explores, does the research and finds something to love, the reason to get excited about every project she is contributing to. It's a rare gift to those teams, accounts and ultimately the customers that experience her work."



Aaron Porvaznik

"Ashley is a passionate, creative leader who always delivers amazing results. Her strategic thinking, unique point-of-view, and attention to every single detail elevate the work she is part of. She is 100% committed to the success of the team and the client while being a constant advocate for the end-user. She's also a wonderful human being! I highly recommend working with Ashley."



Jenny Haight

"She gets it." Those were the words of my co-founder when we first started working with Ashley in Summer 2015, and they continue to be the simplest and truest way to sum-up the immense value she provides as a strategic consultant. Ashley digs deep to identify and then shape data insights into guidance that's not only meaningful at a broader planning level, but also truly useful in the day-to-day. If ever there were a handbook on how to contextualize and develop your brand, Ashley will be the one you want to have holding the pen."

Now, it's your turn.

Realign your marketing with your vision so you can make a bigger impact. Grow your business without losing a sense of intention and purpose.

Let's work together to find the **one big thing** that can move your business forward today.

Build a brand customers won't forget

Create content that actually converts

Share your expertise with the world

Transform the customer experience

Reach your business goals faster

Outshine the competition

How it works



The Fit Call

In just 15 minutes, you'll learn if working with Composure Digital is the right move for you. We'll share what we do best and learn what you need most. No cost, no commitments.

Brand Posture Workshop

In 90 minutes, we'll help you see where your brand stands tall, where it's slouching, and craft a plan to make a striking impression on your dream customers.

Your Tailored Solution

We'll recommend a suite of services based on what we learned in your Brand Posture Workshop. This could include brand development, marketing strategy, and/or content.

Services



Brand development

Define your brand's unique personality so you can stand out in a noisy world.



Marketing strategy

Position your brand as a leader with a content plan that uses data to find your biggest strengths and opportunities.



Process creation

Turn success into a formula that your team can repeat for years to come.



Copywriting

Engage, educate, and inspire your customers with writing that lets your business shine.

Find out what's right for you

Book your free 15-minute fit call today.

We'll talk about your biggest challenges and if I can help.
No cost, no commitments.

Let's talk



Get to know me better



I'm Ashley Laabs, founder of Composure Digital. I help purpose-driven businesses thrive. If you're ready to level-up your brand with marketing that reflects your values, let's talk.

[Learn about Composure Digital](#)

[Connect on LinkedIn](#)

[Book a fit call](#)