

CUSTOMER SUCCESS

# Social Media Strategy

**composure**  
DIGITAL

**TREAT+**



## Find out how Treat brought their new brand to life.

We helped their growing team rally around the company's vision so they could transform travel.

# Focusing the team through storytelling and clear guidelines.

## The challenge

Treat was launching a fresh way of accessing wellness products and services while traveling. With a pandemic in full swing, they wanted to help people feel like they could return to the skies safely and comfortably. But their early attempts to create content were falling short of their vision for the brand.

# Focusing the team through storytelling and clear guidelines.

## What we did

We led an interactive session with leadership to uncover the personality and values that made Treat truly unique. Then we turned their insights into clear guidelines and recommendations that everyone could use in their day-to-day work.

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## How it helped

Treat's content began to radiate with the natural refinement, warmth, and ease that make it stand apart. The marketing team and leadership reached a shared understanding about how to make their projects more impactful. Now their marketing team can make better content in less time.

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# We helped Treat answer questions like:

**How do we stand out to our ideal customers?**

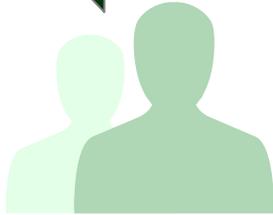
**What does it mean to “sound like Treat?”**

**How can we create great content faster?**

**Who are we talking to? What do they care about?**

**What should we write about?**

**How do we get noticed on social media?**

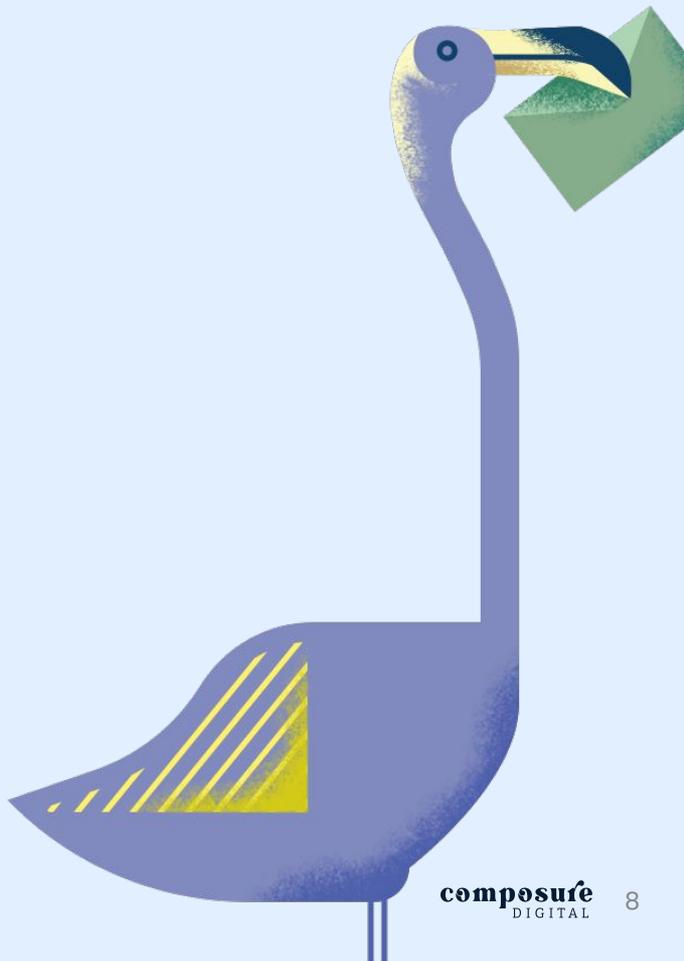


With actionable guidelines they can use for years to come.

## What our clients say:

"I have worked with Ashley as a co-consultant and also brought her in-house when I was running brands. We have worked on a start up, a pivot and a launch, always a scenario where change is driving strategy and time is short. She is on the top of my list to recommend when people need social strategy work in any of these scenarios. Ashley is fast, incredibly thorough and always professional: incredibly buttoned up and straight forward, like a breath of fresh air a the world of passive aggression and re-scheduling. Her strategies always align to defined priorities and provide structure but allow enough creativity to be used as guides for any creative team. I recommend her not only as a smart choice for any brand, but as someone to look up to as a mentor for those entering the consulting world."

**Kelsey Hanson, Executive Creative  
Director, Treat**



# 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.

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[Connect on LinkedIn](#)

[Book a fit call](#)