



2020

CASE STUDY

Custom website design in Hubspot



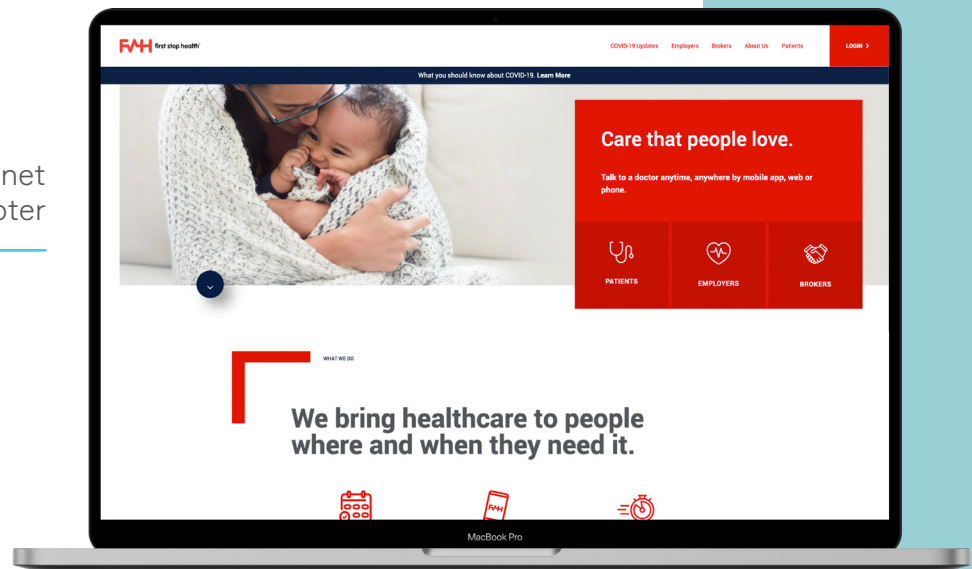


Introduction

When you have the mission to provide affordable health services to millions of people in the United States, a big online presence is a must. Unfortunately, **First Stop Health FSH** didn't have any of the right tools to stand out in a heavily competitive market. Their website was outdated, it lacked a defined user experience, the visual language was inconsistent with the brand, and failed to reflect their differentiator.

With a redesigned website built to boost their online presence as a solid and modern company, **First Stop Health** was able to engage with multiple personas through relevant content, captivating storytelling, and an unparalleled user experience.

Client net promoter





To help First Stop Health in their mission we



- Created a multi-platform marketing campaign that revolved around Hubspot so **FSH** could continue to scale their web experience through customizable templates.
- Designed and launched multiple timeless Landing Page templates to target key personas and market segments.
- Redesigned their website to create an engaging frictionless user experience that skyrocketed **FSH's** online presence.
- Updated the content on each of the pages of the site to improve ROI, increase the conversion rate and support the sales team.
- Boost qualified lead generation through storytelling strategies that educated the user.



At OneBrand we use smart design and integrated marketing campaigns to create websites that become an essential part of your companys sales team.



**Boost your sales and increase
your ROI. Contact us.**

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