



INZEN

case study

HEALTH &  
WELL-BEING

Inzen's web solutions help the health and well-being industry have a close relationship with their clients and keep their website professional and easy to use.

Below are case studies of how some of Inzen's health and well-being clients are using Kaboodle (Inzen's Software Content Management System) to make their business more successful in a variety of ways.

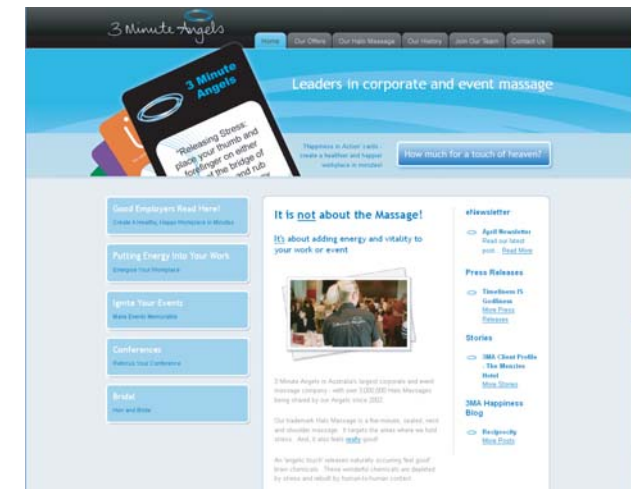
## WHAT CAN KABOODLE DO FOR YOU?

- > Quickly and easily update your web presence
- > Communicate quickly and easily with your clients and potential clients
- > Maintain brand consistency and design throughout the website and e-newsletter
- > Drive new business

## PROMOTE AND SELL

Are you using your online presence to increase your sales?

The 3 Minute Angels are the leading corporate massage provider in Australia. Before Kaboodle, they received about 50 unique visitors a month on their website. Once on Kaboodle, they watched the statistics jump to 4000 unique visitors a month, on some days peaking at 400 a day! Rapid growth was assisted by redesigning the site, sending e-newsletters regularly to their clients, and running online promotions. The 3 Minute Angels gained 7 corporate clients in the first three months as a direct result of Kaboodle.





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## INFORM AND INVITE

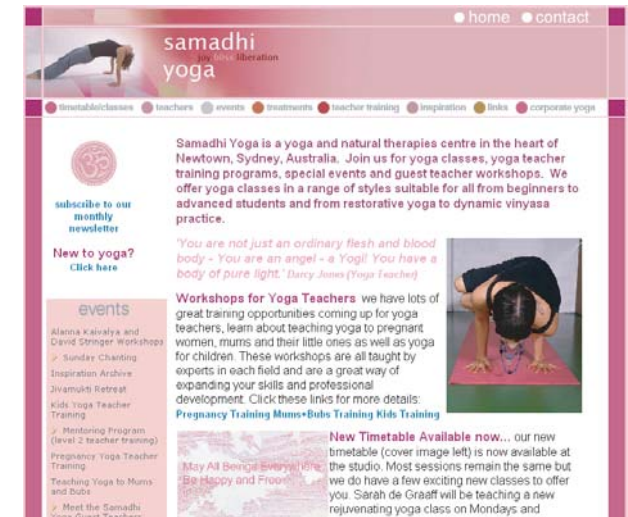
Do you want to constantly update your visitors about the latest events, workshops and programs and invite them to come?

Samadhi Yoga is a thriving yoga and natural therapies centre in the heart of Newtown. With two classrooms packed throughout most of the day every week and frequent special events, Samadhi Yoga needed a website that could be constantly updated by non-technical staff. They chose Inzen's Kaboodle to do so, and now have a beautiful, easy-to-use website that is rich in useful content with updates about teachers and teacher courses, international guests, special events and class timetables, inviting people to come through regular email newsletters.

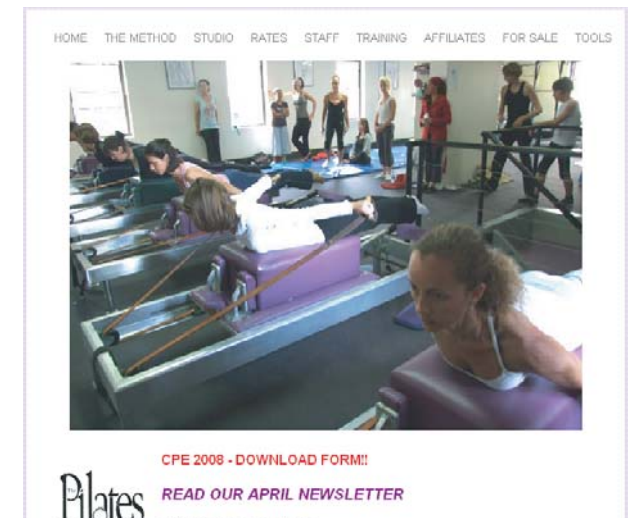
## DO THINGS PROPERLY

Do you want your website to show that your business manages health and well-being professionally?

The Pilates Method is a pilates studio in Surry Hills, Sydney that operates as the Certifying Centre directly associated with Romana's Pilates in the Authentic Pilates Method. Using Kaboodle, Pilates Method has created an enticing website with information about the studio, equipment and all of the staff, elegant Flash-based rotating images of clients being trained, areas of selling merchandise, training course applications, timetables and more. With Kaboodle, the studio staff can easily update any part of the website from anywhere and ensure that every visitor understands that the Pilates Method does things properly.



www.samadhiyoga.com.au



www.pilatesm.com.au



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## ENERGISE THE WORKPLACE

How do you break into the corporate market with a health and well-being product or service?

Samadhi Corporate is yoga and wellness with a difference - it has businesses, not individuals, as clients. Using Kaboodle to create a professional, statistical website and send out regular newsletters and reminders, Samadhi Corporate helps employers keep their employees healthy and happy, maximising their productivity. This is of course a win-win, and through simple but effective marketing practices that Kaboodle allows, Samadhi Corporate has a growing corporate client base and glowing testimonials.

## CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

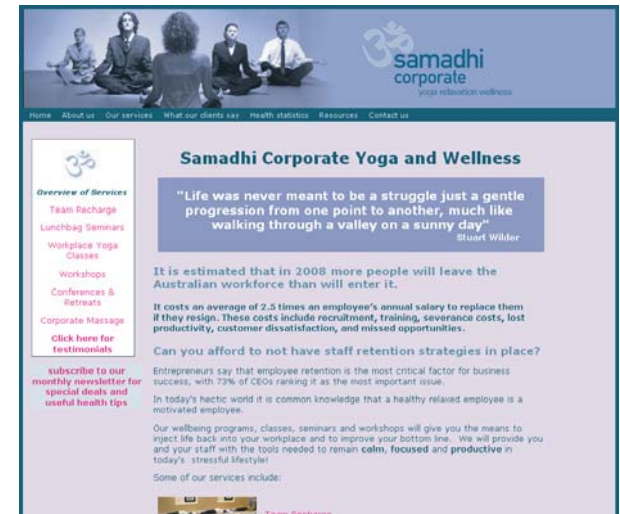
### INZEN PTY LTD

P +61 2 9034 6000

F +61 2 9034 6001

E [info@inzen.com.au](mailto:info@inzen.com.au)

W [www.inzen.com.au](http://www.inzen.com.au)



[www.samadhicorporate.com](http://www.samadhicorporate.com)