

Case Study, Trina Hammack

Waterfront Graphic Design Brings Fresh Look for Website, Reduces Stress for Business Owner and Provides Clarity to Potential Clients

[Pull Quotes...]

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–Trina Hammack, Holistic Health Practitioner

“Since Amy has redone the website, it has been this huge weight off my shoulders. She knew what to do right away, and quickly cleared out the confusion and stress I’d been feeling. Working with Amy was a simple process, and I’m very happy with her work over the past six months. I knew I was on track when Amy nailed the website on the first shot. She just knew what I needed.”

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“Amy is really kind, smart and efficient. She has a keen eye for beauty and organization. It’s a nightmare finding somebody who listens, understands and who has a simple, clear process. I’m happy to recommend her to other people.”

–Trina Hammack, Holistic Health Practitioner

Trina Hammack is a holistic health practitioner in Monterey, California. She owns Cornerstone Wellness Center, and offers services both in person and virtually. People who have Lyme disease, mold poisoning, weight loss resistance, digestive problems and other types of health issues seek her treatments. Trina’s practice focuses on the root causes of why people are not well and uses state of the art technology and Functional Nutrition to get to the root causes and improve the health of her clients.

She had been working with a marketing agency for several years, and was becoming more and more dissatisfied with the quality of the services she was receiving. The breaking point came

when Trina was scheduled to speak in a summit in the fall of 2020. She provided free gifts as part of her speaking package, and hours before launch found out that the agency had forgotten to create the landing page for attendees to receive their gifts.

“They had known about this deadline months in advance,” Trina said. “It was humiliating. On top of this issue, I was never really happy with my website. It felt like a house that kept getting add-ons, but it never really came together, and it was confusing. People didn’t know what type of work I did by visiting my site. I needed help.”

Trina met Amy Pierquet, owner of Waterfront Graphic Design, through a Facebook group. Trina was impressed by the quality of Amy’s work. As Trina’s relationship with her current marketing agency continued to deteriorate, she reached out to Amy in hopes of finding a solution.

Waterfront Graphic Design: Understanding the Customer for a More Intuitive Website

Located in Lodi, Wisconsin, Waterfront Graphic Design is a one-stop shop for web and graphic design, SEO services and online reputation management. Amy Pierquet, owner and designer, brings more than 20 years of knowledge and experience to her clients’ marketing. Trina said she felt like Amy really understood her and knew what she needed.

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Clarity, Simplicity and Peace of Mind in Six Months

Trina found Amy’s simple, intuitive designs to be a huge stress reliever. She says that since the website redesign, potential new clients are coming to her with a more clear idea of what she provides and how she can help them. The process of reaching out to and communicating with her is simplified, as well, because potential clients can clearly see how to contact her.

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In addition to overhauling the website and designing a new logo for Trina, Amy continues to support Trina by helping her learn a system that will streamline her social media strategy. Trina said that Amy has gone above and beyond, even dealing with tech support when necessary so that Trina does not have to.

“I don’t have a lot of time to dedicate to that,” Trina said. “Amy seems to have a natural way of interfacing with computers and systems. I’d still be way back in the weeds trying to figure the stuff out that she figured out months ago.”

Trina recommends Amy to others in her network without hesitation. She says she has looked far and wide for someone competent, and never found anyone who is as good as Amy.

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[Sidebar]

About the Customer

Trina Hammack, holistic health practitioner, owner of Cornerstone Wellness Center in Monterey, California

- Cornerstone Wellness Center discovers and treats the root causes of health conditions
- Services are ideal for people with pain, anxiety, insomnia, gas/bloating, brain fog, body pain, headaches, memory issues, emotional trauma, stress, cancer support and weight gain
- Services are offered at both a brick-and-mortar location and virtually

About Waterfront Graphic Design

Waterfront Graphic Design helps small business owners manage their online reputations and visibility. Services include graphic design, branding, logo design, print design, digital marketing, social media marketing, search engine optimization and email marketing. Learn more by visiting www.waterfrontgraphic.com.

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