

MARITESBALILI.COM

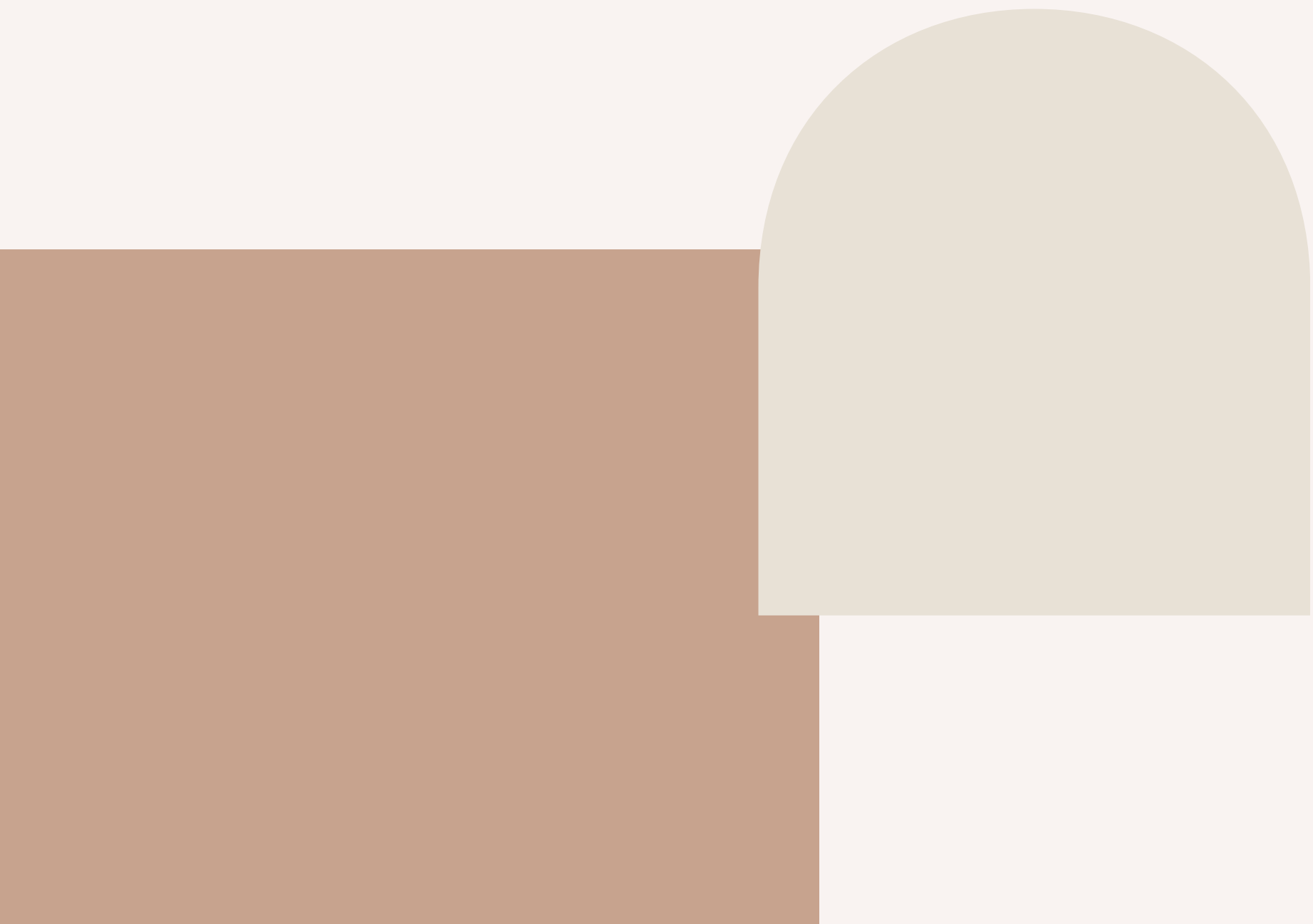
Strategic Design Services for Women-Led Wellness Brands

From brand strategy and minimalist website design to marketing funnel design,
I create intentional digital experiences that build trust, convert visitors into bookings,
and support sustainable business growth.



PRESENTED BY MARITES BALILI

Welcome



Thank you for considering **Marites Balili Studio**.

This guide was thoughtfully created to share my approach to intentional **Brand Strategy, Minimalist Website Design, and Marketing Funnel Design** for Women-Led Wellness Brands.

I work with yoga teachers, wellness entrepreneurs, retreat businesses, and intentional lifestyle founders who value calm luxury, thoughtful storytelling, and a meaningful online presence.

My approach blends strategy, aesthetics, and emotional connection to create websites and marketing funnels that feel welcoming, elevated, and aligned with your vision.

My goal is not simply to design a beautiful website, but to create a thoughtful online experience that helps your audience feel calm, connected, confident, and inspired to take the next step.

About the Studio

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Marites Balili Studio specializes in intentional Brand Strategy and Minimalist Website Design, and Marketing Funnel Design for Women-Led Wellness Brands.

Inspired by calm luxury, wellness interiors, and intentional living, the studio creates thoughtful digital experiences that feel elevated, welcoming, and aligned with the heart of your brand.

Every project is approached with a balance of strategy, aesthetics, clarity, emotional connection, and user experience.



Who This Service Is For

This service is thoughtfully designed for:

- Yoga teachers & wellness coaches
- Holistic and wellness brands
- Retreat and wellness businesses
- Female-led wellness entrepreneurs
- Intentional lifestyle brands
- Mindfulness and slow living creators
- Women seeking a calm, elevated, and professionally aligned online presence

This service is ideal for brands that value intentional design, emotional connection, and a meaningful digital experience.



Signature Services

01 - Brand Strategy & Website Design

A thoughtful and intentional digital presence designed for women-led wellness brands.

This signature service combines strategic brand direction with luxury minimalist website design to create an online experience that feels calm, elevated, and deeply aligned with your vision.

The process focuses on creating a cohesive online presence that builds trust, communicates your brand clearly, and creates a welcoming experience for your audience. Built with Wordpress & Elementor.

What's Included

BRAND STRATEGY

- Brand clarity session
- Brand positioning direction
- Audience alignment
- Visual mood direction
- Brand voice guidance
- Strategic website direction
- Content structure planning

WEBSITE DESIGN

- Custom website design
- Mobile responsive layout
- Luxury minimalist aesthetic
- Homepage design
- Core website pages
- Strategic user flow
- Foundational SEO optimization
- Contact form integration
- Branded inquiry experience
- Performance-focused setup

DESIGN DIRECTION

- Typography styling
- Color palette refinement
- Layout consistency
- Visual storytelling direction
- Brand-aligned aesthetics
- Clean and elevated design structure

Website Pages Included

Your custom website may include:

- Home
- About
- Services
- Inquiry Page
- 1 Custom Strategic Page

Optional Add-On Services:

- Google Business Profile Optimization

Additional support page such as Thank You Page may be included when needed for user experience and functionality.

Custom Strategic Page:

Client chooses ONE:

- Portfolio
- FAQ
- Booking Page
- Resources
- Blog Setup
- Landing Page
- Podcast Page
- Retreat Page
- Testimonials
- Digital Shop Setup
- Course Landing Page

02 - Marketing Funnel Design

Guide Your Visitors with Intention

A beautiful website builds trust.

A strategic marketing funnel turns that trust into meaningful action.

Whether you're growing your email list, promoting a signature offer, or booking discovery calls, your funnel is designed to guide visitors through a seamless client journey.

Perfect for:

- Lead Magnet Funnels
- Email Opt-In Funnels
- Sales Funnels
- Webinar Registration Pages
- Discovery Call Funnels
- Application Funnels
- Thank You Pages
- Email Automation Setup
- Client Journey Strategy

Built using Systeme.io, each funnel is thoughtfully designed to align with your brand while supporting your business goals with clarity and intention.

What's Included

- Funnel strategy
- Landing page design
- Lead magnet integration
- Email opt-in setup
- Thank You page
- Email automation
- Call-to-action strategy
- Conversion-focused layout

The Process



Step 1 — Inquiry & Discovery

**You'll begin by completing the inquiry form.
This helps me understand:**

- your vision
- business goals
- audience
- aesthetic direction
- current challenges
- desired brand experience

Step 2 — Discovery Review

**Your inquiry is carefully reviewed to ensure alignment.
If the project feels like a strong fit, you'll receive:**

- next steps
- proposal details
- timeline information
- project guidance

Step 3 — Strategy & Creative Direction

This phase focuses on:

- brand alignment
- visual direction
- structure planning
- strategic positioning
- experience design

Step 4 — Minimalist Website Design & Marketing Funnel Design

Your website and marketing funnel are designed with intention, clarity, and elevated aesthetics.

The focus is creating a seamless experience that feels:

- professional
- calming
- strategic
- emotionally aligned
- visually cohesive

Step 5 — Refinement & Launch

Final refinements are completed before launch.

You'll receive:

- launch support
- final review
- website & funnel guidance
- post-launch recommendations

Investment

Website Design

from \$1,200 USD

Marketing Funnel Design

from \$800 USD

Website + Funnel Experience

from \$1,800 USD



Estimated Timeline

Project Timeline

Typical project timeline: 4–6 weeks

The exact timeline depends on:

- Project scope
- Client responsiveness
- Content readiness
- Revision round (one round of revision only)

Example Timeline

- Week 1
 - Strategy & Content Collection
- Week 2–3
 - Website and Marketing Funnel Design and Development
- Week 4
 - Review & Refinements
- Week 5–6 (if needed)
 - Final Revisions & Launch

What You'll Need Before We Start

What You'll Need Before We Start

To help ensure a smooth and organized project, it's helpful to prepare the following:

- Business details and services
- Website content (if available)
- Brand inspiration or examples you love
- Brand assets (logo, colors, fonts, and images)
- Website goals and marketing funnel objectives
- Preferred features or functionality
- A domain name and hosting account (if you have one). If you're starting from scratch, I'll guide you in selecting the best option for your business.

Don't worry if you don't have everything prepared yet.

Whether you're starting with a clear vision or just an idea, I'll guide you through the process and help you prepare everything needed before we begin designing your online presence.

Communication

Communication is handled primarily through:

- Email
- Scheduled calls (if needed)
- Organized project updates

Clear communication helps create a calm and intentional experience for both sides.

Important Notes

- Projects begin after deposit/payment confirmation.
- Timelines may vary depending on feedback response time.
- Additional revisions or pages may require additional investment.
- Final files and website access are transferred upon project completion.

Frequently Asked Questions

Do you offer payment plans?

Projects may be secured with either full payment or a 50% deposit to reserve your project, with the remaining balance due prior to website launch.

Do you provide website copywriting?

Strategic messaging guidance may be included to create a cohesive and emotionally aligned website experience.

Will my website be mobile-friendly?

Yes. Websites are designed to be responsive across desktop, tablet, and mobile devices.

Can you redesign an existing website?

Yes — redesign projects may be accepted depending on the current website platform and goals.

Do you offer ongoing support?

Limited post-launch guidance may be included. You'll also receive 15 days of post-launch support. Additional support can be discussed if needed.

Will I be able to update my website after launch?

Yes. Your website will be designed with a user-friendly structure, and guidance will be provided for basic updates.

Frequently Asked Questions

What types of businesses do you work with?

I specialize in working with women-led wellness brands, including wellness coaches, yoga teachers, nutritionists, holistic practitioners, therapists, and other purpose-driven businesses seeking a calm, intentional online presence.

What services do you offer?

I offer strategic Brand Strategy, Minimalist Website Design, and Marketing Funnel Design. Whether you're building your first online presence or refining an existing one, each service is thoughtfully tailored to your business goals. With one round of revision only.

Can I book only a marketing funnel?

Absolutely.

Whether you need a standalone marketing funnel or a complete website and funnel experience, we'll create a solution that aligns with your goals and supports your client journey.

What platform do you build on?

Websites are designed and built on WordPress and Elementor while marketing funnels are created using Systeme.io, making it easy to capture leads, automate emails, and guide visitors through a seamless client experience.

How long does a project take?

Every project is unique, but most websites and marketing funnels are completed within 4-6 weeks, depending on the project scope and timely client feedback.

Frequently Asked Questions

Do I need to have everything prepared before we start?

Not at all.

Our discovery and strategy process is designed to help bring clarity to your vision. If you already have brand assets and content, we'll incorporate them. If not, I'll guide you through what's needed before design begins.

What happens after my website or funnel launches?

Once everything is reviewed and approved, your website or funnel is launched with confidence. You'll also receive 15 days of post-launch support to answer questions, assist with minor adjustments, and ensure everything is running smoothly.

How do we get started?

It begins with a conversation.

Simply click Start Your Project, share a few details about your business, and we'll explore whether we're the right fit to work together.

Ready to create a calm, strategic online presence that attracts and books aligned clients and supports your long-term growth?

Your website should do more than simply look beautiful.

Together, we'll create an intentional online experience that reflects your brand, builds trust, and guides the right people toward working with you.

Whether you're launching something new or refining an existing business, every decision is rooted in strategy, clarity, and meaningful connection.

Whether you have questions about the process, want to discuss your vision, or are ready to begin, I'd love to hear from you.

Feel Free to Email Me or Book Your Clarity Call

Let's Create Something Meaningful Together

Thank you for considering Marites Balili Studio.

I partner with women-led wellness brands that value calm, thoughtful design and intentional growth. My goal is to create digital experiences that feel aligned with your vision and support your business for years to come.

If you feel that we're the right fit, I'd love to hear more about your story, your goals, and the experience you want to create for your audience.

Feel Free to Email Me or Book Your Clarity Call



MARITESBALILI.COM



Let's Connect



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