

## Kelly Pillay

### Overview

Kelly Pillay is a boutique Financial advisor and was looking to position herself Bloocow was engaged to assist with the brand development and marketing of Kelly Pillay.

### Problem

There was no website or online branding.

### Solution

We assisted Kelly to get clear on her UBS (Unique Branded System) and then proceeded to help her to build out a new website and to plan and implement a successful launch of the brand at the Hyatt Hotel in Perth

### Result

Following the launch at the Hyatt, there were opportunities to convert several leads to client status. With this new online presence Kelly is now able to confidently market her new brand to potential clients.

