



JOTO Extreme PR, and Diane Stein, has been an amazing tool for our business and effective marketing. After doing extensive research into our target market, they were able to give us a step-by-step guide to marketing, and assist us in our efforts to draw in new clientele.

The guide that they created allowed us to target those key points, and even phrases, that our potential clients were looking for in a health and wellness. Once the research was completed, we were able to physically speak with our analyst, who explained every single finding. She was also able to answer all of our questions and provide suggestions on how to market more effectively.

After receiving and reviewing all of the findings, JOTO offered to continue their efforts by providing Press Releases, Blog posts, Newsletter articles, brochures, and Email blasts that would coincide with the exact interest of our target market and potential clients.

Since working with JOTO, we have been able to focus our efforts less on the constant question of, "What are people looking for in health and wellness?" and more on targeting those pinpoints and "buttons" that are guaranteed to draw in motivated new clients.

JOTO Extreme PR was definitely a vital tool and pathway to the success of Beachside Health Studio and our ongoing marketing efforts. Thanks Diane!

Steve Ryland, PT, DPT
President/Owner, Beachside Health Studio