



Case Study



Nomadés and Powerhouse: Sharing a Story of Growth and Support

Nomadés, founded in 2009, is owned and operated by military spouses and provides career opportunities globally through its consultant sellers. The company sells jewelry charms to “commemorate life’s moments, both big and small.” In addition to marketing and selling via consultants, Nomadés produces an annual catalog from which customers may order.

Challenge

Like many small businesses, Nomadés did not have the budget for a full-blown marketing team. At its inception, Nomadés was a direct-sales-only operation, relying on word of mouth and its consultant sellers to spread the word. As it has expanded and grown the last 11 years, Nomadés has retained its direct sales heart while adding additional opportunities for customers to shop. Recognizing that marketing was crucial for success, but not having the funds to dedicate, Nomadés teamed with Powerhouse Planning (Powerhouse) in 2015.

Solution

Powerhouse put its team of freelancers to work for Nomadés, providing mostly graphic design expertise to the company by producing its sales catalogs as well as other marketing collateral over the years. Powerhouse’s ability to provide the services of a full design team for a fraction of what an actual in-house team would cost is critical to the successful partnership. By freeing up funds,

Business Name: Nomadés

Website: www.nomadescollection.com

Industry or Business Type: Retail, Small Business

Powerhouse Services:

Primary Services: Graphic Design

Secondary Services: Project Management/Marketing Consultancy, Quality Assurance, Minor Administrative Support for Rendered Services

Benefits: Services allow Nomadés to enjoy the benefits of a robust marketing team without needing to dedicate the funds to one, allowing for more flexibility as a small business.

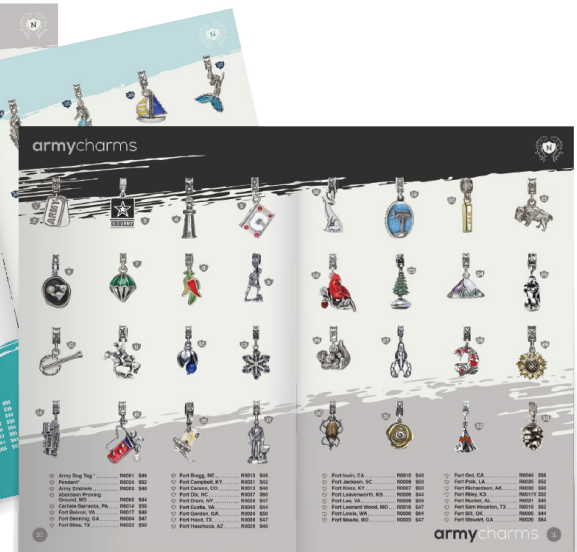


Powerhouse



"Powerhouse has been an indispensable resource for our business. [Their] knowledge moved us toward growth and reaching our goals."

- Christy DeWitt, Director of Business Development and Sales, Nomadés



Nomadés is able to redirect money to other areas of operation while knowing that its marketing needs will be fully met.

To date, with the help of Powerhouse, Nomadés remains on target to meet its goals.

Results

Since 2015, Powerhouse has provided over 1,000 hours of contracted services, primarily graphic design support. In addition, Nomadés has experienced the following benefits by working with Powerhouse:

- Six 40-plus-page, "easy to peruse" annual catalogs, showcasing Nomadés' incredible designs, as well as seasonal boutique catalogs and flyers and additional marketing materials, as needed
- Ability to save money and focus on overall growth and company health as a small business heavily dependent on graphic design needs
- Long-term business relationship providing support and growth for both partners
- "Sharing our story," which is Nomadés' mission

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a "team within your team," supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse helps our clients realize their mission worldwide.

Visit powerhouseplanning.com to learn more.



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