

ROI | Revenue of Inspiration



REVENUE COMES FROM INSPIRATION

We are fully committed to creating market leading growth for clean beauty brands & buyers.

With over 30 years of successful sales experience, ROI was founded by Gina Jacoby-Clements to build industry leading revenue and growth for clean beauty and wellness brands.

ROI has built strong relationships with top buyers, retailers, hotels and spas. Our team utilizes inspiration and innovation to help connect our beauty and wellness brands with the right potential areas of distribution.

From A-Z, we can assist through every stage of your business plan. ROI establishes inspirational, team-driven environments that motivate and empower members to excel. By growing in unison, we all work collectively towards the same common goal - to achieve the best possible results for your brand.





CREATING MARKET LEADING GROWTH FOR CLEAN BEAUTY BRANDS & BUYERS



Interested in learning more? [Click here!](#)

MEET THE TEAM

ROI is built from years of successful sales experience. This solid knowledge base gives us the freedom to show true innovation and apply creativity to methods of growing income. Through principles of gratitude and inspirational involvement, your energized team will work to exceed all expectations.



Gina Jacoby-Clements

President &
Chief Inspiration
Officer

Gina Jacoby-Clements is a sales executive with over 30 years of experience in the beauty and wellness industry. She has a proven track record of growing sales and revenue as a spa and beauty retail owner, opening two locations in Southern California, as well as president of a national skincare brand. She has successfully launched beauty brands in retailers including Sephora, Saks Fifth Avenue and Credo and in spas such as Canyon Ranch. Gina was an early adaptor and true champion of clean beauty brands knowing that is would become a major industry trend. Revenue of Inspiration is the professional culmination of her knowledge, experience and passion for the industry. Gina has helped countless brands achieve their sales and distribution goals and cultivated trusted relationships with top brands and buyers across the industry. Her experience, hard work and determination have made her a sought-after professional whose level of expertise continues to surpass all expectations.



Mariella Carrasquillo

Relationship &
Operations Manager

Mariella previously worked with Starwood Hotels & Resorts / Marriott as a Spa Specialist. She helped manage a portfolio of 300 spas, as well as 80 spas in development. She worked for Starwood for 13 years supporting brand marketing, spa development, architecture and construction. Additionally, she has experience working with Hilton Hotels and Resorts and in the food and beverage industry.



Linda Casella

National Sales
Innovation Officer

Linda has over 25 years of experience in various facets of the beauty industry including retail account management, distribution, sales management, training and makeup artistry. Linda's expertise includes successfully launching major brand name cosmetics, hair and fragrance brands, and working to capture and increase market share in a highly competitive territory. She is extremely passionate about this industry and building meaningful client relationships.

YOUR GOALS ARE OUR INSPIRATION

Our dedicated support team is an integral part of your partnership with ROI. We are fully committed to our brand partners and act as a true extension of your team, to help you achieve success.



Pasquale Caselle
Brand Ambassador



Wendy McKay
Motivational Trainer



Erin Kelley
Developer of Inspiration



Keshia Smith
Sales & Education Executive



Alyssa Clements
Animator of Sales Specialist



Megan Vigil
Brand Ambassador



Lori Carhart
Sales & Education Expert



Amy Meier
Sales & Education Expert



Ruby Bonilla
Makeup Artist

OUR SOLUTIONS



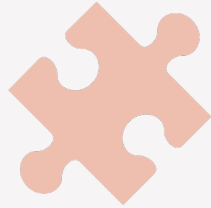
Brand Development

We will review, strategize and create key priorities to develop your brand.



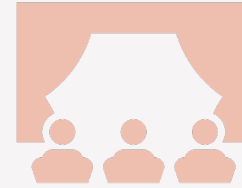
Distribution Strategy

With a strong network in the retail and spa space, we help you find the right partners to grow your brand.



Business Strategy

We will outline the steps to help you reach your long-term and short-term goals.



Trade Show Support

ROI creates and supports trade show opportunities – both virtual and in-person.



Sales Support

Our team is an extension of yours. We can support both virtual and in-person event strategies.



Market by ROI

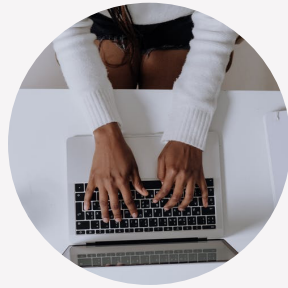
We offer a concierge service for buyers to review the very best new and innovative brands.

HOW WE SUPPORT YOU



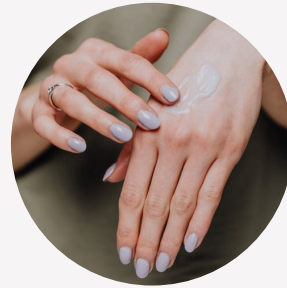
Branding & Packaging

Helping to make the most of what your brand stands for and how it should resonate with buyers.



Marketing / Social Activation

Creating and executing bespoke marketing / social campaigns and calendars to raise awareness and drive sales.



Formulations & Treatments

We can help refine formulations in line with clean beauty protocols and advise on profitable treatment plans for spas and wellness centers.



Strategy & Negotiation

We create comprehensive business strategies and 12-month action plans, as well as consulting on margin agreements.



Distribution & Logistics

We open new doors for distribution, helping to shape inventory management and fulfillment tools.



Recruitment & Training

We can attract key industry talent, as well as formulate a wide array of personalized training programs for existing staff to boost performance.



Launch Strategy

We'll work together to determine how you can put your best foot forward when launching and promoting your brand or a new product.



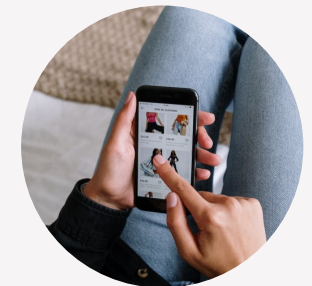
Brand Presentations

We will create or refine a standout brand presentation designated for your desired areas of distribution.



Experiential Marketing

We can build your experiential marketing strategy, as well as support events with brand ambassadors.



eComm Strategy

We will review your website and provide actionable strategies to increase consumer conversion and enhance experience.

CASE STUDIES

Proven track record of providing value to brands and retailers.

 <p>Our Client</p>	 <p>CLOVE + HALLOW</p>		
 <p>The Challenge</p>	<p>New Brand Development Completely overhauling a wholesale division for retail, spa and apothecary.</p>	<p>New Brand Development Launching a new, clean skin care brand to the retail and luxury spa market.</p>	<p>Small Buyer (9 locations) Selecting and vetting certified CBD brands for a niche and discerning buyer</p>
 <p>Our Solution</p>	<p>The brand grew, opening 35 resort/day spa locations, 6 Detox Market locations, 10 Lord & Taylor locations, 12 Riley Rose locations, 12 Nordstrom Pop-In locations, 120 Lifetime locations, as well as securing a partnership agreement with W Hotels and the Marriott family.</p>	<p>Within six months, we were able to solidify a partnership with Net-a-Porter, Anthropologie, Ojai Valley Inn & Spa, Omni La Costa, Four Seasons Santa Barbara and 40 locations of Equinox Spa.</p>	<p>We presented KHUS+KHUS to the buying team at Credo. They accepted the brand and we created a business strategy for an all location launch with events, training and marketing campaign.</p>

MARKET BY ROI

A virtual showroom for clean beauty and wellness brands

Market is a complete concierge service for buyers to take advantage of when looking for new and innovative brands. We make it easy for them to find YOU! Our platform of highly curated clean beauty and wellness brands allows buyers to easily discover, explore and connect with new brands.

Gain Brand Exposure

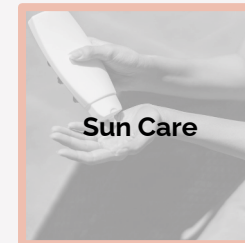
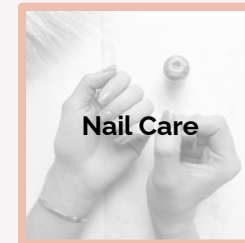
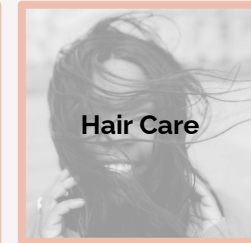
We have 1,800+ buyers in our database from major retailers, specialty stores, apothecaries, lifestyle fitness centers, resort spas and medical spas. Market puts your brand in front of buyers you may otherwise not have the opportunity to connect with, while our Market team ensures an easy and personal connection.

The Market Difference

Buyers value our expertise and the trusted relationships we have created. Our experience stems from many years of successfully connecting buyers with the unique clean beauty and wellness brands they seek. By working closely with top industry buyers and product lines, we have built a platform to help brands get in front of buyers with ease. Our concierge service provides buyers with a personalized experience by listening to their needs and providing bespoke recommendations.

For more information, please email us at: info@marketbyroi.com

Only \$990 for a 12 Month Membership!



OUR VIRTUAL SUMMITS

Join us at one of our virtual summits where you will have the opportunity to present your brand to top buyers!

Why Participate?

Meet Buyers

Connect with top buyers in an intimate setting to form meaningful and lasting relationships

Pitch your Brand

Present your brand to leading retailers, spas and apothecaries - all in one easy to access virtual space

Spotlight your Brand

Highlight your brand to our entire audience of buyers and industry leaders in a brand dedicated spotlight

Network with Brands & Industry Leaders

Participate in live round table discussions with fellow industry insiders

Learn about Relevant Industry Topics

Listen in on live mainstage presentations to gain insights into trending industry topics

Potential for New Distribution

Our pre-qualified buyers are looking to bring in new brands, categories, and products to their assortment

BUYER TESTIMONIALS



Gina & her team at ROI are always a pleasure to work with. They are responsive, hard-working, and personable. I always get the impression that they are working to support both the brands they represent and the buyers they work with equally to make sure relationships on all sides are smooth and productive.

- M.G., Credo



Working with ROI Leaders has been an amazing experience. They continue to support our locations with our current brands we have partnered with and are very hands on. I receive responses to all of my inquiries within short amounts of time and we always have great communication with one another. The best part is that they are always bringing on new brands and this creates new opportunities for me as a buyer for expansion.

- M.R., Beauty Collection



You can feel confident that Gina and the ROI team select strong vendors to partner with and give you their full support from launch to training and beyond.

- T.A., Omni Hotel Group



ROI has been a constant source of inspiration for our business and a seemingly never ending well of unique and distinctive brands. From the quality of their products to the quality of their team, ROI is there to show you things you never even knew you needed!

- B.C., Cedra Pharmacy



The team at Market by ROI have made my job so much easier when it comes to brand review. They offer a one-stop shop with their Market concierge program and I do not need to speak with numerous vendors. One person with so many unique beauty brands to choose from. One billing source for my accounting dept. The variety is so valuable to me, especially when I have so many outlets to fill from resorts to retail to cruise ships. ROI takes ownership of the brands and they fully support each of my locations and their needs. They have been a tremendous support system to me and my team.

- D.S., Canyon Ranch

BRAND TESTIMONIALS



CLOVE + HALLOW

Working with ROI has really taken our business to the next level. Gina and her team have nurtured and guided us to the finish line of many incredible retail partnerships with efficiency, timeliness, and always a smile. They are so passionate about their clients and vendors, this industry, and creating lasting business partnerships - and it shows. I have no doubt that Market will be another successful addition to the powerful retail framework that ROI has established.

- Sarah, Founder of Clove + Hallow



What a breath of fresh air Market is, not only is it affordable and great buyers but you also have one of the beauty industry leaders helping you along the way. I have learned more from Gina in a couple of conversations than I have from any other source.

- Ira, CEO of Freedom Deodorant



Market by ROI was first introduced to me through another brand that spoke very highly of them at the 2019 IBE. I needed a team to help fill in the gaps and take our brand to the next level. Not only has the ROI Market team reached out on multiple occasions with invites to trade shows and curated buyer review inclusions, they have personally sought out ideal retail partnerships that are a perfect fit for my brand. We are now being noticed by buyers that I've always dreamed of working with. When I received an invite to a buyer review meeting by a major retailer, Gina (during the thick of the busy holiday season), was able to hop on a flight and attend this meeting with me on short notice. Gina provided guidance, insider knowledge, and insightful recommendations through every step of the process. Working with the ROI Market team has been INVALUABLE for my brand.

- Mary, Founder of Minimo

KUSSHI

KUSSHI launched its wholesale initiative in 2019, therefore we needed assistance from an experienced, well connected sales team who are results driven. Over the last 12 months of working with ROI, they have helped guide our product development, marketing and sales strategy for optimal growth. Our relationship with Gina and the ROI team has elevated KUSSHI into retailer partners I could have never opened without their assistance. We are excited to continue the partnership and can't wait to see where ROI takes our brand in 2020.

- Rachael, VP of Sales for Kusshi



Khus + Khus has been working with ROI and Gina for the past two years. Their attention to detail and willingness to go above and beyond for our brand has really made a difference. ROI does a great job creating a smooth transition for brands to retailers and makes the process almost effortless. We are excited to see what our partnership with ROI will culminate in the future!

- Kristi, Founder of Khus+Khus

LET'S INSPIRE OUR FUTURE TOGETHER

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