

## **New marketing consultancy opens supporting Bath-based brands**



**Bath, Somerset Feb 14, 2026 ([IssueWire.com](https://www.issuewire.com))** - Joanna Lewis, a seasoned Bath-based content marketing specialist with more than 20 years of expertise across media and digital marketing, has launched her own marketing consultancy.

[Joanna Lewis Media](#) offers bespoke marketing support for small to medium-sized local businesses in Bath and the surrounding area. She aims to serve as a high-performance growth partner, offering fractional marketing services that help independent businesses map out a clear marketing strategy and, where necessary, connect them with the right specialists across the marketing ecosystem.

Joanna's services are built on decades of expertise helping brands market their services and products and enhance their online visibility. She has worked as a journalist, editor, and head of content for a leading luxury marketing agency, where she oversaw content marketing for some of the world's biggest luxury brands and niche industry start-ups. Many went on to rank first on search engines.

She offers comprehensive [Bath-based digital marketing services](#), including SEO, content strategy, digital and traditional PR, copywriting, and social media management, as well as fractional CMO support. In addition, she offers a custom publishing service informed by more than 10 years of experience as a magazine editor.

Joanna specialises in working with lifestyle brands across the travel, real estate, property development, design, health and wellness, beauty, gastronomy, hospitality, and fashion industries.

A unique selling point is that she offers a flexible approach, with services that can be dialled up or down when needed. Joanna offers free initial consultations that include an SEO site audit, helping businesses quickly identify immediate blockers to growth and map out longer-term goals.

"After two decades in media and digital marketing, I wanted to create a marketing consultancy in my home city that truly understands the challenges independent businesses face," Joanna explains.

"Small to medium-sized independents have so much to manage, they're running operations, serving customers, and growing their brands, often without the time or expertise to tackle marketing effectively.

"At Joanna Lewis Media, I help local brands cut through the noise with clear, strategic marketing that helps boost their online visibility, all without unnecessary complexity, rigid contracts, or the high costs of a traditional agency. I'm proud to support the vibrant business community in Bath and the surrounding area, helping independent brands grow and thrive online. Whether it's regular blogging, posting on social media, or SEO support, I can help."

For more information, visit [joannalewis.media](https://joannalewis.media) or email [hello@joannalewis.media](mailto:hello@joannalewis.media)

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