



CLINIC

CASE STUDY :- LAVIE CLINIC



INTRODUCTION

LAVIE CLINIC, A PREMIUM POLY CLINIC THAT PROVIDES MEDICAL AND COSMETIC SERVICES IN EXCELLENT AND HIGH STANDARD QUALITY IN DUBAI. CLINIC IS MANAGED BY PROFESSIONAL WORLD RENOWNED DOCTORS, LICENSED CONSULTANTS & TECHNICIANS FROM DIFFERENT NATIONALITIES WITH A WIDE KNOWLEDGE BACKGROUND AND EXPERTISE. PRIMARY SERVICES INCLUDE BREAST SURGERY, BODY CONTOURING, FACE CONTOURING AND SKIN TREATMENTS.

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CLIENT CHALLENGES



LAVIE CLINIC, A NEWLY OPENED COSMETIC CLINIC CHAIN WAS STRUGGLING TO GET CLIENTS ON BOARD. THEIR REQUIREMENT WAS TO GET AS MANY INQUIRIES AS THEY CAN TO GET THE BUSINESS AND RUN OVER THEIR OPERATIONAL EXPENSES. BESIDES, THEY WERE GETTING HEAD ON COMPETITION FROM OTHER MULTIPLE CLINICS LOCATED IN THE VICINITY THEREBY IMPROVING THE BRAND RECALL.

SOLUTION



BLOGGER PROGRAM
INVITED 25 BLOGGERS OR
SOCIAL MEDIA INFLUENCERS IN
FIRST 3 MONTHS FROM THE
LIFESTYLE SEGMENT ONLY.
ALSO HIRED SOME CELEBRITY
BLOGGERS FOR THE JOB.



SOCIAL MEDIA
PLANNED AND SCHEDULED
SOCIAL MEDIA CALENDAR
MONTHLY WISE. PLANNED
CONTENTS BASED ON RADIO
INTERVIEWS, OFFERS AND
POSTS THAT SHARES
KNOWLEDGE ABOUT THE
TREATMENTS.



PR & EVENTS
MOMMY BLOGGER
EVENTS, LIFESTYLE BLOGGER
EVENTS AND PUBLISHED THEM
ACROSS PRINT MEDIA LIKE THE
NATIONAL. GULF NEWS, KHALEEJ
TIMES WKND., ETC

SOLUTION 04

SEO & LEAD GENERATION

SEO - SELECTED 15 ENGLISH KEYWORDS AND 5 ARABIC KEYWORDS FOR OPTIMIZING THE WEBSITE. OVERHAULED THE WEBSITE WITH CALL TO ACTION BUTTON WITH APPROPRIATE CONTENT. DONE ONPAGE & OFF PAGE OPTIMIZATION TO GET ATLEAST 5 KEYWORDS IN TOP PAGE WITHIN 2 MONTHS TIME. ALSO USED APPROPRIATE CTA BUTTON IN FACEBOOK AND INSTAGRAM. GOT A TRAFFIC OF AROUND 1500 PER MONTH TO THE WEBSITE OUT OF WHICH GENERATED AROUND 95 LEADS PER MONTH INQUIRING ABOUT TREATMENTS LIKE LASER HAIR REMOVAL, FACIAL, LIPOSUCTION ETC.



عيادة لافي
LAVIE
CLINIC

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**> 300,000 REACH
4800 LIKES
3 MONTHS**



**3200 FOLLOWERS
15,000 REACH
3 MONTHS**

RESULTS ACHIEVED

SALES ON GROUND

SALES STARTED FROM THE VERY FIRST MONTH SOARING UPTO 150,000 AED FROM LEADS & 100,000 FROM THE REFERRALS CREATED BY THE INFLUENCER PROGRAM.

LEAD GENERATED

WITH A TOTAL OF 1500 TRAFFIC PER MONTH IN 3 MONTHS TIME GENERATED A LEAD OF AROUND 320 LEADS IN 3 MONTHS TIME

THANK
YOU!