

BEAUTY AESTHETICS INDUSTRY CASE STUDY

Glowing Up Online with Glamify



| The Challenge

Glamify, a medical aesthetics clinic, faced stiff competition and needed to establish itself as the premier choice for cosmetic procedures. Their website felt outdated, and their online presence lacked personality and trust.

| The Solution:

Markitron implemented a comprehensive strategy including:

- Website Revamp: Designing a sleek and sophisticated website showcasing before-and-after photos, detailed procedure information, and patient testimonials.
- Social Media Storytelling: Creating engaging content on Instagram and TikTok, featuring patient journeys, treatment demonstrations, and doctor Q&A sessions.
- Video Marketing: Producing patient video testimonials and informative explainer videos to build trust and showcase expertise.
- Review Management: Actively collecting and responding to patient reviews on Google and other platforms.

| The

Results:

- Increase of 30% in website traffic within 6 months.
- Growth of 15,000 followers across social media platforms.
- Average video engagement rate of 22% on TikTok (industry average: 15%).
- Increase of 25% in patient inquiries for cosmetic procedures.
- Improved online reputation with an average rating of 4.8 stars on Google.

| Key

Data Points:

- Website conversion rate: 10% (industry average: 5%)
- Click-through rate on social media ads: 3.5% (industry average: 1%)

"Markitron transformed our online presence and helped us stand out in a crowded market. Their creative content and strategic approach attracted new patients and built trust with potential clients. We're seeing incredible results and can't wait to continue working with them."

- Dr. Emily Chen, Founder, Glamify

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