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# Klinik Nur Raisha

Marketing Case Study

Axcel Digital



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**Very good service 👍👍 tried other marketing company before but failed to increase sale. However, only 2 months engaged with Axcel digital our clinic sale increased in double. Thank you Axcel Digital 👍👍**

- Dr Wan Hidayu



## About

Klinik Nur Raisha is an aesthetic and skin clinic specialized in affordable beauty treatments such as acne, scar treatment, filler and thread lifting led by Dr. Wan Hidayu.

# Services

- **Laser Treatments**
- **Whitening**
- **Facial Rejuvenation**
- **Warts & Keratosis Removal**
- **Body Contouring/Slimming**
- **Scar**
- **Acne**
- **Pigmentation/Melasma**
- **Face Augmentation**

# Klinik Nur Raisha

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## TARGET MARKET

Women who wish to enhance their look naturally without going through surgery.

## EXPERIENCE

Over 10 years' experience in the market, providing thousands of women with quality aesthetic treatment

# Challenges

## **CHALLENGE 1**

Klinik Nur Raisha was doing their own Facebook ads prior to working with Axcel Digital.

## **CHALLENGE 2**

While they are getting a positive ROI, the sales were stagnant for over half a year.

## **CHALLENGE 3**

Average monthly sales were in the 5-figures range.

# Our Strategy & Work Done

## STEP 1

Our team came in and produced new video ads that caters to Facebook, Instagram feed, and Stories. Along with new video editing for their treatment, we also provide native copywriting with an attractive offer that encourage users to Whatsapp and Send Message to the clinic.

## STEP 2

We also integrated a Lead Generation app to their social media page so the clinic's staff is able to contact the leads and get automated follow up reminder a few days later.

## STEP 3

In month 2, we began running YouTube ads to target women who are researching for beauty treatment. They will then be shown the ads on YouTube. The same app was installed to ensure similar follow-up process to generate higher sales

# Results

Klinik Nur Raisha is now consistently generating a decent 6-figures a month in sales and they are working 7 days a week to meet the new influx of enquiries and appointments.

