



DIGITAL MARKETING CASE STUDY

SLIQCLINIC



Benjamin and his team are responsive and professional to provide their best service to us. Happy to work with them.

Sliq Clinic KL

About Sliq Clinic

Sliq Clinic was established in 2014, by Dr Steve Chia, whom is no stranger in the aesthetic medical industry. From being a neighbourhood medical aesthetic clinic, serving the local community in Petaling Jaya, they have expanded and established a second branch in KL ,



Our Scope of Marketing

- **ACNE SCAR TREATMENT**
- **LASER SCAR REMOVAL**
- **DARK EYE CIRCLES**
- **DOUBLE EYELID
STITCHING**
- **TATTOO REMOVAL**
- **LASER HAIR REMOVAL**

Demographics

Target Market

People who have interest in cosmetic procedures to boost self-confidence and maintain a youthful appearance.

Location

KL
Petaling Jaya

Challenges

Challenge 1

Have an existing website but were unable to generate and close new leads.

Challenge 2

Having to compete in the highly competitive beauty industry, with many aesthetic clinics and beauty salons in Klang Valley area.

Challenge 3

Targeting premium clients who is willing to spend on high ticket services.

Our Strategy & Work Done

STEP 1: REVAMP

Our team revamped the main landing page for Coolsculpting, Acne Scar, and Hair Loss which resulted in an increase in conversions and enquiries, thanks to the marketing elements that are added to the page to convince clients to whatsapp/call.

STEP 2: ADS

We produced new video ads that cater to Facebook, Instagram feed, Stories and started running Google Search Ads for targeted keywords.

We also provide native copywriting with an attractive hook that encourage users to Whatsapp and Send Message to the centre in KL and PJ.

STEP 3: RETARGETING

Subsequent to the new ads, we ran the retargeting to ensure Sliq Clinic has a higher chance of turning cold leads into actual bookings.

With retargeting, we are able to reach patients who had previously engaged with the ad but had not converted into appointments. This strategy is the key step for the increase in sales.

Results

Sliq Clinic is now consistently generating profitable monthly sales via online enquiries and appointments for both their KL and PJ branches.

