

CASE STUDY

Boosting High-Intent Leads for **NESC Aesthetics**

How Digital Souls helped NESC Aesthetics Marketing Return on Ad Spend to pave the path towards profitability.



CLIENT INTRO:



NESC Aesthetics is a clinic based in Faisalabad, Pakistan that provides advanced skin and cosmetic treatments. The clinic provides a range of specialized aesthetic services such as skin tightening, hair restoration, PRPs and Hydrafacials.

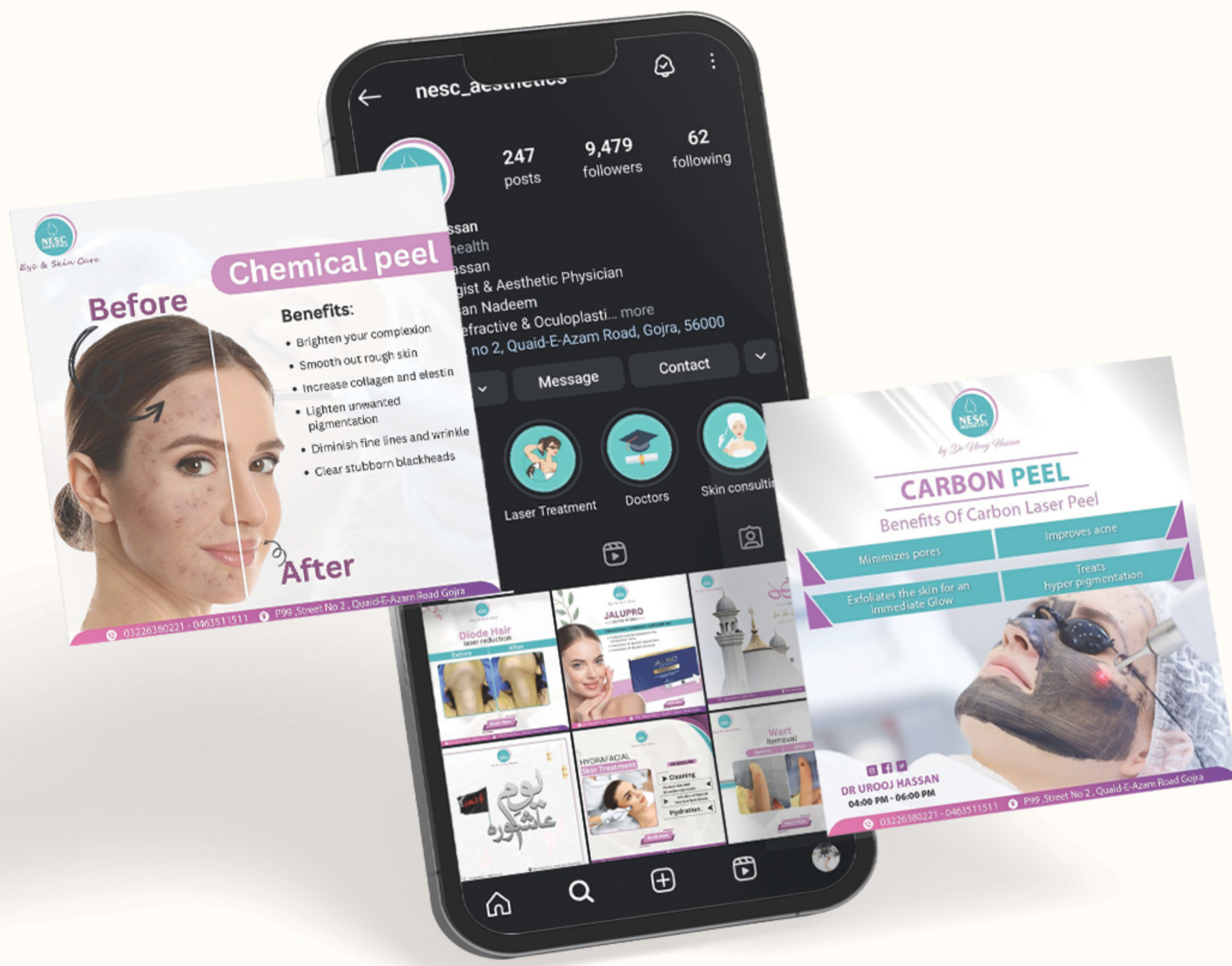
THE CHALLENGE:

NESC Aesthetics, was struggling with low patient turnout despite its comprehensive range of services. The clinic's social media marketing efforts were not generating sufficient leads, and the few leads they did attract were often low-intent, lacking a genuine interest in pursuing aesthetic treatments. To address this challenge and enhance their business growth, NESC Aesthetics turned to Digital Souls for a comprehensive marketing solution.

THE GOAL:

The primary objective was to increase the number of high-intent leads—individuals seriously considering aesthetic treatments—through an effective social media campaign. These leads would be nurtured by NESC Aesthetics' sales team to convert them into patients.

STRATEGY AND EXECUTION:



1. Content Creation and Social Media Management:

Digital Souls developed engaging and informative content highlighting NESC Aesthetics' services, expertise, and patient success stories. This content was regularly updated across all social media platforms, particularly Instagram and Facebook, to maintain a consistent online presence.

High-quality images and videos showcasing the clinic's work, patient testimonials, and behind-the-scenes glimpses were used to create a more personal and relatable connection with the audience.

2. Paid Advertising Campaigns:

A paid advertising campaign was launched on Instagram and Facebook, specifically targeting individuals in Faisalabad and surrounding areas who had expressed interest in aesthetics and beauty treatments.

The ads incorporated lead generation forms to capture contact information from interested individuals, making it easy for the sales team to follow up.

2. Retargeting Strategy:

Digital Souls implemented a retargeting strategy, displaying ads to users who had previously engaged with NESC Aesthetics' social media content or visited their website. These ads were crafted to encourage conversions by emphasizing limited-time offers and success stories.

RESULTS:

2.5x

Increase in Leads
*total across Facebook and Instagram

The strategic approach led to a significant transformation in NESC Aesthetics' lead generation and overall business performance:

Over a period of three months, the number of leads generated per month increased by 2.5 times.

The quality of leads improved, with a higher percentage of inquiries converting into consultations and treatments.

The increase in high-intent leads and successful conversions contributed to higher consultation and surgery rates, resulting in increased revenue for the clinic.

CONCLUSION:

Through targeted content creation, strategic paid advertising, and effective retargeting, Digital Souls successfully addressed NESC Aesthetics' challenge of low patient turnout and low-quality leads. The marketing campaign not only increased the volume of leads but also significantly improved the quality, leading to better business outcomes for NESC Aesthetics.