



# DIGITAL MARKETING

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Because Your Brand Needs To Be Online

Web Design/Development, Online Branding, SEO, Social Media, Online Marketing, Online Ads, Lead Generation, Online Campaigns, Email Marketing, Online Content and Blogs, Concepts, Direct Marketing, Video Production and more....

## **Case Study of: Magnifique Cosmetic Clinic (Performance Marketing)**

Website: <http://magnifiquecosmeticclinic.com/>

Magnifique Cosmetic Clinic is situated in Aurangabad, and was established in the year 2021. With people getting more and more busy in their modern lifestyle and having even lesser time on their hands to focus on themselves, Magnifique Cosmetic Clinic was formed with a view to boost confidence amongst such audience.

Providing services like Hair Transplant, PRP Treatments, Scalp Micro pigmentation, Chemical Peeling, as well as Micro needling, the clinic covers a wide array of options for beautification. With 200+ patients in the first year itself, Magnifique Cosmetic Clinic definitely struck a chord with its audience.

We devised a strategy for their marketing that covered Social Media Marketing, as well as Lead Generation campaigns. We also created their website that definitely uplifted their online presence and built trust in the hearts of their audience. Through paid ads and campaigns, we generated over 90 hot leads for them.

### **Departments involved:**

- Integrated marketing solutions
- Digital content creation
- Business Planning
- Sinss Video Production

### **Digital Impact:**

- Total leads: 91
- Reach: 23,015
- CTR: 2.53%
- Total impressions: 62,958