



# IPAL

## Digital Marketing Project Success Story



**Client Name:** IPAL Clinic

**Industry:** Healthcare & Aesthetic Clinic

## IPAL CLINIC BRANDING

As the Digital Marketing Manager for IPAL Clinic, I was tasked with increasing brand awareness, generating leads, & attracting more patients to their practice. IPAL Clinic is a leading healthcare provider in Pakistan offering cutting edge Aesthetic Non-Surgical & Surgical procedures.

## Campaign Objectives

My primary objectives were to increase Instagram followers, generate leads, & drive patient appointments for IPAL Clinic.

## Target Audience

The target audience for the campaign was men & women aged 18-45, located in major cities in Pakistan, with an interest in healthcare, fitness, & beauty.

## Strategy



Increase website traffic & online visibility



Improve lead generation & conversion rates



Enhance engagement & communication with the target audience

## Digital Content Marketing

Strategized and executed compelling healthcare, fitness, and beauty-related content for IPAL Clinic's social media platforms including Instagram, Facebook, and Pinterest. Employed meticulous research and analysis to determine key topics and themes that resonated with the target audience, resulting in increased engagement and brand visibility. Utilized visually captivating graphics, professional videography showcasing IPAL treatments and procedures, informative captions, and pertinent hashtags to attract and retain relevant followers, bolstering the clinic's digital marketing efforts.

## Email Marketing Campaigns:

I developed & executed targeted email campaigns to generate leads & drive patient appointments. This included segmenting email lists based on various parameters such as age, location, & interest, crafting compelling subject lines to increase open rates, & personalizing the content to create a connection with the audience.

## Data Analysis & Market Research

I conducted in-depth analysis of market trends & patient behavior to inform & optimize the campaigns. This involved using analytics tools to track website traffic, social media engagement, & email performance.

## Challenges

One of the main challenges I faced during the campaign was standing out in a crowded social media landscape & creating content that resonated with the target audience. However, I overcame this challenge by using data-driven insights & continuous optimization to create content that was engaging, informative, & relevant to the audience's interests.

## Key Achievements



### Instagram Followers Growth

Through my content creation efforts & marketing strategies implemented, I successfully increased IPAL Clinic's Instagram followers from **1,200** to **100,000** within just 6 months, resulting in an astounding **8,233%** increase.



### Lead Generation

My targeted email campaigns were highly successful in generating over **1,000 leads** for IPAL Clinic. By segmenting the email lists & crafting personalized content, I was able to attract & engage potential patients, resulting in a substantial increase in leads for the clinic.



### Conversion Rate Optimization

Through strategic email marketing and personalized content, I achieved a conversion rate of **15%** from leads to patient appointments. This high conversion rate indicates the effectiveness of my campaigns in driving actual appointments & revenue for IPAL Clinic.



### Revenue Growth

As a direct result of the increased brand awareness, lead generation, and conversion rate optimization, IPAL Clinic experienced a significant boost in revenue. The clinic was able to generate **30-40%** increase in revenue during the campaign period.





## Outcomes

My successful execution of a targeted digital **marketing campaign** for IPAL Clinic resulted in optimal growth for the clinic. The increased brand awareness, Instagram followers



## Analytics

I used various **analytics tools** such as Instagram & Facebook analytics, email marketing platforms, & website tracking tools to continuously monitor & optimize the campaign performance.

## Key Achievements

- Increased Instagram followers from 1,200 to 100,000 within 6 months, resulting in a 8,233% increase.
- Generated over 1,000 leads through targeted email campaigns.
- Achieved a 15% conversion rate from leads to patient appointments.

\*Results: The following table summarizes the key results achieved during the campaign period

## Results Table

Metric	Campaign Start	Campaign End	% Change
Instagram Followers	1,200	100,000	+8,233%
Conversion Rate		15%	
Revenue		\$150,000	

## How I Helped IPAL Clinic To Increase Patient Leads By 200%

200% ↑

increase in patient leads

160% ↑

increase in organic traffic

80% ↑

increase in organic CVR

#1

on google search results

Results	Reach	Impressions↓	Cost per result
<u>138</u> <sup>[2]</sup> Messaging conver...	14,580	34,996	<u>Rs40.24</u> <sup>[2]</sup> Per Messaging Co...
53 Link clicks	23,589	29,769	Rs18.05 Per Link Click
79 Estimated Call Confir...	14,652	27,297	Rs60.46 Per Estimated Call C...
<u>107</u> <sup>[2]</sup> Messaging conver...	18,284	24,118	<u>Rs37.38</u> <sup>[2]</sup> Per Messaging Co...
2,575 Post engagements	12,624	20,712	Rs1.75 Per Post Engagement
<u>21</u> <sup>[2]</sup> Messaging conver...	7,750	18,353	<u>Rs206.68</u> <sup>[2]</sup> Per Messaging Co...
2,825 Post engagements	11,380	17,101	Rs1.42 Per Post Engagement
— Multiple conversions	837,030 Accounts Center acco...	1,322,857 Total	— Multiple conversions

## Outcomes

The digital marketing campaign resulted in a significant increase in brand awareness, patient appointments, & revenue for IPAL Clinic. The clinic has seen a sustained increase in patient volume & engagement on their social media, resulting in continued business growth.

## Conclusion

The successful execution of a targeted digital marketing campaign has allowed IPAL Clinic to increase their online presence, generate leads, & drive patient appointments.