



Case Study

Healthcare Niche



Social Media Marketing



We implement a targeted strategy to enhance brand recognition by highlighting unique selling points and driving engagement. Our campaigns are designed to resonate with audiences seeking style, confidence, and authenticity, showcasing standout collections inspired by diverse influences. By leveraging visually striking content, influencer collaborations, and customer testimonials, we create compelling narratives that showcase quality and relatability. This approach fosters a strong connection with the audience, encouraging brand loyalty and meaningful engagement.



Content Strategy



Content Types

- Focused on showcasing trendy collections, seasonal highlights, and customer testimonials, emphasizing a commitment to high quality creatives and content.

Key Themes

- Highlighting the commitment to delivering high-quality products or services and creating clear value for customers.

Engagement Tactics

- Encouraged interaction through polls, style quizzes, and customer feedback posts, fostering a community-focused approach and strengthening audience connections.

Driving Engagement

Interactive Stories

- Engaged followers with polls, quizzes, and Q&A sessions about fashion trends, helping customers interact and share their preferences.

Audience Interaction

- Responded to comments and messages promptly, fostering a sense of community and strengthening relationships with customers.

Social Group Participation

- Boosted visibility by joining local community groups, sharing latest posts, and engaging with potential clients to build a loyal customer base.



Analysis & Optimisation



Reviewing Engagement Metrics

- Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

- Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

- Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.

Table of Content



Skin by Brownlee & Co.

Helping you clear acne and fade dark
spots-glowing skin starts here





About Skin by Brownlee & Co.

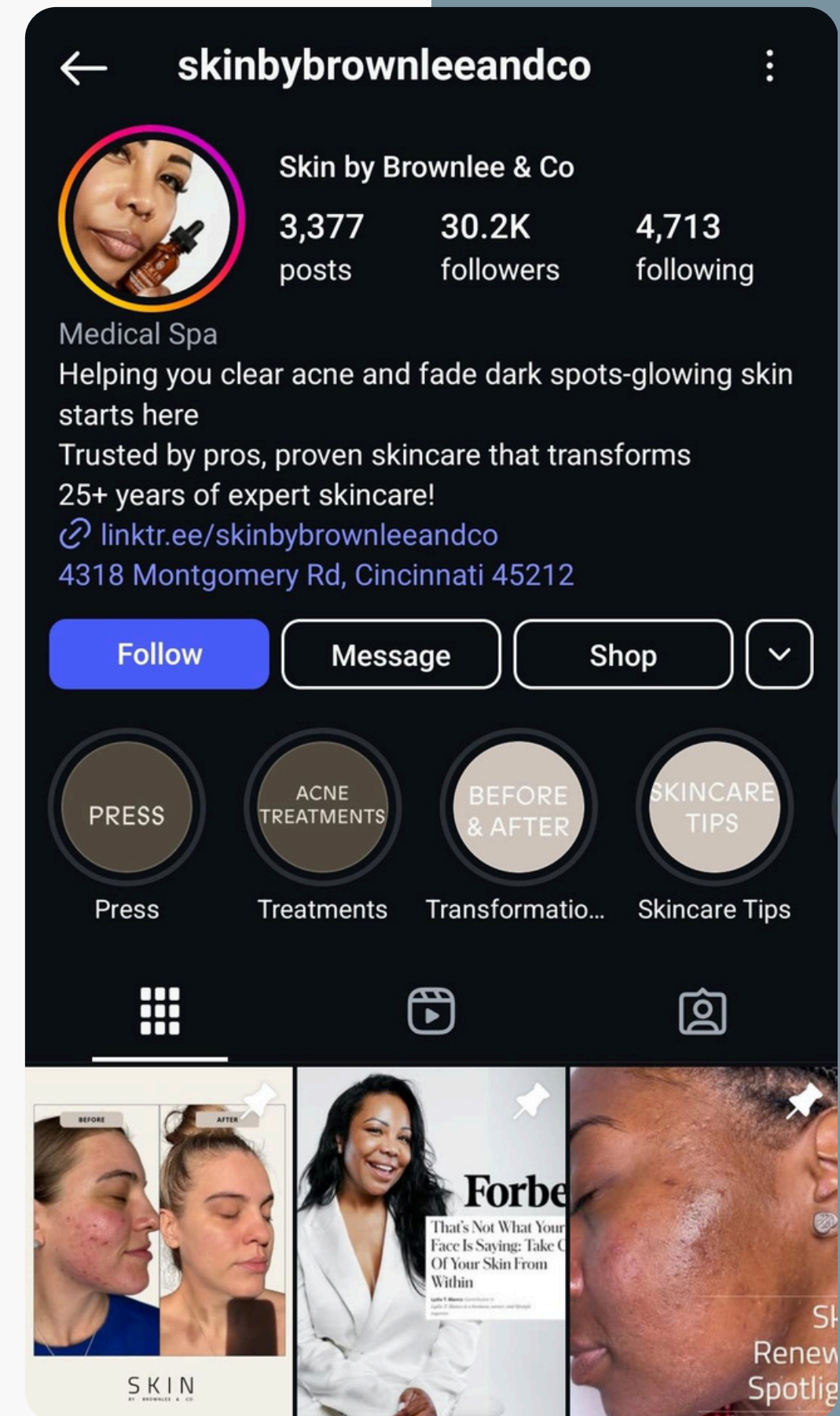
Skin by Brownlee & Co. offers esthetician-approved, clinical skincare solutions designed to target acne and hyperpigmentation. To enhance their digital presence and reach a broader audience, they engaged Oodles for comprehensive digital marketing management. Services included crafting targeted ad campaigns, developing engaging email and SMS marketing strategies, and optimizing their overall digital marketing efforts.

It is tailored for individuals seeking advanced, clinically-proven skincare solutions, especially those dealing with acne and hyperpigmentation. The brand is ideal for customers who value esthetician-approved products and are looking for targeted treatments that address persistent skin concerns. Whether you're struggling with breakouts or uneven skin tone, these solutions offer a professional-grade approach to achieving a healthier, more radiant complexion.

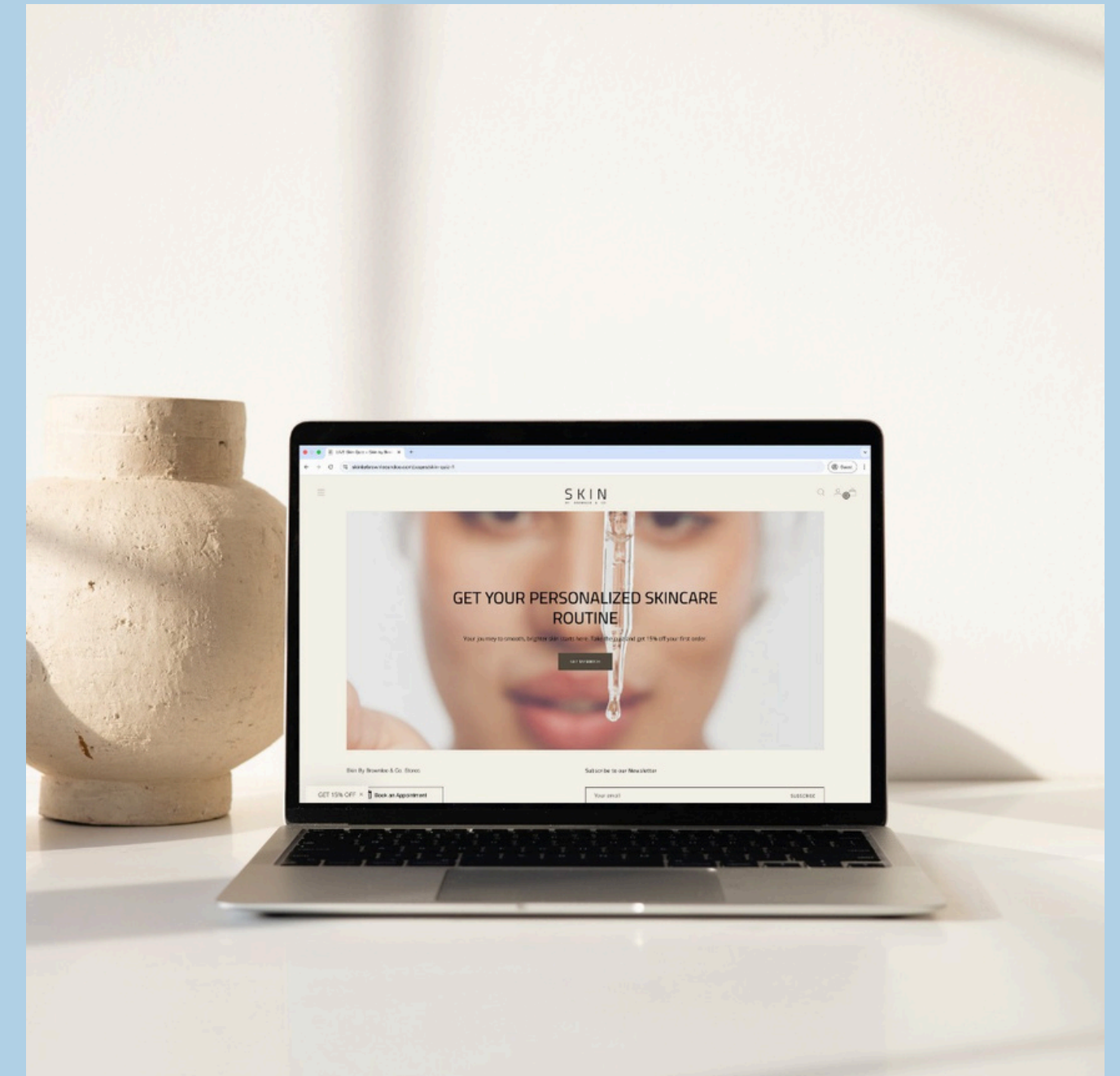
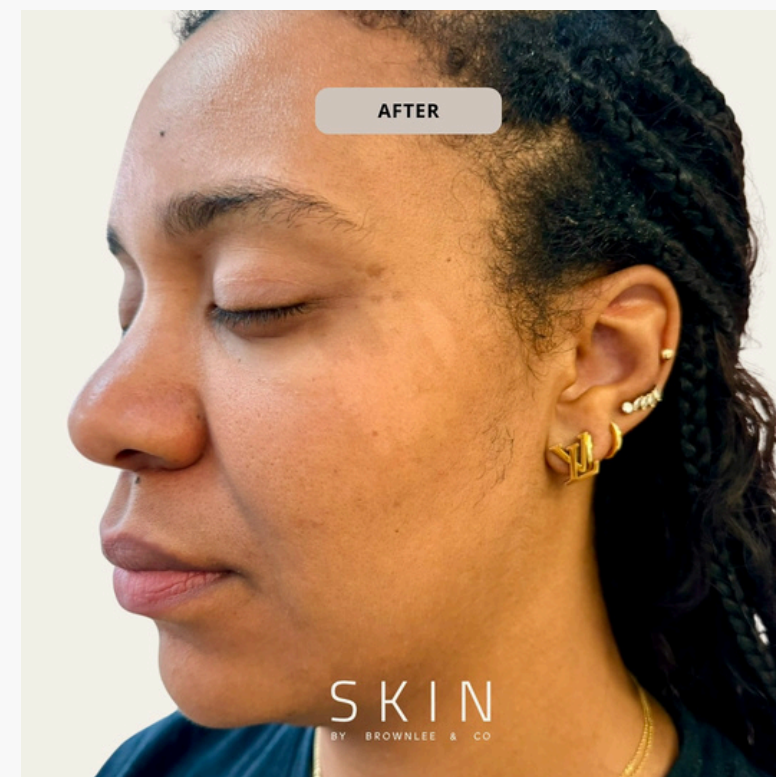


Objectives

- Build brand awareness among skincare enthusiasts and individuals seeking esthetician-approved, clinically-proven solutions for acne and hyperpigmentation.
- Position Skin by Brownlee & Co. as the trusted authority in clinical skincare, recognized for delivering effective, targeted treatments.
- Drive both online and in-store sales, encourage repeat purchases, and foster long-term customer loyalty through tailored digital marketing strategies, including targeted ad campaigns and personalized communication initiatives.

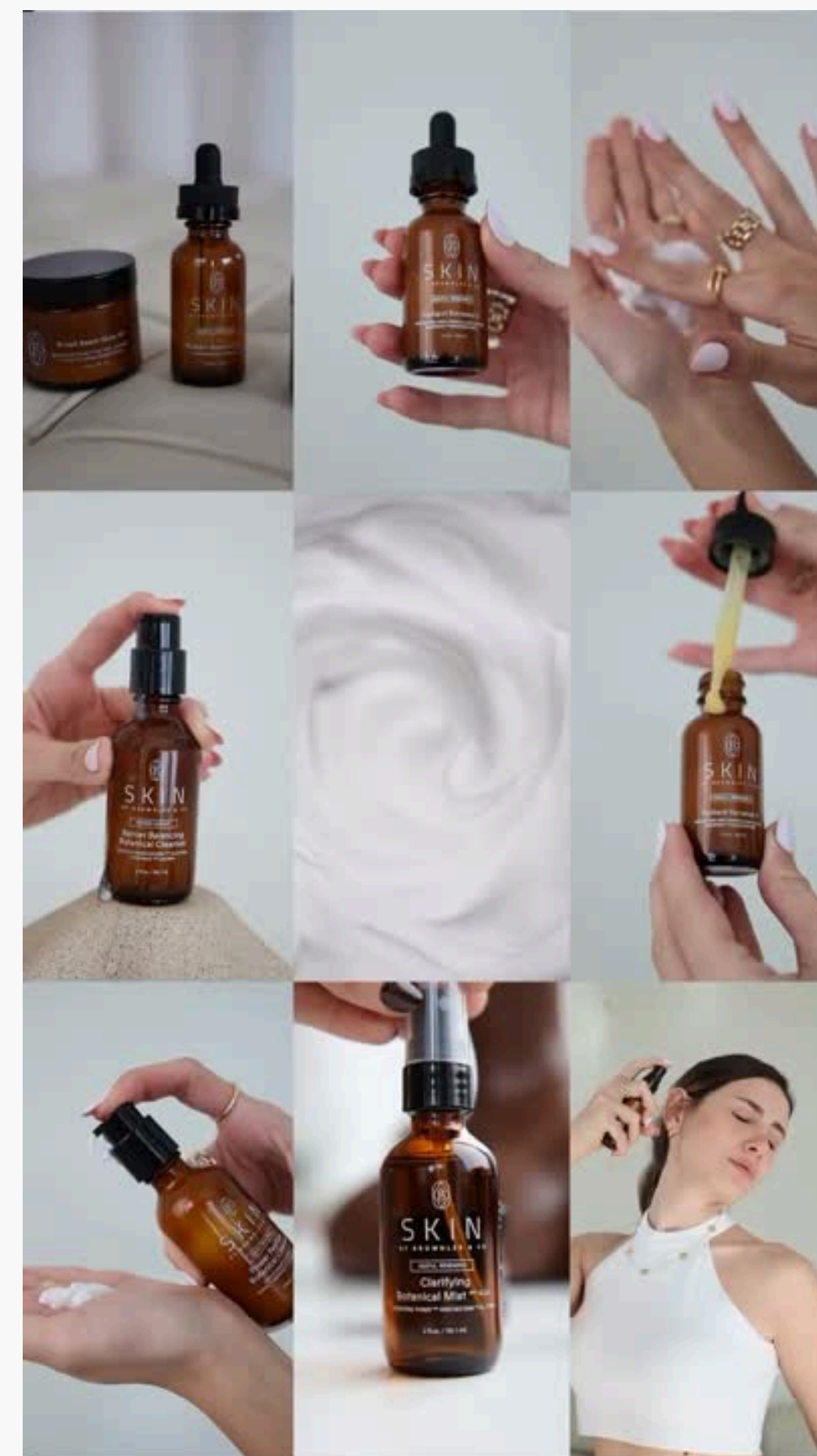


Carousel





Reels



Results & Metrics

INSTAGRAM:

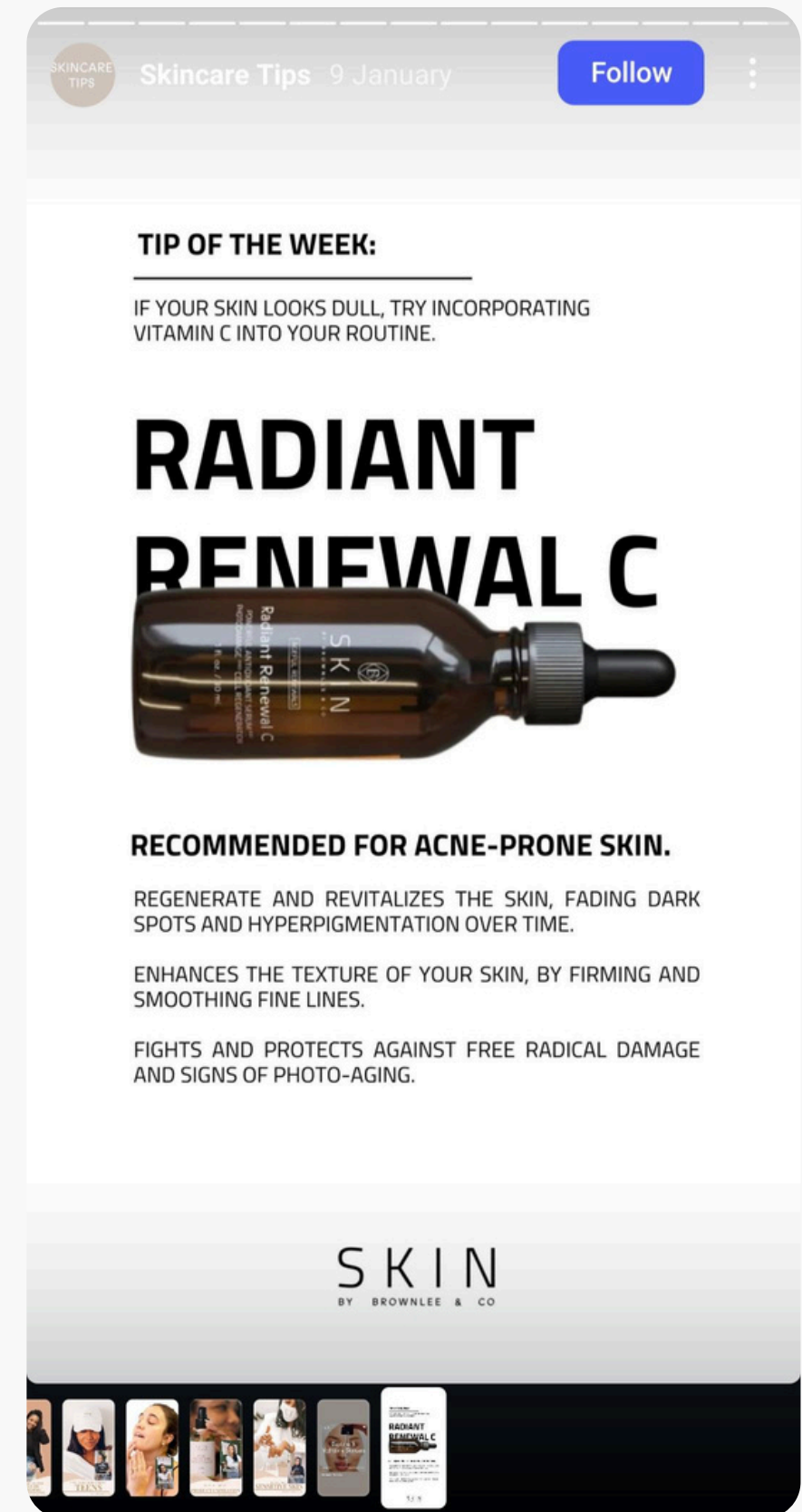
- Achieved 261,762+ total views and over 108,641 content interactions since launch.

FACEBOOK:

- Reached 290,651+ views and 200+ link clicks, contributing to growing user engagement.

LEAD GENERATION:

- Saw a notable increase in active leads, driven by successful social media campaigns. Per day 70 potential leads.





Thank you

