



FORTUE
GROUP

HEALTHCARE Case Study and Report

Presented by: Fortue Group

1. Khushi Dental Clinic



INSTAGRAM LINK

- https://www.instagram.com/buttkarahicanada?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==

Facebook Link

- <https://www.facebook.com/khushidentalcare/>

Website Link

- <https://www.khushidentalcare.net/>

CASE STUDY

Challenges Faced:

Khushi Dental Care struggled to build a strong social media presence and brand awareness. Despite its solid reputation, the clinic had trouble gaining visibility, engaging a new audience, and adapting content for different platforms. Competing with local practices and balancing social media efforts with other operational needs further complicated the process.

1. Social Media Strategy:

- Content Creation: Developed engaging, high-quality content that aligned with Khushi Dental Care's brand, focusing on dental expertise and patient care.
- Trending Posts: Produced popular reel videos showcasing dental services and maintained a consistent posting schedule to maximize reach and engagement.
- Follower Interaction: Actively engaged with followers by responding promptly to comments and messages, and introduced interactive features like polls and contests to boost participation.

2. Website Revamp:

- Modern Redesign: Transformed the website with a sleek, updated design to enhance user experience and make navigation smoother for patients.
- SEO Optimization: Implemented SEO strategies to improve search engine rankings and drive more organic traffic to the clinic's site.
- Regular Updates: Consistently refreshed the website with new content, including service updates and promotional offers, keeping it relevant and engaging.

3. Brand Awareness Campaigns:

- Targeted Ad Campaigns: Launched focused social media ads aimed at reaching the local community and attracting potential patients.
- Influencer Collaborations: Partnered with local health and wellness influencers to elevate Khushi Dental Care's visibility and credibility.
- Special Events and Offers: Organized special events and promotions to attract new patients and raise the clinic's profile within the community.

Results Achieved

1. Strengthened Social Media Presence:

- Visual Overhaul: Updated the social media profiles with fresh, modern graphics and refined branding for a more polished, professional appearance.
- Strategic Content: Developed a plan featuring informative posts, patient stories, and visually compelling content to highlight the hospital's expertise.
- Regular Updates: Ensured consistent posting to keep followers engaged with relevant and timely content.

2. Enhanced Website Performance:

- Improved Loading Speed: Optimized the site for quicker load times, enhancing the overall user experience.
- Mobile Optimization: Made the website fully mobile-friendly, ensuring seamless access on any device.
- SEO Improvements: Implemented SEO enhancements to boost rankings and drive more organic traffic to the site.

3. Increased Brand Awareness:

- Broadened Social Reach: Expanded audience and engagement through carefully targeted social media campaigns and consistent updates.
- Influencer Collaborations: Worked with local health influencers to increase brand credibility and visibility.
- Community Involvement: Organized events and promotions to attract new patients and solidify the hospital's presence in the local community.

References

SMILE MAKEOVER

#SmileTransformation
#KhushiWaliSmile



BEFORE **AFTER**

 **Khushi**
Dental Care

For an appointment +91 9987 959095
www.khushidentalcare.net

Where **EVERY SMILE**
Finds Its **JOY!**



#KhushiWaliSmile

 **Khushi**
Dental Care

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www.khushidentalcare.net

LASER
TEETH WHITENING

VS

TRADITIONAL
TEETH WHITENING



MUST READ
NEXT SLIDE →

 **Khushi**
Dental Care

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www.khushidentalcare.net

Check their profile for more!

2. Mythri Hospital



INSTAGRAM LINK

- https://www.instagram.com/avsar.to?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==
-

CASE STUDY

Challenges Faced:

Mythri Hospital encountered difficulties in developing a strong social media presence and boosting brand recognition. Even with its established reputation, the hospital found it challenging to achieve visibility, engage a new audience, and adapt content for different platforms. The need to stand out among local competitors and balance social media efforts with other operational tasks further compounded the issue.

Our Approach

1. Social Media Strategy:

- Content Development: Created engaging, high-quality content aligned with the hospital's brand identity.
- Dynamic Posts: Produced trending reel videos highlighting hospital services and maintained a consistent posting schedule to maximize reach.
- Active Engagement: Engaged with followers through prompt responses to comments and messages, and ran interactive polls and contests.

2. Website Revamp:

- Modern Redesign: Revamped the website with a contemporary design to improve user experience and navigation.
- SEO Optimization: Applied SEO strategies to enhance search engine visibility and attract more organic traffic.
- Ongoing Updates: Regularly updated the site with fresh content and promotional offers to keep it relevant.

3. Brand Awareness Campaigns:

- Focused Ad Campaigns: Launched targeted social media ads to reach the local community effectively.
- Influencer Partnerships: Collaborated with local health and wellness influencers to boost brand visibility and credibility.
- Special Events and Promotions: Organized events and promotions to draw in new patients and elevate the hospital's profile.

Results Achieved


1. Enhanced Social Media Presence:

- Visual Refresh: Revamped Mythri Hospital's social media profiles with modern, professional graphics and updated branding for a polished look.
- Strategic Content Planning: Implemented a content plan featuring educational posts, patient testimonials, and compelling visuals to showcase the hospital's expertise.
- Consistent Engagement: Maintained a regular posting schedule to ensure ongoing engagement with followers through relevant and timely content.


3. Increased Brand Awareness:

- Expanded Social Reach: Grew the hospital's online presence and engagement through targeted social media campaigns and consistent updates.
- Influencer Partnerships: Collaborated with health influencers to increase visibility and credibility for Mythri Hospital.
- Community Events: Organized special events and promotions to attract new patients and strengthen the hospital's presence within the local community.

References





Mythri Hospital
MEHDIPATNAM
Committed To Excellence



**HOW TO
MANAGE
ASTHMA
TRIGGERS**

Let's come together to support those with asthma and show them that they are not alone in their journey.

www.mythrihospital.net | 

Mehdipatnam Branch Pillar No. 81 | Aramghar Branch Pillar No. 318,
Ph: 799799 6030 / 31 | Ph: 7997996902 / 03  [#Worldasthmaday](#)



Mythri Hospital
MEHDIPATNAM
Committed To Excellence




**WORLD
NO TOBACCO DAY**
31st May

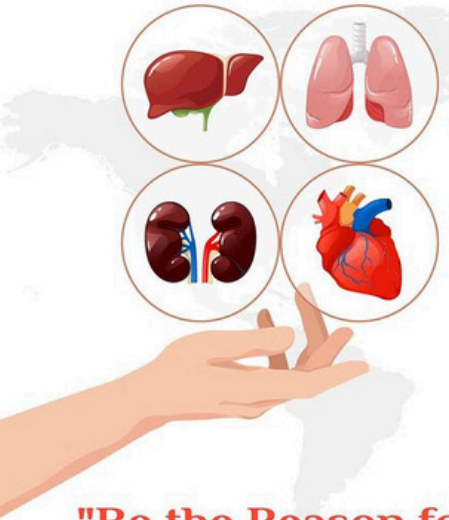
Habits can have a significant impact over one's life, say no to tobacco

www.mythrihospital.net | 

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Mythri Hospital
MEHDIPATNAM
Committed To Excellence




**WORLD
ORGAN
DONATION DAY**

Donate a Second Life
One organ donor can save up to eight lives

World Organ Donation Day is observed globally on 13th August every year

The day celebrates the extra 'gifted' years of life through the generosity of organ donation

Theme 2024
"Be the Reason for Someone's Smile Today!"

www.mythrihospital.net | 

Mehdipatnam Branch Pillar No. 81 | Aramghar Branch Pillar No. 318,
Ph: 799799 6030 / 31 | Ph: 7997996902 / 03

Check their profile for more!

3 Flow



INSTAGRAM LINK

- https://www.instagram.com/flow_pmu?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw

Website Link

- <https://flowpmu.com/>

CASE STUDY

Challenges Faced:

Flow Advance Permanent Makeup encountered obstacles in establishing a strong social media presence and improving brand visibility. Despite its solid reputation, the business faced difficulties in gaining recognition, engaging with a new audience, and adapting content for various platforms. Competing with local competitors and juggling social media efforts with other operational demands further complicated the process.

Our Approach:

1. Social Media Strategy:

- Restructured Flow Advance Permanent Makeup's social media with targeted, engaging content.
- Leveraged analytics tools to track performance and optimize campaigns for increased reach and engagement.

2. Brand Messaging:

- Worked closely with Flow Advance Permanent Makeup to develop a consistent and compelling brand message.
- Applied this messaging uniformly across all platforms to strengthen brand identity and showcase their expertise.

3. Website Redesign:

- Completely redesigned Flow Advance Permanent Makeup's website with a modern look, enhanced user experience, and mobile-friendly features.
- Improved the site's ability to attract, engage, and convert visitors into clients.

4. Marketing Alignment:

- Developed a comprehensive marketing strategy aligned with Flow Advance Permanent Makeup's business objectives.
- Ensured all marketing efforts, from social media to the website, worked together to drive growth and long-term success.

1. Enhanced Social Media Presence:

- Visual Refresh: Revitalized Flow Advance Permanent Makeup's social media profiles with fresh, modern graphics and updated branding, giving them a polished and professional appearance.
- Strategic Content: Developed a content plan featuring informative posts, client testimonials, and visually appealing images to highlight the expertise of Flow Advance Permanent Makeup.
- Consistent Posting: Established a regular posting schedule to keep followers engaged with timely and relevant content.

2. Improved Website Performance:

- Optimized Load Speed: Enhanced the website for faster load times, delivering a smoother user experience.
- Mobile Optimization: Ensured the website was fully mobile-responsive, offering seamless navigation on any device.
- SEO Enhancements: Applied advanced SEO techniques to improve search engine rankings and attract more organic traffic.

3. Increased Brand Awareness:

- Broadened Online Reach: Expanded Flow Advance Permanent Makeup's social media presence and engagement through targeted campaigns and consistent updates.
- Influencer Collaborations: Partnered with local beauty and wellness influencers to boost brand visibility and credibility.
- Community Promotions: Organized special promotions and events to attract new clients and solidify Flow Advance Permanent Makeup's standing within the beauty community.

References

Flow
ADVANCE PERMANENT MAKEUP
By Rhel'Gel

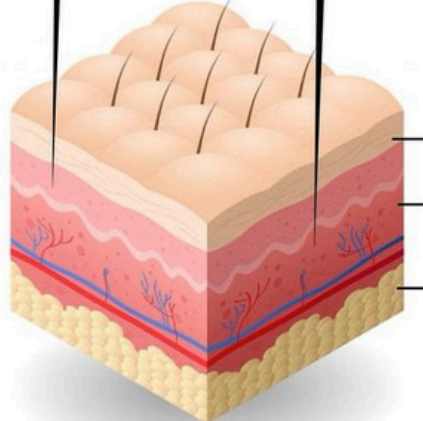
SKINCARE INGREDIENTS
You should avoid after
PMU

- ❌ Retinol
- ❌ Vitamin E, Vitamin C
- ❌ AHÁ'S
- ❌ Exfoliants



Flow
ADVANCE PERMANENT MAKEUP
By Rhel'Gel

PMU DEPTH **TATTOO DEPTH**



Epidermis
Dermis
Hypodermis

PERMANENT MAKEUP	Tattoo
0.25-1 mm needle depth to reach epidermis/ papillary dermis (fine lines, pores, etc.)	1.5-2 mm needle depth to reach deep dermis (scars)

Check their profile for more!

Get In Touch



Email

support@fortuegroup.com



Social Media

@fortuegroup



Call us

95941 36027
