



From Challenges to Triumphs

La Densitae's Success Story

www.brandwisdom.in

Pain Points





Marketing Strategy

Long Term Goals

At Brand Wisdom Solutions, we significantly enhance La Densitae's brand presence and operational efficiency by addressing issues such as inconsistent branding and ineffective content strategies. Our efforts in strategic marketing, branding, and customer engagement not only increase La Densitae's visibility but also streamline interactions and solidify their reputation, effectively overcoming significant challenges.





Brand Awareness

Patient Acquisition Patient Loyalty



Business Automation

No Workflow

- Increasing Competition: The growing number of hair transplant clinics creates a highly competitive market.
- Patient Acquisition: Effectively reaching and converting potential patients into actual patients.
- Brand Visibility: Establishing a strong and distinct brand presence in a saturated market.

Results

3X Increase in **Gross Revenue**

Increase in **Organic Traffic**

60%

3X

Increase in **Brand KPIs** **8X**

Increase in **ROI**

40%

Increase in **Total Conversion**

58%

Increase in **Client Retention** 42%

Improvement in CAC

Increase in Time on Page

45%

Solutions





Long term Strategy Planning & Goals



Business
Automation Process



PPC Campgain Management



Lead Management System



Content Creation



Influencer Marketing



Email Marketing

Rebranding & Repositioning

Previous Logo



- The logo cannot be used effectively as a mark.
- The font does not reflect a premium brand image.
- The black color in the logo is not visible on dark backgrounds.

New Logo



- The font used in the logo effectively conveys a premium brand image.
- The clear "LD" initials enhance the logo's impact, ensuring it is instantly recognizable and effective in brand recall.

Identity Values

Personality Professional Experienced Trustworthy Values Innovation Reliability Personalized

Colour Palette



Blue colour represents meanings of loyalty, confidence, security, & reliable authority.



The colour orange is associated with health and vitality. It conveys a message of positivity.

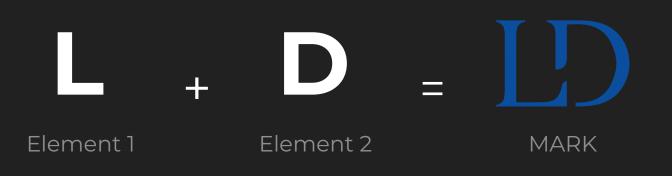
Typography

Playfair Display

Aa Bb Cc Dd Ee Ff 1234567890_+?@\$() Playfair Display, selected for its heritage and professionalism, conveys trust.

Montserrat

Aa Bb Cc Dd Ee Ff 1234567890_+?@\$() Montserrat adds a modern, clean touch to the brand's visual identity.







PPC Campaign Management

We expertly managed La Densitae's PPC campaign, focusing on specific keywords and optimizing ad placements. This strategy greatly increased online engagement & clinic appointments, enhancing their digital presence & maximizing ROI. Our approach demonstrated the effectiveness of targeted digital advertising in the healthcare industry.



9.43K Conversions **6.91K**Phone Calls

₹ **591** Cost/Conv.

5X ROAS

16.34K Leads Generated

Organic Reach & Insights

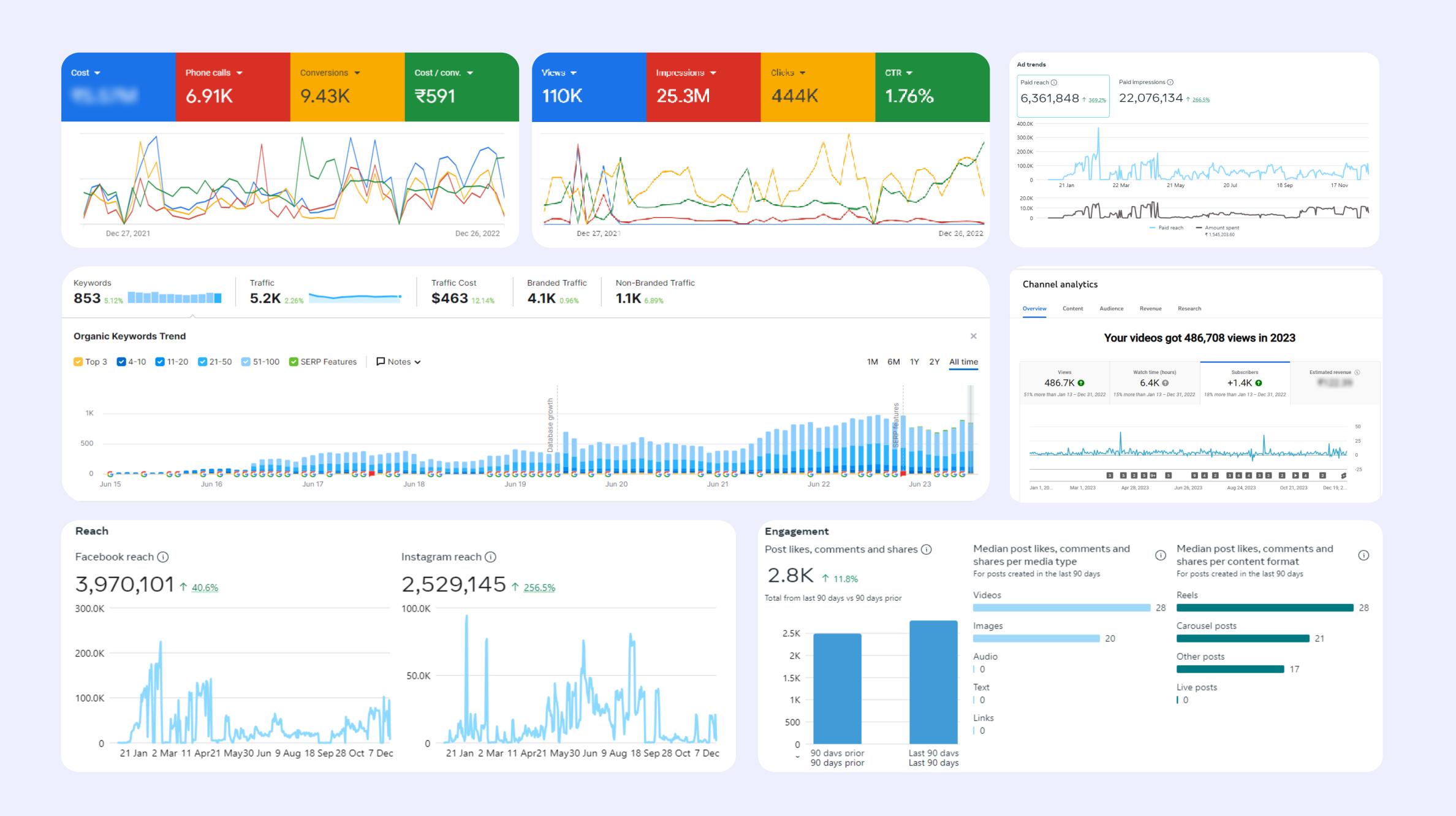
853 5.12%1 Keywords

5.2K _{2.26%↑} Traffic Generated

486.7K 51%↑ Youtube Views

2.8K _{11.8%↑} Engagement

3,970,101_{40.6%}Reach



Influencer Marketing

Our influencer marketing campaign for La Densitae effectively leveraged both macro and micro influencers, achieving over 1 million views and significantly boosting engagement with the brand's specialized services.

















Lead Management System

- Comprehensive Lead Tracking: We efficiently captured and tracked La Densitae's leads through multiple channels such as email, social media, and digital ads, ensuring thorough engagement across all platforms.
- CRM Optimization: Enhanced the engagement and qualification of leads using a CRM system, which also facilitated re-engagement with old leads and existing customers, boosting communication and retention.
- Lead Prioritization and Productivity: Implemented a scoring system that allowed the sales team to prioritize important leads, improving productivity and focus, which in turn increased customer retention rates.

Tools Used









ActiveCampaign >



Business Automation Process

- Comprehensive Automation Tools: We integrated tools like ManyChat, Lead Square, and Make.com to automate critical aspects of La Densitae's business processes, ensuring zero lead leakage and efficient management across all touchpoints.
- Enhanced Communication Channels: Implemented automated systems for SMS, WhatsApp, and email, which significantly improved the timelines and consistency of follow-ups with leads and customers.
- Performance & Productivity Tracking: Our automation also included advanced tracking of sales team performance, enhancing productivity through better resource allocation and targeted efforts based on lead scoring metrics.

Tools Used



Manychat









Content Creation



- Educational Impact: Our content creation strategy involved producing podcasts, videos, and other materials that educated potential clients, helping them make informed decisions and thereby increasing trust and credibility in La Densitae's brand.
- Authority Building: By focusing on authoritative, highvalue content, we significantly increased organic views, positioning La Densitae as a thought leader in the hair restoration industry.
- Enhanced Engagement & Retention: The strategic delivery of informative content not only drove traffic but also improved customer retention by keeping the audience engaged and informed.

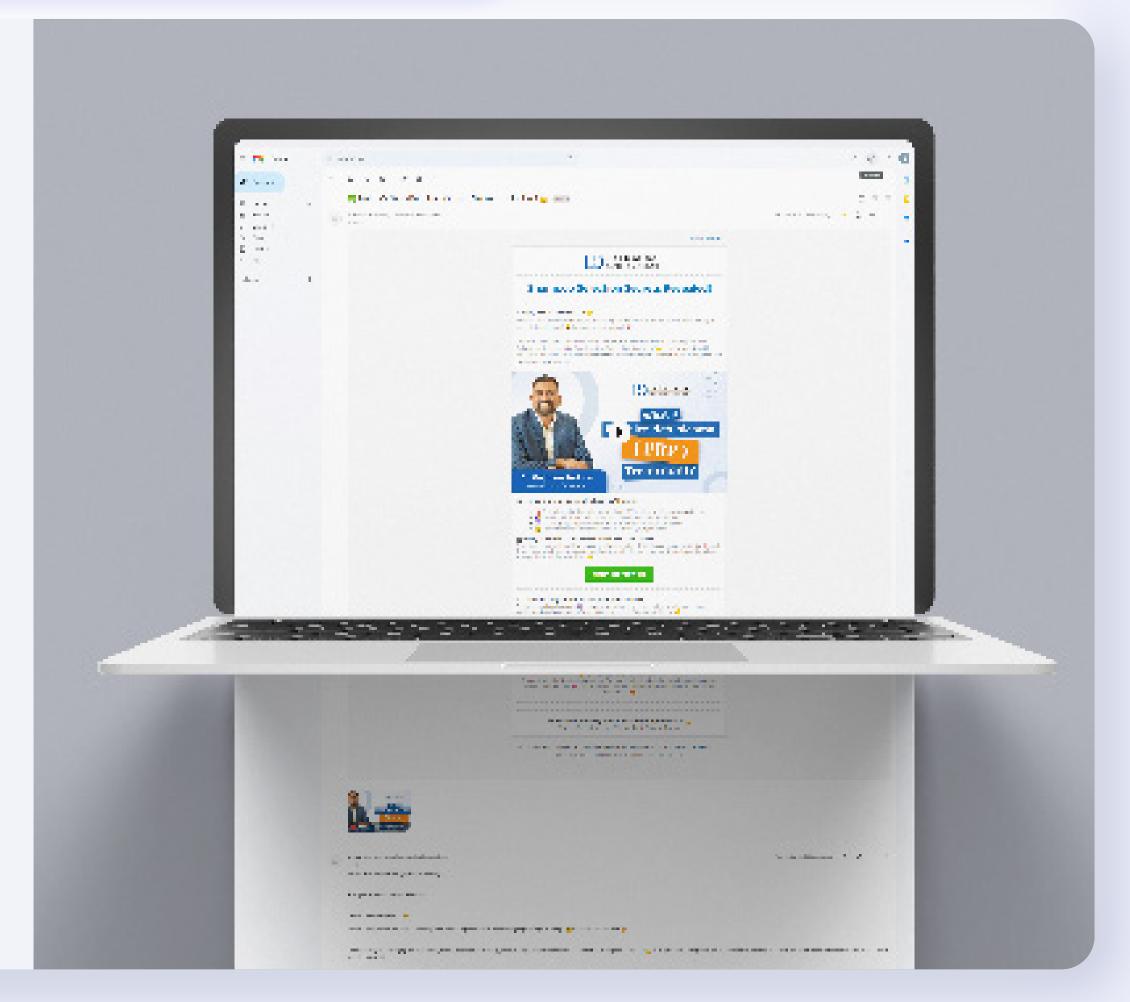
Long Term Strategy Planning & Goals

We crafted a focused long-term strategy for La Densitae, designed to secure sustainable growth and achieve set goals. This strategic blueprint ensures La Densitae continues to excel in the competitive hair restoration market by aligning with industry trends and enhancing service quality.

- CRM Integration: Implementing a CRM platform to target different audiences effectively, set lead scores, and manage customer relationships across departments to enhance customer experiences.
- **Digital Marketing Enhancement:** Leveraging digital marketing to tailor messages precisely and reach specific audiences, significantly boosting direct marketing effectiveness.
- Business Automation: Streamlining operations by automating repetitive tasks, which increases overall productivity and efficiency within the business.
- Brand Awareness Strategy: Increasing brand awareness to ensure that more potential customers recognize and remember La Densitae's branding and products, positioning the brand top-of-mind for future purchases.

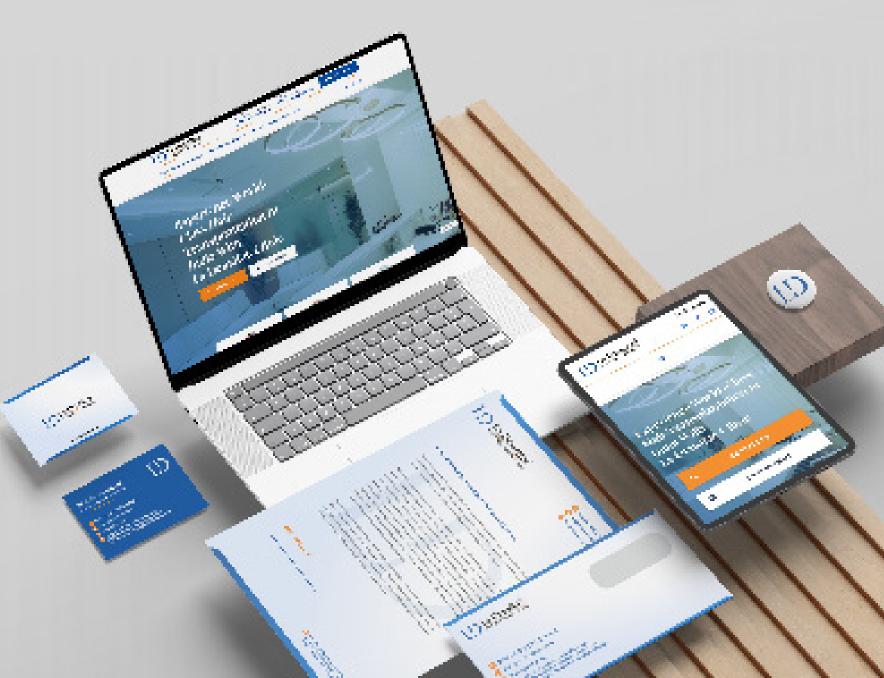
Email Marketing

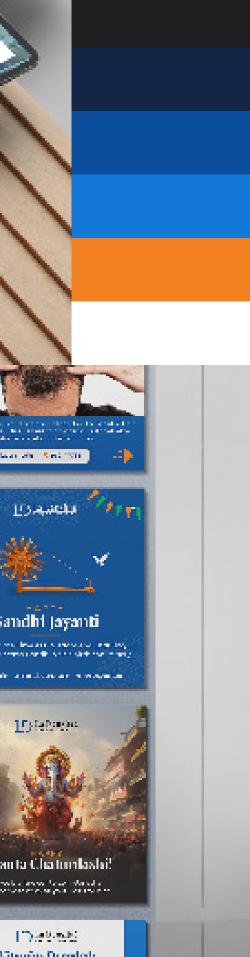
- Enhanced Engagement & Click-Through Rates: Our targeted email marketing significantly increased open rates from 2-3% to 13-14%, and click-through rates also improved. We achieved this by crafting informative and engaging content with compelling, clickable subject lines.
- Customer Relationship Management: We maintained strong customer relations through regular updates and personalized appointment reminder emails, ensuring continuous engagement with both new prospects and existing clients.
- Strategic Content Delivery: The emails were designed to deliver value through educational content, fostering trust and enhancing the perceived value of La Densitae's services, ultimately boosting client retention and satisfaction.











La Densitaé
HAIR | SKIN | LASER CLINIC

