

PAID ADS CASE STUDY

We help businesses generate more **Leads** & **Sales** through Social Media Marketing

www.megaproduction.co

CLIENT OVERVIEW

TBSPC is a multi-specialty medical practice located in Saudi Arabia, offering comprehensive services in dental care, vision care, dermatology, and beauty treatments.

OBJECTIVES

The primary objectives for TBSPC's marketing initiatives included:

- Increase **local lead generation** within a targeted radius around TBSPC clinics.
- Boost **website traffic** and engagement among the local audience.
- Enhance **brand awareness** and recall within the local community

Through continuous monitoring and iterative improvements, we delivered impactful results that exceeded TBSPC's expectations.

CAMPAIGN STRATEGY

Mega Production designed a multi-channel digital marketing campaign tailored to TBSPC's objectives:

1. Leverage Saudi Arabia's Founding Day celebration to promote special offers and discounted rates across TBSPC's services.
2. Targeted advertising efforts across Meta platforms (Facebook, Instagram), Google Ads, Snapchat, and TikTok to reach the desired audience segments.
3. Utilized compelling ad creatives and messaging highlighting the complete range of services offered during the special occasion.
4. Employed rigorous audience segmentation based on demographics, interests, and behaviors to optimize targeting and maximize engagement.
5. Implemented continuous budget management and optimization to ensure efficient allocation of resources and maximum return on investment.



AT A GLANCE

CHALLENGES

- Local targeting
- Competition
- Budget allocation

BENEFITS

- Increased local visibility
- Enhanced brand awareness
- Measurable conversions
- cost-effective results



KAREEM AL-SENAN

Co-founder & CMO

“Our goal at MPA is to help our clients achieve their business objectives by allowing us to become their marketing partner.”

AD CREATIVES

The ad creatives used in the digital marketing campaign were designed to capture the attention of the target audience and drive engagement. They included:

- Eye-catching visuals featuring TBSPC's services and special offers
- Compelling messaging highlighting the benefits of TBSPC's services and the limited-time discounts available during Saudi Arabia's Founding Day celebration
- Clear call-to-action prompts directing viewers to take action, such as scheduling an appointment or contacting TBSPC for more information in campaign headlines
- Variations of ad creatives tailored for each platform, ensuring relevance and resonance with the target audience across different channels

TBSPC
مجمع الدكتور طاهر البحراني الطبي
خبرة | التزام | إتقان

عروض -
يوم التأسيس
Saudi Founding Day
١٤٣٩هـ / ٢٠٢٤م
2024/02/29 - 2024/02/10

الأسنان

تنظيف
الأسنان
ري 92 ~~184~~ /ال

تبييض
الأسنان
بالقوالب المنزلية
ري 322 ~~644~~ /ال

تبييض
الأسنان
بالليزر
ري 522 ~~1044~~ /ال

يمكنكم تقسيط العروض على دفعات
عن طريق **تابي** أو **تمارا**
تطبيق الشروط والاحكام

tabby tamara

TBSPC | TBSPC
053-576-6621

RESULTS

- **Increased Local Visibility:** Targeted efforts led to heightened local audience visibility, driving foot traffic and appointments.
- **Enhanced Brand Awareness:** Strategic messaging boosted brand recognition and recall among potential clients, contributing to increased market share.
- **Measurable Conversions:** Clear KPIs enabled precise measurement of campaign effectiveness, with significant conversions across multiple channels.
- **Cost-Effective Results:** Despite going below budget, the campaign delivered substantial ROI through efficient targeting and compelling creatives.

KPI

The campaign's success was measured using several key performance indicators (KPIs) including impressions, click-through rate (CTR), and successful conversions such as form submission, WhatsApp chats, and phone calls. These KPIs provided valuable insights into the campaign's reach, engagement, and effectiveness in driving conversions for TBSPC.

TOTAL BUDGET ALLOCATED

SAR 30,000 (\$8000)

PLATFORM PERFORMANCE

META PLATFORMS

Impressions: 2,386,812 **CTR: 3.01%**

GOOGLE

Impressions: 1,693,069 **CTR: 2.41%**

SNAPCHAT

Impressions: 451,438 **CTR: 0.98%**

TIKTOK

Impressions: 616,713 **CTR: 1.18%**

OVERALL CAMPAIGN PERFORMANCE

Total Impressions: **Average CTR:**
5,148,032 **1.90%**

Total Successful Conversions: 1472

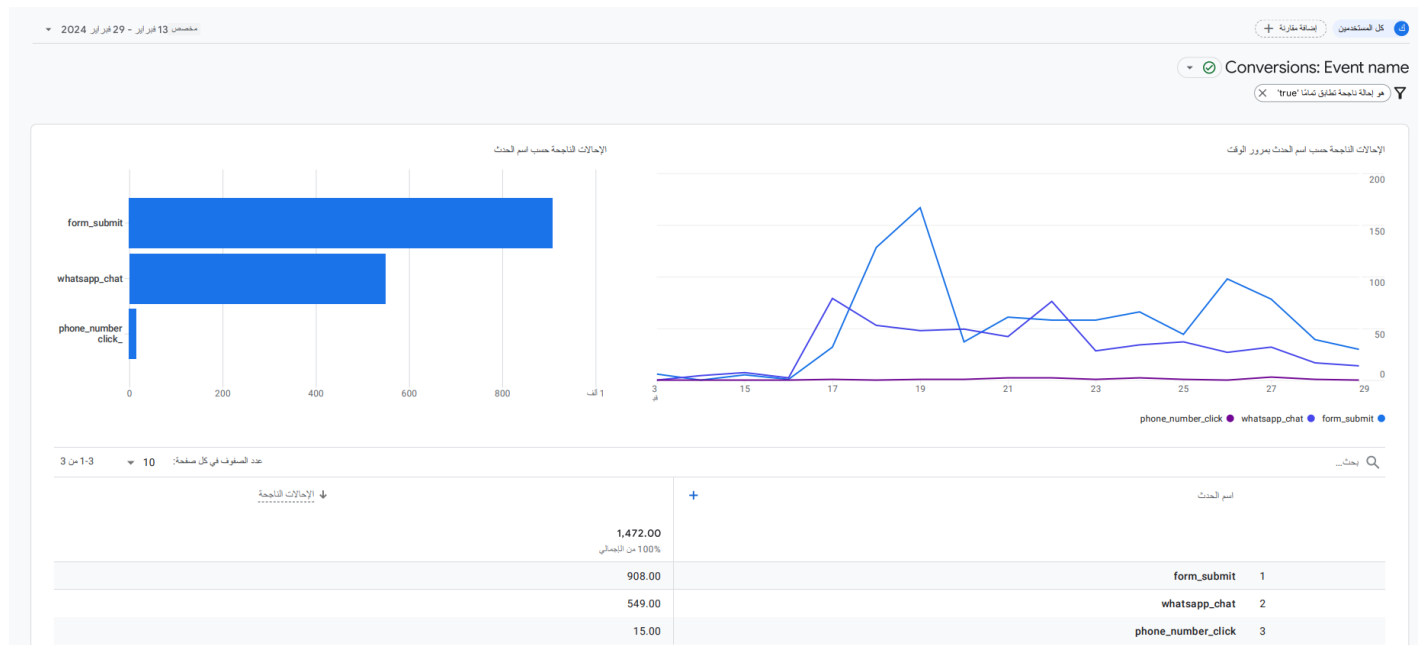
CLIENT TESTIMONIALS

"The digital marketing campaign executed by Mega Production has been instrumental in achieving our business objectives. The targeted approach, compelling creatives, and measurable results have significantly enhanced our online presence and contributed to our growth. We highly recommend Mega Production for their expertise and professionalism."



CAMPAIGN SUCCESS AND IMPACT

The paid advertising campaigns for TBSPC proved highly successful in achieving the desired objectives, driving significant engagement and conversions across all targeted platforms and spending less than anticipated. Google Ads effectively targeted the desired local clientele, while Meta Platforms facilitated increased visibility and interaction through shared content on Facebook and Instagram. Additionally, Snapchat and TikTok provided valuable platforms to engage with the audience and promote the brand message effectively.



CONCLUSION

The digital marketing campaign for TBSPC exemplifies the power of strategic digital marketing in driving tangible business results. Through collaboration and innovation, Mega Production successfully delivered a tailored solution that not only met but exceeded TBSPC's objectives, setting the stage for continued success and growth in the competitive medical services landscape.