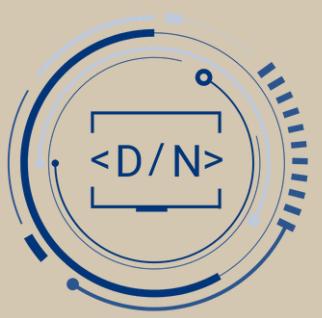


# CASE STUDY: WEB DEVELOPMENT & DIGITAL STRATEGY FOR MEDKLAIRE

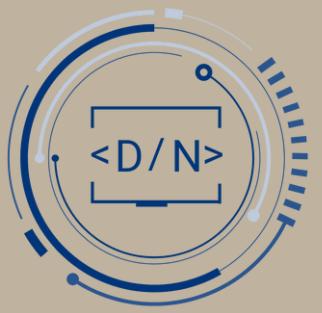




# COMPANY OVERVIEW:

Medklaire is a women-led boutique cosmetology and dental clinic in Gurugram, Haryana, founded in 2020. It focuses on holistic oral health and non-surgical aesthetic treatments for urban clients. Services include advanced dental treatments like Invisalign and implants, as well as aesthetic options such as HydraFacial and anti-aging treatments. Medklaire emphasizes clinical excellence, client empowerment, and transparency, aiming to boost confidence through personalized care. Its main clients are working professionals and families seeking aesthetic rejuvenation and comprehensive dental solutions in a trusted environment.



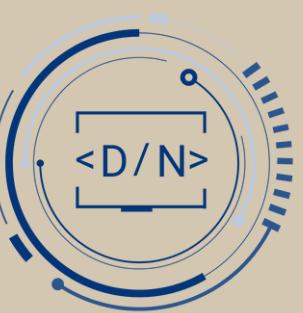


# PROBLEM STATEMENT:

While Medklaire enjoyed a talented staff and committed local patients, it was hampered by poor brand visibility and online infrastructure. Lacking a website or organized communication, prospective clients had trouble knowing what the clinic provided or making appointments conveniently. Procedures such as dentistry and cosmetic treatment were poorly differentiated online, causing confusion and lost business.

Client contact was all manual—through phone calls or social media DMs—and therefore difficult to track leads, follow-ups, or market repeat treatments. With a competitive market such as Gurugram, not having a strong online presence meant falling behind more digitally-enabled competitors, even though service quality was better.

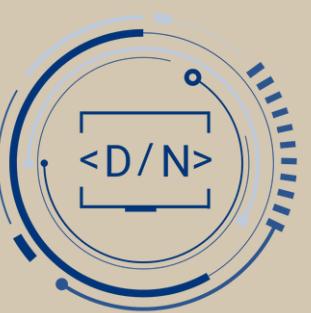




# KEY CHALLENGES

- No unified platform to convey their distinctive positioning, team credentials, or services.
- Excessive dependence on word of mouth and walk-in traffic; low reach to new residents or outstation patients.
- Client bookings were greatly dependent on phone calls and social DMs, which created inefficiencies.
- No CRM or follow-up system to cultivate leads, send reminders, or handle re-engagement.





# Evaluation

## Strengths

- Well-trained, woman-led practice
- Provides both dental and aesthetic services
- Client comfort, transparency, and hygiene focus



## Opportunities

- Growing need for non-surgical aesthetics and dentistry
- Urban health-conscious population of NCR
- Scope to establish a niche luxury-wellness brand



## Weakness

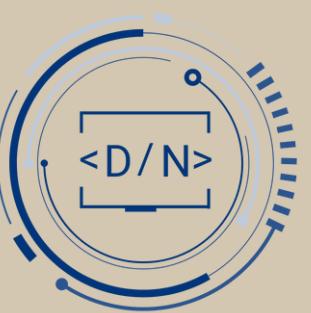
- No digital portfolio or online reputation
- No systematic lead capture & re-marketing
- Low new patient awareness in Gurugram



## Threats

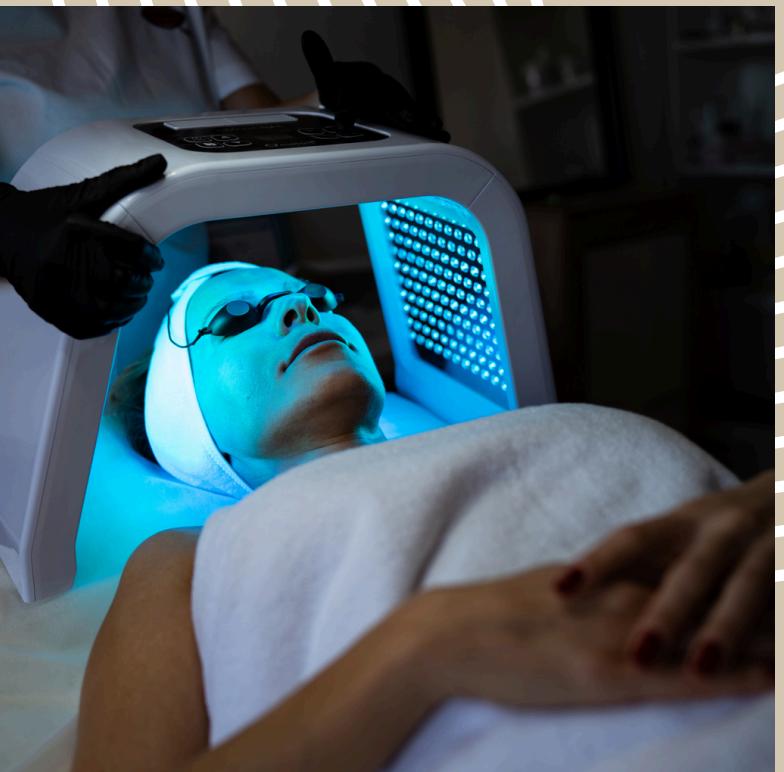
- Discount-focused competitors on price
- Offline-deep clinic operators in local markets
- Saturated market with similar lookalike offerings

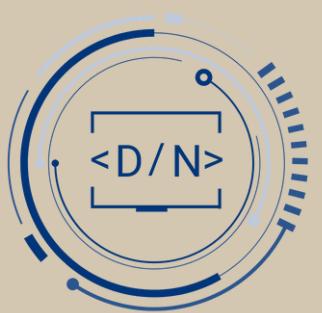




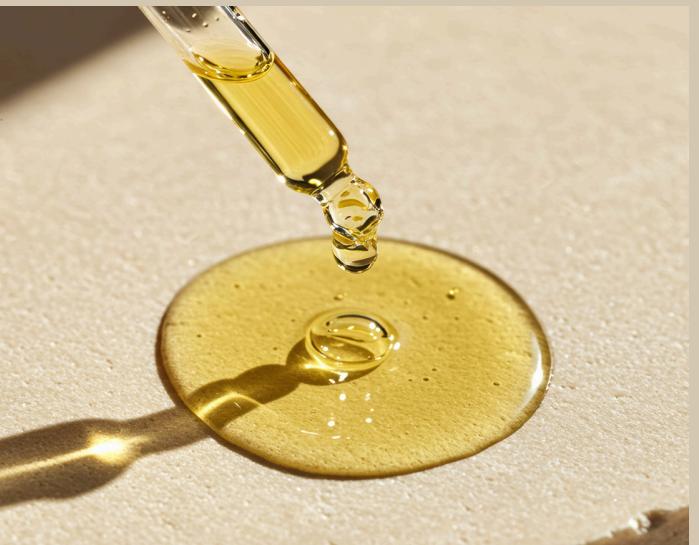
# OUR APPROACH

Our strategy went through four major phases. Phase 1 involved creating a clean, feminine, and modern WordPress website with specific service pages, a "Meet the Doctor" page, online scheduling, and downloadable brochures, optimized for mobile and SEO. In Phase 2, the brand message "Confidence Through Care" was established and targeted campaigns on Google, Instagram, Facebook, and LinkedIn were initiated, while incorporating Zoho CRM for tracking and follow-up of leads. Phase 3 focused on local SEO using location-based keywords, GMB optimization, and a blog schedule to spark engagement. Phase 4 established trust with educational videos, authentic client testimonials, downloadable patient kits, and live social media story telling.



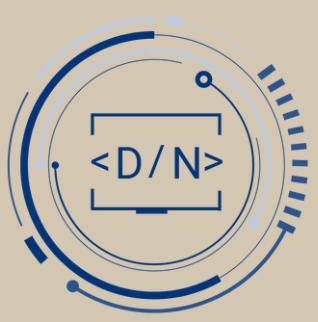


# COMPETITIVE ANALYSIS



Medklaire is a women-owned dental and aesthetic business focused on trust, individualized care, and comprehensive client experience. As a dental and skincare services firm, its contemporary digital presence via a professional website, Instagram, and embedded CRM facilitates effortless client interaction and education. Conversely, local clinics tend to offer overall dental or salon-type services that depend on convenience of location instead of brand experience and don't have much online visibility. Chain brands, although providing standardized services at various locations, focus most on brand recognition and heavy digital advertisement and prioritize scalability over customization.

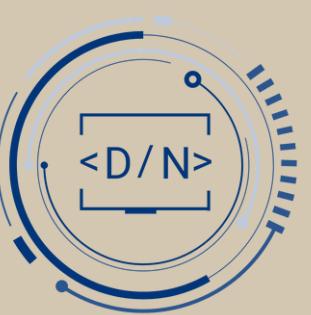




# OUTCOMES AFTER 90 DAYS

- Website Traffic: Over 11,000 visits in 90 days, indicating strong traction and brand awareness.
- Qualified Inquiries: More than 1,000 leads collected via website forms, improving lead quality.
- Lead Conversion Rate: Achieved a 54% conversion rate from inquiry to appointment, reflecting effective targeting.
- CRM Size: Expanded from zero to 1,200+ contacts, enabling segmented campaigns and automated follow-ups.
- Appointments Booked: Over 100 appointments arranged from online leads, including 60+ dental and 40+ aesthetic consultations.
- SEO Performance: Ranked in the top 10 for 18+ high-intent, location-specific keywords, boosting organic visibility and traffic.

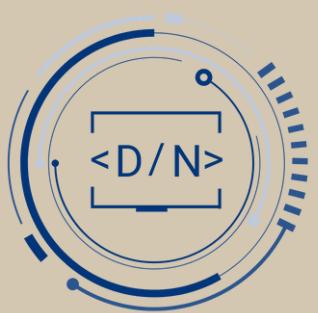




# KEY RESULTS

- Professional Brand Control: Medklaire is now a premium, expert-led clinic with an integrated online presence.
- Increased Patient Engagement: Streamlined queries and transparent services boosted client trust and appointment rates.
- Efficiency Through Automation: CRM-driven reminders and re-engagement campaigns improved team effectiveness.
- Content-Driven Differentiation: Educational content established Medklaire as a thought leader in local aesthetic and dental communities.





# CONCLUSIONS

Medklaire Dental & Aesthetic Clinic successfully evolved from a word-of-mouth neighborhood clinic to a digitally savvy brand with a credible voice in Gurugram's healthcare community.

- With scalable infrastructure, robust content, and CRM infrastructure set in place, Medklaire is now ready to:
- Grow to satellite clinics in NCR
- Partner with dermatologists and orthodontists for cutting-edge procedures
- Introduce targeted awareness initiatives for women's wellness and oral health

Medklaire is not just a clinic—it's a revolution towards care, confidence, and clinical clarity.

