

CASE STUDY

Social Media

CLIENT:  invisalign®

SECTOR: MEDICAL AND BEAUTY

COMPANY PROFILE

Invisalign is an orthodontic treatment that straightens teeth without the use of metal braces. Invisalign is a series of custom-made clear braces that cover your teeth and gently pull them into the proper position over time. Because they are clear and can be taken on and off, they are less noticeable than traditional metal braces.

Most people want to improve their smile but think that traditional, metal braces are the only option. With Invisalign clear braces there are no metal brackets or wire to detract from your smile while undergoing treatment.

BACKGROUND STORY

Invisalign approached NEXA in 2018 to increase brand awareness, lead generation and to increase their market share. With the above in mind, NEXA strategized the following: The creation of an aggressive B2B growth strategy targeting dental and medical professionals to become approved Invisalign consultants / specialists. In order to achieve this, campaigns were to be delivered using social media as well as search campaigns through the creation of B2B focused landing pages in English and Arabic.

On these pages, dental /medical professionals would be invited to a free seminar where the Invisalign team would present the benefits to each individual of becoming Invisalign certified and approved. Dental professionals who were interested could then commit and register to the certification program for a fee of \$1,500. We aligned our social media strategy right alongside this and provided a full social media management service, implemented lead generation ads and A/B Testing. What began as a 12 month trial has extended into a wider engagement across different geographies and as a consequence of the results generated for Invisalign, we continue to grow the GCC B2B network for them.

SCOPE OF WORK

- Full social media management - posting and community management
- Quarterly landing page - non-campaign-related
- Campaign reporting
- Content creation: images, GIFs, videos
- Photoshoots, when required

