




## Case Study

### Invisalign Center

-  www.invisaligncenter.ae
-  /invisaligncenterme
-  /invisaligncenterme

### Client Overview

Invisalign's numbers speak for themselves. Since 1997 (U.S. launch) Invisalign has boosted the self-esteem and confidence of more than 4 million people around the world by giving them the smile they have always dreamt of. Invisalign Center, is the region's first dedicated Invisalign Clinic conveniently located in the heart of Dubai on Jumeirah Beach Road.

### Goals

- Promote Invisalign Center as the only dedicated Invisalign treatment provider in the GCC.
- Target both Expat & local Emirati communities for the aligner treatment.
- As a newly opened clinic, solely promoting Invisalign treatment and drive more sales to the clinic.

### Our Approach

With over 2,000+ people looking for 'Invisalign' treatment online and a large amount of competitor clinics in Dubai, and across the region, our primary focus is to hit No. 1 across all search related keywords for "Invisalign", "Braces" and "Invisible Braces". Our initial focus is to target all customers that are directly looking for our services and make us the leading clinic.

Next step being to convert clientele that haven't heard about the treatment and are not in the market looking, however have teeth alignment and spacing issues. Targeting the right clientele and whilst convincing them to visit for an initial consultation with the doctors was our goal - increasing both consultations and directly purchases.

### Results

- **#1 rank across the GCC** for "Invisalign" and "Invisalign Treatment" keywords on Google.
- Website traffic at over **10,000+ visitors monthly**, English & Arabic languages primarily.
- **Increased sales** from a newly opened clinic to a self-sustainable, referring clinic.
- Growth from zero to **2,500+** followers on Facebook & **1,700+** followers on Instagram.

### Client Feedback

"Be Unique is an excellent marketing company with great team members!

I would especially say THANK YOU to Ali Soudi, who is always on top of everything. He is very professional and creative and yet a great person to have around. Keep up the great work!"

- **Nuray Misteli**

Managing Director - Invisalign GCC