

SHAD WS

Marketing Proposal

SAUDI PLASTIC SURGERY MARKET

In the Arab region, due to social media trends, plastic surgery is flourishing in modern times, and it appears that Saudi women occupy the forefront and excitement to achieve the idea of perfection.



PLASTIC SURGERY STATISTICS



49.72%
FACELIFT

64.17%
LIPOSUCTION

48.72%
BLEPHAROPLASTY

Nowadays, surgical procedures are booming. It takes a few minutes to enhance your lips with fillers, clear up old skin wrinkles with botox. Social media influencers have the biggest impact on the people, in which they are set as a standard for beauty.

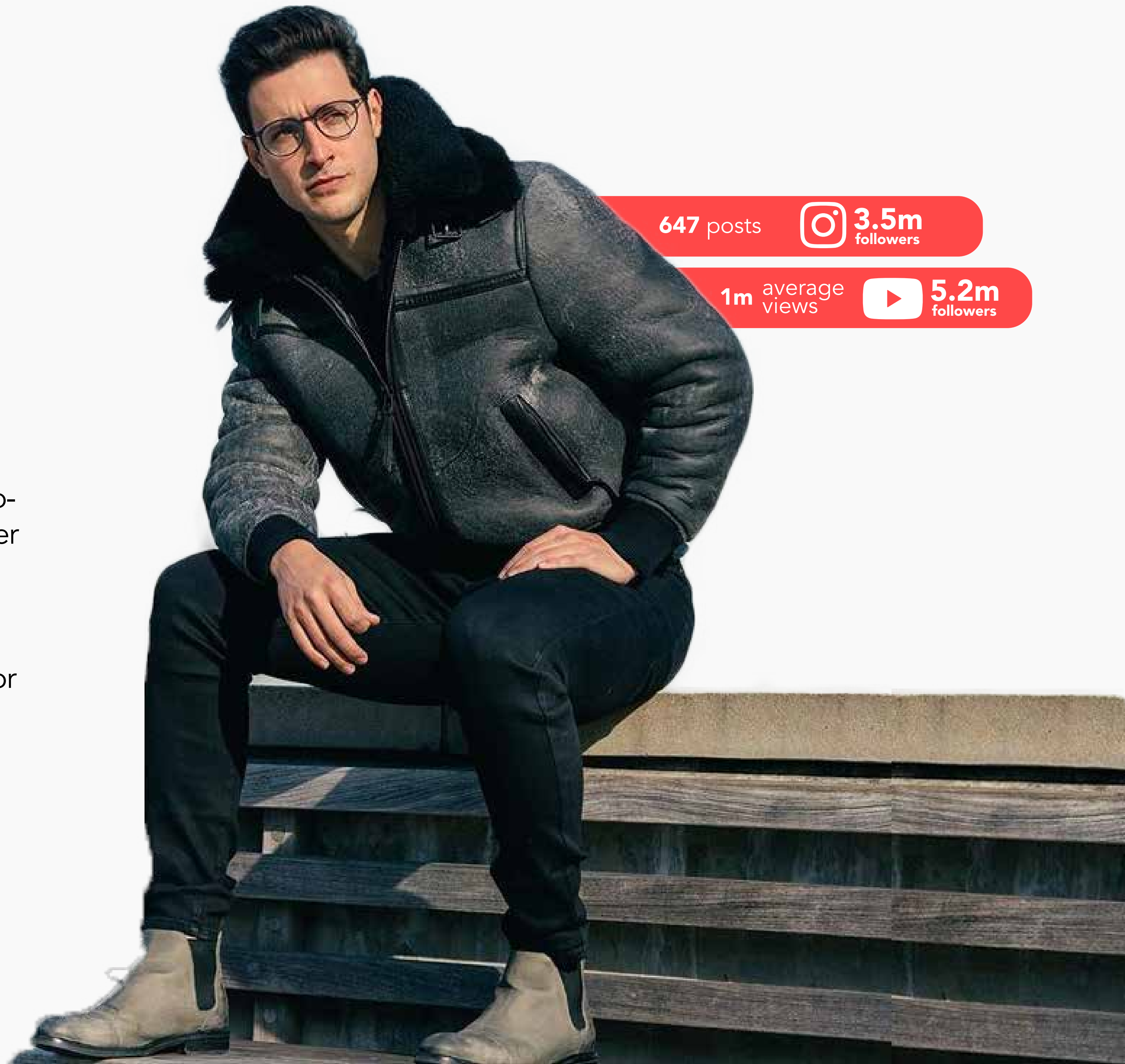


Dr. Khaled al Zaharani

Dr. Khaled is a pioneer in the field of plastic surgery. One of the most renowned surgeons in the facial plastic surgery field, body sculpting, and obesity surgery.

Case Study

Mikhail Varshavski



647 posts

 3.5m
followers

1m average
views

 5.2m
followers

Dr. Mike

Doctor Mike, is a Russian–American internet celebrity doctor. His Instagram account went "viral" after he was featured in BuzzFeed and in People magazine's 2015 issue.

Doctor Mike is considered the most famous doctor alive. He has a 3.5m following on Instagram and 5.24m on Youtube.

CASE STUDY

Social Engagement Stories

In here, Doctor Mike pays a visit to Amina from Tanzania, who is recovering from an open heart surgery performed a day prior. He engages with the community using wholesome stories

post statistics



230,140 likes



2,373 comments



Social Engagement Stories

In here, Doctor Mike attends and participates in a race. Not only he rides the car, but he linked himself with the racing legend Mario Andretti by starting the race with him.

post statistics



284,960 likes



2,237 comments



CASE STUDY

Shooting Set up

Colour is believed to be a fundamental element of environmental design, especially in healthcare spaces as it is linked to psychological, physiological, and social reactions of human beings, as well as aesthetic and technical aspects of human-made environments. Choosing a color palette for a healthcare doctor is a must. Colors that are light, calm, and provide the sense of peace.

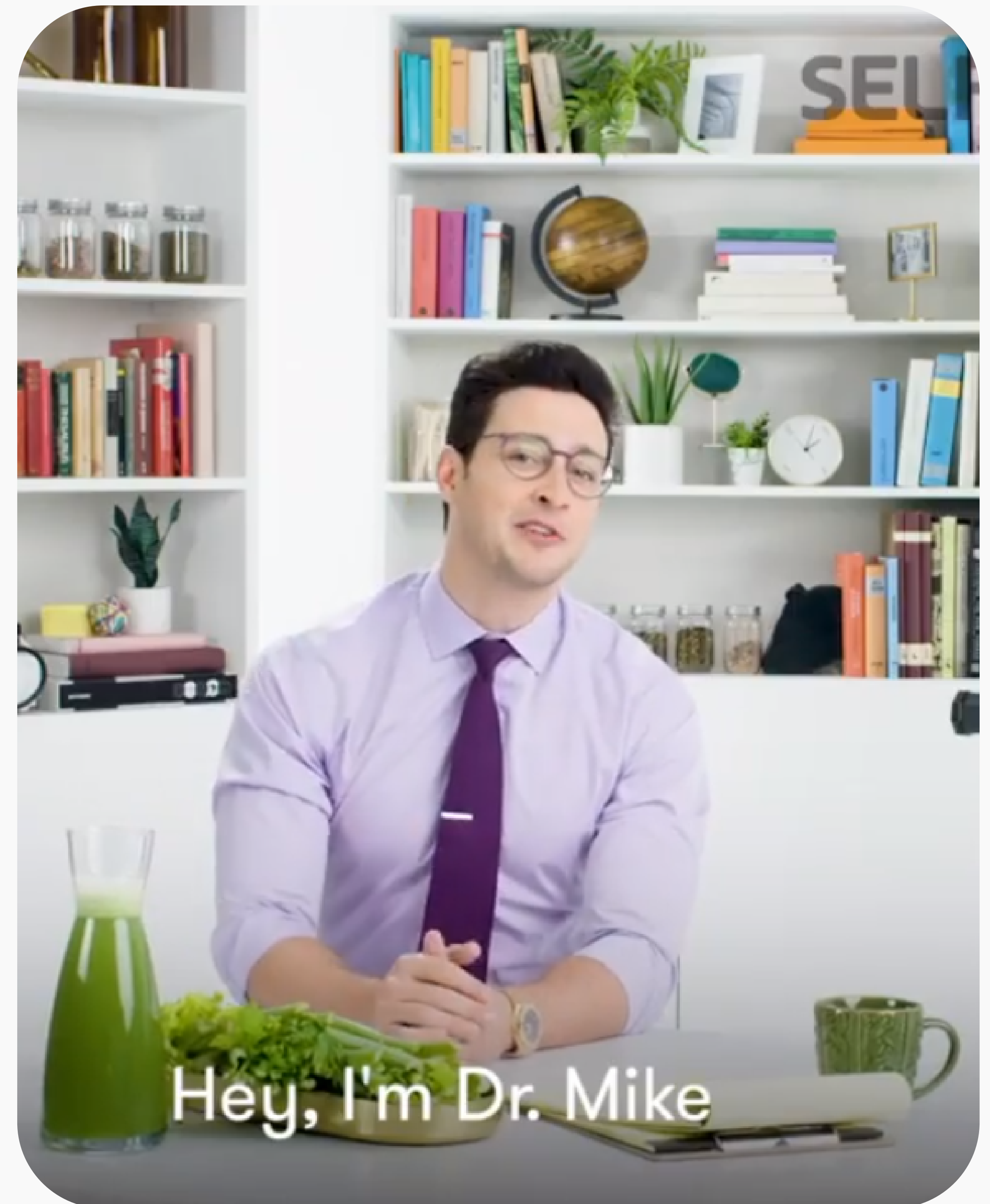
post statistics



304,271 views



553 comments



Dr. Khaled

Current Situation

408 posts



66.2k
followers

226 average likes

62 average comments

11,825 average views

ENGAGEMENT RATE 0.44%

➔ **lower than average**



Phase 1

becoming a celebrity

Duration: 6 months

HOW TO BECOME *A* CELEBRITY

On Social Media



DEVELOPING LOOK & FEEL

becoming a celebrity

Phase 1



Identity

Create a completely new identity of Dr. Khaled. That includes a new logo to represent Dr.Khaled, a customized theme and color palette.

Setup

Create a studio set up where Dr.Khalid can shoot videos with appropriate light setup and background. Light and natural colors will be used mainly as our palette.

Media

Make sure Dr.Khalid's videos are all within the same look and feel. Create customized shooting methods in which Dr.Khaled can look professional wherever he is shooting.



FOLLOW CURRENT TRENDS

The industry and market are forever changing. The whole environment is changing over time. So, the business will need to keep following trends. Because of that, you as a social media celebrity will need to follow trends related to your business.

Following or creating trends will help establish you as a market leader. They will give you advantages in showing up as recommended, help with word of mouth, and last but not least help you with forecasting.

TAKE PART IN FAMOUS CELEBRITY EVENTS

Being part of the celebrity circles is a must as it promotes you in the society as a celebrity. People will start seeing you as a celebrity and help put you in the spotlight.

becoming an icon

Phase 2

Phase 2

becoming an icon

Duration: 6 months



TRANSFORMATION

from a celebrity to an icon

STEPS TO BECOMING AN ICON

**ATTEND SEMINARS
AND COFERENCES**

becoming an icon

Phase 2



APPEAR MORE ON TELEVISION

Radio - TV Shows - Commercials

STEPS TO BECOMING AN ICON

CREATE SOCIAL EVENT



Creating a social event will help with promoting the name/icon. A social event could be anything, from a book launch to just a simple meet and talk.

Documentary
**CREATE A
CASE ON
A PATIENT**

We will create a documentary semi-annually for a patient that was suffering with their current condition and how Dr.Khaled help them.
This will help provide rich content and publicity to Dr. Khaled.



DOCTOR KHALED CLUB

The primary motive behind a loyalty program is to retain customers by rewarding them for their repeat purchase

By creating a Dr.Khaled Club, patients will get the sense of being treated with utmost attention and care. A loyalty program helps offers a direct line to customers, making communication much easier as well.



becoming an icon



TAG HEUER

TAG Heuer
SWISS AVANT-GARDE SINCE 1860

#DontCrackUnderPressure

TAG HEUER CARRERA
CALIBRE HEUER 01

TACHYMETRE 400 300 240 002 170 135 110 100 90 80 75 70 65

STEPS TO BECOMING AN ICON

SPONSOR A BRAND

Becoming a face of a brand will help promote Dr. Khaled's image even more. Associating his face with a brand will help people know who he is. It is one of the most prominent forms of PR marketing.

becoming an icon

TEDx

KEYNOTE SPEAKER

TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group.

STEPS TO BECOMING AN ICON



CAMPAIGN TIMELINE



DIGITAL CAMPAIGN



Pricing

package #1

- 1- social media activation
- 2- website activation
- 3- digital marketing
- 4- content creation
- 5- SEO campaign

price

9,500 sr/ Monthly

package #2

- 1- social media activation
- 2- website activation
- 3- digital marketing
- 4- content creation
- 5- marketing campaign
- 6- SEO campaign

price

15,500 sr/ Monthly

package #3

- 1- social media activation
- 2- website activation
- 3- digital marketing
- 4- content creation
- 5- marketing campaign
- 6- development plan
- 7- SEO campaign
- 8- CSR campaign

price

22,000 sr/ Monthly

package #4

PR + Package 3

- 1- establishing persona
- 2- social events
- 3- TV shows/radio
- 4- seminars
- 5- face to a brand

price

36,000 sr/ Monthly

Thank you;
SHADOWS

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