



**PR Strategy**

**Client** Yazeed Al Hussan

Repositioning

**2020/2021**

# Dermatology In KSA

# Market Research

300+

Listed Dermatology  
doctors in Saudi Arabia

50-300SR

Fee for first-time  
Check up

-20%

Dermatology doctors  
have personal branding



Digital Check

# SEARCH Plastic Surgeon in Saudi Arabia

# SEO - GOOGLE ADS

google.com/search?q=plastic+surgical+in+saudi&oq=plastic+surgical+in+saudi+&aqs=chrome..69i57j33.7958j0j7&sourceid=chrome&ie=UTF-8



plastic surgical in saudi



All Images Maps News Videos More Settings Tools

SafeSearch on

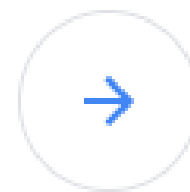
About 6,040,000 results (0.52 seconds)

Ad · www.noufalsaud.com/ 055 201 8679

**Dr.Nouf Al Saud - Plastic Surg - د.نوف بنت الحسن آل سعود**

French Board Certified. حاصلة على البورد الفرنسي لجراحة التجميل (باريس) والزمالة للجراحة المجهرية والترميم والحروق.

.Plastic and Reconstructive surgeon, Burn & Microsurgery



View all

## Plastic Surgery Clinics Saudi Arabia

- Specialized Medical Center. King Fahad Road, Cairo Square, Ar Riyadh, 11586. ....
- Security Forces Hospital. King Fahd Avenue, bu hadria road, west of King Saud road, Dammam, 31413. ...
- Al Aqqa Polyclinic

Activate Windows

# SEARCH Best Plastic Surgeon in Saudi Arabia

# SEO - GOOGLE ADS

The screenshot shows a Google search interface with the following elements:

- Search Bar:** Contains the text "best plastic surgeon in Saudi Arabia".
- Navigation:** Includes "All", "Images", "Maps", "News", "Videos", "More", "Settings", and "Tools".
- Results:** Shows "About 8,870,000 results (0.68 seconds)".
- COVID-19 Alert:** A red banner with a warning icon and text: "Stay at home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance. Follow the directions of your local health authority. Source: World Health Organization". Below it is a link to "World Health Organization" and a note: "For informational purposes only. Consult your local medical authority for advice. Learn more".
- Advertisement:** A red-bordered box containing:
  - Text: "Ad · www.noufalsaud.com/ 055 201 8679"
  - Text: "Dr.Nouf Al Saud - Plastic Surg - د.نوف بنت الحسن آل سعود"
  - Text: "French Board Certified. والزمانة للجراحة المجهرية والترميم والحروق. حاصلة على البورد الفرنسي لجراحة التجميل (باريس) والزمانة للجراحة المجهرية والترميم والحروق."
  - Text: ".Plastic and Reconstructive surgeon, Burn & Microsurgery"
- Local Listing:** A red-bordered box containing:
  - Image: A portrait of Dr. Amir Mrad and a map showing his location in Riyadh near "Draft Café" and "Nozomi".
  - Text: "Dr Amir Mrad جراح تجميل دكتور أمير مراد"
  - Buttons: "Website", "Directions", "Save"
  - Text: "4.5 ★★★★★ 120 Google reviews"
  - Text: "Plastic surgeon in Riyadh"
  - Text: "Address: Prince Abdulaziz Ibn Musaid Ibn Jalawi St, Prince Abdulaziz Ibn Musaid Ibn, Jalawi Street, Riyadh"
  - Text: "Hours: Open · Closes 7PM"
  - Text: "Appointments: dramrad.com"
- Footer:** "Activate Windows" watermark.

## أفضل دكتور تجميل SEARCH

## SEO - GOOGLE ADS

google.com/search?safe=strict&sxsrf=ALeKk03HHfNycWMfKfq7m5WqAEjwGPCctg%3A1594126234200&ei=mm8EX83oC46YlwSt6JSADQ&q=افضل+دكتور+تجميل&loq=...



افضل دكتور تجميل



Ajmal Clinics عيادات أجمل - مركز جراحة تجميل اليوم الواحد

3.6 ★★★★★ (86) - عيادة جراحة التجميل

Prince Abdulaziz Ibn Musaid Ibn Jalawi St ، بجانب وكالة بورش

Open · Closes 10PM · 9200 10029



WEBSITE



DIRECTIONS

Dr Amir Mrad جراح تجميل دكتور أمير مراد

4.5 ★★★★★ (120) - جراح تجميل

Prince Abdulaziz Ibn Musaid Ibn Jalawi St, Prince Abdulaziz Ibn Musaid...

Open · Closes 7PM · 055 290 2111



WEBSITE



DIRECTIONS

دكتور وائل العنّال جراح تجميل

5.0 ★★★★★ (1) - جراح تجميل

King Abdullah Rd

056 547 3985



WEBSITE



DIRECTIONS

More places

tajmeeli.com > ...-افضل-دكتور-تجميل-... Translate this page

افضل دكتور تجميل في السعودية | الاختصاص والعنوان | تجميلي

تضم مراكز عمليات التجميل في السعودية مجموعة كبيرة من الأطباء المشهود لهم بالخبرة والكفاءة تعرف على - Nov 16, 2019

افضل دكتور تجميل في السعودية ...

tajmeeli.com > ...-افضل-دكتور-تجميل-... Translate this page

افضل دكتور تجميل في الرياض | المعايير والأطباء وأكثر | تجميلي

Activate Windows

## دكتور تجميل بالرياض SEARCH

## SEO - GOOGLE ADS

← → ↻ google.com/search?safe=strict&sxsrf=ALeKk03X7gbq5ZxecLfvIXi3Ruxo9-YW4Q%3A1594126319506&ei=728EX4K4HqOalwSGhKaQCQ&q=دكتور+تجميل+بالرياض+&oq=... ⚙️ 🗨️ ☆ MUST

Google  × | 🔊 🔍 MUST

<b>Dr Amir Mrad</b> جراح تجميل دكتور أمير مراد 4.5 ★★★★★ (120) · جراح تجميل Prince Abdulaziz Ibn Musaid Ibn Jalawi St, Prince Abdulaziz Ibn Musaid... Open · Closes 7PM · 055 290 2111	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Ajmal Clinics</b> عيادات أجمل - مركز جراحة تجميل اليوم الواحد 3.6 ★★★★★ (86) · عيادة جراحة التجميل Prince Abdulaziz Ibn Musaid Ibn Jalawi St Open · Closes 10PM · 9200 10029	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>دكتور وائل العتال</b> جراح تجميل 5.0 ★★★★★ (1) · جراح تجميل King Abdullah Rd 056 547 3985	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>

[More places](#)

dramrad.com > ... [Translate this page](#)

**دكتور امير مراد استشاري جراحة التجميل بالرياض: الرئيسية**

دكتور أمير مراد. استشاري جراحة التجميل في مدينة الرياض بالمملكة العربية السعودية. د. أمير مراد استشاري جراحة تجميل سعودي من مدينة الرياض. حصل على درجة ...

saudi.vezeeta.com > الرياض > دكتور [Translate this page](#)

Activate Windows





دكتور تجميل بالرياض



Ad · www.dralbadr.com/ 055 055 7600

د. أحمد البدر

استشاري جراحة المهيل التجميلية. جراحات الحوض والمهيل التقريرية. عوده الى وضعك قبل الولادة. نحدد لك الحياه الزوجيه. تعرف على طبيبك - تواصل معي علي تويتر

Ad · www.medartclinics.net/nosesurgery/riyadh 055 581 7800

تجميل الانف ثلاثي الابعاد - الدكتور جمال جمعة

البورد الامريكي والكندي والبريطاني - حجز موعدك الآن

Olaya Street- Riyadh - Hours & services may vary

Searches related to دكتور تجميل بالرياض

- افضل دكتور تجميل في مستشفى قوى الامن
- افضل دكتور تجميل بالحرس الوطني
- اطباء التجميل في مستشفى الحبيب
- اطباء التجميل في مستشفى الحبيب
- رقم دكتور تجميل
- أسعار أمير مراد
- دكتور فؤاد هاشم
- دكتور خالد الزهراني



## Digital Check

According to our digital check online, we found the two top doctors in regards to presence on digital media.

### **1- Dr. Nouf Al Saud**

French Board Certified Plastic Surgeon

### **2- Dr. Amir Mrad**

Consultant Plastic Surgeon

They both heavily rely on reaching and establishing presence online using SEO and Google ads tools.

They use SEM, SEO, and also SMSEO

(Search Engine Marketing - Search engine optimization - Social Media SEO)



# Best Doctors Study

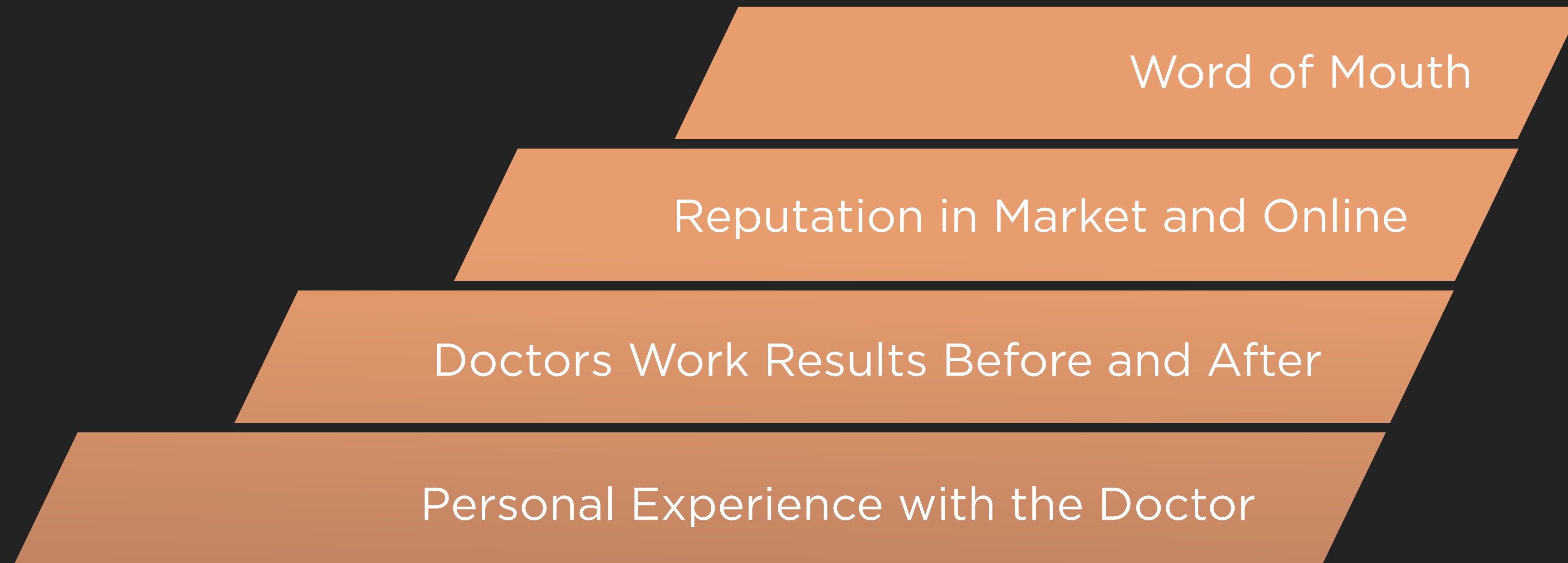
# Top 10 Doctors in Saudi Arabia

according to study made by Tajmeeli Website

- 1- Dr. Abdulaziz al hanafi
- 2- Dr. ihab nassar
- 3- Dr. ali Othman
- 4- Dr. Alaa Al kholi
- 5- Dr. adli abu al hamyal
- 6- Dr. iman abdulaziz
- 7- Dr. hassna Sameer
- 8- Dr. abdulstar al ajmi
- 9- Dr Yasser taha
- 10- Dr. awad Al zaiali



# Consumer Decision Making



# Saudi Consumers Needs

# Market Research

Selfies are leading to a rise among millennials. with the heavy use of filters by all social media users, some millennials like that enhanced version of themselves, whereas in the past there were more requests for celebrity lookalikes.

“Patients in the Middle East want the same types of cosmetic surgical procedures as patients in Western countries. I’ve operated in Dubai for five years and Riyadh for one year. In my experience, the patients want the same thing as the patients in Beverly Hills.”

Both men and women in Saudi Arabia are seeking aesthetic-enhancing procedures, he said, estimating that across the GCC, about 30 percent of procedures are performed among men, compared with about 15 percent globally.



# Results

- 1** The famous 10 doctors as per the pervious slides were working on their PR and are active in terms of social media by providing different content and programs.
- 2** There are consumers of our target segment still looking into the famous celebrities and want to be like them.
- 3** There is a lot of strong competitions who has been working on their profiles and tackling the market.
- 4** The high percentage of our targeted consumers are the working professional ones.



# Repositioning Process

## Inbound Marketing

# Target Segment

**Females** 70 Percent  
**Males** 30 Percent

**Married** 46.8 Percent  
**Employed** 68.3 Percent

**Aged** 20-40 (70%)  
**Under 20** 30 Percent



# Inbound Marketing Methodology

Attract

Convert

Close

Delight

Strangers



Visitors



Leads



Customers



Promoters

Blog & Keywords  
Social Media  
Pages

Forms  
Calls-to-Action  
Landing Pages

Events  
Email  
CRM Integrations

Email  
Social Media  
Workflows

Stage One **Attract**

## **Attraction**

This is the phase when you can build a strong first impression and establish yourself as an authority in your segment. Your actions at this stage determine the quantity and quality of leads.



In this stage we've chosen to work on the 360 approach through the following phases

**1st Phase**

**30**  
days

Restructuring the logo, creating a special theme, creating a manual, product brochure, and unifying visual identity

**2nd Phase**

**60**  
days

Apply the personal branding strategy (PB)

**3rd Phase**

**120**  
days

PR & Awareness campaign  
Networking the consumer through the professional social media channels like linkedin

**4th Phase**

**180**  
days

Create for our targeted consumers a Journey expe-

Dr.Yazeed Al Hussan

yh



yh

yh



Dr. Yazeed Al Hussan

YAH

Dr. Yazeed Al Hussan

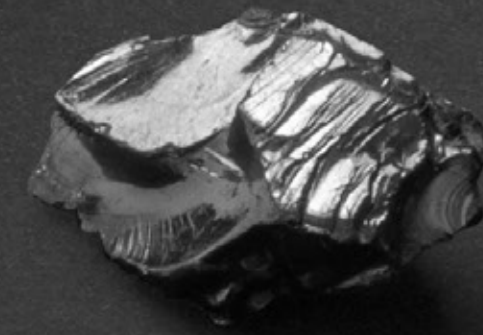
Dr. Yazeed Al Hussan

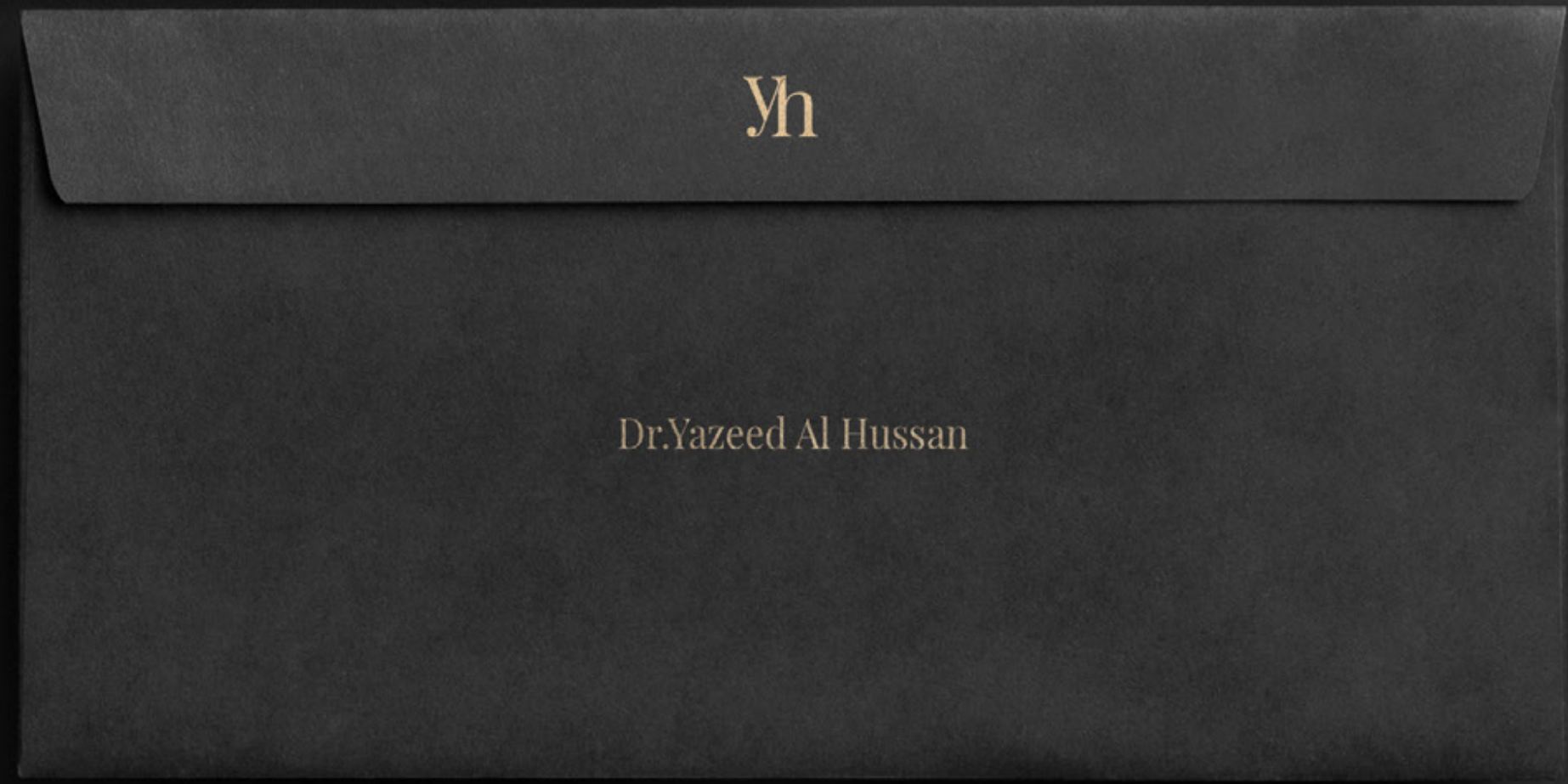
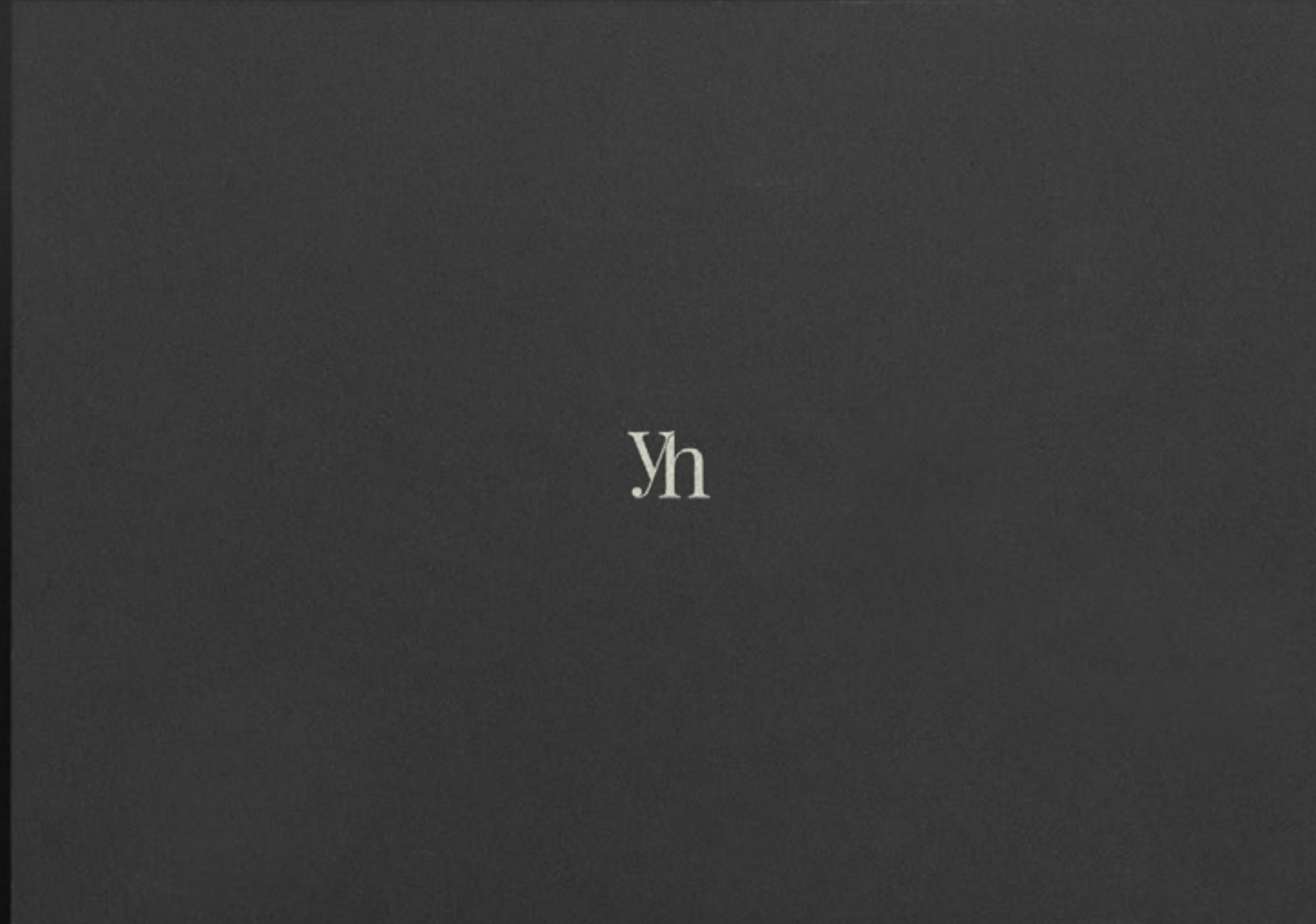


yh

yh  
Dr.Yazeed Al Hussan







yh

Nothing makes  
a person more  
beautiful than  
the belief and  
confidence in  
one's self.

yh

Beauty is about  
enhancing what  
you already have.  
Let yourself shine  
with confidence.

Care Package

Dr. Yazeed Al Hussan

Thank You

m

YM  
Thank You



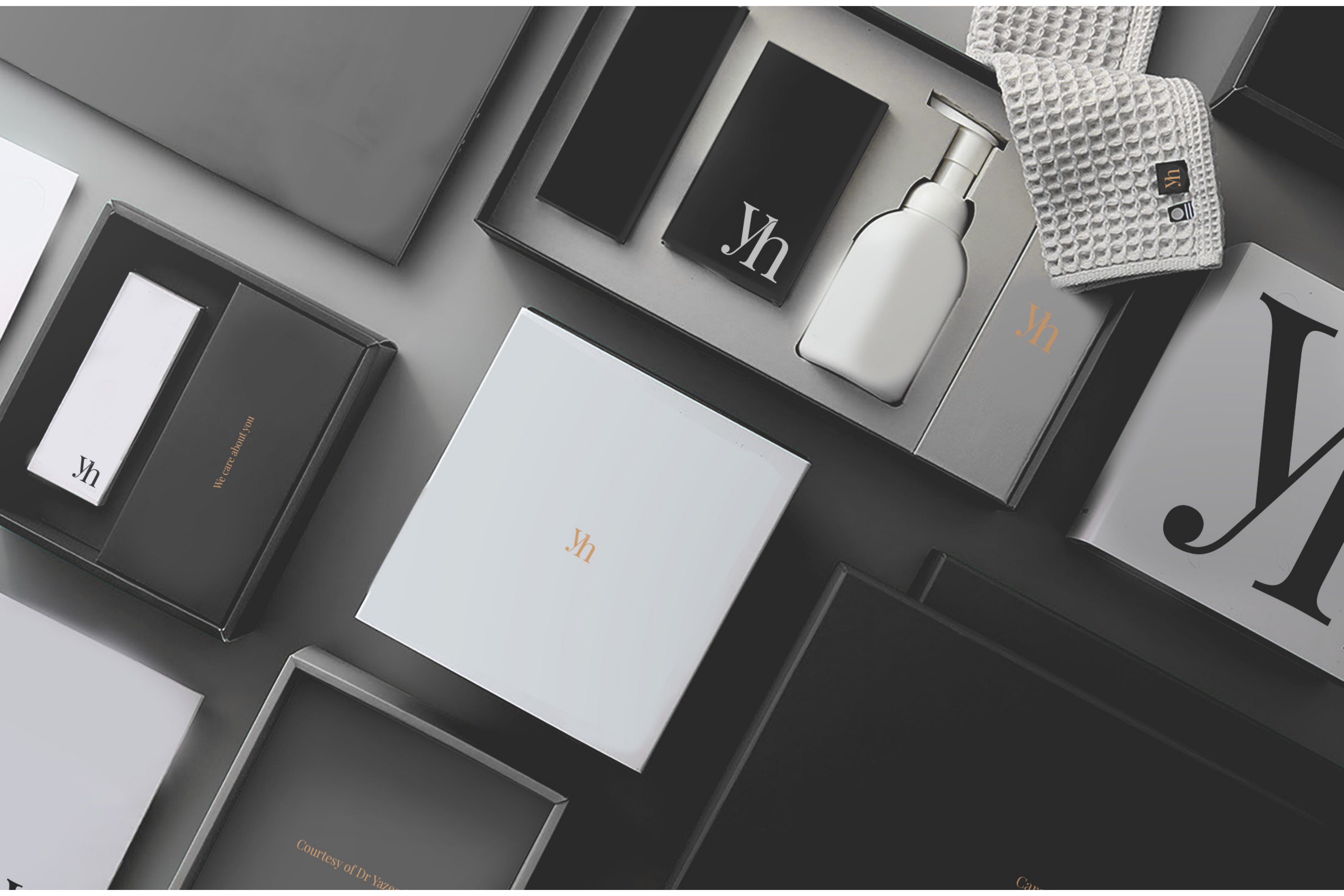




yh



yh  
Care Package



yh

yh

yh

Y

yh

We care about you

yh

Courtesy of Dr Yaze

Can



Application Phase

# Gaining Visibility

- 1** Personal Branding Statement
- 2** Medical social media channels
- 3** Wikipedia - LinkedIn
- 4** Youtube program
- 5** Interactive animation videos
- 6** Website Development
- 7** HARO - Restream - Speaker Hub
- 8** Creating chatbots guideline
- 9** Create lifestyle content (Spyfu)
- 10** Craft a strategic bio

## **PR Campaign**

a plastic surgery PR campaign works by taking information the consumer needs and wants and presenting it in the form of a news story related to dermatology or plastic surgery. This media exposure serves to reinforce that a physician is the expert in his subspecialty.

# Forms of PR

- 1** Attending TV shows programs
- 2** Attending international conferences and summit
- 3** Appearing in different Plastic surgical interviews
- 4** Adopting a national case for the environment and be the one who emphasis on it
- 5** Adopting CSR events



# Customer Journey

# Optimizing the 5 senses

Sensory marketing influences consumers' perception of personal brands by using multi-sensory experiences to establish positive emotional connections with them.



When two or more senses are appealed to in a consistent way, they amplify each other. Now, when this is done via subtle messaging in marketing, consumers are more likely to retain information about the brand.

And that's why brands spend so much time and money on determining what types of sensory cues best combine to create an effective, positive message.

## **Vision**

We will create a dress code for Dr.Yazeed that is consistent with his image.  
We will make sure Dr. Yazeed is always professionally dressed.

## **Smell**

Creating a personalized scent for Dr. Yazeed to help enhance the customer experience within the clinic.

## **Hearing**

A subtle tune or music specialized for Dr. Yazeed will be used throughout the channels and within the clinic.

## **Touch**

We will create gift items to give consumers after they are done with their treatment, making it a memorable experience.

## **Taste**

Taste will be also be given as a gift item within the customer treatment box. Making it a fully equiped customer experience.

# SMART GOALS & KPIS

## Quarter One

**1. Increase brand awareness** (Focus on Instagram)  
by reaching 3 million people at the end of the quarter  
Increase engagement by 15% from current situation

