GROW



CONTENT & MEDIA STRATEGY

Nourclinic

growcdx.com

Agenda

Objective

Action Plan

Content Plan

Media Plan

Shooting & Schedule

Requirements

OBJECTIVE

Increase qualified patient bookings through Instagram and Facebook by making Prof. Ahmed’s expertise visible, addressing the concerns that delay decisions, and showing real patient journeys.

Position Nour Clinic as a trusted choice for hair transplantation and aesthetic surgery.

HOW ARE WE GOING TO DO THIS?

01 Reach relevant patients through focused Meta campaigns

02 Build trust through doctor-led content and real patient journeys

03 Retention, Turn inquiries into bookings through prompt, personal follow-up

CONTENT PILLARS

DOCTOR AUTHORITY 25%

Make Prof. Ahmed’s expertise and judgment a reason to follow, trust and book.

TREATMENT EDUCATION 25%

Explain hair transplantation, eyebrow restoration and body contouring: suitability, planning and expectations.

LIFE AT NOUR 10%

Introduce the team, spaces and details that shape the patient experience, from arrival to follow-up.

COMFORT & TRUST 20%

Address concerns around discomfort, recovery, costs, privacy and the first consultation.

PATIENT JOURNEYS & RESULTS 20%

Show real cases, documented progress and the individual decisions behind each treatment plan.

SERVICES

Hair Restoration

Men aged 25–50 with thinning or balding hair. Also women with thinning hair, men who want a fuller beard, women who want fuller eyebrows, and people with scars in the scalp.

Face: Injectables and Non-Surgical Lifting

Women aged 28–55 who top up regularly. Also men, since the list includes a men's filler (Neauvia Intense Man).

Botox: forehead, frown lines (glabella), crow's feet, gummy smile, bunny lines, neck.

Skin Quality and Regenerative Medicine

People aged 30+ who want better skin, not a different face, and are drawn to natural or own-cell treatments.

Skin boosters: Profhilo, RRS, Amber Hydro, Neofound Exo, Yaqut, Neauvia.

Scar Repair and Minor Procedures

People with acne scars, burn scars, keloids, or scars from surgery or accidents. Also anyone who needs a mole, cyst, lipoma or skin tags removed.

Body Contouring (non-surgical and local anaesthetic)

People close to their goal weight who have stubborn fat, especially double chin, belly and flanks. Also men with gynecomastia.
SculpSure (1–3 areas).
Fat-dissolving injections: LC Vanish, Fusion, Lipo Max.

Plastic Surgery

Mothers after pregnancy, people who have lost a lot of weight, people aged 45+ seeing facial ageing, and 20–30-year-olds considering rhinoplasty.

Tummy tuck, thigh lift, arm lift.
Liposuction (3+ areas), liposuction with fat grafting.

Skin Regeneration

“If you came to me asking for a hair transplant, I might advise you to wait.”
Prof. Ahmed speaks directly to camera, explaining what he needs to assess before recommending treatment and when another approach may be more appropriate.
Use consultation cutaways to support his explanation.
Close: “The first step is understanding what is right for your case.”

Skin Quality & Regenerative Medicine

General Brand Awareness

Skin Boosters

PILLAR: DOCTOR AUTHORITY (REEL)

I Might Say No

“If you came to me asking for a hair transplant, I might advise you to wait.”
Prof. Ahmed speaks directly to camera, explaining what he needs to assess before recommending treatment and when another approach may be more appropriate.
Use consultation cutaways to support his explanation.
Close: “The first step is understanding what is right for your case.”



PILLAR: PATIENT JOURNEYS & RESULTS (REEL)

CASE STORY

Unfortunately, stories like this happen more often than people realize.

I've met patients who put their trust, their money, and ultimately their appearance in the hands of the wrong people. In some cases, they realize too late that the clinic or person they trusted was not what they claimed to be.

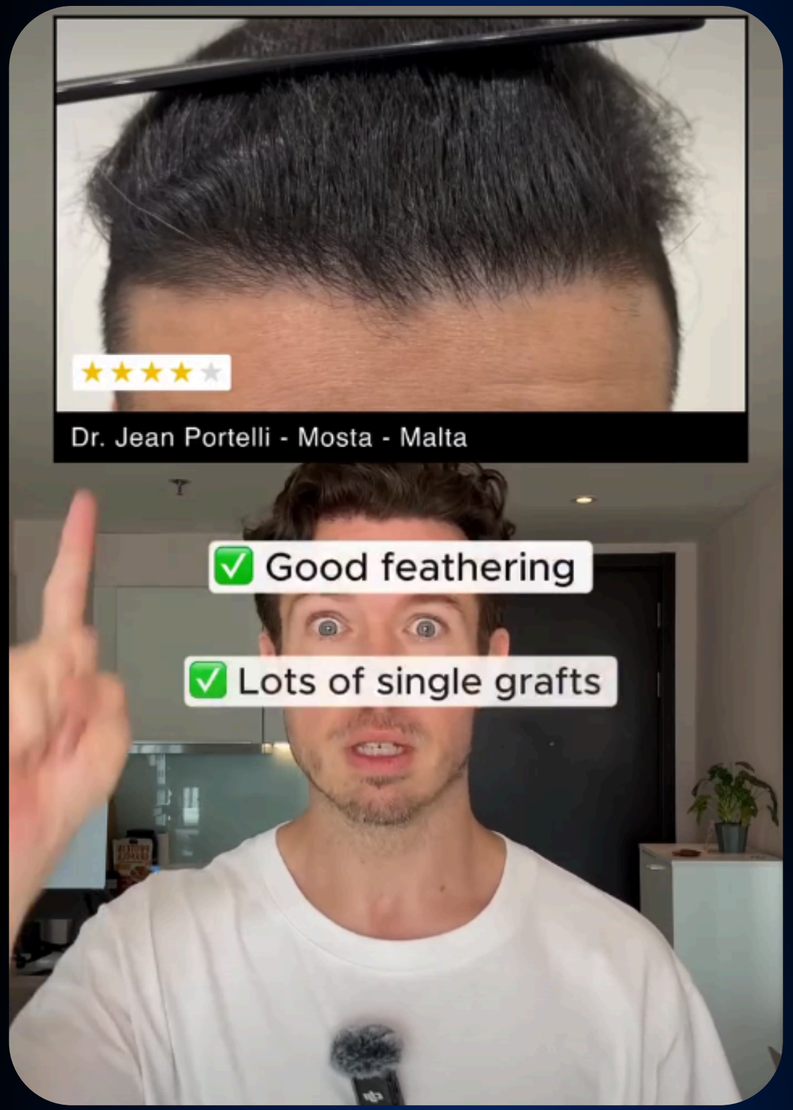
A hair transplant is a medical procedure. Take the time to research your surgeon, understand who will actually be performing your procedure, look into their experience, and make sure you feel comfortable before making a decision.



PILLAR: TREATMENT EDUCATION (REEL)

Dr. Nour Reacts to Online Hair Advice

Dr. Nour reacts to different hair tips and advice found online, especially around genetic hair loss and hair transplants.
The video can either focus on whether these tips are actually effective or have Dr. Nour rate different hair transplant advice based on what's medically recommended.



PILLAR: TREATMENT EDUCATION (REEL)

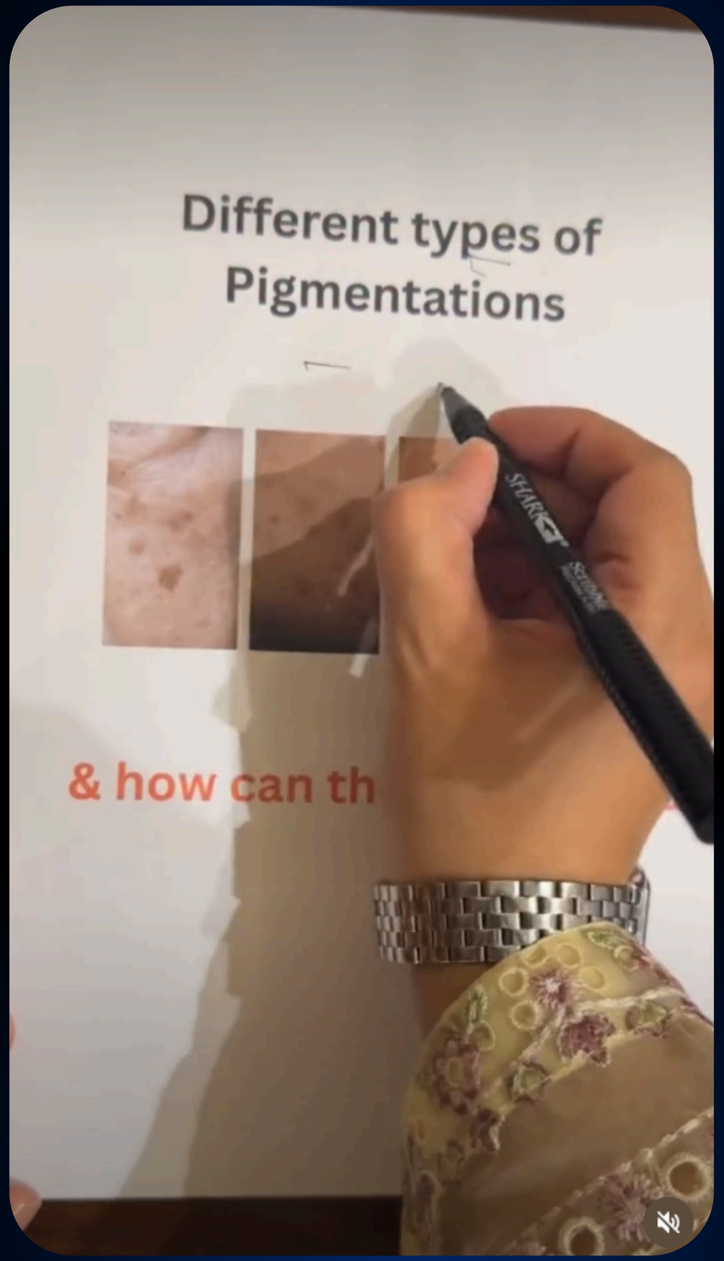
Understanding Different Types of Pigmentation

An overhead shot showing printed cards of different pigmentation types, with the problem, name, and treatment on each card.

For example:

* Brown Acne Marks → Tranexamic Acid 2–5%
* Melasma → Tranexamic Acid + Azelaic Acid
* Freckles → Vitamin C + Retinol

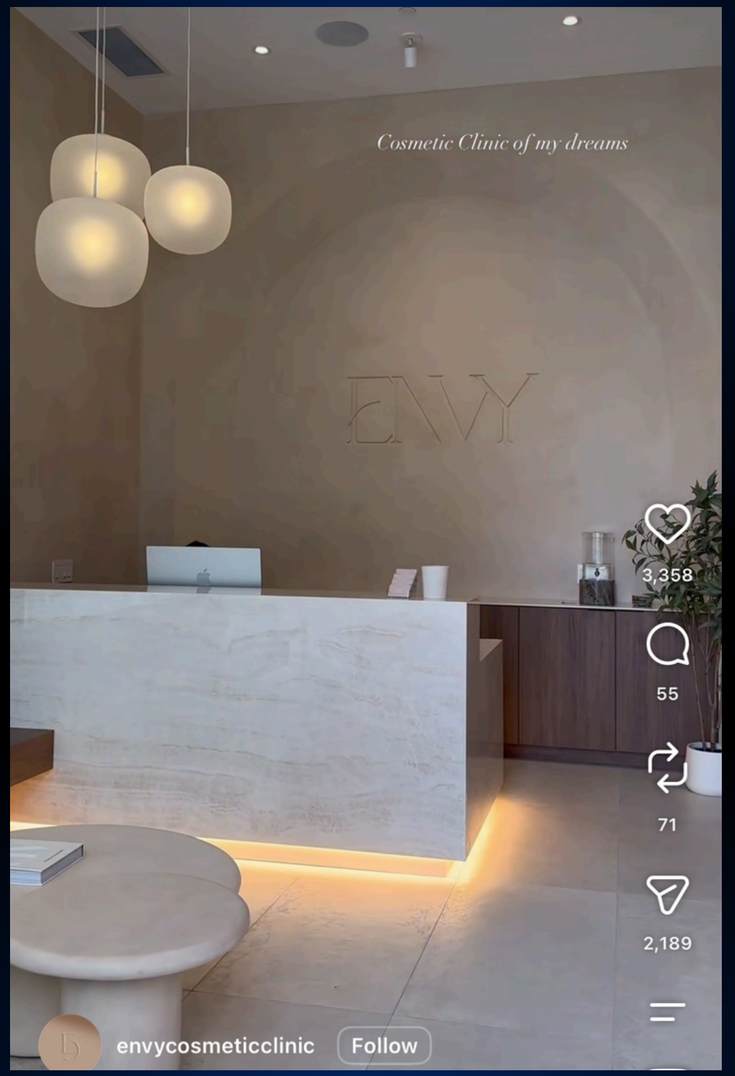
A simple, clean, and visual way to explain the differences and treatment options



PILLAR: LIFE AT NOUR (REEL)

Your First Visit at Nour

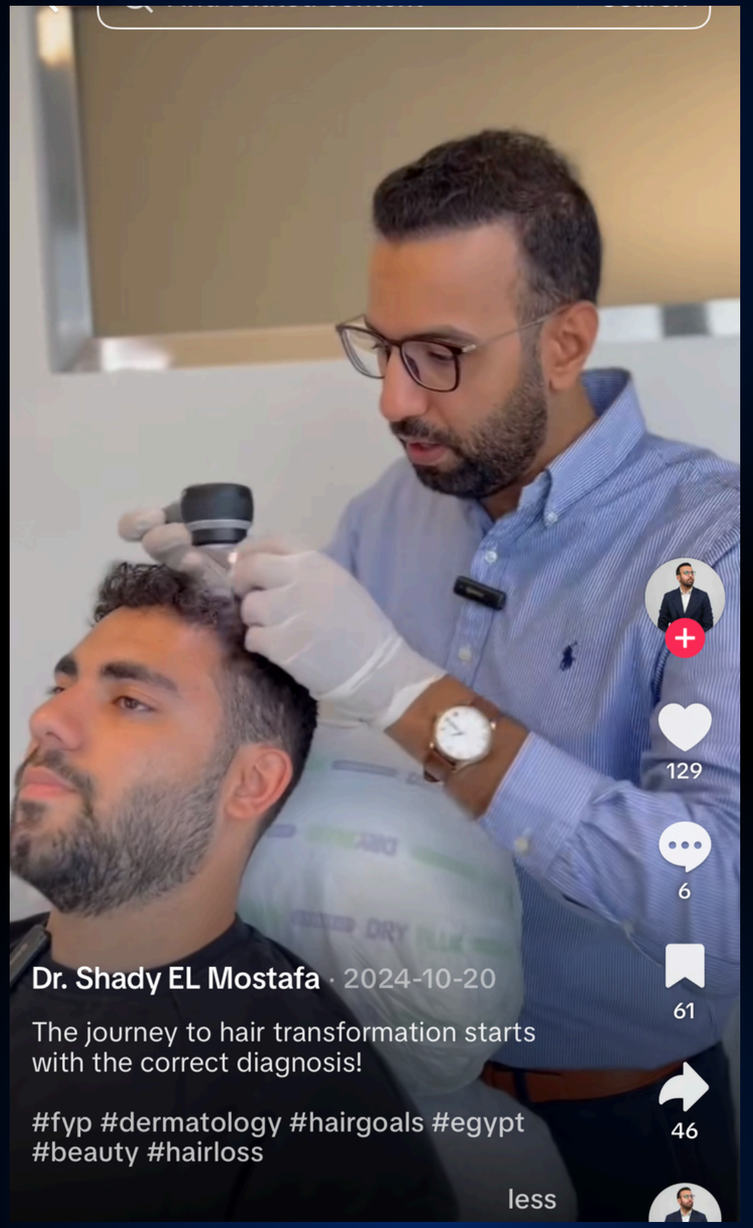
Follow the first-visit experience from arrival to consultation.
Show the welcome, the conversation about the patient’s goals, the assessment and the explanation of next steps.
Combine calm clinic footage with Prof. Ahmed’s voiceover.
Close: “Your first visit is a conversation about your options.”



PILLAR: PATIENT JOURNEYS & RESULTS (REEL)

Behind the Result

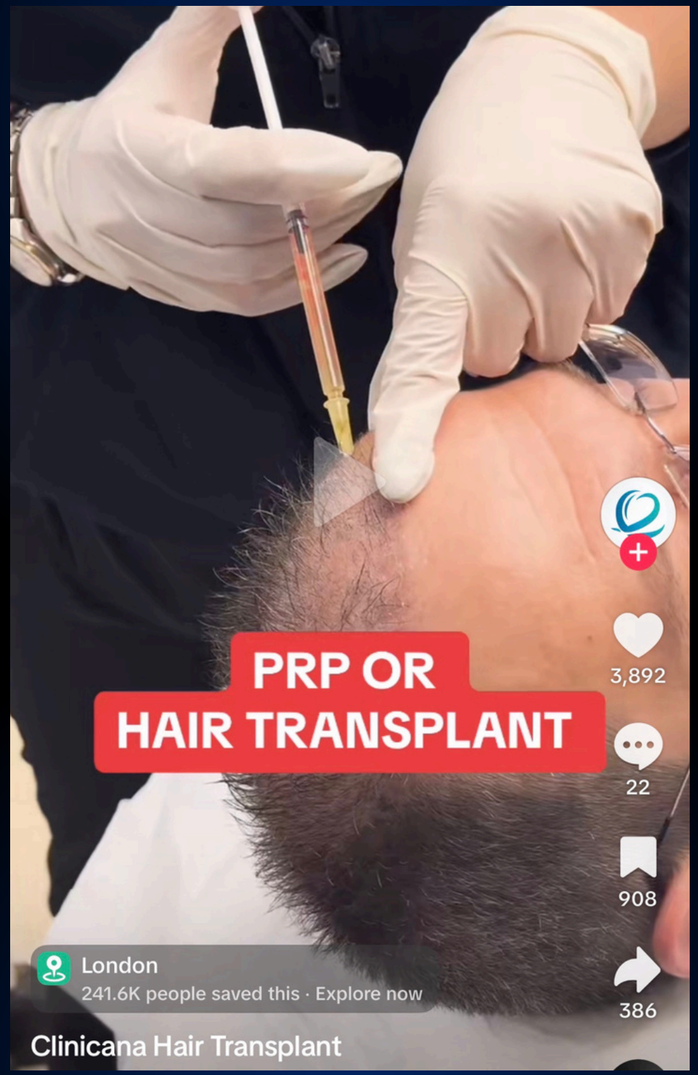
Open with a documented hair-transplant result, then return to where the patient started.
Prof. Ahmed explains the patient's concern, the treatment plan and the decisions behind it.
Use consultation footage and dated progress photographs to show the journey—not just the final image.
Close: "Every result starts with an individual assessment."



PILLAR: TREATMENT EDUCATION (STATIC)

Hair Loss Treatment or Hair Transplant?

A simple comparison explaining why different hair-loss concerns may require different approaches. Highlight what the doctor assesses before recommending a plan, including the cause of hair loss, its progression and the patient's goals.
Close: "Start with an assessment, then understand your options."



PILLAR: COMFORT & TRUST (STATIC)

6 Things We Wish More Patients Asked

Am I a suitable candidate?
What outcome is realistic for me?
Are there alternatives I should consider?
What will recovery involve?
What does the treatment cost include?
How will my follow-up be managed?
Close: “Save these questions for your consultation.”



PILLAR: TREATMENT EDUCATION (STATIC)

Considering an Eyebrow Transplant?

An introduction to eyebrow transplantation focused on the questions patients should explore before deciding.
Explain how suitability, desired shape, expected results and ongoing care are discussed during consultation.
Use a clean visual with a natural eyebrow detail.
Close: “An individual plan starts with understanding your goals.”



PILLAR: PATIENT JOURNEYS & RESULTS (STATIC)

A Result with a Story

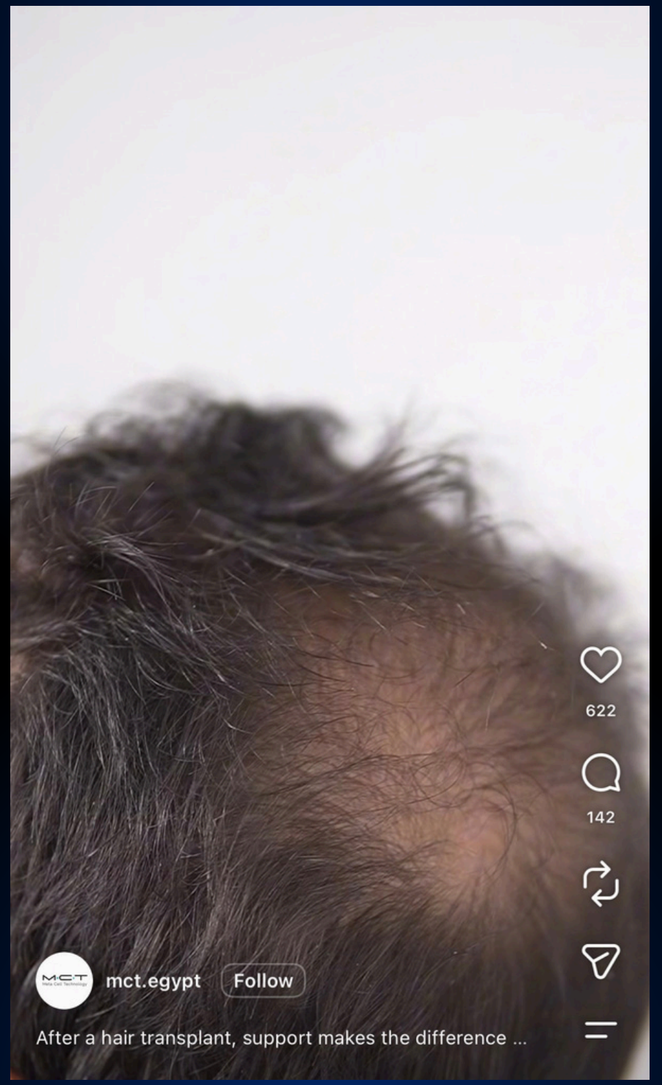
Show a consented body-contouring case using consistent before-and-after photography.
Briefly explain the patient’s starting concern, the individual treatment plan and the actual follow-up interval.
Keep the outcome unretouched and acknowledge that results vary.
Close: “Discuss what is realistic for your own case.”



PILLAR: PATIENT JOURNEYS & RESULTS (STATIC)

A Result with a Story

Show a consented body-contouring case using consistent before-and-after photography.
Briefly explain the patient’s starting concern, the individual treatment plan and the actual follow-up interval.
Keep the outcome unretouched and acknowledge that results vary.
Close: “Discuss what is realistic for your own case.”



Now on to the media plan,
78% of customer buy from
business who respond first



Media

01 Doctor & Clinic Awareness

02 Hair Transplant Consultation Campaigns

03 Derma (Botox, Fillers & so on)

Requirements

01

Confirm Shooting Day Dates

02

Approve this document

03

Wire Media Budget

04

Reply to inquires really quickly

05

Coordinate with needed models & patient consent

06

Ge tthe patients on a call highly likely to convert + give first time discount

We can’t wait to Enhance Your Brand Presence!

