Nour Clinic _ campaigns

After researching Nour Clinic, I found that the main challenge isn't its social media presence. The clinic already has a good online presence, but it lacks a strong base of loyal patients who consistently choose the clinic itself.

Campaign 01

FROM DOUBT TO DECISION

Turning Hesitation Into Bookings

Campaign Objective

Increase consultation bookings.

Improve Lead → Client conversion.

Build trust through proof instead of promotional content.

Differentiate Nour Clinic from traditional cosmetic clinics.

Position Nour Clinic as Egypt's trusted authority in aesthetics.

Target Audience

Men & Women

22–55 Years Old

Interested in:

Hair Transplant

Plastic Surgery

Facial Aesthetics

Regenerative Medicine

Still researching and comparing clinics.

Insight

People don’t buy cosmetic procedures.

They buy confidence in the people performing them.

Every lead is asking one silent question:

“Can I trust you with my face?”

Big Idea

FROM DOUBT TO DECISION

We won’t convince people with advertisements.

We’ll remove every reason they have to hesitate.

CONTENT ECOSYSTEM

SERIES 01

BREAKING THE FEAR. Hero Reel

Script

Black Screen.

If you’re still not sure…

Don’t book.

Cut.

Ask questions.

Compare clinics.

Meet the doctor.

See real patients.

See real results.

Fast Montage

- Consultation
- Operating Room
- Before & After
- Reviews
- Follow-up

Ending

Don’t trust advertisements.

Trust proof.

Nour Clinic.

Reel 02

I Almost Didn’t Book

Patient:

“I almost cancelled.”

“I kept comparing.”

“I was afraid.”

“I wasn’t ready.”

Cut.

“My only regret…

was waiting.”

SERIES 02

ASK THE DOCTOR

Question

“How do I know I’m choosing the right clinic?”

Doctor answers.

Then

Real Case

↓

Procedure

↓

Result

Another Reel

“What’s the biggest mistake patients make?”

Doctor answers.

SERIES 03

REAL STORIES

Instead of

Before

↓

After

Every Reel starts with

“My biggest fear was…”

“My family told me not to.”

“I thought I’d regret it.”

Then

The Journey.

Then

Result.

SERIES 04

INSIDE NOUR

Mini Documentary Style

- Doctors preparing.
- Planning.
- Teamwork.
- Consultation.
- Sterilization.
- Recovery.
- Follow-up.

Purpose

Showing professionalism instead of talking about it.

SERIES 05

PROOF OVER PROMISES

This becomes a weekly series.

Every episode answers one objection.

Episode 1

Can I trust the doctor?

Episode 2

Can I trust the result?

Episode 3

Can I trust the clinic?

Episode 4

Can I trust the follow-up?

Episode 5

Why Nour Since 1988?

POSTS

Trust Check

Weekly.

Simple.

Premium.

Every post answers one concern.

Before & After

With Story.

Not just photos.

Doctor advice

One educational advice.

CAROUSELS

•Before Choosing A Clinic…

6 Things You Should Never Ignore.

•What Happens After Surgery?

Recovery Timeline.

•Why Results Different From One Clinic To Another

Educational.

UGC

•Why I Finally Said Yes

Real patients.

Real stories. Real emotions.

KPIs

- Increase Consultation Bookings
- Increase Conversion Rate
- Increase Saves
- Increase Shares
- Increase Profile Visits
- Increase Returning Visitors
- Increase Trust Signals

CAMPAIGN 02

WHY NOUR?

Every reason builds trust.

Campaign Objective

Highlight Nour Clinic's unique strengths.

Differentiate Nour Clinic from competitors.

Build credibility through proof, not promises.

Increase consultation bookings by showcasing what truly makes Nour Clinic different.

Campaign Duration

3 Weeks

Target Audience

Men & Women

Age: 22–55

People interested in:

Hair Transplant

Plastic Surgery

Facial Aesthetic Procedures

Eyebrow Restoration

Regenerative Medicine

People who are comparing clinics before making a final decision.

Insight

Patients don’t choose the clinic with the biggest advertisement.

They choose the clinic that gives them the strongest reason to trust.

Big Idea

Every patient asks one simple question before booking:

“Why should I choose Nour Clinic?”

This campaign answers that question—one reason at a time.

Key Message

For over 38 years, Nour Clinic has earned its reputation through expertise, innovation, education, and thousands of successful patient journeys.

Tone of Voice

Premium

Honest

Confident

Educational

Human

Inspiring

Visual Direction

Premium White & Green Identity

Cinematic Visuals

Real Patients

Real Doctors

Authentic Consultations

Natural Results

Modern Technology

Operating Room Moments

Behind The Scenes

Before & After Transformations

CONTENT ECOSYSTEM

HERO REEL

Why Nour?

Concept

A fast-paced cinematic reel where every few seconds reveal another reason to trust Nour Clinic.

Featured Highlights

Since 1988

Thousands of Successful Cases

Doctors Training Doctors

World-Class Expertise

Advanced Technology

Natural Results

Personalized Treatment Plans

Continuous Follow-up

Real Patient Reviews

Ending

One Clinic.

Countless Reasons.

Nour Clinic.

REEL 02

Since 1988 Isn’t Just A Number

Concept

Instead of talking about the number of years, we show everything those years have built.

Thousands of successful procedures.

Generations of trained doctors.

Innovative techniques introduced to Egypt.

International conferences and education.

Real patient success stories.

Ending

Experience isn’t measured in years.

It’s measured in lives you’ve changed.

REEL 03

Meet The Hands Behind The Results

Concept

Instead of doctors introducing themselves, patients and colleagues describe them.

Patients talk about:

Trust

Care

Communication

Professionalism

Young doctors share how they learned from Nour Clinic.

Ending

Great results begin with great hands.

REEL 04

The Difference Is In The Details

Concept

Show every detail patients never get to see.

Consultation

Facial Analysis

Treatment Planning

Precision Measurements

Sterilization

Technology

Procedure Preparation

Recovery

Follow-up

Ending

Great results don’t happen by chance.

They happen by preparation.

REEL 05

Not Every Before & After Is The Same

Concept

Instead of simply showing results, the doctor explains the science behind each transformation.

Why this treatment?

Why this technique?

Why this result looks natural?

Why every patient has a personalized plan?

Ending

Every face deserves its own plan.

STATIC POSTS

POST 01

Since 1988

Building trust.

Not just a reputation.

POST 02

Doctors Who Train Doctors

Show how Nour Clinic has contributed to educating and mentoring generations of aesthetic doctors.

POST 03

Every Treatment Starts With Listening

Feature a consultation moment that highlights personalized care.

POST 04

Behind Every Great Result…

Hours of planning.

Years of experience.

A dedicated team.

POST 05

Natural Is The New Beautiful

A premium Before & After post focusing on natural-looking results.

CAROUSEL 01

What Makes Nour Different?

Slide 1

Not every clinic is the same.

Slide 2

38 Years of Experience.

Slide 3

Doctors Who Train Doctors.

Slide 4

Advanced Medical Technology.

Slide 5

Personalized Treatment Plans.

Slide 6

Continuous Follow-up Care.

Slide 7

Thousands of Successful Patient Journeys.

Final Slide

That’s the Nour Difference.

CAROUSEL 02

What You’re Really Investing In

Slide 1

You’re not paying for a procedure.

Slide 2

You’re investing in experience.

Slide 3

You’re investing in safety.

Slide 4

You’re investing in advanced technology.

Slide 5

You’re investing in expert doctors.

Slide 6

You’re investing in continuous care.

Slide 7

You’re investing in natural results.

Final Slide

That’s what makes every decision worth it.

Campaign KPIs

Increase Consultation Bookings

Increase Lead-to-Client Conversion

Increase Saves

Increase Shares

Increase Before & After Engagement

Increase Patient Trust

Increase Website Visits

Strengthen Brand Positioning

Increase User-Generated Content

Thank you