



Digital Transformation by **DIGINAMMO**

Client Success Story

The Aesthetic Loft

Industry: Dermatology & Aesthetic Medicine

Location: Islamabad, Pakistan

Website: www.theaestheticloft.com.pk

A handwritten signature in black ink, appearing to read "E. Aesthetic Loft", written over a light gray rectangular background.

CLIENT STATUS (BEFORE DIGINAMMO)

Problems They Faced

- Weak brand identity
- No clear digital strategy
- Random social media posting
- No professional website presence
- Low engagement & no conversions
- No understanding of the aesthetic clinic audience
- Money spent, but results were missing

After the first month with zero progress, they decided to switch.





OUR ROLE AS **A DIGITAL PARTNER**

We rebuilt **EVERYTHING** from zero

Branding

Website

Content strategy

Social media management

Video editing

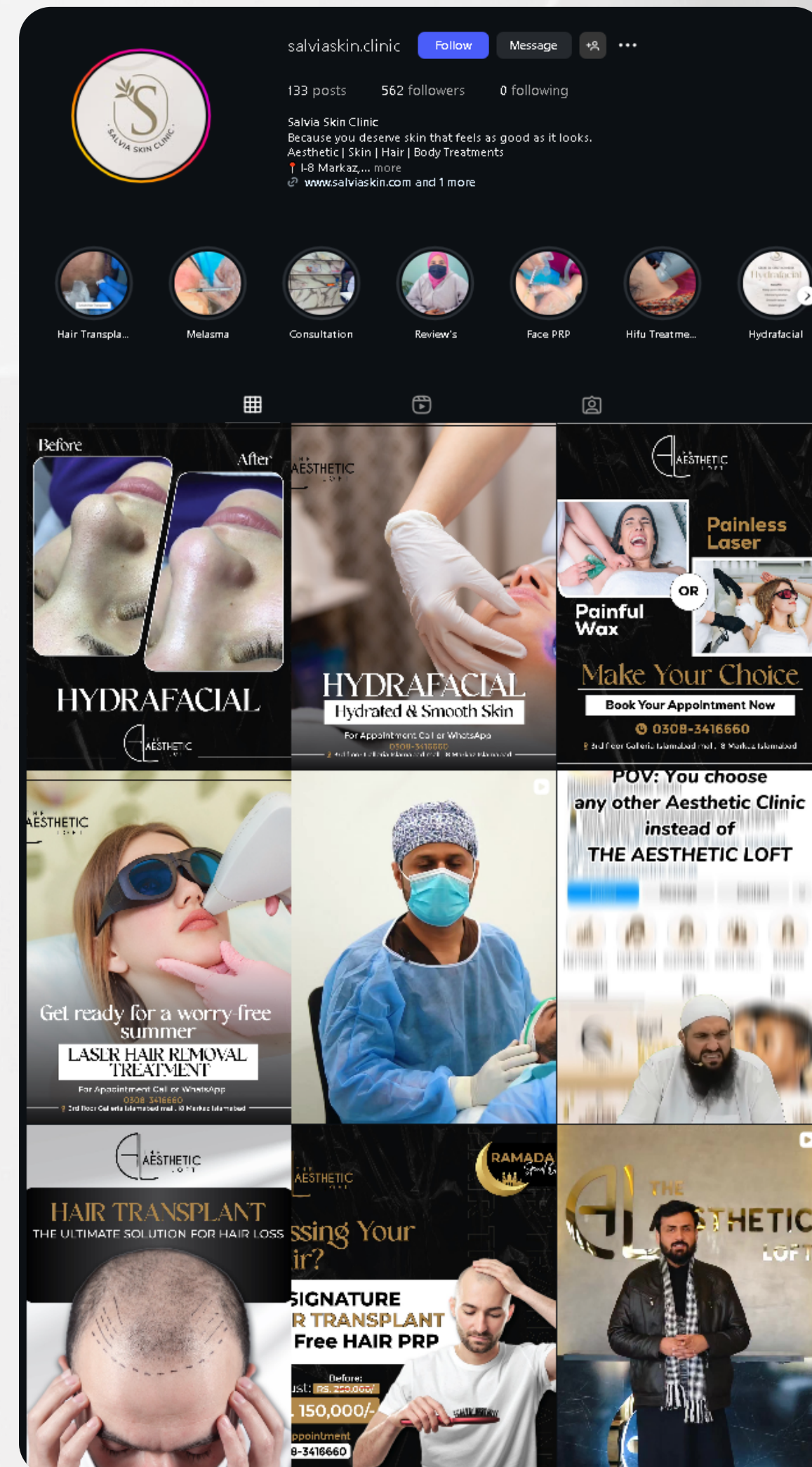
Design system

Marketing funnel

BRANDING & VISUAL IDENTITY

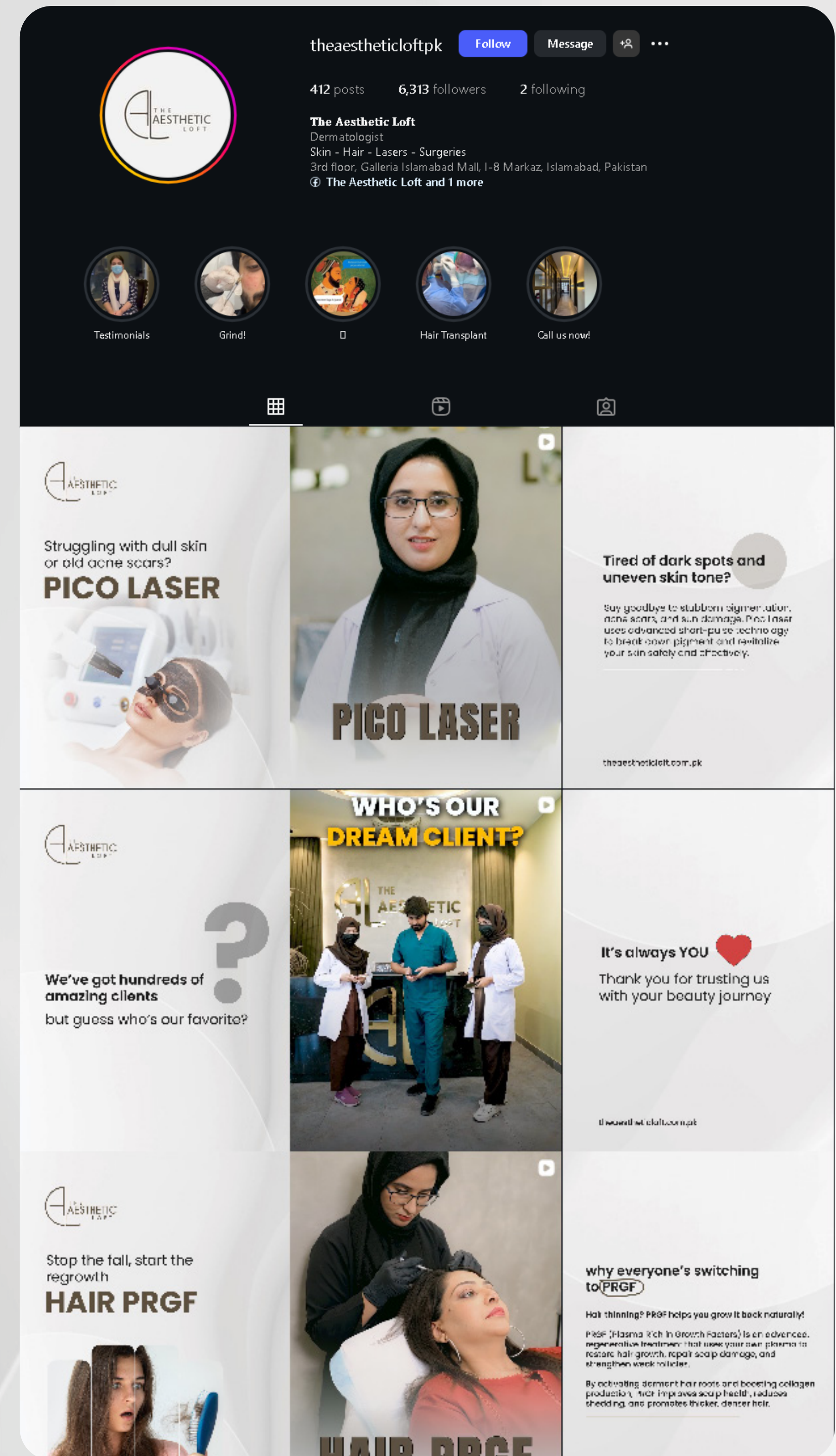
What We Created

- Premium aesthetic branding
- Clean, luxury-inspired visual language
- Consistent color palette & typography
- Instagram-ready design system



Before

After



Digital Transformation by DIGINAMMO

Social Media Posts



THE AESTHETIC LOFT

LASER HAIR REMOVAL

Offers lasting smoothness with gentle care.



THE AESTHETIC LOFT

Why you should try a

HYDRAFACIAL

- Deep Cleansing
- Hydration Boost
- Instant Radiance
- Relaxing Experience

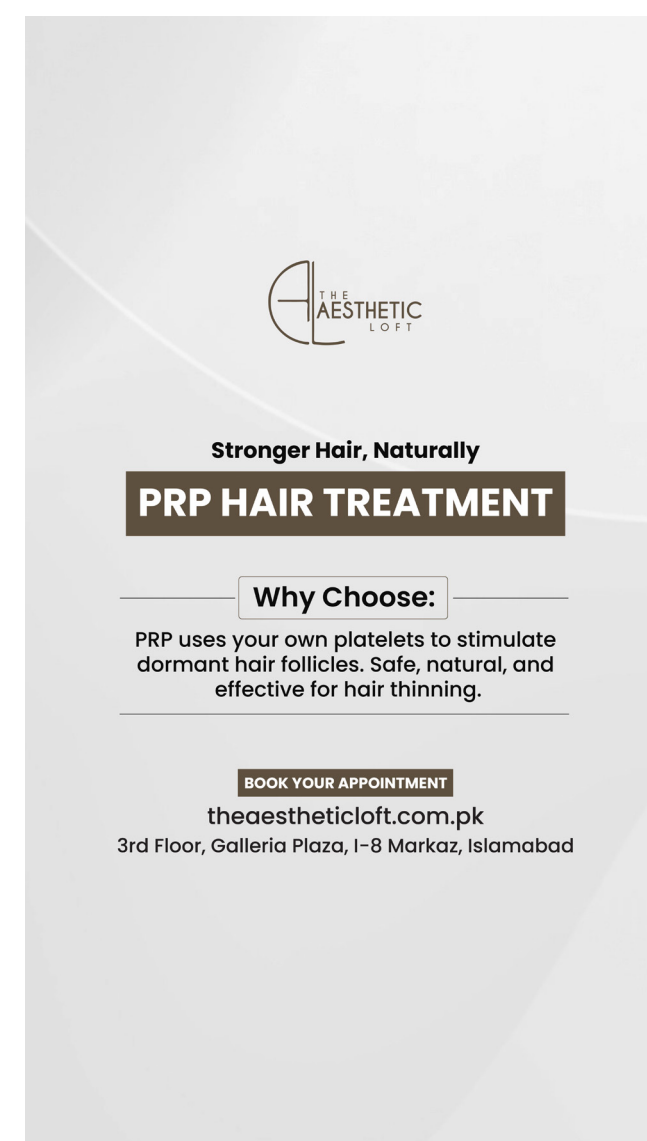


THE AESTHETIC LOFT

Struggling with dull skin or old acne scars?

PICO LASER

Social Media Stories



THE AESTHETIC LOFT

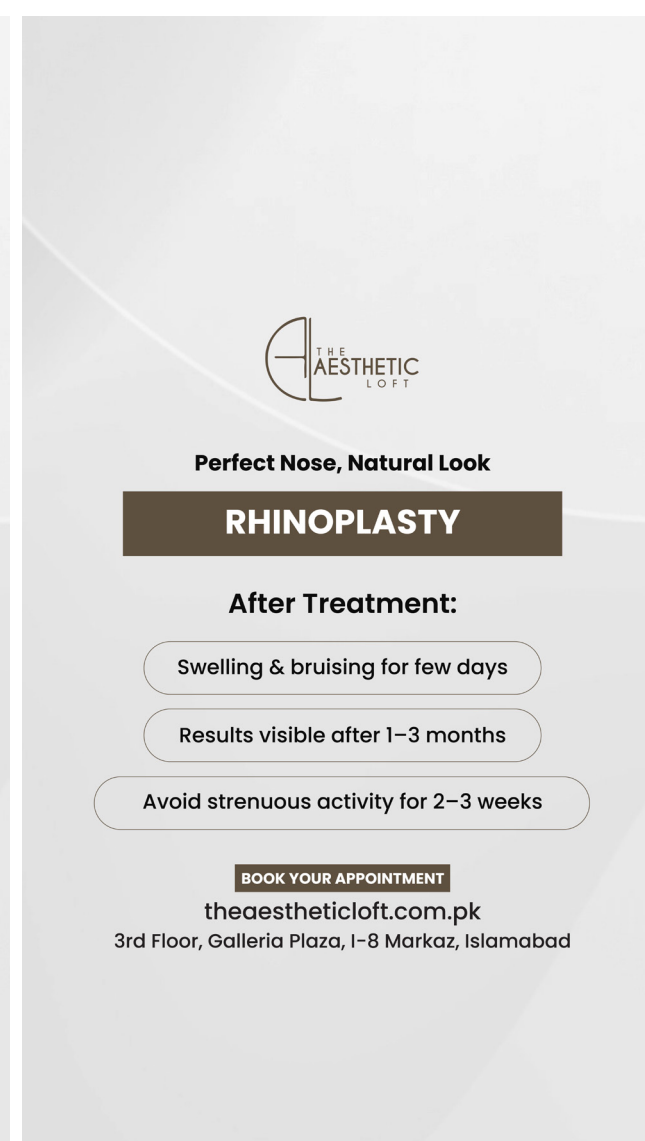
Stronger Hair, Naturally

PRP HAIR TREATMENT

Why Choose:

PRP uses your own platelets to stimulate dormant hair follicles. Safe, natural, and effective for hair thinning.

BOOK YOUR APPOINTMENT
theaestheticloft.com.pk
 3rd Floor, Galleria Plaza, I-8 Markaz, Islamabad



THE AESTHETIC LOFT

Perfect Nose, Natural Look

RHINOPLASTY

After Treatment:

- Swelling & bruising for few days
- Results visible after 1-3 months
- Avoid strenuous activity for 2-3 weeks

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THE AESTHETIC LOFT

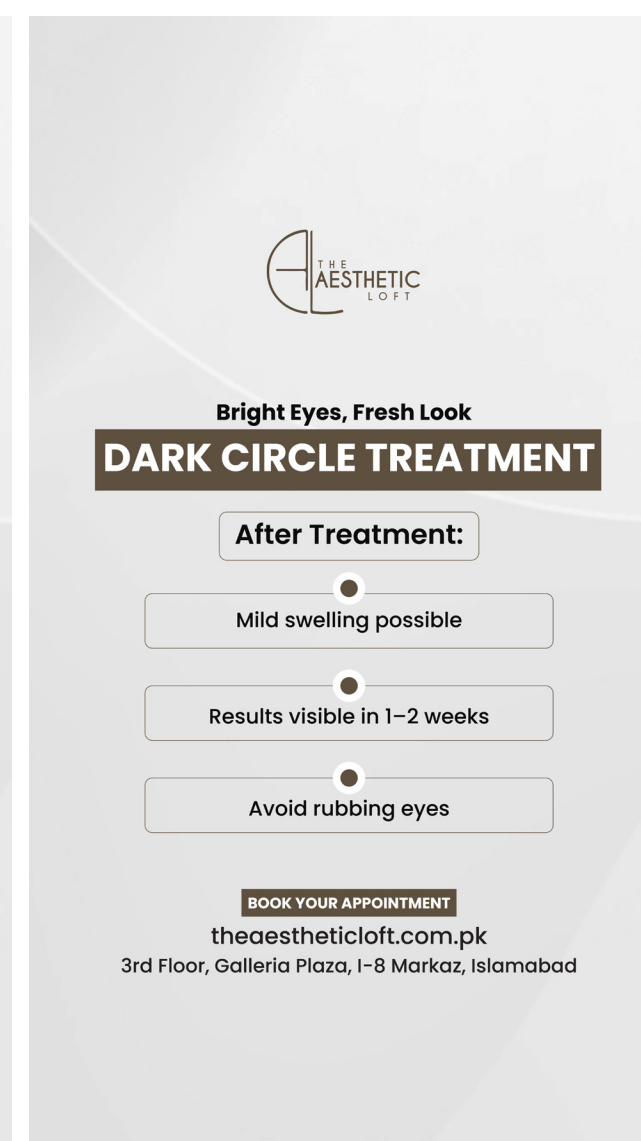
Brighten Naturally

GLUTATHIONE SKIN WHITENING INJECTION

Why Choose:

Safe antioxidant therapy that brightens skin tone, reduces pigmentation, and improves overall radiance.

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THE AESTHETIC LOFT

Bright Eyes, Fresh Look

DARK CIRCLE TREATMENT

After Treatment:

- Mild swelling possible
- Results visible in 1-2 weeks
- Avoid rubbing eyes

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THE AESTHETIC LOFT

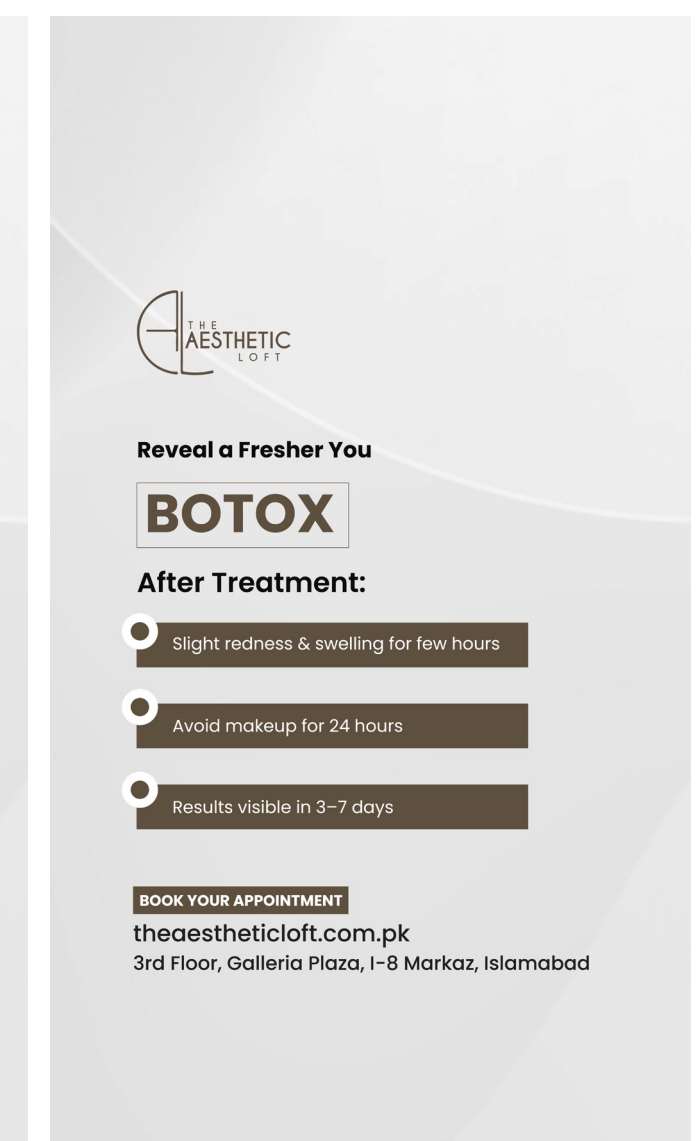
Repair Skin from Within

MICRONEEDLING

Benefits:

- Reduces acne scars & wrinkles
- Improves texture & tone
- Stimulates collagen production naturally
- Minimal downtime

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THE AESTHETIC LOFT

Reveal a Fresher You

BOTOX

After Treatment:

- Slight redness & swelling for few hours
- Avoid makeup for 24 hours
- Results visible in 3-7 days

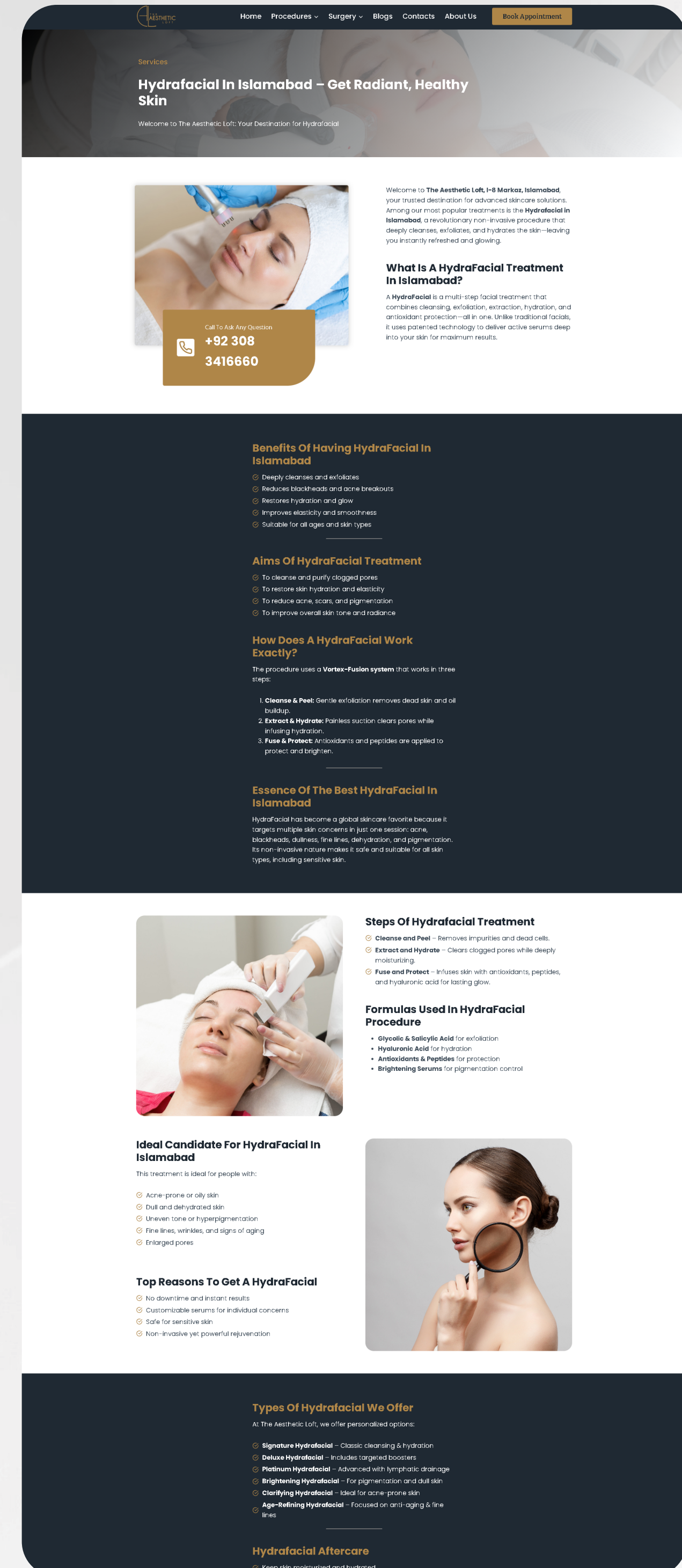
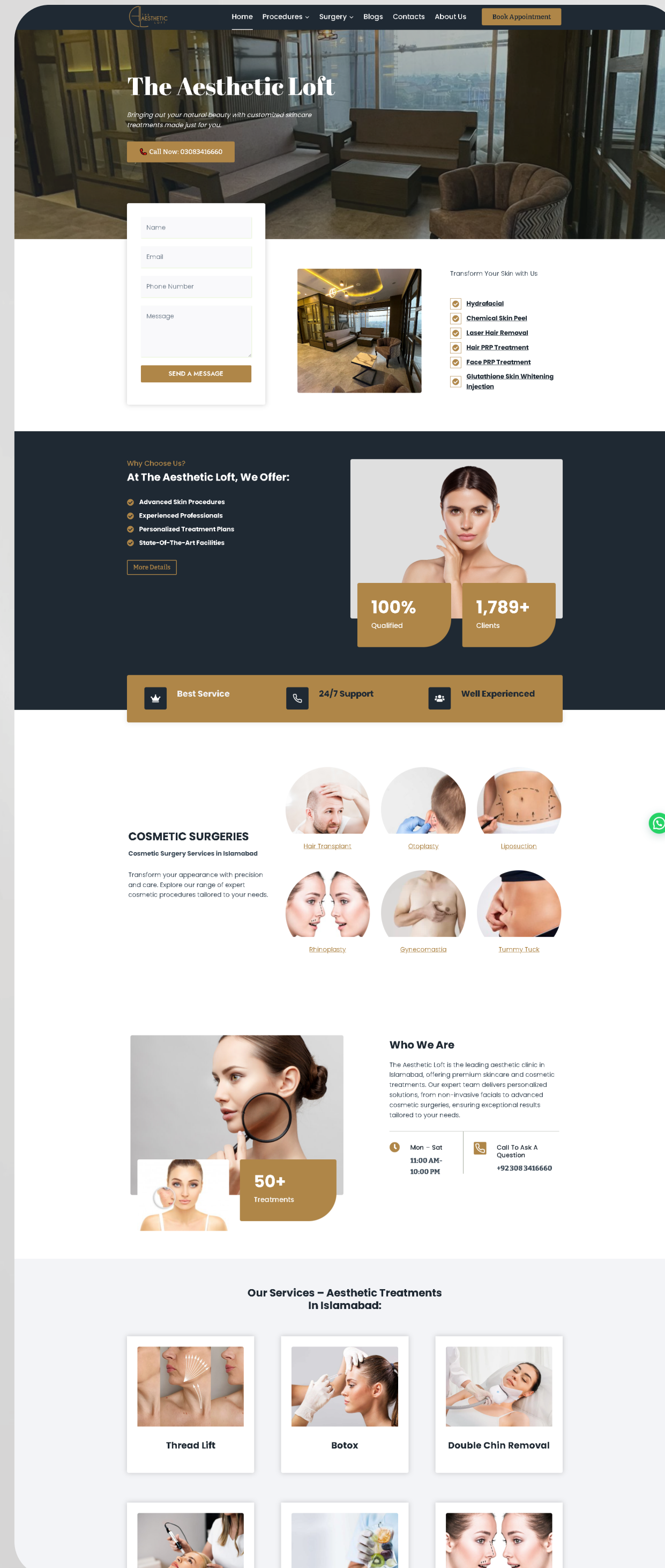
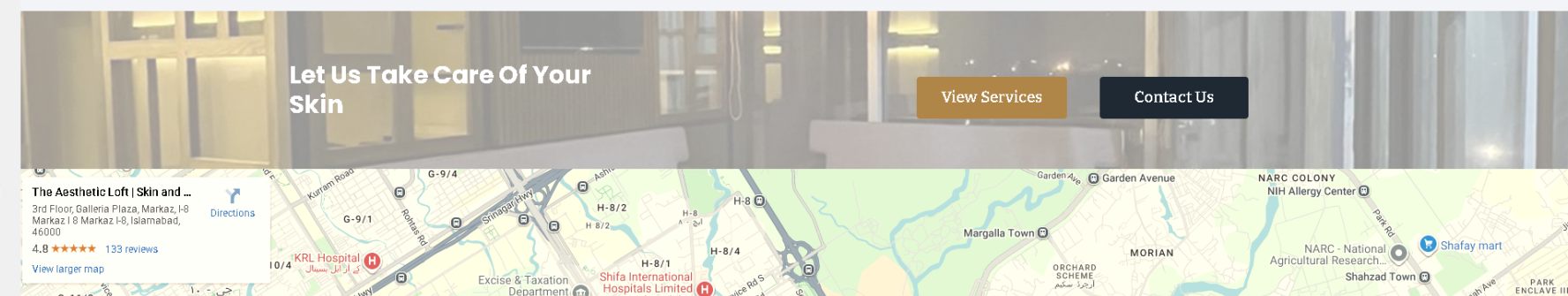
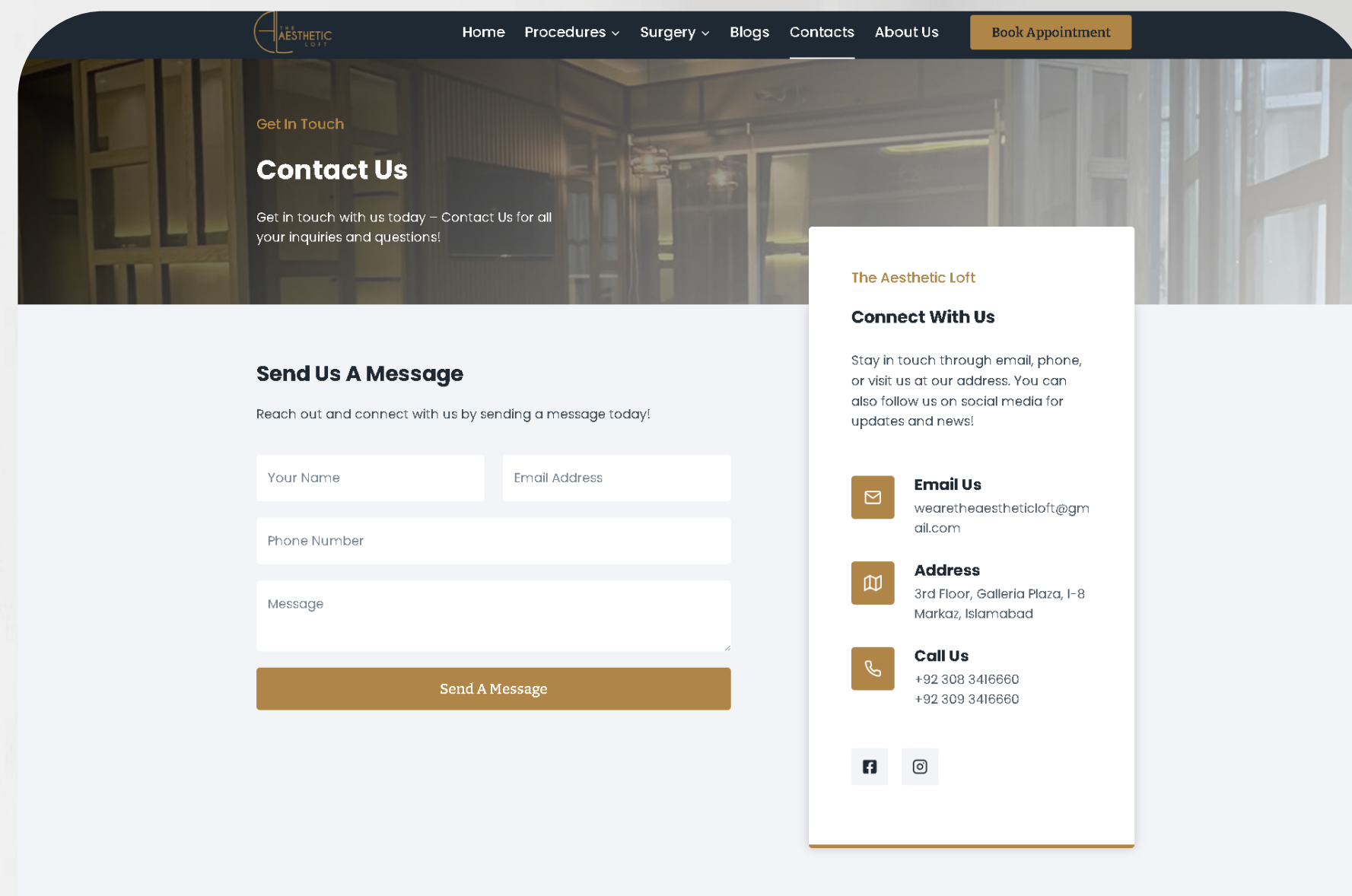
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WEBSITE DESIGN & DEVELOPMENT

Website was designed & developed entirely by DIGINAMMO

What We Delivered

- Fully functional aesthetic clinic website
- Service-focused layout
- Clear CTAs
- Mobile-first design
- Trust-building structure



SERVICE POSITIONING & CONTENT STRUCTURE

Problems Before

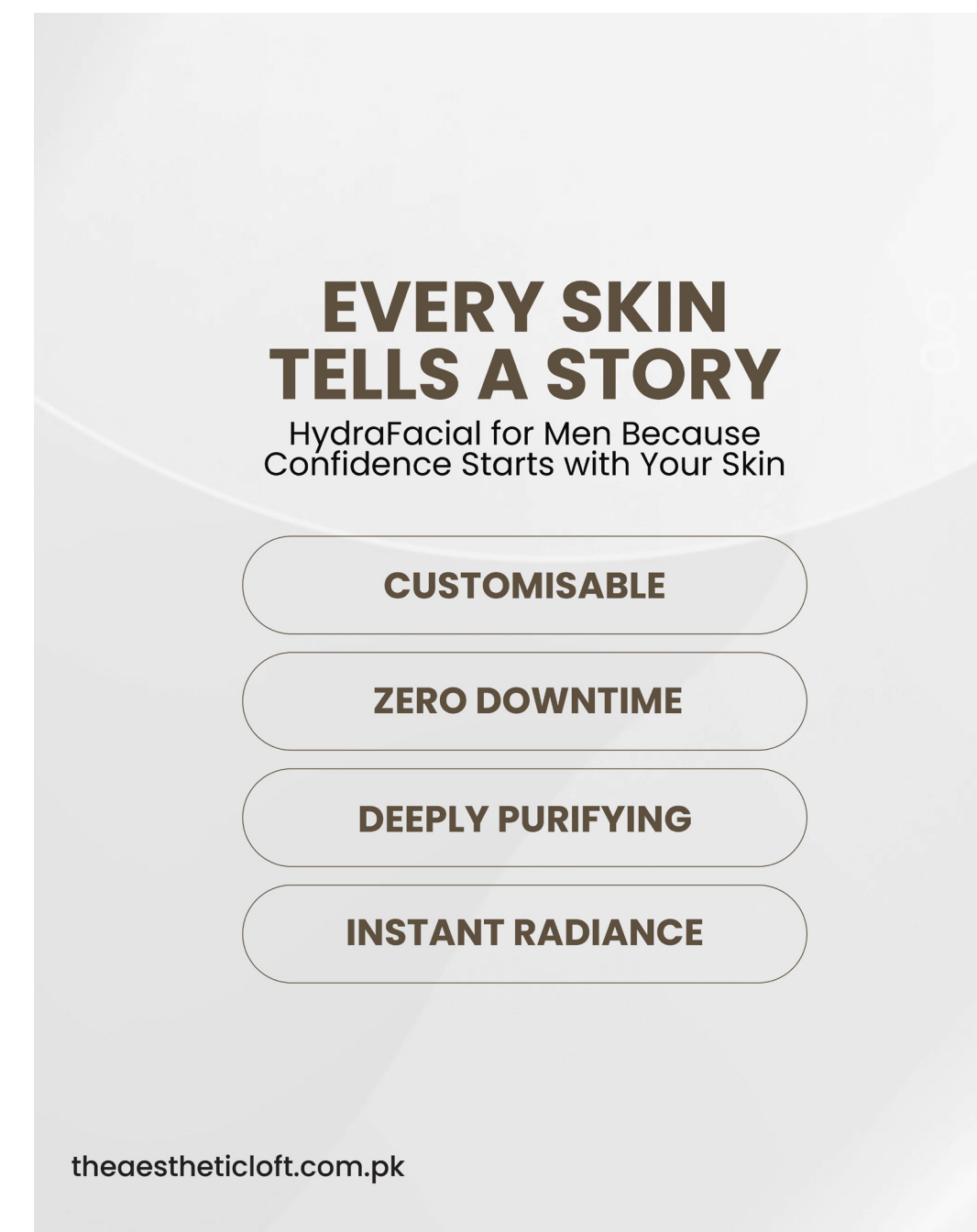
- No direction
- No brand consistency
- No engagement

Our Strategy

- Structured monthly content calendar
- Educational + promotional balance
- Treatment-based storytelling
- Authority & trust-building posts
- Clear messaging for aesthetic services

What We Created

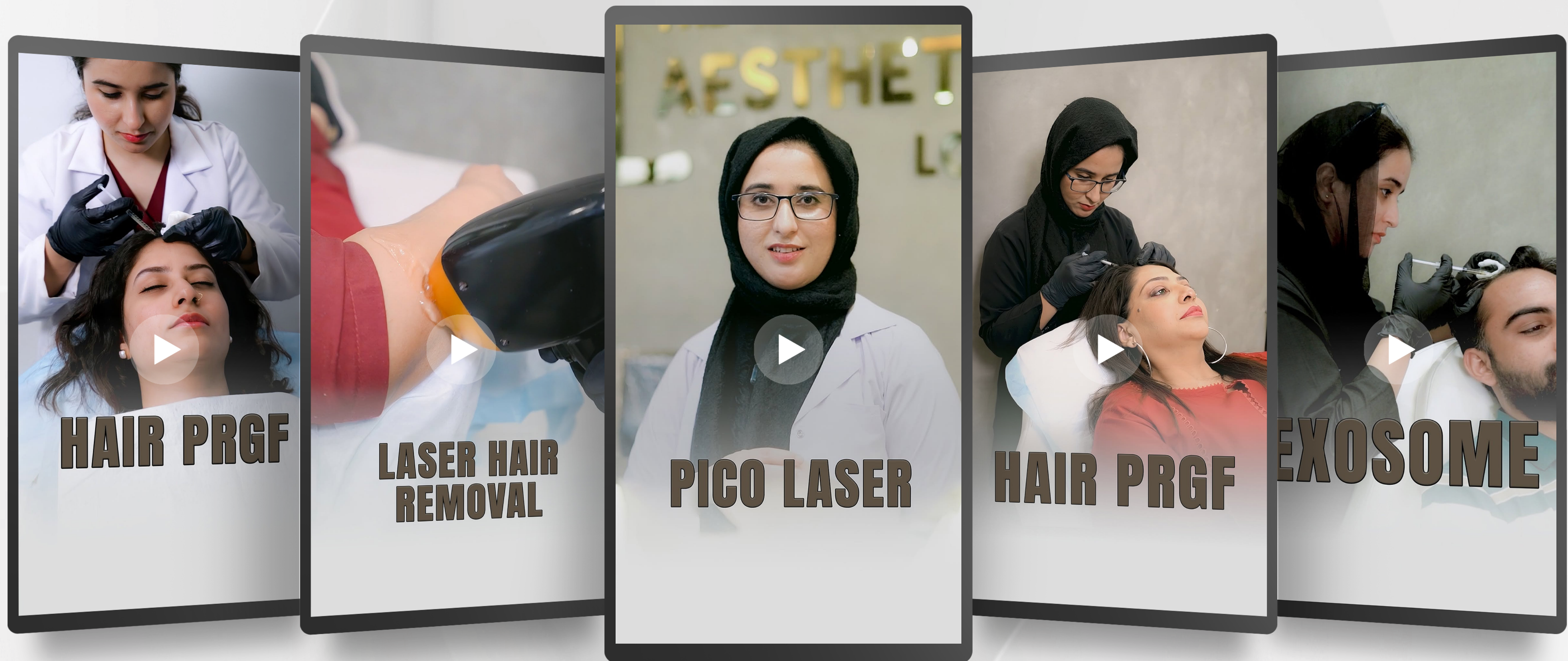
- Reels explaining treatments
- Transformation-based videos
- Clinic environment visuals
- Professional video editing aligned with brand tone



We created a clear funnel

- Awareness → Instagram content
- Education → Reels & carousels
- Trust → Website + branding
- Conversion → DMs & appointment CTAs

Short-form reels for Instagram





Measurable Outcomes

We did NOT provide one service.

We took complete digital control as a full-service digital marketing agency.

We don't manage pages. We build digital businesses.

Website Performance

- 60% increase in website traffic within 60 days of redesign.
- 70% increase in online appointment requests.

Overview / seranking.com

Last update **March 1, 2025** Scheduled update **Recheck manually** Pages crawled **1000/1000** JS R

RESTART AUDIT SETTINGS EXPORT

Send via email
Generate sitemap
View template in Looker studio

Current report: Nov 20, 2024 09:00:00 / Compare to: Oct 30, 2024 09:00:00

HEALTH SCORE

87
Strong

Your website: 87 ▲ 4
Recommended: 90+

HISTORY

ISSUES BY TYPE

19,433
Issues

Errors: 129 ▼ 1,929
Warnings: 3,248 ▼ 4,246
Notices: 15,966 ▼ 6,559

View all issues

PAGE HEALTH RATIO

3,155
Pages

Have errors and warnings: 2,617 ▼ 2,127
Healthy: 538 ▲ 1,805

View issues by pages

MOST POPULAR USE CASES

Use case	Quantity	Action
View uncrawled pages	398 ▼ 2,276	Export

TOP ISSUES [View all \(6,623\)](#)

- No inbound links: 177
- Hreflang to non-canonical: 14

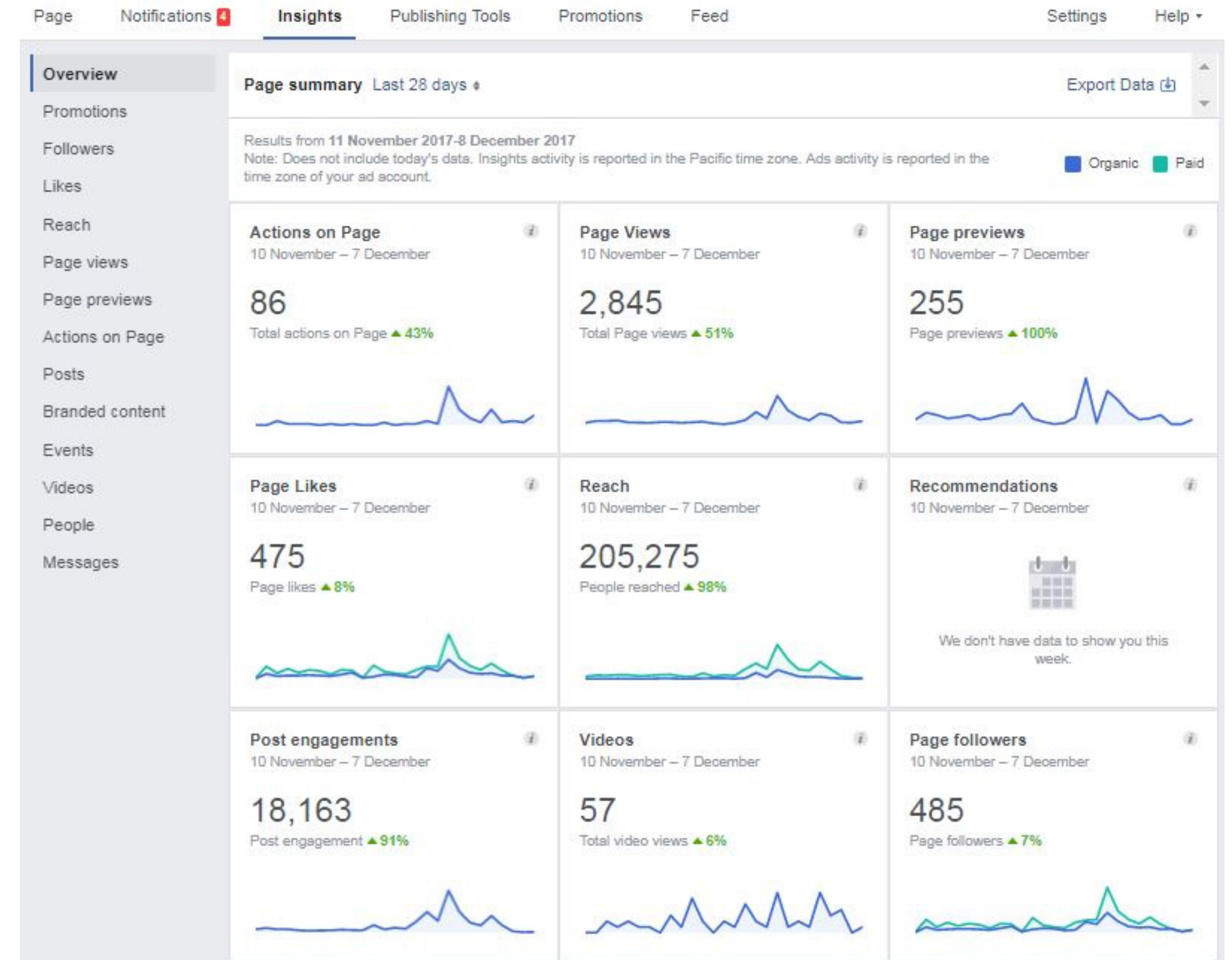
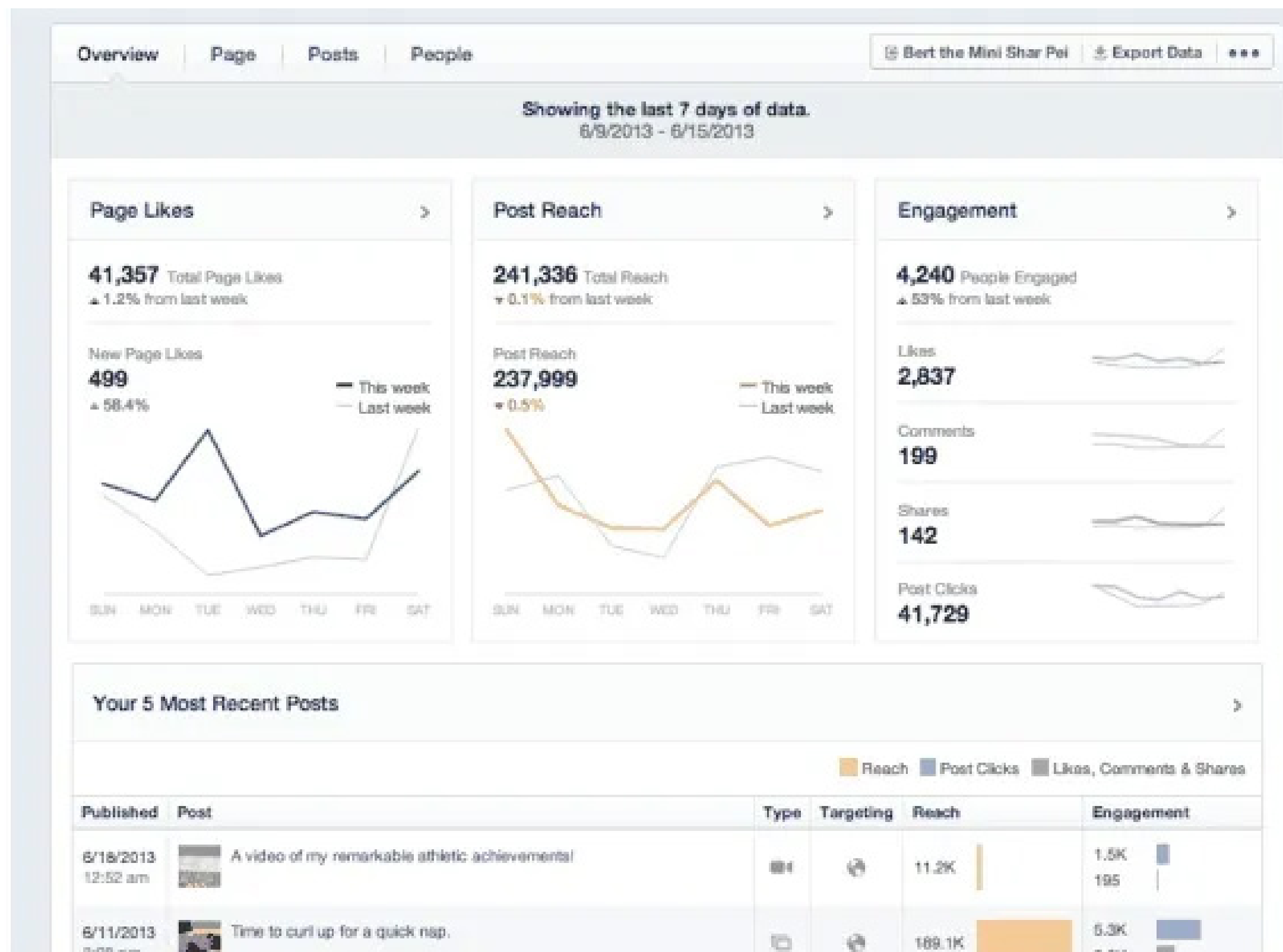
+ ADD LANDING PAGE ACTIONS FILTERS

Search landing pages MANAGE COLUMNS

	76%	3	97.608	84.647	609		
	Site optimization	Pages with Critical Issues	Avg. Page Speed Score	Avg. Mobile Page Speed Score	Visits to Landing Pages		
Page (51)	Total local monthly searches - United States	Page Optimization	Critical SEO Issues	Page Speed Score	Mobile usability	Mobile Page Speed Score	Broken Links
★ /email-management-tips/index.html Title: Email Management Tips	4,550	38%	3	100 ▲ 1	!	98 ▲ 1	-
★ /blog/the-emailtray-email-client-changes-your-email-deliverability-statistics/ Title: The EmailTray Email Client Changes Your Email Deliverability Statistics Emailtray Blog	1,450	46%	4	94 ▼ 3	!	78	2
★ /smart_email_system.html Title: Using EmailTray email client for Android	30	13%	5	100	!	97	-

Social Media Growth

- 2% growth in Instagram followers.
- Reels consistently achieving high reach & saves compared to baseline.



Engagement & Brand Trust

- Increased content shares and direct inquiries from social platforms.
- Higher patient trust demonstrated by published testimonials and reviews on site.

Marketing Funnel Creation

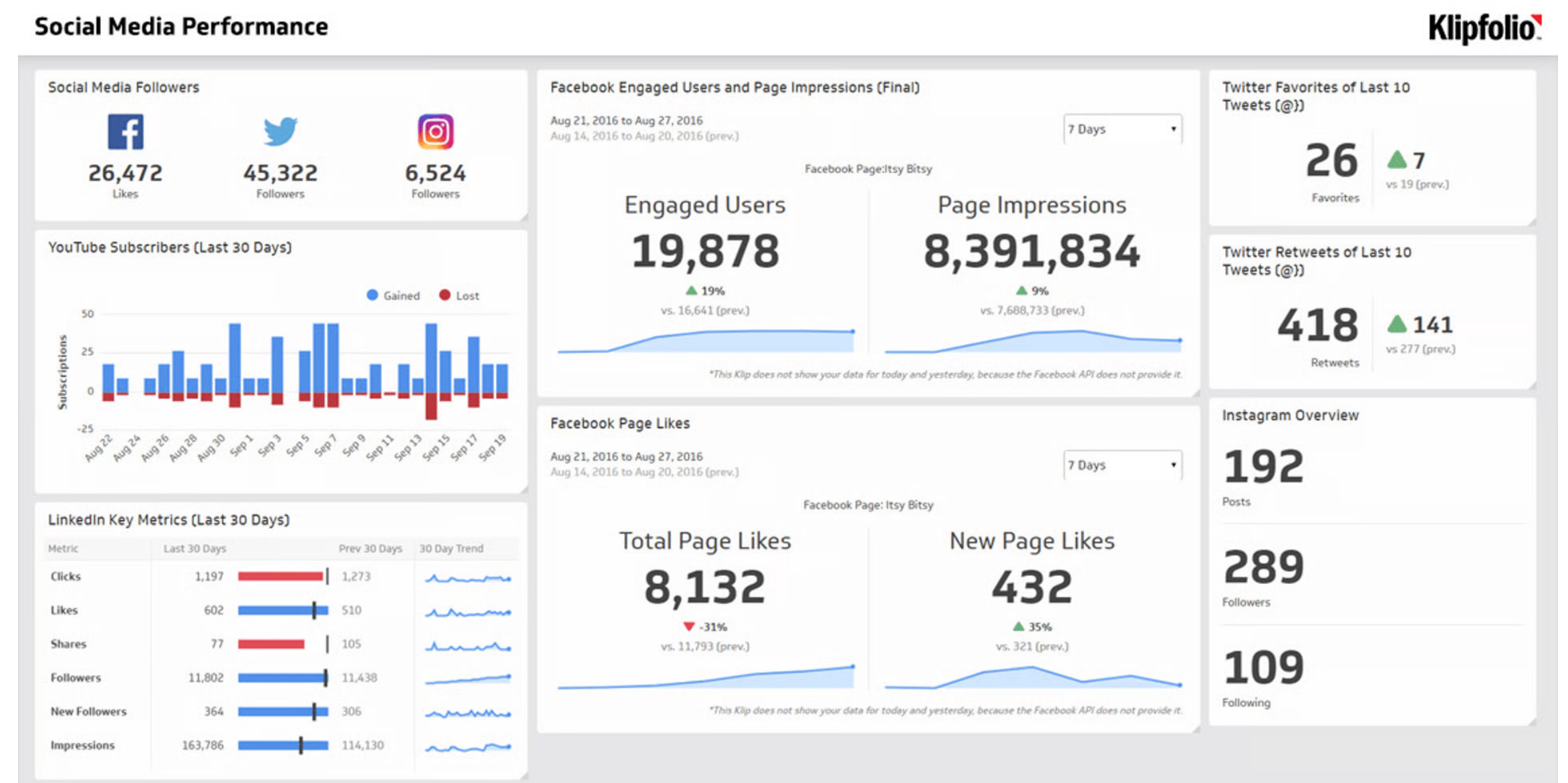
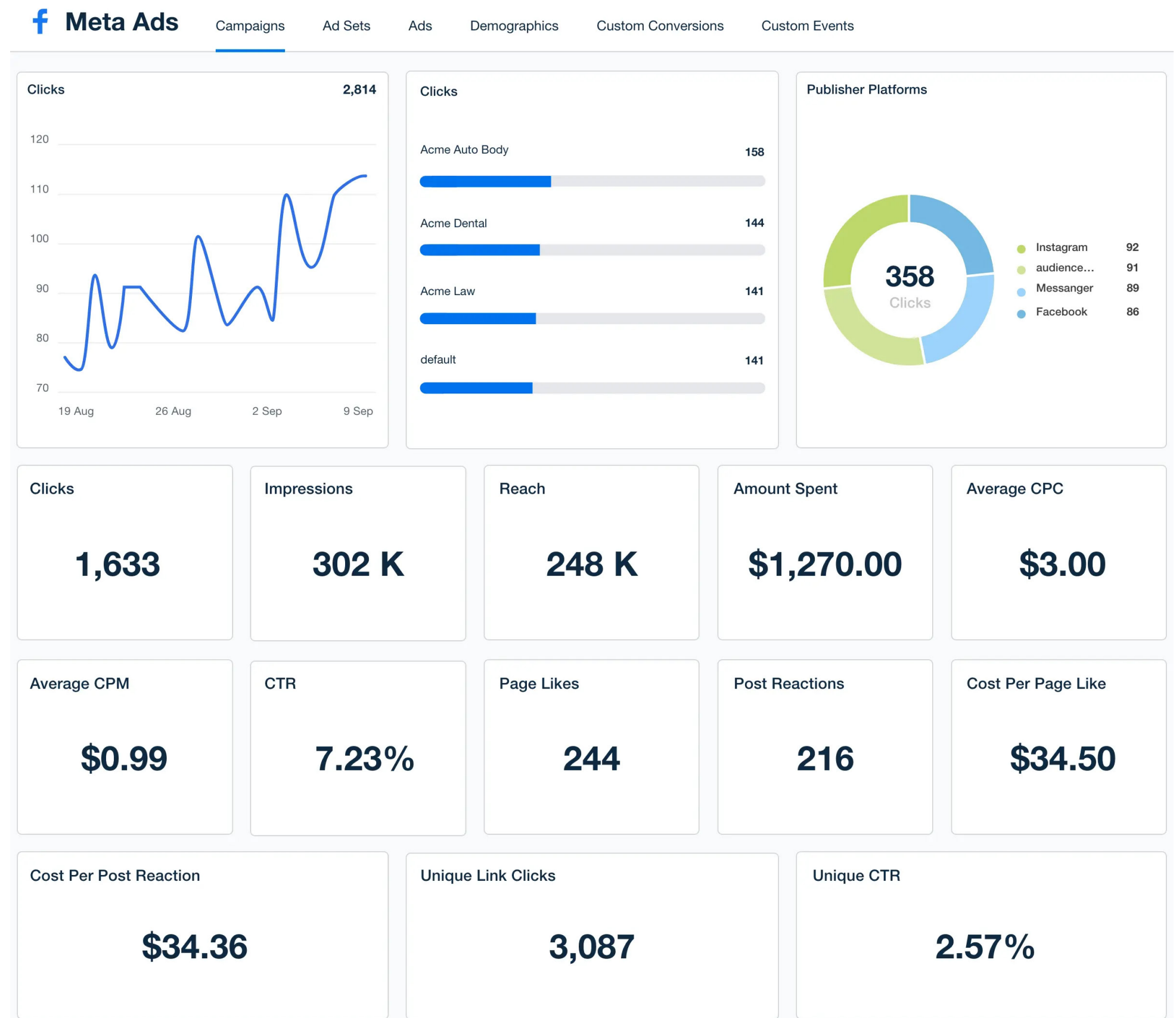
We didn't just "post content".

We built a funnel

- Awareness → Instagram & reels
- Education → Carousels & videos
- Trust → Website & branding
- Conversion → Appointment CTAs

Overall Business Impact

- Strong digital identity
- Clear service positioning
- Professional medical branding
- Increased engagement & inquiries
- Website working as a sales tool
- Clinic positioned as a premium skin & aesthetic brand



Client Testimonial

<https://share.google/XTuCLJ2QBe8pZsJ64>



The Aesthetic Loft

★★★★★ 8 months ago

I had an amazing experience working with Diginammo. They are truly the best digital marketing agency in Islamabad. Their team is highly professional and helped grow my business through strategic social media and SEO campaigns. Highly recommended!



Digital Transformation by **DIGINAMMO**

We are a complete digital growth partner

Are you ready to transform your brand and drive real business results like we did for Dr. Lubna Zahir's clinic? Contact us today for a personalized digital growth strategy.

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info@diginammo.com

Phone / WhatsApp:

+92 303 5377747

Website:

www.diginammo.com