BRAND EYE.

AM

make believe

Portfolio - Medical Practices

INTRODUCTION

As a medical practice in 2024, it's vital that you have a thoughtful and impactful digital presence. Patients are seeking and cross-checking medical professionals online at an ever-increasing rate and you need to be visible and impressive.

We combine a deep understanding of healthcare marketing with our creative flair, ensuring your practice stands out in a meaningful, professional, and empathetic way.

From medical CBD to root canals, blockchain-based healthcare records and oral hygiene, BRANDEYE.AM brings lifestyle brand knowledge to the medical space - creating multi-channel content that humanises, engages, and converts.

we hope you enjoy

TESTIMONIALS

HEAR FROM OUR CLIENTS

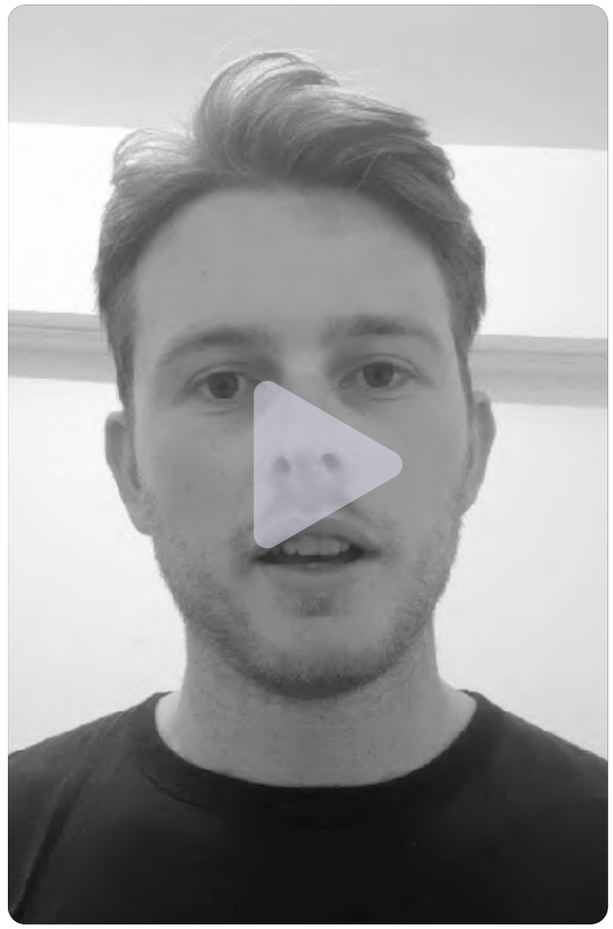
This entire pdf is clickable!



Mike Joubert, **Ex-VP of Marketing: Levi's Europe**

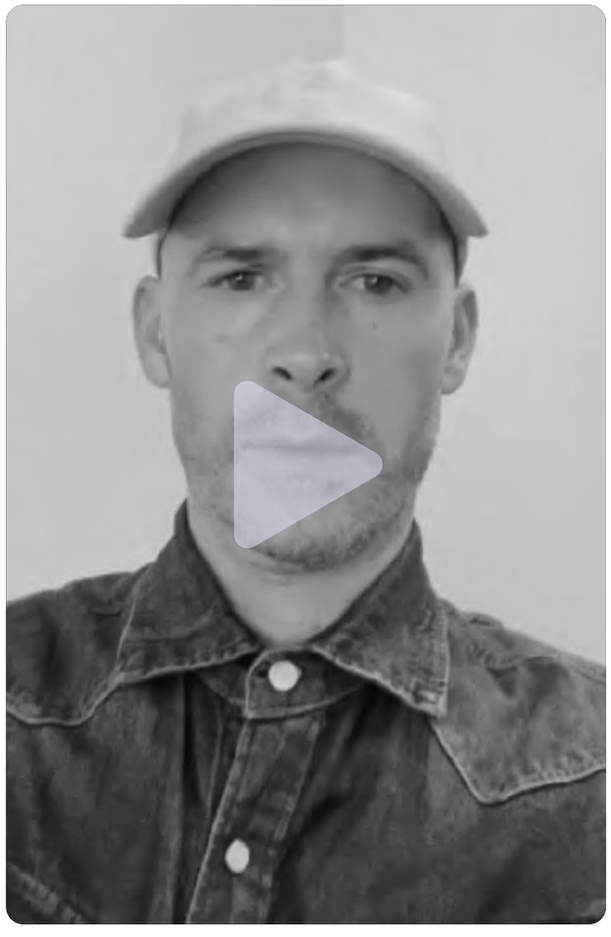


Corne Smith,
Founder: SvL Dentistry



Daniel Hanton,
CMO: Baboodle

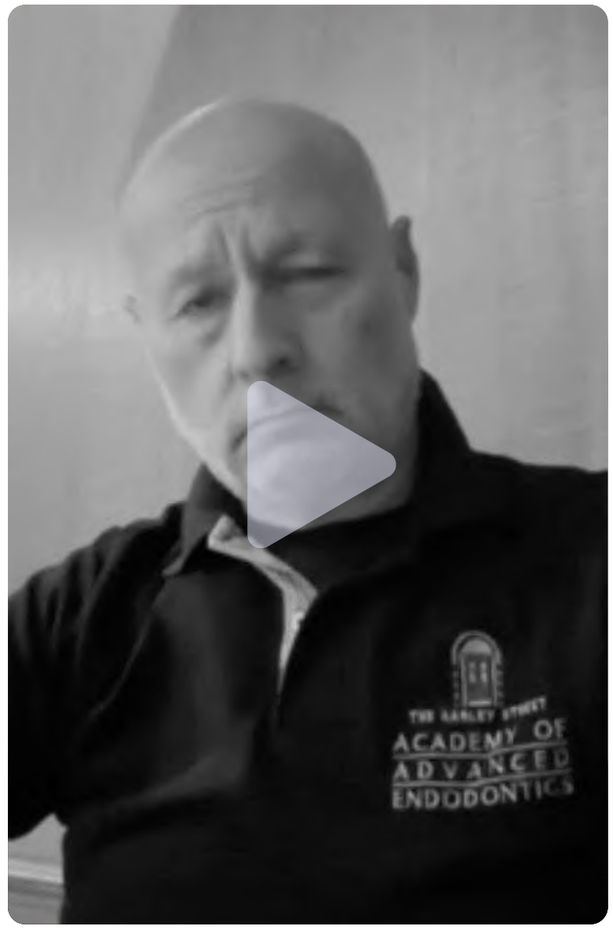
HEAR FROM OUR CLIENTS



Razak Redpath, **Founder: Thank Goodness Foods**



Ricky-Anne Wakeman, **Founder: Aether Apothecary**



Richard Kahan, **Founder: Endo Academy**

WHY?

WHY DIGITAL?

Before we begin, it’s important to remember why a strong digital presence - (Google, social and overall brand presentation) is essential for growing modern medical practices.

77% of prospective patients do their research through search engines

76% of prospective patients do their research on a provider’s website

48% do more than two weeks of research before scheduling an appointment

41% of consumers say content found on social media is likely to affect their choice of hospital or treatment centre (PwC).

58% of respondents have searched for an online review of a provider (Rock Health)

HOW WE WORK

OUR PROCESS

Beyond the strategy and services, we feel it’s important for you to understand how we work, and the commitment we would need from you to make this a successful relationship.

OUR MONTHLY MARKETING CYCLE

1st Week

We create a report and work on assets such as email campaigns, paid media placements and any other ad hoc projects (fliers, news ads, influencer partnerships etc.). You will need to provide quick feedback on these projects.

2nd Week

We have a reporting meeting together (1hr) to evaluate the previous month's performance and brainstorm a pathway forward for the following month. You will then have seven working days to send us any resources we may need for the content plan.

3rd Week

We send you the finalised content plan and ask that you make comments as soon as possible.

4th Week

The content plan is finalised, checked and ready for posting.

Short-Form Video:

We will work with you to create short-form videos in large batches to reduce our travel expenses and disruption to your operations. Depending on the number we're producing, these will be filmed either quarterly or bi-annually.

Stills Shoots:

We will work with you to periodically create additional still image content for use across all channels.

OUR TEAM



SAM CHAMBERS

Strategy Lead + Founder

Media was in Sam’s blood. With two journalists for parents, he grew up surrounded by storytelling. This fascination with human stories took him to study psychology, media and religion at university before embarking upon his branding/marketing journey.

Sam is a visionary, strategist and connector, but his true strength is combining his creativity with his analytical and management skills. Sam has big dreams and the perseverance and passion to make them a reality.



DAVID CHAMBERS

Copy + Editing Lead

Having worked in newspapers for over 40 years, serving as editor and bureau chief of some of the largest publications in South Africa, David has since been putting his writing, editing and politically sensitive PR skills to work in collaboration with BRANDEYE.AM.

Dave has authored pieces on behalf of great CEOs, 500 companies and his work has appeared in a host of international publications.

His wealth of experience and wide general knowledge is an invaluable asset at brandeye.am.



BIANCA STANDER

Account Manager
+ Copywriter



ALEX OELEFSE

Studio Photographer
(South Africa)



KYLE KOUMBATIS

Head of Content
(Europe)



CLAIRE GUNN

Food Photographer
(South Africa)



MITCHEL JONKER

Shopify Developer



That's
Me! I made
this presentation:)

LISA BLACK

Account Manager
+ Designer



MARINDA BADEN

Print Designer



RICKY PIRES

Digital Designer



FRANK BAILEY

Backend Wordpress
Developer



GERLINDE VASSEN

Frontend Wordpress
Developer

OUR SERVICES

SERVICES BREAKDOWN

Strategy
We develop a tailored roadmap for your brand, focusing on positioning, communication, and channel strategy to ensure a strong foundation for all marketing activities.

Visual Identity Development & Graphic Design
From logos to colours, collateral, posters and paid media, we craft compelling visuals that capture your brand's essence, ensuring you stand out and connect with your audience.

Photography & Videography
We create engaging visual stories that resonate with your audience, building an emotional connection through photography and film.

Website Development
Your website is your digital shopfront. We design and build functional, visually captivating websites that drive engagement and conversions.

Marketing Automation & Reputation Management
We automate customer engagement and manage your online reputation, ensuring your brand remains visible, responsive, and trusted.

Social Media
We build and manage your social presence to foster genuine connections with your audience, turning followers into loyal advocates.

Short Form Video
In an age of diminishing attention spans, we create impactful, bite-sized videos that capture your brand's essence in seconds.

Email Marketing
We design personalised, engaging email campaigns that reach inboxes and drive conversions and loyalty.

Paid Media
We create data-driven ad campaigns that maximise your return on investment, ensuring your brand reaches the right audience at the right time.

SEO
We optimise your website for search engines, improving your rankings so your audience finds you first when searching for relevant services.

Copywriting & Editing
We craft compelling narratives that elevate your brand's voice, ensuring your message is clear, engaging, and unforgettable.

PR & Thought Leadership
We help your brand lead the conversation through strategic PR and thought leadership pieces that build authority and trust.

Influencer Marketing
We connect your brand with the right influencers, creating authentic collaborations that amplify your message and grow your reach.

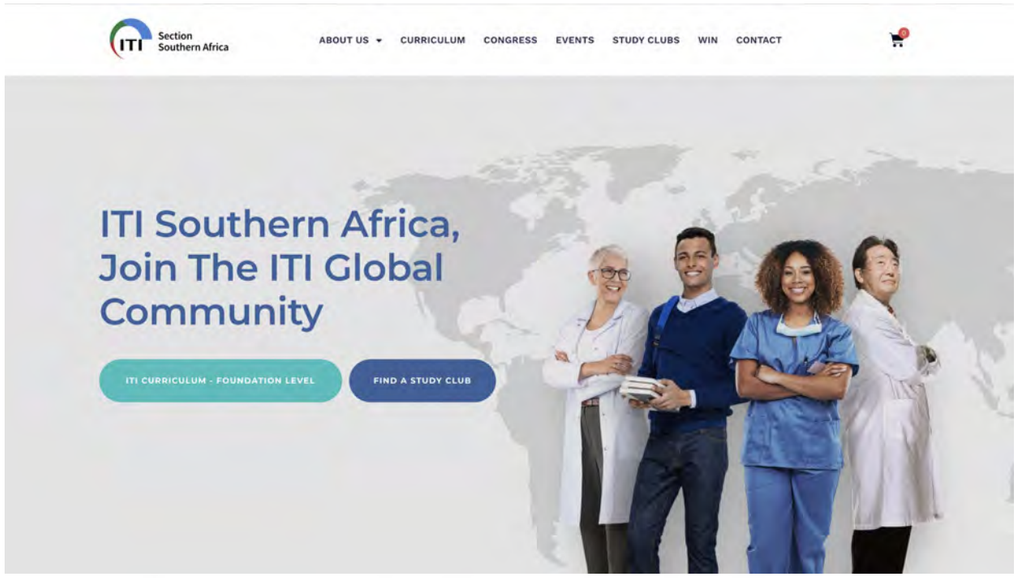
OUR WORK

WEBSITE WORK

It’s important to note that we’re not always in control of how our clients adjust their sites post-build. While we prefer to manage all changes ourselves, maintaining the consistency and quality of the site, occasional changes are made directly by the client.

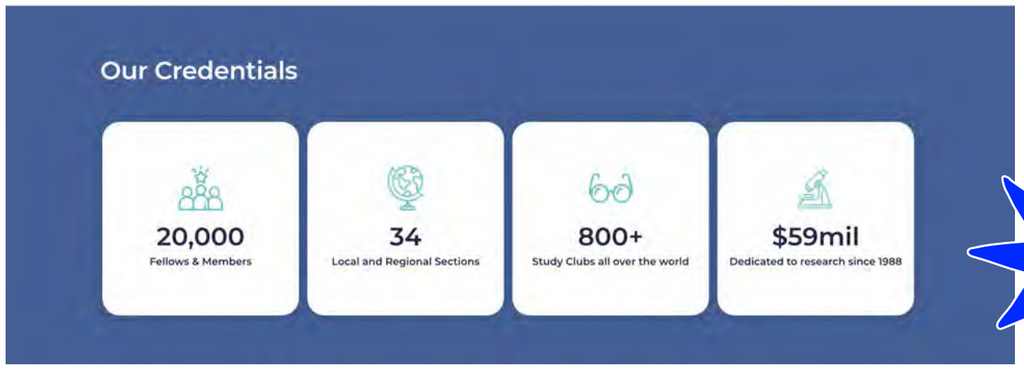
DENTAL WEBSITE WORK - THE ITI AND OHASA

108% Sponsorship revenue increase in the first year! AND 47% Membership Growth



A Global Association Of Professionals In Implant Dentistry.

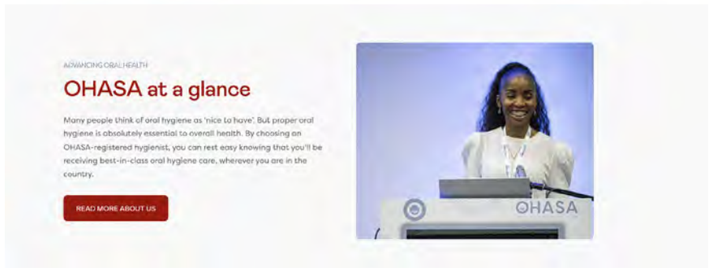
The ITI (International Team for Implantology) is a worldwide organisation dedicated to advancing the field of implant dentistry through research, education, and collaboration. Its membership includes dental professionals, researchers, and industry partners from around the world who share a passion for improving patient care through innovative implant solutions. As the Southern Africa Section of the ITI, the organization is committed to providing its members with access to the latest advancements in implant dentistry, as well as opportunities for continuing education, professional development, and networking. Its members include leading implant dentists, oral surgeons, periodontists, and other dental professionals who are dedicated to improving patient outcomes and advancing the field of implantology in South Africa and beyond.



Visit site





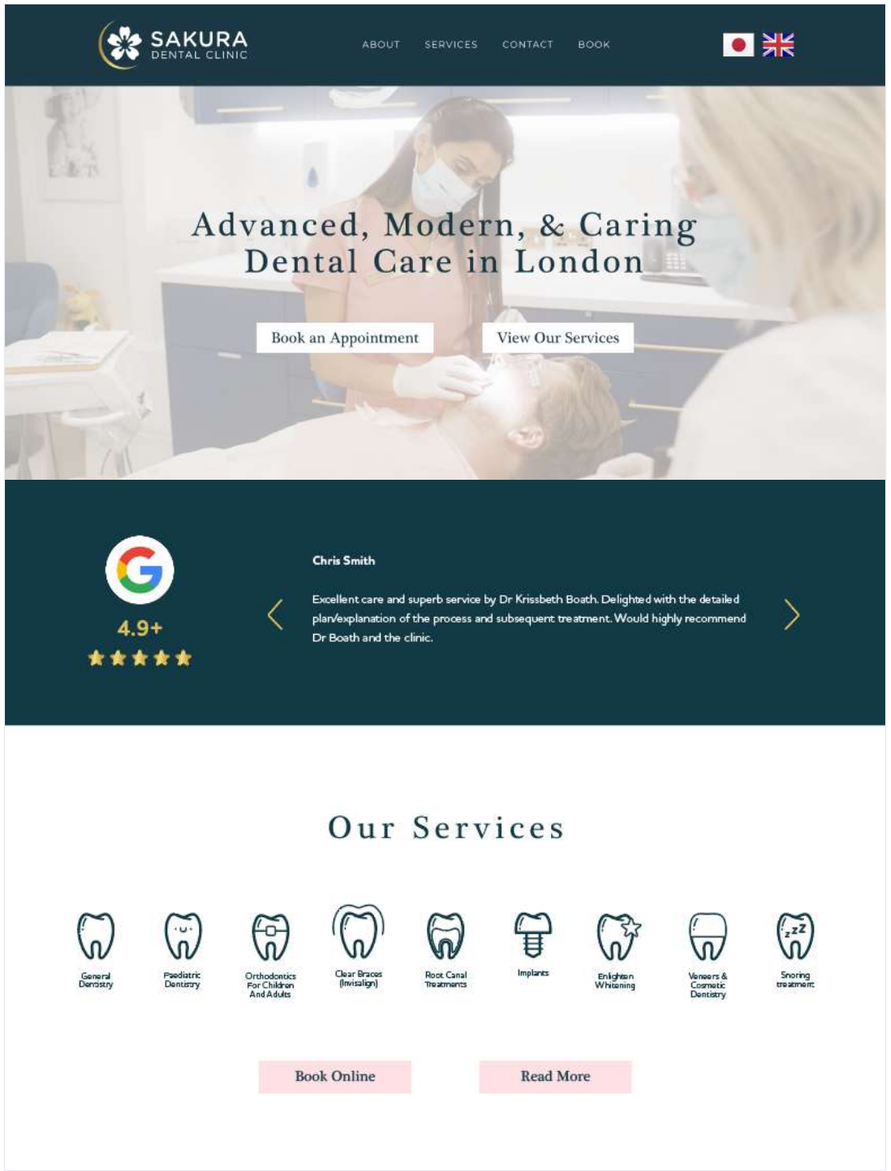




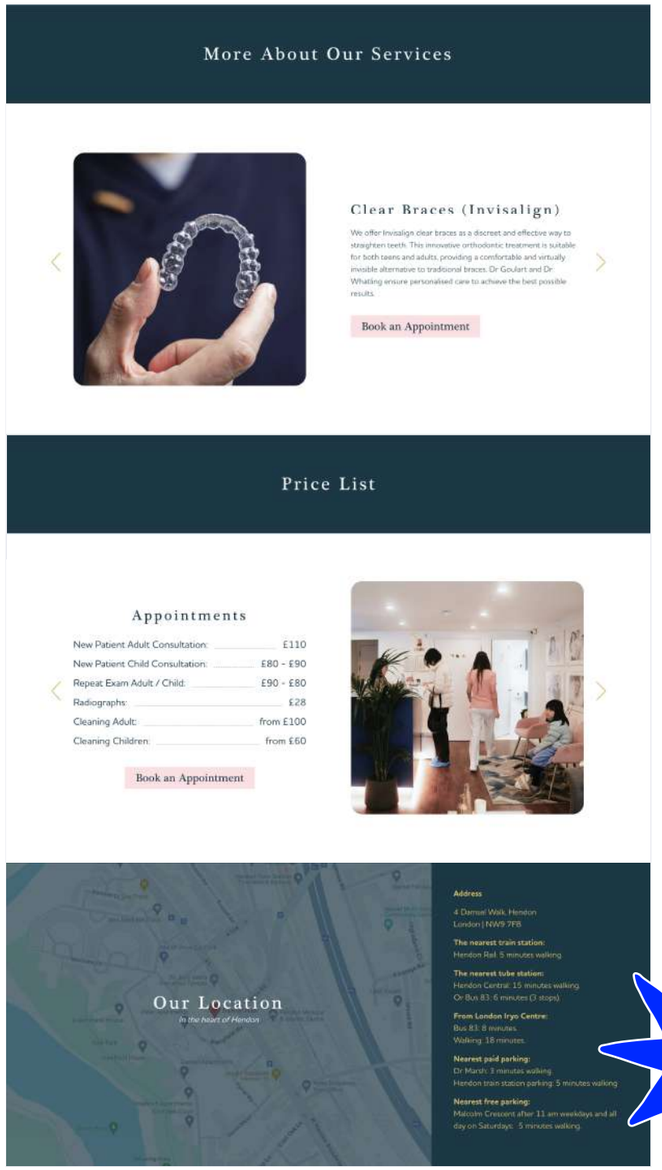
Visit site

DENTAL WEBSITE WORK - SAKURA DENTAL CLINIC

We DOUBLED their number of new weekly patients after six weeks of working together!



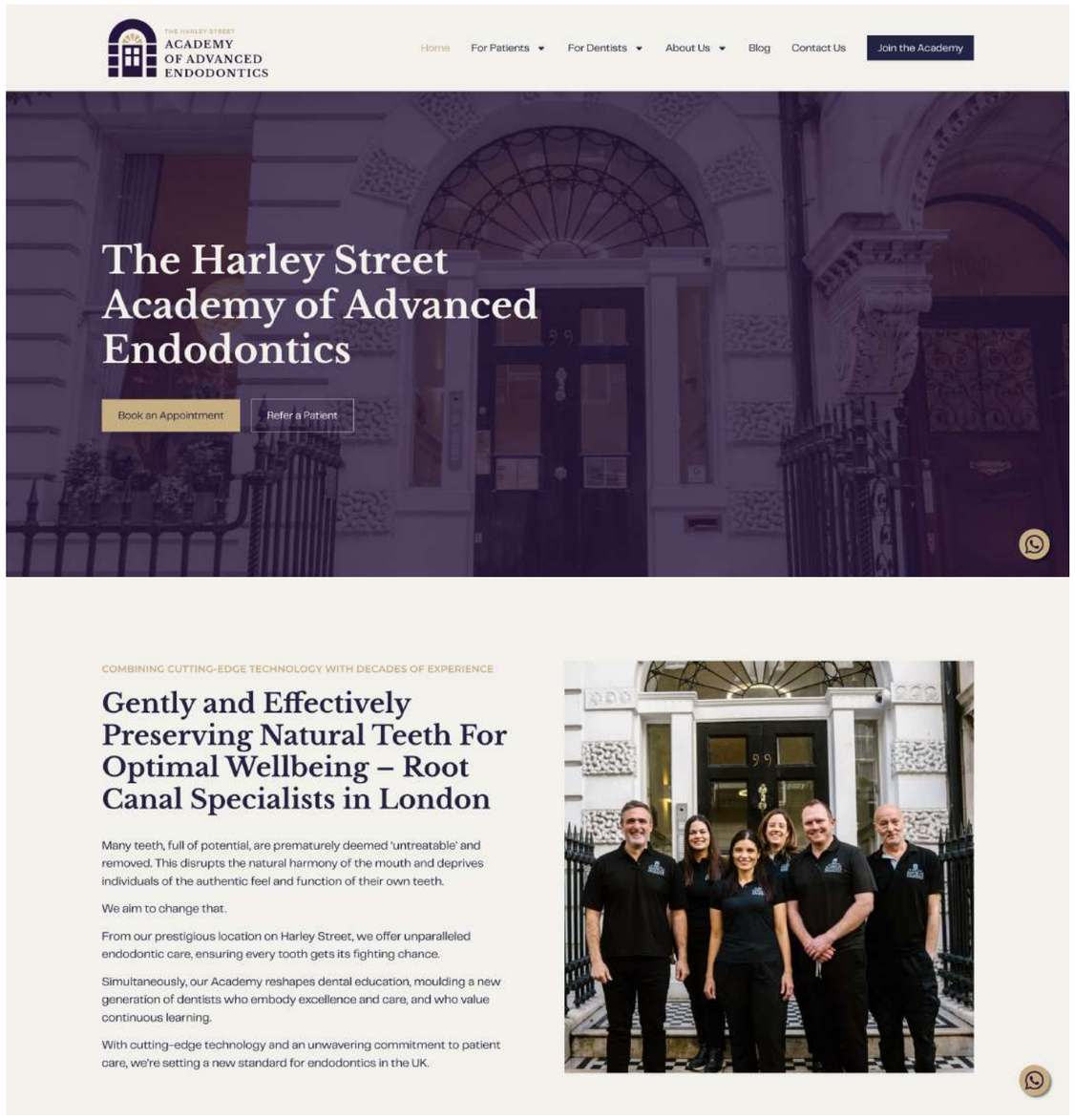


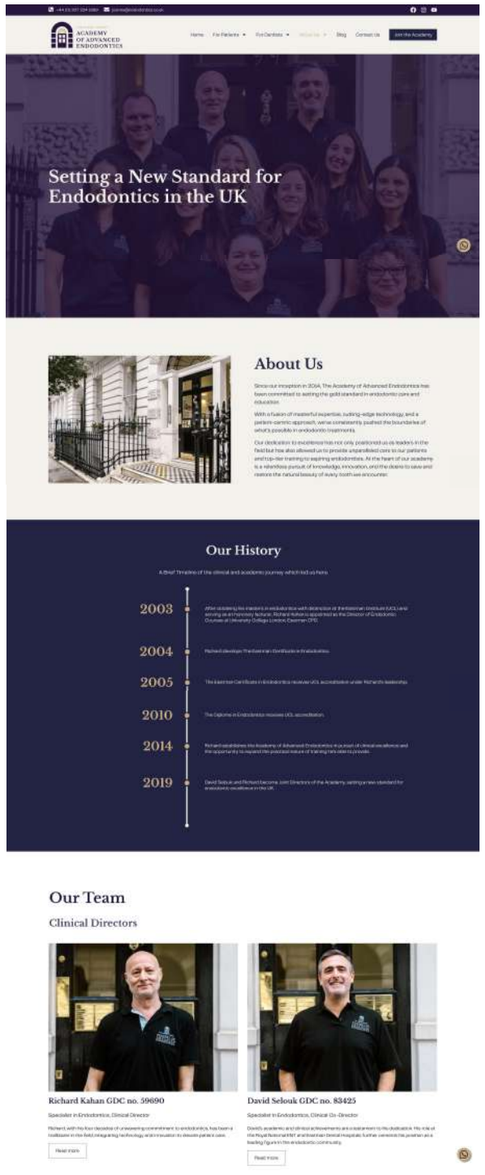


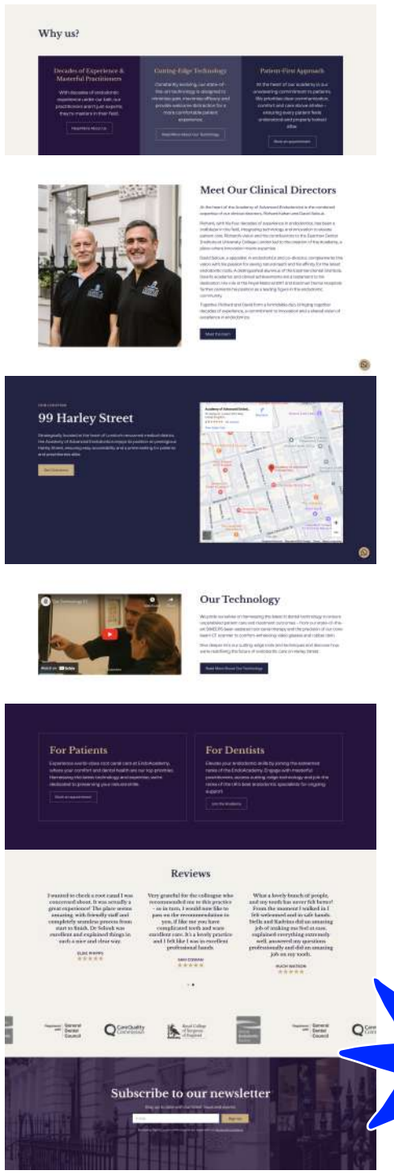
Visit site

DENTAL WEBSITE WORK - THE ENDO ACADEMY

Oversold the fellowship programme for the first time EVER + Generated 3x the number of students in the following year

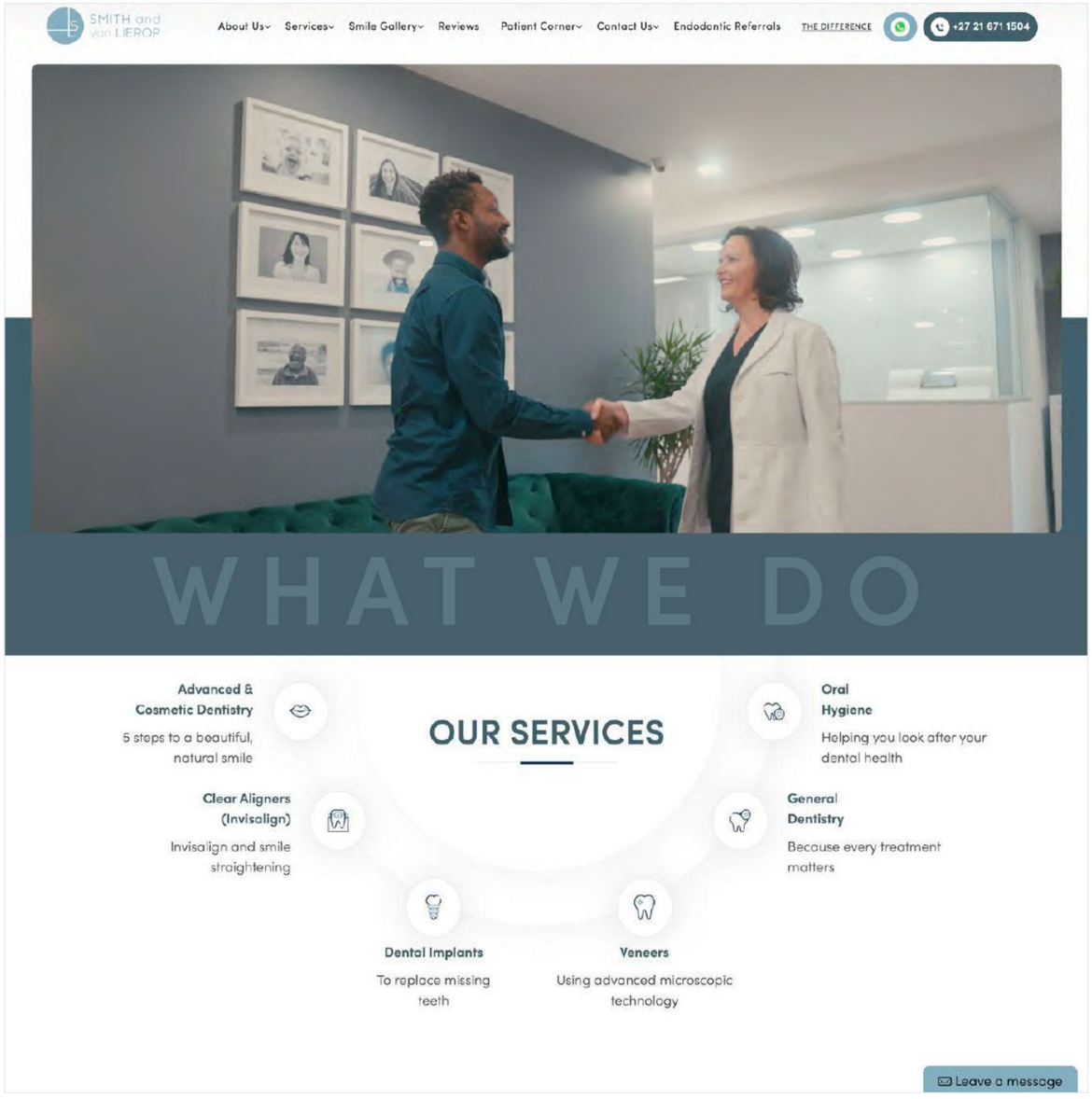






Visit site

DENTAL WEBSITE WORK - SVL DENTISTRY

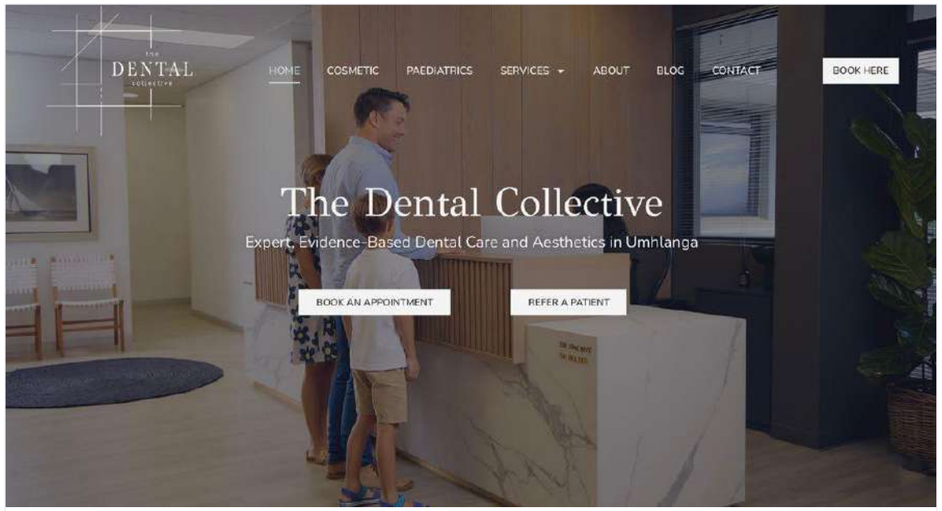




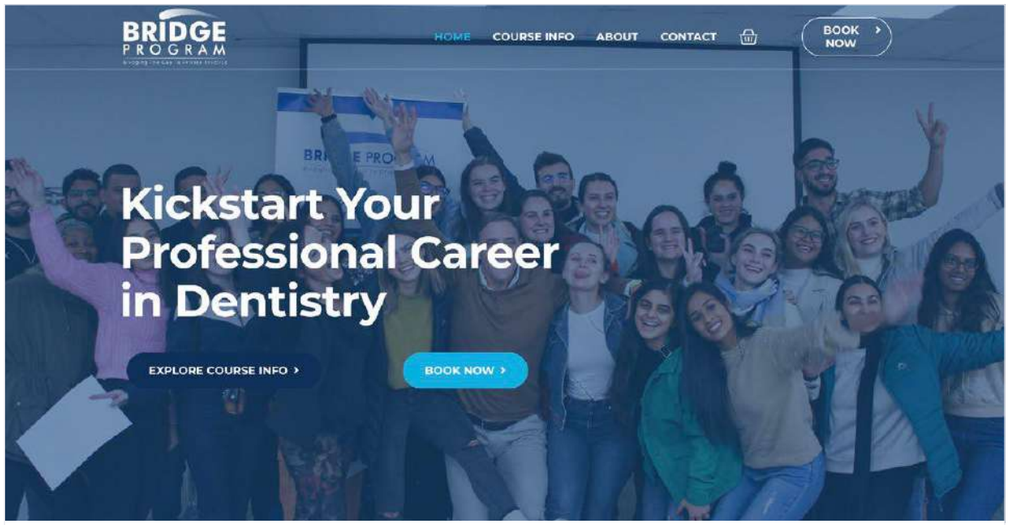


Visit site

DENTAL WEBSITE WORK - THE DENTAL COLLECTIVE AND BRIDGE



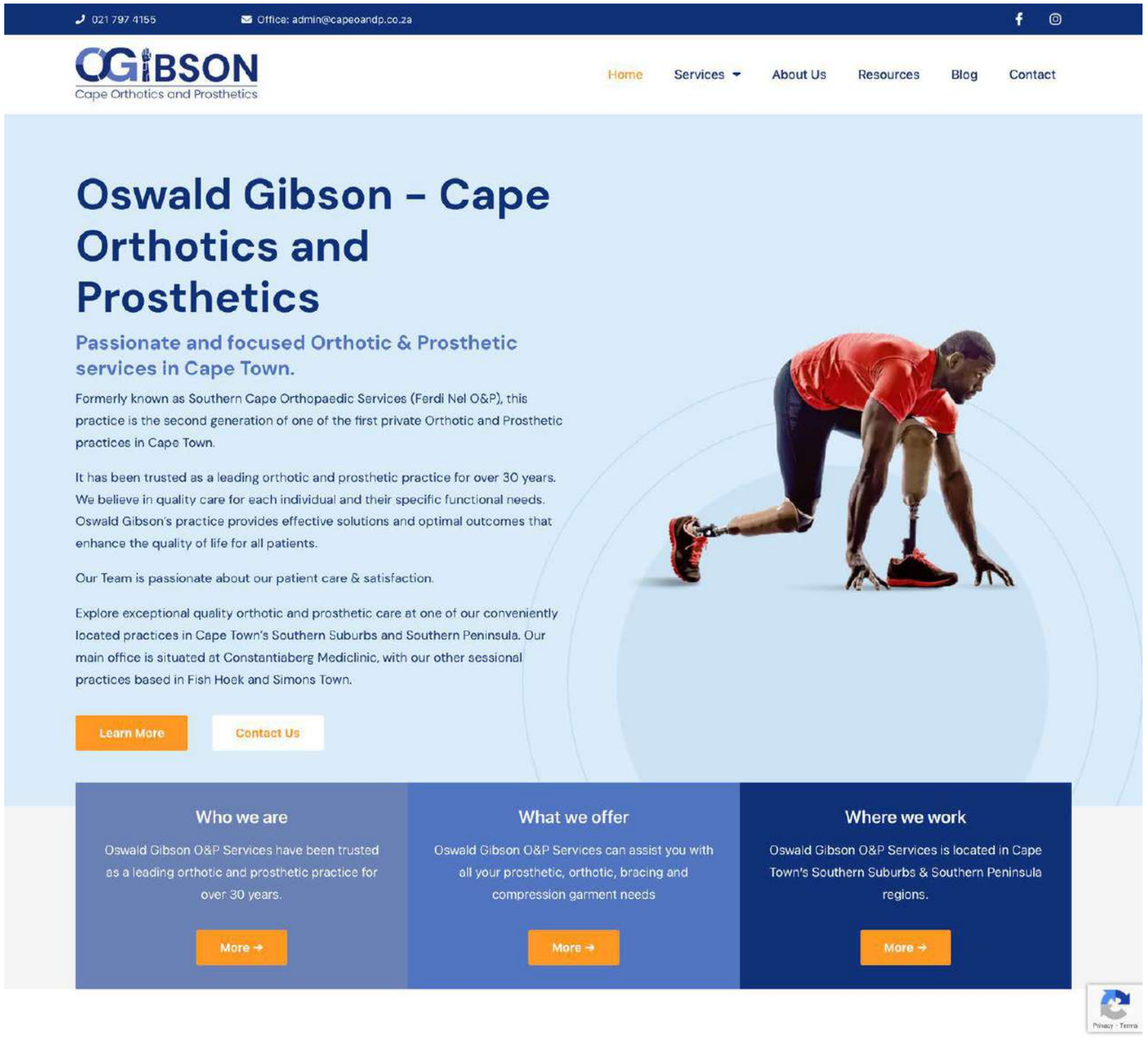
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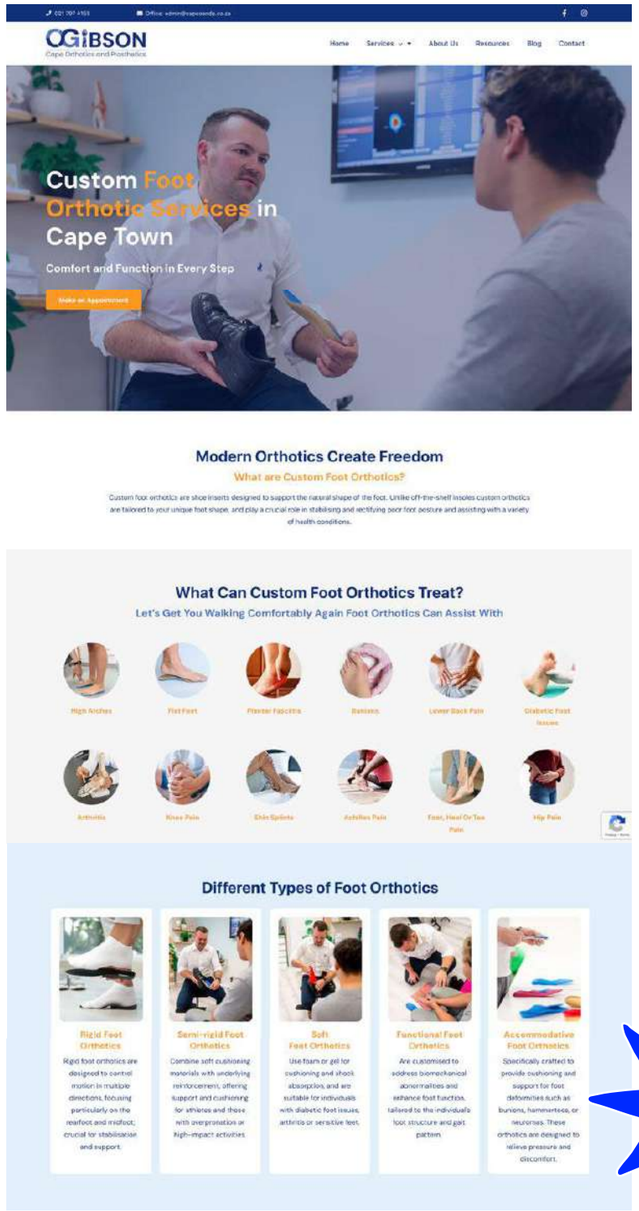


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WEBSITE WORK - OSWALD GIBSON

We Quadrupled their paid conversion rate



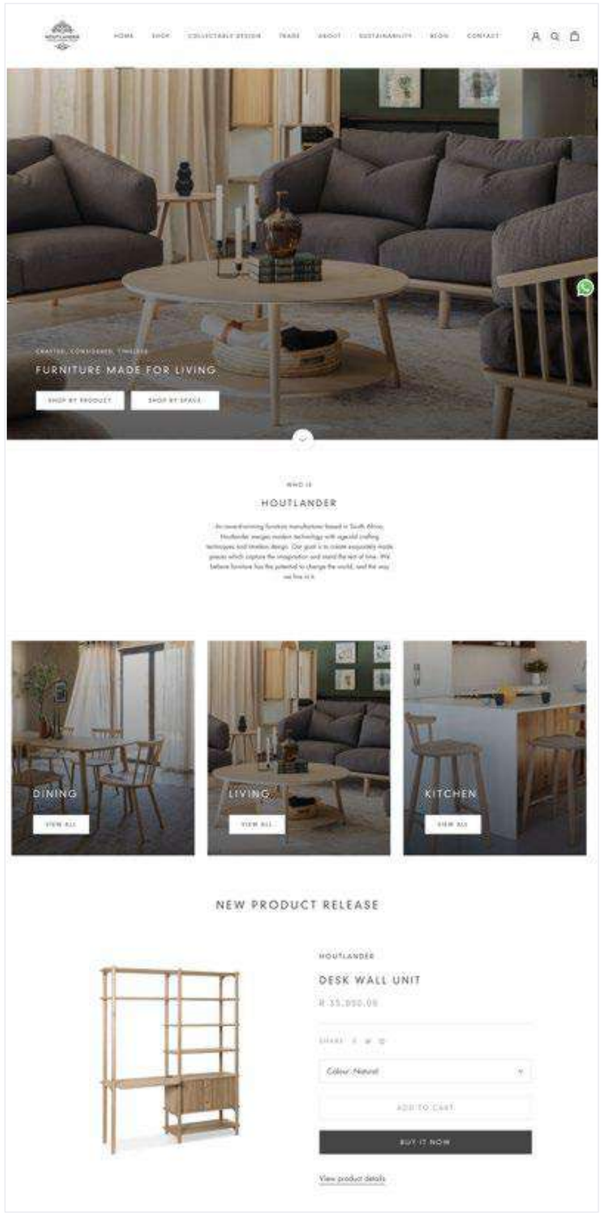


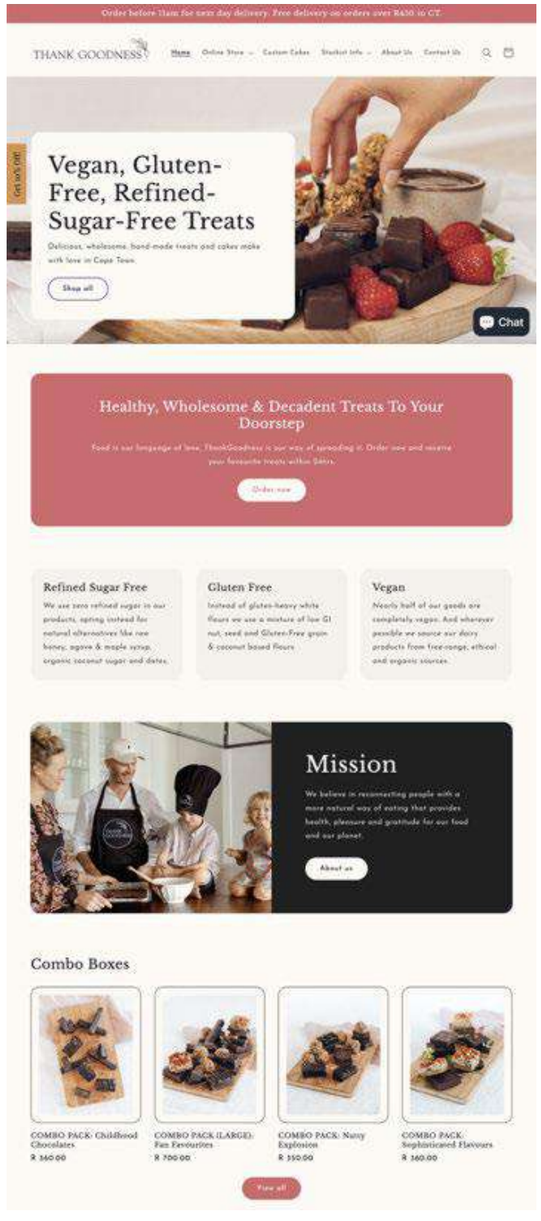
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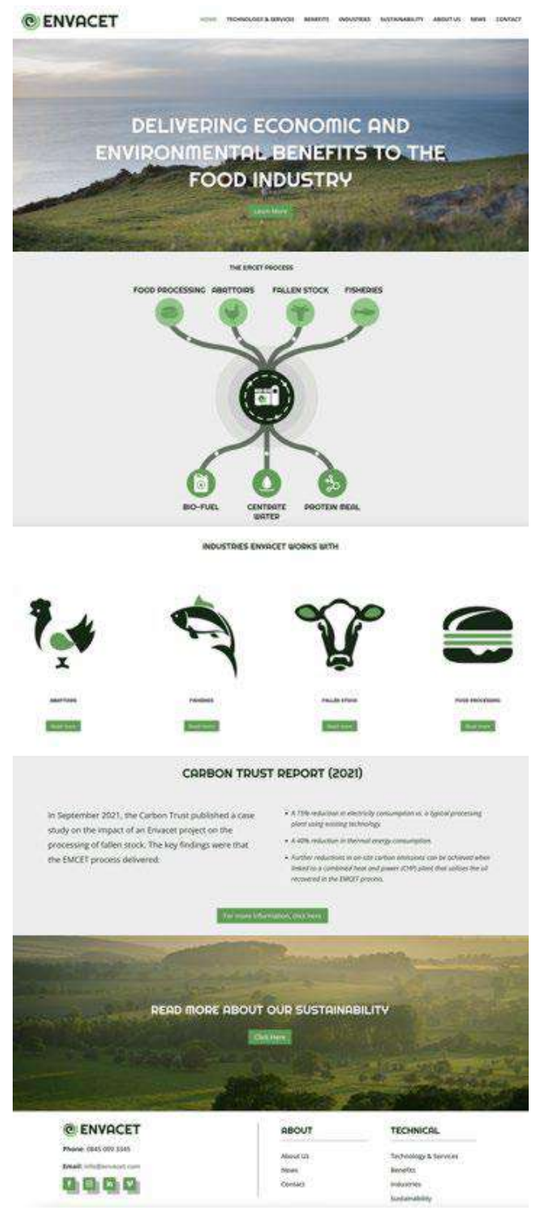
WEBSITE WORK

We doubled their average e-com revenue in 6 months AND quadrupled their online traffic!







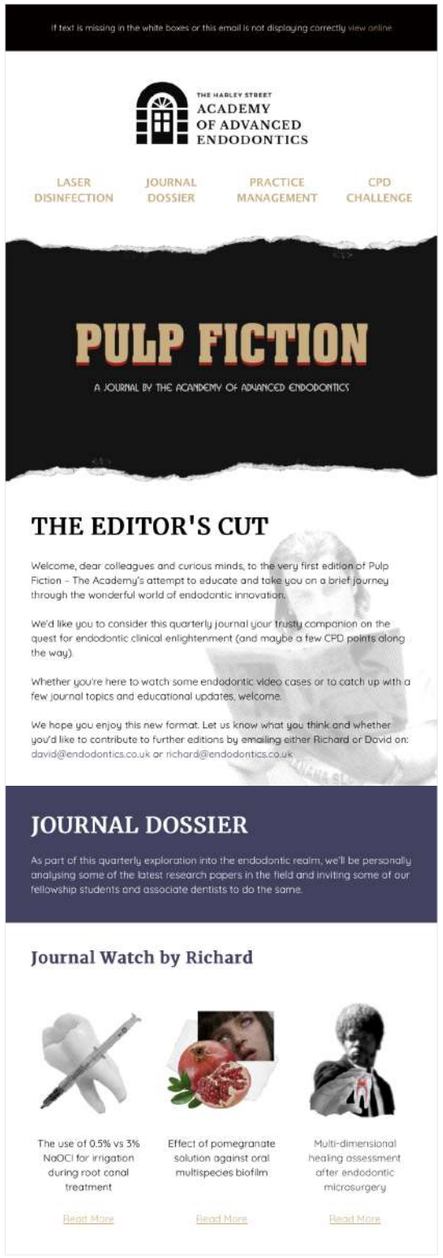


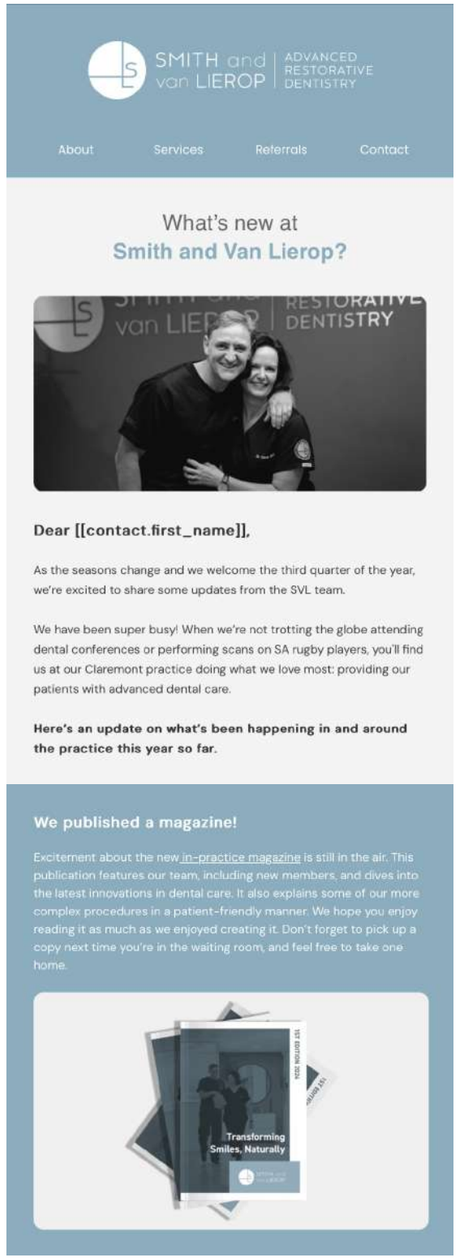
click a page to visit the website

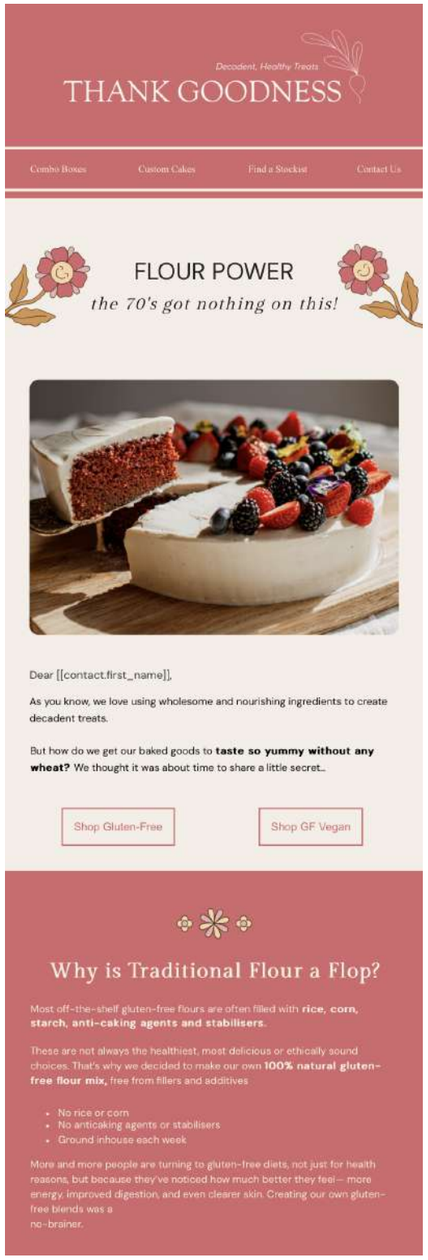
DIGITAL MEDIA WORK

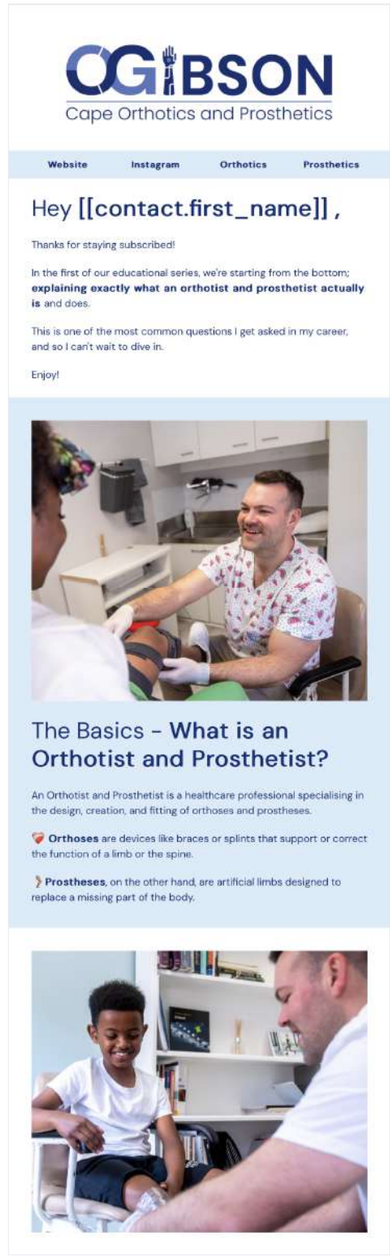
We work on a variety of social media platforms including Instagram, Facebook, TikTok and YouTube. Each month we conceptualise and create content for these different channels. The content includes short-form videos, educational sliders, promotions, hero videos and much more.

E-MAIL MARKETING





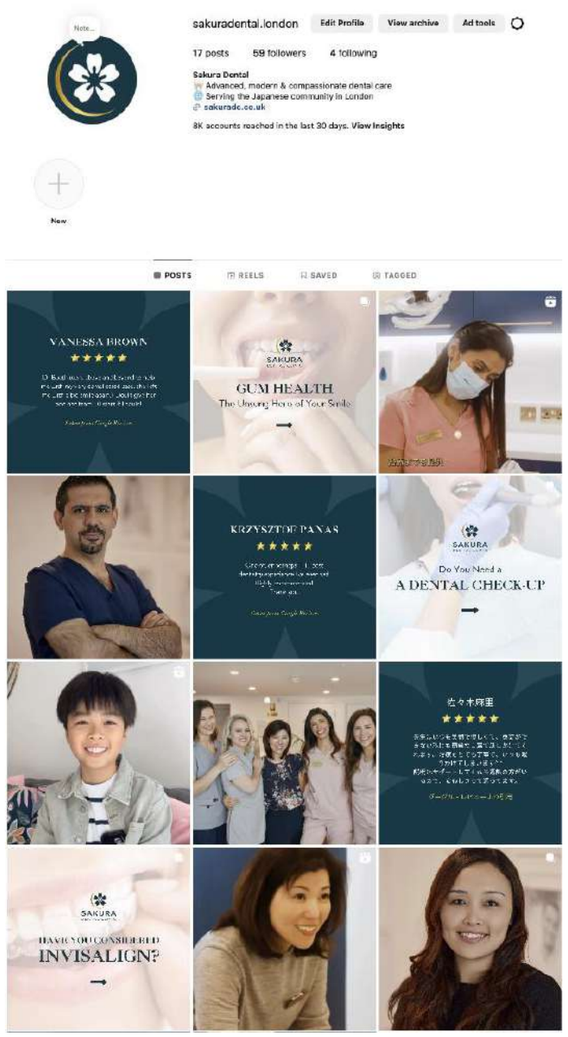


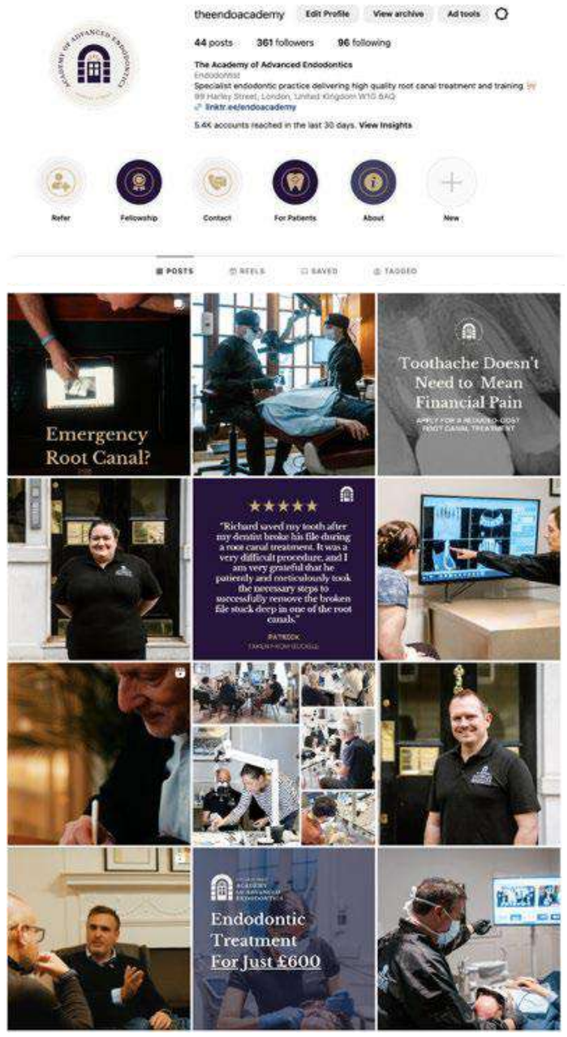


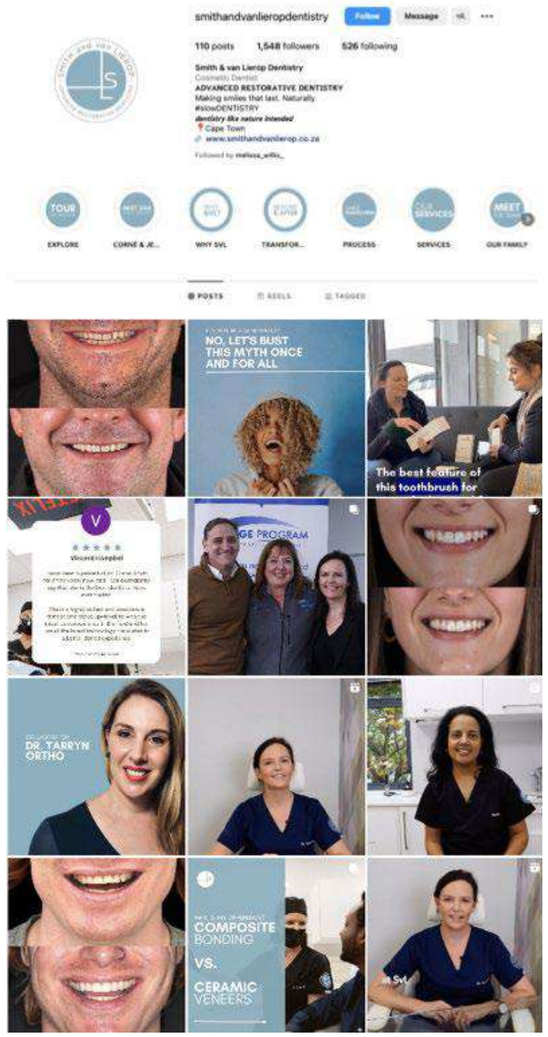


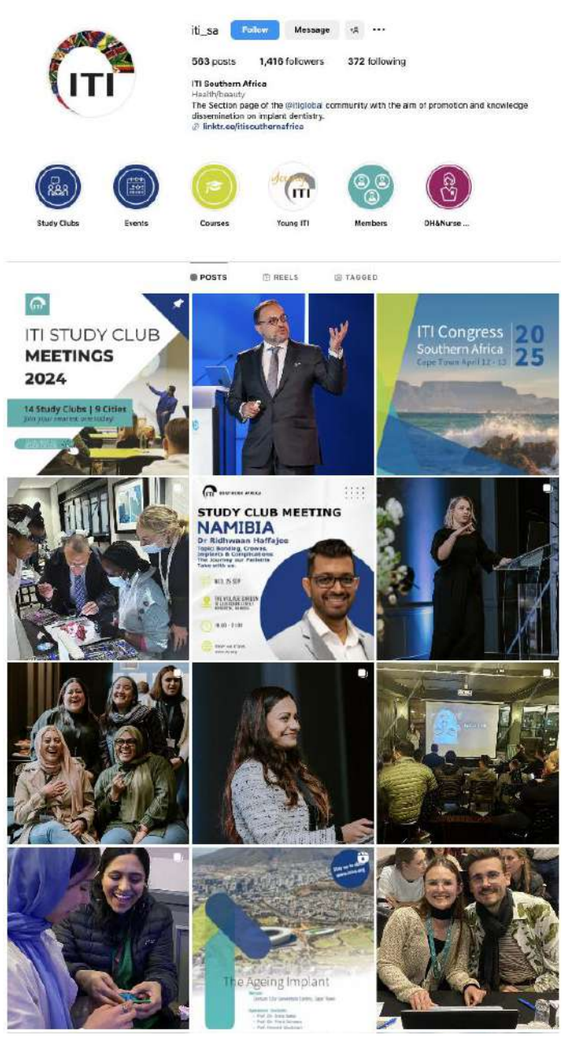
SOCIAL MEDIA WORK - DENTAL

click
a page
to visit the
instagram



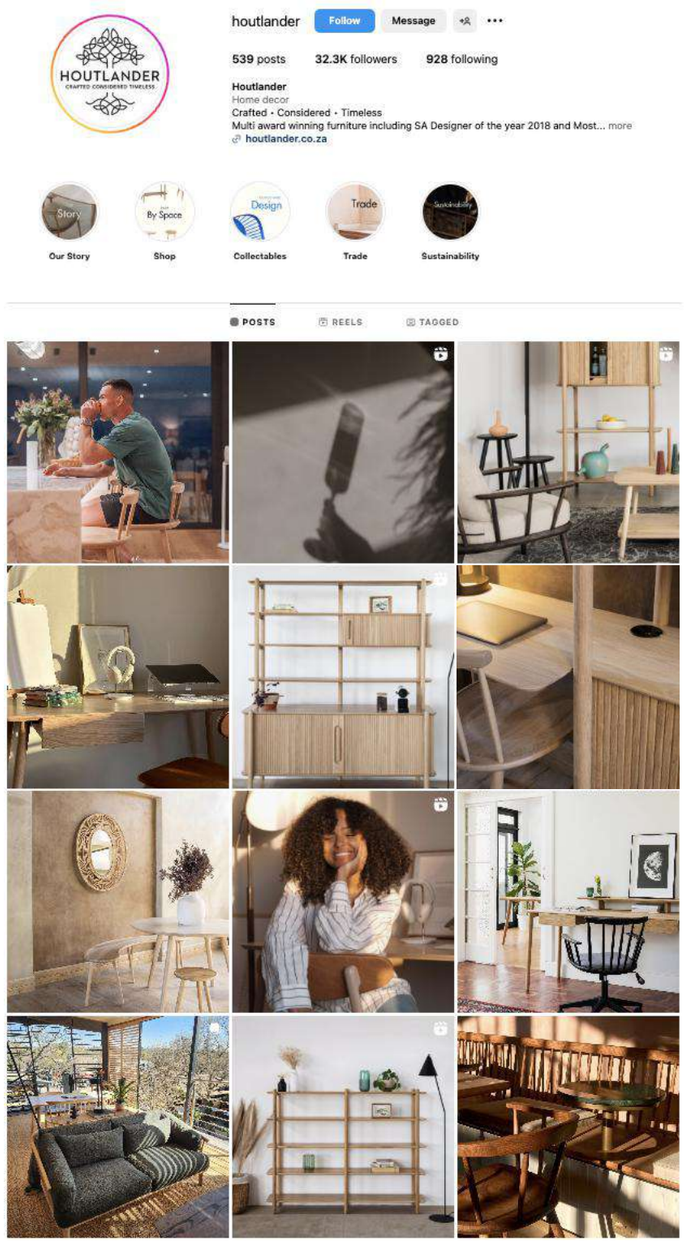


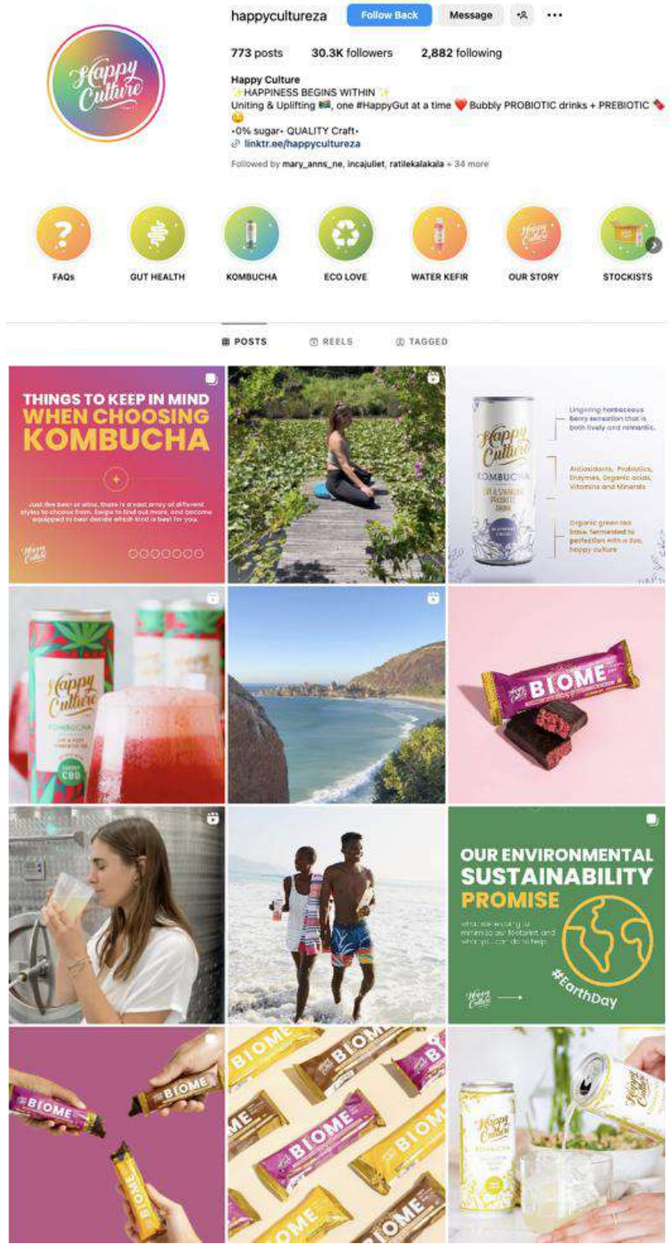


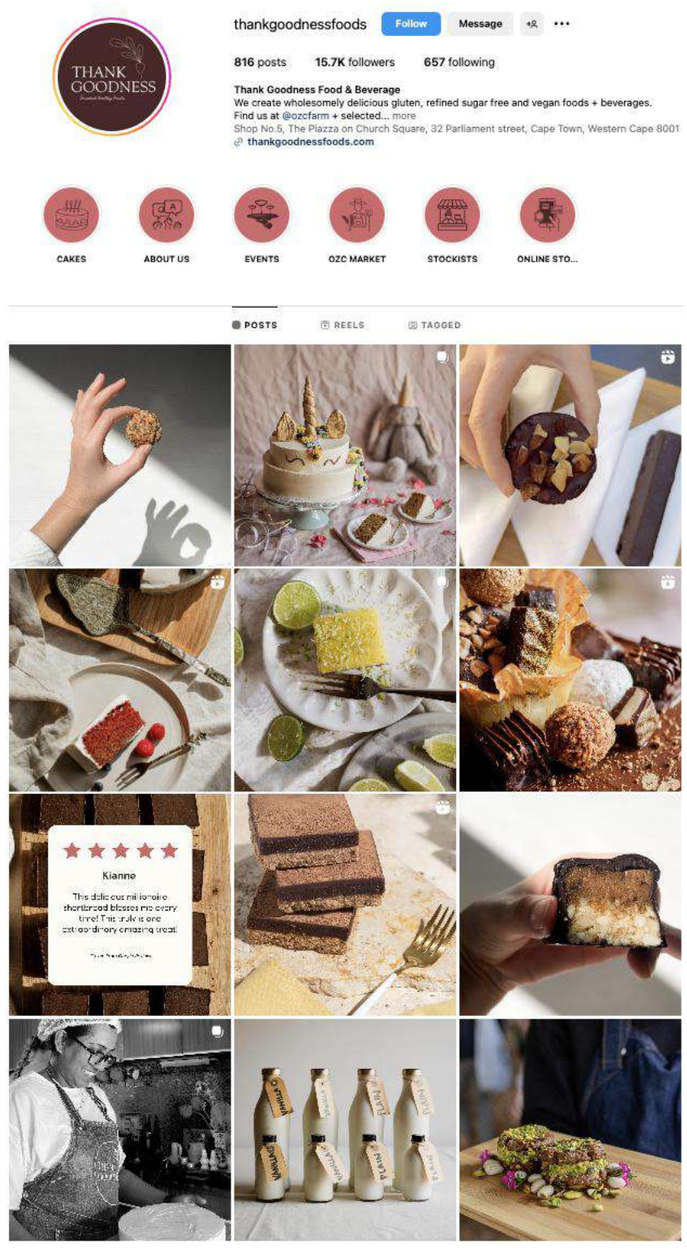


SOCIAL MEDIA WORK - LIFESTYLE

You can also click on these ☺







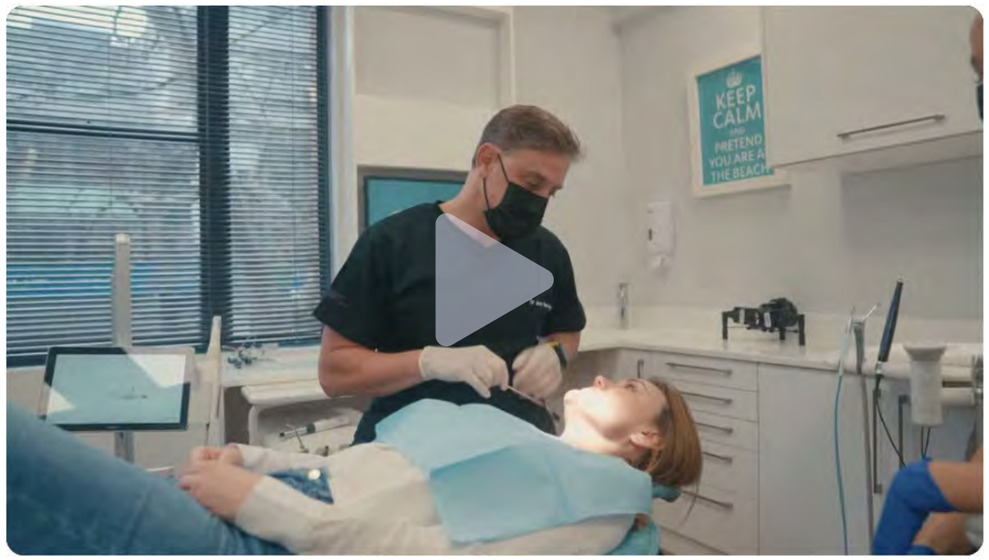
HERO VIDEOS - DENTAL



Smith and van Lierop



Spec-Savers Optometrist



Dr Jean van Lierop



Dr Richard Kahan

HERO VIDEOS

We travelled to Kenya to make this documentary



Veld & Sea - Edible Landscape



Conscious Peacebuilding



Mudskipper Trailer



Cape Orthotics and Prosthetics



Of the Sea

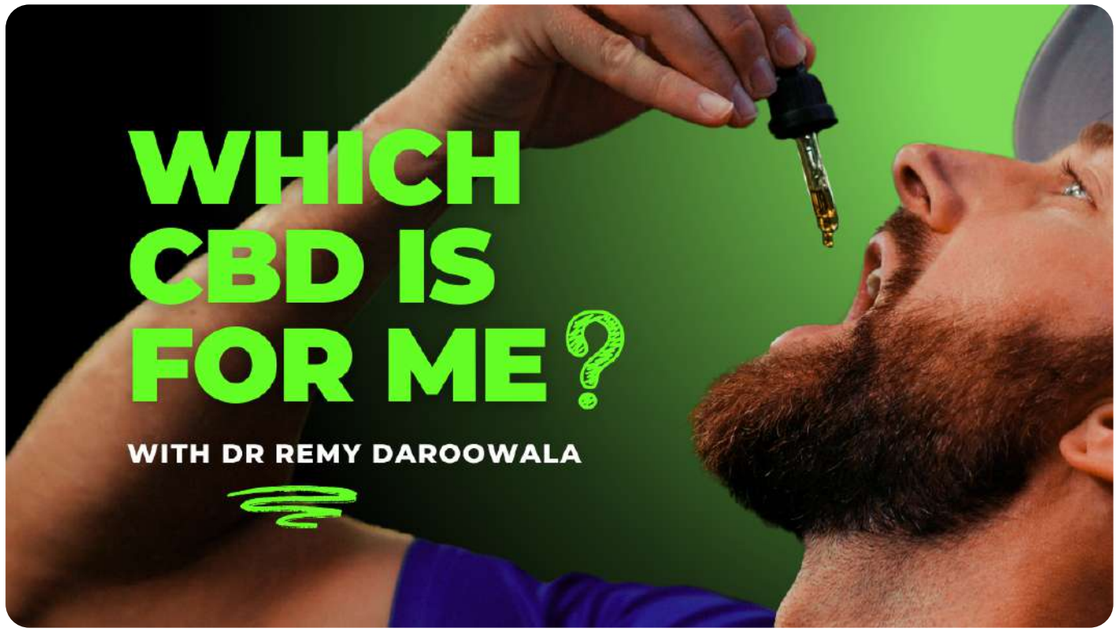


Beaumont

VIDEO CONTENT - OUR LATEST WORK!

Don't forget to click and watch!!



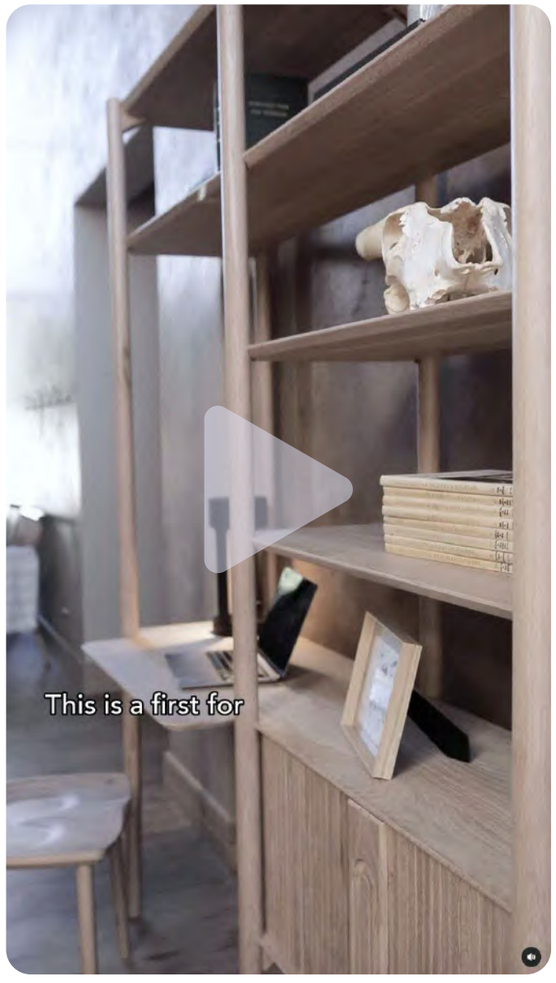








SHORT-FORM VIDEO CONTENT - INTERIORS









SHORT-FORM VIDEO CONTENT - DENTAL





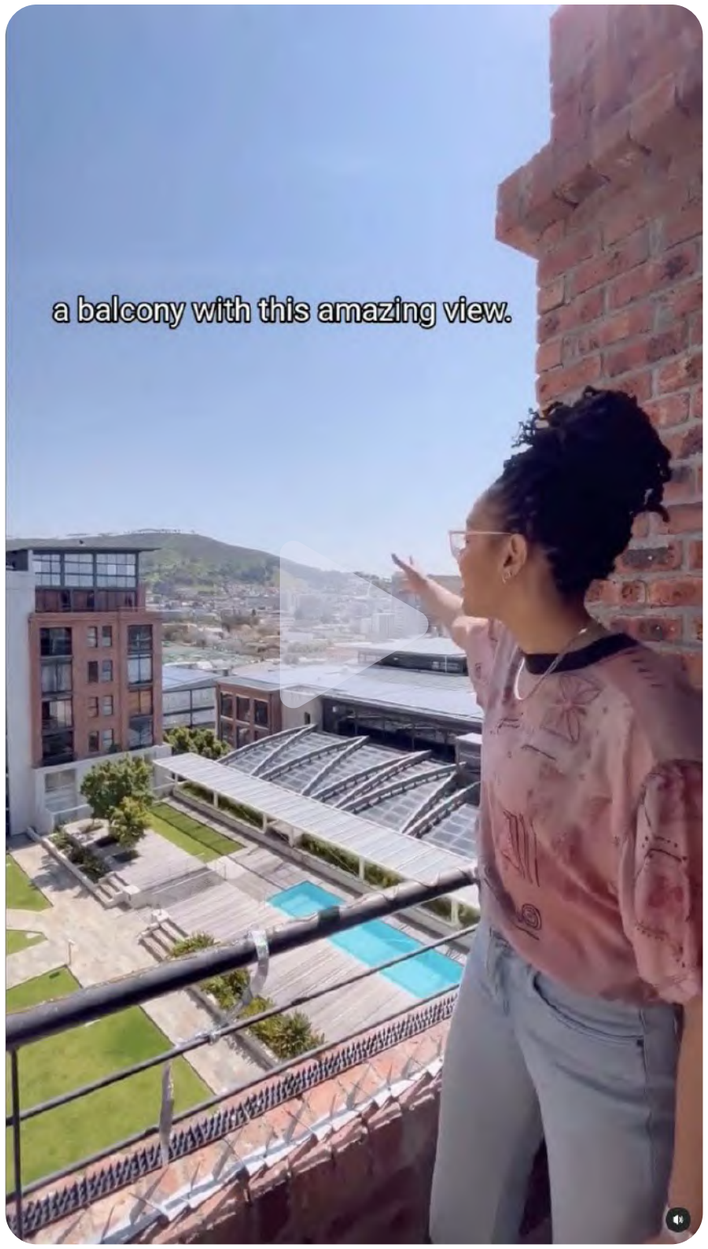


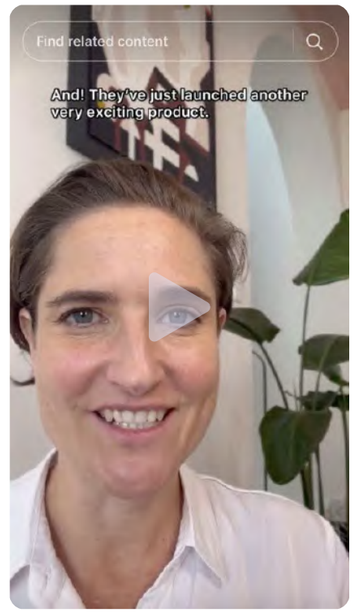


SHORT-FORM VIDEO CONTENT - VIRAL

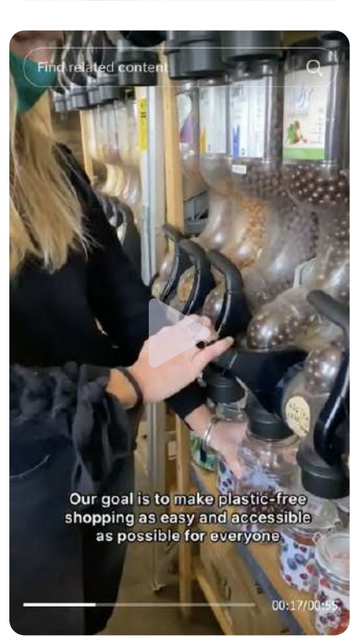
Over 1MILLION views JUST from these 6 videos!

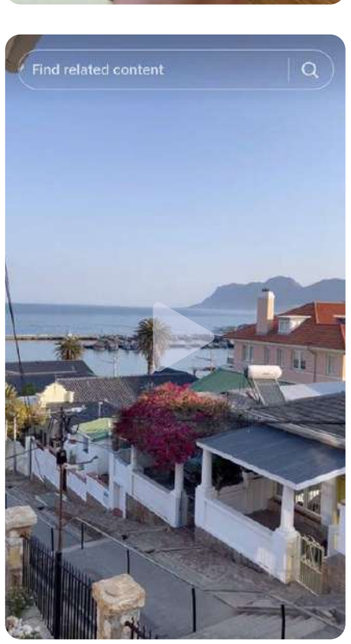












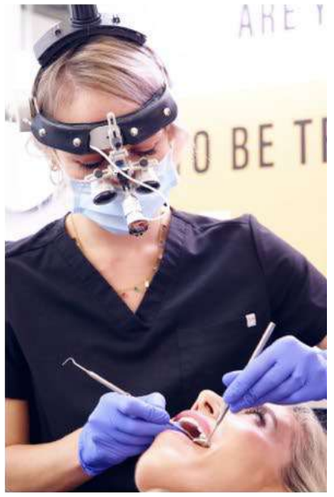
STILLS - DENTAL
















STILLS - STUDIO

































STILLS - LIFESTYLE

















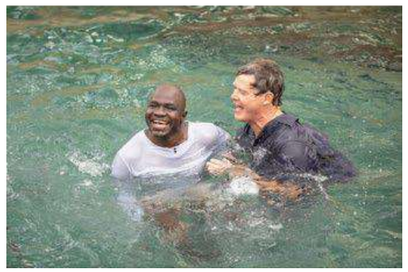















PRINT MEDIA WORK

Alongside digital content creation, we also create a wide array of print media for our clients. Ranging from in-practice magazines and brochures to packaging and more, we love coming up with innovative ways to keep your audience captivated.

MAGAZINES


1ST EDITION 2024
Transforming
Smiles, Naturally
SMITH and
van LIEROP
The Steps to a Perfect Smile Design
Detailed Consultation
Transforming Smiles, Naturally
Ukraine Has Some of the
Best IT Professionals in
the World.
200K
computer engineers
Ranked
5th
in the world for IT
outsourcing
Why we're still
hiring in Ukraine,
and why you
should be too.
While Ukraine has shown resilience at every turn, it's economy
needs support. One of the best ways companies around the world
can do this is by hiring experts within the tech industry. here's why...
READ MORE
SKEIN
Read
more
Learn
more

THANK YOU

Thank you so much for taking the time to go through our portfolio. If you are interested in collaborating with the agency or have any further questions, please feel free to reach out to our founder, Sam Chambers:

sam@brandeye.am +27 72 137 4061


BRANDEYE.AM
make believe