

CASE STUDY - 3D Ultimate Medical Aesthetics

Brand building through digital marketing



KEY POINTS

Support Received

- Adviser support
- Webinar and workshop support

Outcome

- Upskilling the business
- Building the brand and reaching new customers

3D Ultimate is an Aesthetic clinic based in the Lace Market district of Nottingham. They specialise in providing bespoke treatments for discerning and celebrity clients who value the high standard of service, outstanding results, and individual attention. 3D Ultimate uses the latest medical-grade technology and innovative new services that are not available elsewhere. In addition to this, they only have one client at any one time at the clinic and give them the care, time, and personal attention they deserve.

In common with many businesses, the Covid-19 pandemic had forced 3D Ultimate to close for a significant period of time. Although disappointing, this gave the business the opportunity to refocus their efforts and develop new services.

The support they received from the D2N2 Growth Hub was two-fold, their Growth Hub Adviser was able to support them in upskilling the business in a period of downtime by suggesting the D2N2 Growth hub digital marketing webinars and action planning workshops. As such, they attended several digital marketing sessions such as 'How to use your smartphone to create video for business' and more. These have proved invaluable in growing the businesses online presence and strengthening the brand.

"The Covid-19 Pandemic has given us the time to refocus our brand on delivering a level of individual service not seen anywhere outside London. All our services are bespoke, offer exceptional value and deliver fantastic results. The pandemic has allowed us the time to develop a new and innovative range of services that will continue to strengthen our brand. We have been fortunate to receive digital marketing support from the D2N2 Growth Hub, which is giving us the skills and knowledge to capitalise on this innovative approach and effectively reach our target audience."

Tatiana Hallam – 3D Ultimate – Medical Aesthetics

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