SKINIII

AESTHETICS | MEDICAL | WELLNESS

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DMS

Data My Site

Case Study

SKIN111 MEDICAL & AESTHETIC CLINIC × DATAMYSITE

CASE STUDY

STRENGTHENING AESTHETIC HEALTHCARE VISIBILITY ACROSS THE UAE



COMPANY NAME
SKIN111Medical& Aesthetic Clinic

INDUSTRY
Healthcare | Dermatology | Medical Aesthetics | Wellness

WHAT WE DID
SEO|AISearchOptimisation(AI SEO & GEO) | Bilingual PR |Influencer Marketing | Content Creation | Flyer Distribution | Influencer Database Development

LOCATION
Dubai & Abu Dhabi, UAE

SKIN111 Medical & Aesthetic Clinic partnered with DataMySite (DMS) for a comprehensive 18 month growth campaign combining SEO, AI Search Optimisation, bilingual PR, influencer marketing and localised offline promotions. The campaign focused on strengthening online visibility, building regional authority and connecting with potential clients across Dubai and Abu Dhabi.

ABOUT THE PROJECT

BUILDING A STRONGER PRESENCE ACROSS SEARCH, MEDIA AND COMMUNITIES

DMSdelivered anintegrateddigitalandon-groundmarketing campaign to position SKIN111across searchengines,AI-powered platforms, regional media and social channels. The campaign combined search optimisation, service-based PR, local influencer collaborations, flyer distribution in Yas Island and the development of a database of 3,000 influencers.



OBJECTIVE

BUILDING VISIBILITY, TRUST AND LOCAL AWARENESS

Thecampaignaimed tostrengthen Skin111'sorganicsearch presence, improve visibilityacross AI-powered search platforms, establish credibility through regional media and generate local awareness through influencer collaborations and direct community outreach across Dubai and Abu Dhabi.

CHALLENGE

REACHING AESTHETIC AUDIENCES ACROSS MULTIPLE TOUCHPOINTS

Thecampaignrequiredaconnected approach toreach medical-aestheticaudiences across different discovery channels. The focus was on improving search rankings, strengthening brand visibility in AI-generated answers, securing credible media coverage and building local awareness through relevant creators and targeted community outreach.

2200
NEW KEYWORD RANKINGS

61
EDITORIAL PLACEMENTS

50,000

3,000
INFLUENCER DATABASE

SOLUTION

AN INTEGRATED STRATEGY FOR DIGITAL AUTHORITY AND LOCAL REACH

DMS developed a marketing strategy combining SEO and GEO, bilingual PR, hyper-local influencer campaigns and offline flyer distribution. This was supported by a comprehensive database of 3,000 influencers to strengthen Skin111's creator outreach and future campaign opportunities.

IMPLEMENTATION

TURNING MULTIPLE MARKETING CHANNELS INTO GROWTH OPPORTUNITIES

The campaign was delivered through six key initiatives:

01

SEO,AI SEO & Generative Engine Optimisation (GEO)

Secured 2200 new top-10 keyword rankings within 90 days and 60 new followed referring domains in 60 days, supporting growth in Domain Rating from DR 31 towards a target of 50+. Published 16 bilingual blogs monthly (12 English and 4 Arabic) and optimised 47 AI search prompts to strengthen Skin111's visibility in AI-generated answers.

02

Service-Based Bilingual PR

Secured 61 editorial placements across seven major titles within 90 days, covering English, Arabic and medical publications, alongside features across 50 GCC publications. Followed backlinks directed readers to relevant clinic service pages, supporting search authority and discoverability.

03

Hyper-Local Instagram Influencer Campaigns

Activated six creators every month, with three focused on DIFC Dubai and three on Yas Mall Abu Dhabi. Collaborations featured a diverse mix of Asian, Arab and Western creators to connect with local audiences.

IMPLEMENTATION

04

Content Creation & Full-Funnel Integration

Produced 18 collaborative Reels and 18 linked Stories over 90 days. Creator Reels were embedded directly onto relevant clinic service pages to strengthen social proof, on-page engagement and conversion opportunities.

05

Hyper-Local Flyer Distribution in Yas Island

Distributed 50,000 flyers across Yas Island, Abu Dhabi, to increase local awareness and promote Skin111's new clinic in Abu Dhabi Yas Mall and services among residents and surrounding communities.

06

Influencer Database Development

Compiled and delivered a database of 3,000 influencers to Skin111, providing a broader resource for creator discovery, outreach and future influencer marketing campaigns.



GULF NEWS DUBAI 29°C GOLD/FOREX

FRIDAY PARTNER

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SKIN111's IV service centres on freshly prepared, customised formulations

Last updated: October 28, 2026 | 15:14

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BEAUTY

SKIN111 brings a personalised approach to skin care in the UAE

Press Room · November 2, 2026
Updated 2026/11/02 at 10:07 AM

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Anyone booking a HydraFacial in Dubai at SKIN111 will find that the appointment begins with a conversation about their skin, the change they would like to see and the way a treatment might complement the skin they already have, and the same approach carries through whether the discussion turns to Rejuran, Profhilo or another option from the clinic's range.

Someone looking for a fresher complexion before an occasion may have different priorities from someone seeking a longer-term plan for skin quality, and SKIN111 pairs expert assessment and medical expertise with a considered range of treatments so that each plan reflects the individual's

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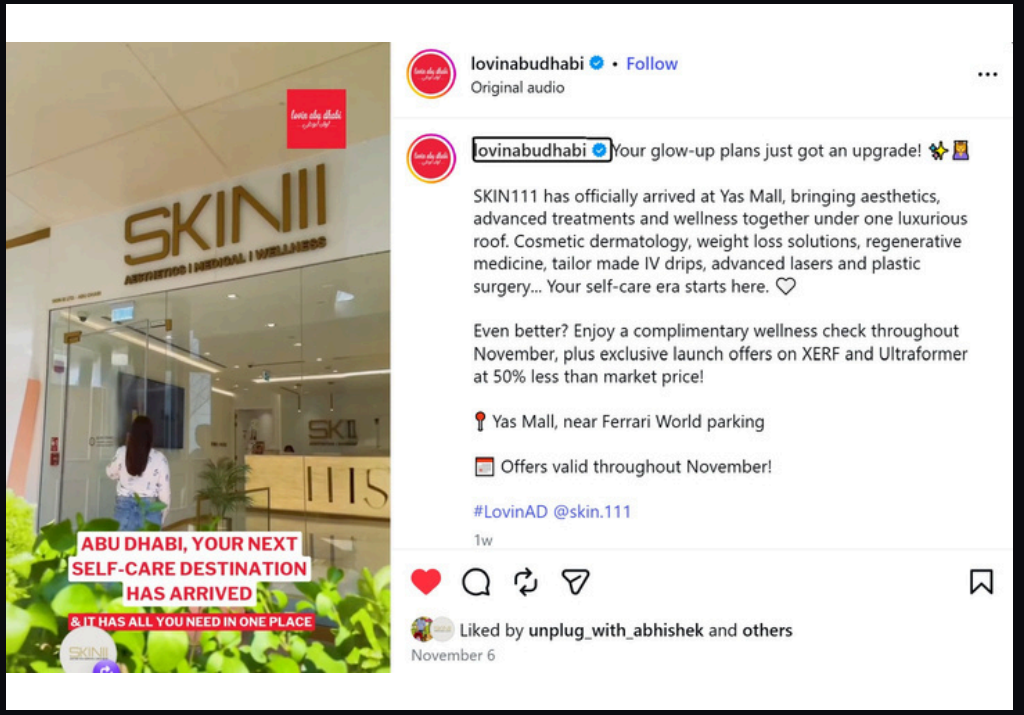
INFLUENCER CONTENT

HYPER-LOCAL INSTAGRAM INFLUENCER CAMPAIGNS







CONCLUSION

STRONGER DIGITAL AUTHORITY. WIDER LOCAL REACH.

Through an integrated three-month campaign, DMS supported Skin111 across search optimisation, AI visibility, bilingual PR, influencer marketing and offline promotions. With 2200 new top-three keyword rankings, 61 editorial placements, 50,000 flyers distributed in Yas Island, 18 creator Reels and a database of 3,000 influencers, the campaign connected digital authority with targeted local engagement.

From search engines and regional media to social platforms and residential communities, DMS helped strengthen Skin111’s presence across the UAE.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM