



HEALTHCARE SOCIAL MEDIA CASE STUDY:



Client: Satin Healthcare

Location: Hastings, East Sussex

Client Since: June 2022

CHALLENGE

Satin Healthcare, a private clinic in Hastings specialising in healthcare and non-surgical aesthetic treatments, was delivering exceptional services, but lacked the digital visibility to match. In a sector where trust, professionalism, and personal recommendation are everything, their social media presence needed to reflect the clinic's credibility, calm environment, and advanced treatments.

They needed support to:

- Communicate their range of services.
- Build trust in a highly regulated and sensitive sector.
- Generate consistent engagement from local and relevant audiences.

OBJECTIVES

- Position Satin Healthcare as a trusted, expert-led clinic in Hastings, East Sussex.
- Increase awareness of both their medical and aesthetic services.
- Drive enquiries and bookings through improved digital visibility.
- Maintain a professional, brand-aligned social media output that feels human and credible.
- Establish Satin Healthcare as a trusted authority in both medical and aesthetic treatments by building a consistent and professional online presence that reflects the quality of care offered in-clinic.
- Increase awareness of Satin's full range of services.
- Strengthen local recognition and client loyalty by positioning Satin as the go-to clinic for people in Hastings seeking safe, results-driven treatments with a personal touch.

For clinics like Satin, social media isn't just about marketing, it's about building trust where it matters most.

STRATEGY

Conquest Social Media created a tailored content and advertising strategy designed to highlight Satin Healthcare’s unique strengths, generate engagement, and build trust in their community:

- 1. Content Planning & Creation
 - Weekly branded posts across Instagram and Facebook showcasing treatments, staff, clinic interiors, and service benefits.
 - Educational content to inform audiences about procedures, safety, and recovery, positioning Satin as transparent and knowledgeable.
 - Before & after transformations shared with client consent, reinforcing real results.
 - Geo-targeted Facebook and Instagram posts aimed at potential clients in East Sussex.
 - Retargeting users who had engaged with content.
- 2. Integrated Management
 - Full scheduling, posting, and performance reporting.
 - Collaboration with clinic staff to keep the content current and reflective of new treatments and offers.

IMPACT

- Satin Healthcare’s digital presence now reflects the calm, clinical quality of their in-person experience.
- Their reach has grown significantly among their core demographic, health-conscious women and men in the local area.
- A flow of enquiries has contributed to increased bookings across several treatment areas.

RESULTS

Metric	Before Conquest	After Conquest
Avg. Engagement Rate	↓ Low	↑ +48%
Monthly Reach	↓ Low	9,000+



CLIENT FEEDBACK

Dan and Harry at Conquest are our heroes, they study all the medical conditions we treat, keeping up to date with the latest research and guidelines, and review with us to make sure factually correct. Simply put, they're our social media gurus!

Steve & Paula, Directors - Satin Healthcare

CONCLUSION

For healthcare providers like Satin, social media is more than just marketing, it’s about visibility, trust, and connection. Conquest Social Media helped Satin Healthcare turn a static presence into a dynamic local platform that educates, reassures, and converts.

This case demonstrates what’s possible when healthcare businesses take a proactive, strategic approach to social media, not just for visibility, but for growth, reputation, and long-term client relationships.



If your healthcare setting is ready to grow with a smarter social strategy, let’s talk.

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