

Case Study: Ali Mearza

Here's 60 seconds with one of our clients Ali Mearza who was looking to branch out into social media to extend his reputation for excellence in laser eye surgery:

What situation was your business in when you first came to Get Ahead VA?

I was keen to start using social media in my marketing. Whilst my Harley Street practice is very successful, I felt there was a great opportunity to use social media to communicate my expertise and in particular connect with a younger demographic who may be looking for Laser Eye surgery procedures.



Services delivered:



Social Media

How did we help solve the problem for you?

My VA Vanessa set up a business Facebook page and a Twitter account for me, ensuring that the branding and copy were all consistent with my website and other marketing materials. She carried out research to follow as many relevant and interesting Twitter accounts to begin building followers and set up an ongoing, monthly schedule of content which is then posted onto Facebook and Twitter on my behalf.



What difference did this make to your business?

It feels like I'm moving forward with trusted people at my side. I trust Rebecca and her team. She manages expectations and takes people with her.

