**Company name: ОлДент (OlDent)**

**Industry: Dentist**

**Company URL:** [**http://stomatolog.com.ua/**](http://stomatolog.com.ua/)

**Social media:**

**Facebook -** [**https://www.facebook.com/oldentkyiv**](https://www.facebook.com/oldentkyiv)

**Audit:**

The main content of OlDent is **articles**, which they put on their website. The number of articles is really poor, but they are present.

The only one social media of OlDent is Facebook. Their page has **101 followers**.

The activity of social media channel **is poor**, because most of their posts in Facebook were made about year or more ago.

The activity of their **followers** is also poor, because there are only 9 rates and\or comments on this page. The main activity of followers of just putting the button «like» for this page. There 103 likes and only 101 followers.

**Proposes for content:**

The main idea of my propose is to make for articles, but not only on the most science part of the theme. It would be great to write articles, that answer the main people`s questions, like «In what age is it safe to whiten teeth» etc.

As it is main content on their website, so my proposes for their social media I`ll put on the 4th part of my work. In this (second) part I wrote just about articles.

Content have to be remade. Every articles need to build in this way: 1 H1 and 2 H2 to get better ranking. Make the length of articles longer and provide pictures or\and videos in it.

Now on each article we have one picture, but the size of it is terrible. We need to change it or delete it at all at first.

**Example:**

As I say in previous part of my work, is would be great to make articles that answer the main and widest questions of consumers.

Another great idea to do is make video, because it gives us opportunity to spread it also on YouTube and the second great reason is that video will spread faster, better and new information will be better understood by people on the web.

For better spreading this content or video its great to upload it local groups or publics. As it is clinic from Kyiv, Ukraine and people from this region prefer social media like «Vkonakte» than Facebook, so it is better to use it. In this social media local groups (for each city, district or country) is widespread, so we can use advertising from group of Kyiv.

Another way to find new consumers and, of course, watchers of this video is to find the nearest school or university and invite them to us with some sales for them. Young people communicate with a lot of people every day and many people of this age go to the dentists, so it is great idea, I think.

**Social media plan:**

People like to watch someone`s life. And like of clinic isn`t exception. If we grow our activity on Facebook and create page on Vkontakte, and maybe on Instagram in future, we can grow number of our consumers. But we need person, who will talk about us in social medias and who can write in really interesting manner about it.

I think, it is so easy to write about every small moment in clinic`s life and make it interesting for other people too.

On Instagram we can post photo with interesting people, who visit our clinic. It can be leading TV show, celebrities, just interesting people, sportsman, etc.

Of course, we can post something from life of out doctors, but not about personal life, but professional, like new certifications or new machines in our clinic.

Of course, every new article on our website have to be written about on Facebook and other social medias to get more reviews, reposts and new consumers.

Influencers:

Actually, there are a lot of influencer on web, that we can use. Of course, we will use at first influencers from Kyiv or Ukraine in general. It will provide us better authority rate of advertising.

The best way to provide this type of advertising campaign is Instagram, a little bit worse – Facebook.

I will provide three influencers from Kyiv, but potential number is much bigger.

1. <https://www.instagram.com/dollmatova/>
2. <https://www.facebook.com/kievtypical/>
3. <https://vk.com/typical_kiev>

As we know, most people in social media are women. And that is why the first link is on Instagram account of one of the most popular woman from Kyiv, who is not only model, but also a designer. She has hundreds of thousand followers, who everyday look at her profile and react on advertising in it.

The second and the third are profile of Kyiv in Facebook and Vkontante. They have really good auditory and they have much influence on people and growth our number of consumers.