



Digital Marketing Specialist Graduation Project

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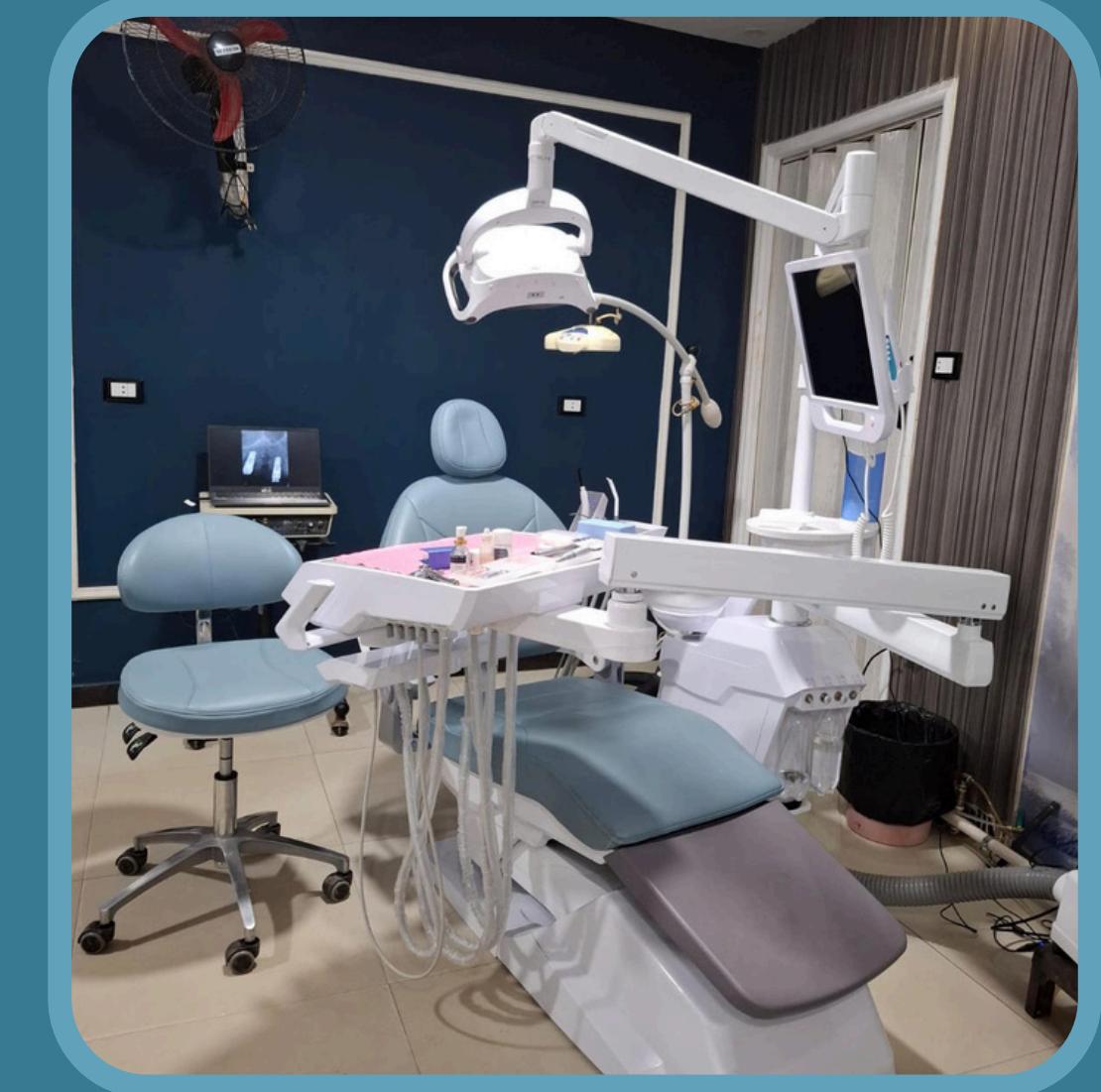
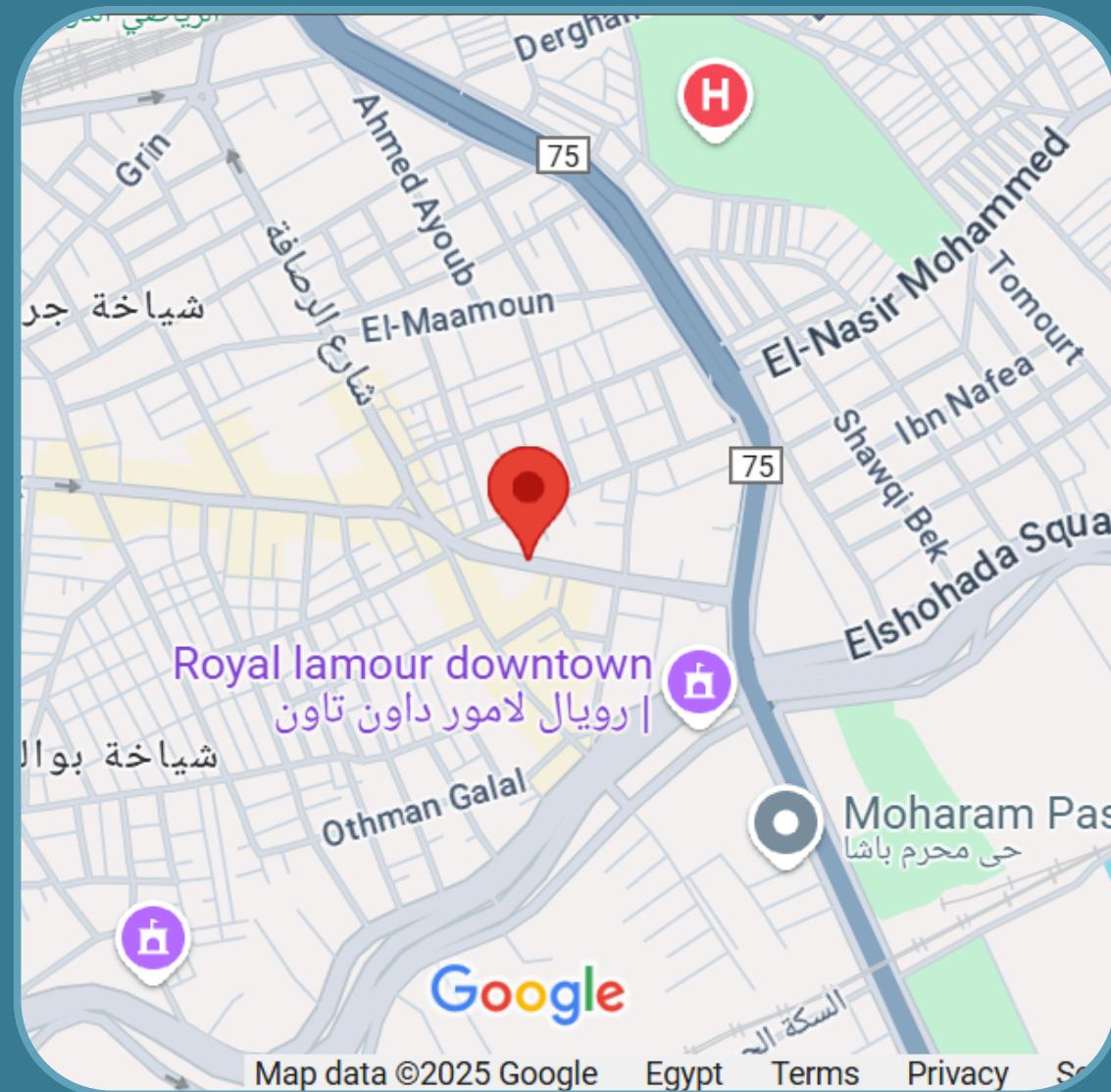
Introduction



Introduction



We hold a digital marketing strategy for a Dental Clinic in Moharam-Bek , ALEXANDRIA for Dr. Ahmed Saeed Hammad, The page of the clinic was created on 2018 and was pause on 2019. We started working on the page starting from December 2024 to increase page followers and increase awareness.





VISION AND MISSION

VISION:

Our vision is to deliver advanced, patient-centered dental care in a welcoming and innovative environment.

MISSION

To establish a trusted digital presence that educates, engages, and builds long-term patient relationships while enhancing the clinic's reputation and achieving sustainable community growth.



GANNT Chart





Situation Analysis



SWOT Analysis

STRENGTHS

- Trusted dentist with over 30 years of experience.
- Strong patient rapport and a wide range of high-quality services.

S W

OPPORTUNITIES

- Digital marketing will build strong online presence to attract more patients
- Retargeting patients by refreshing the presence on social media

O T

WEAKNESSES

- Limited marketing effort
- Gaps in patients feedback
- Never make life posts or videos

THREATS

- High competition from clinics with lower prices or higher technology or promotion
- Patients in medium-level areas might prioritize cost over quality

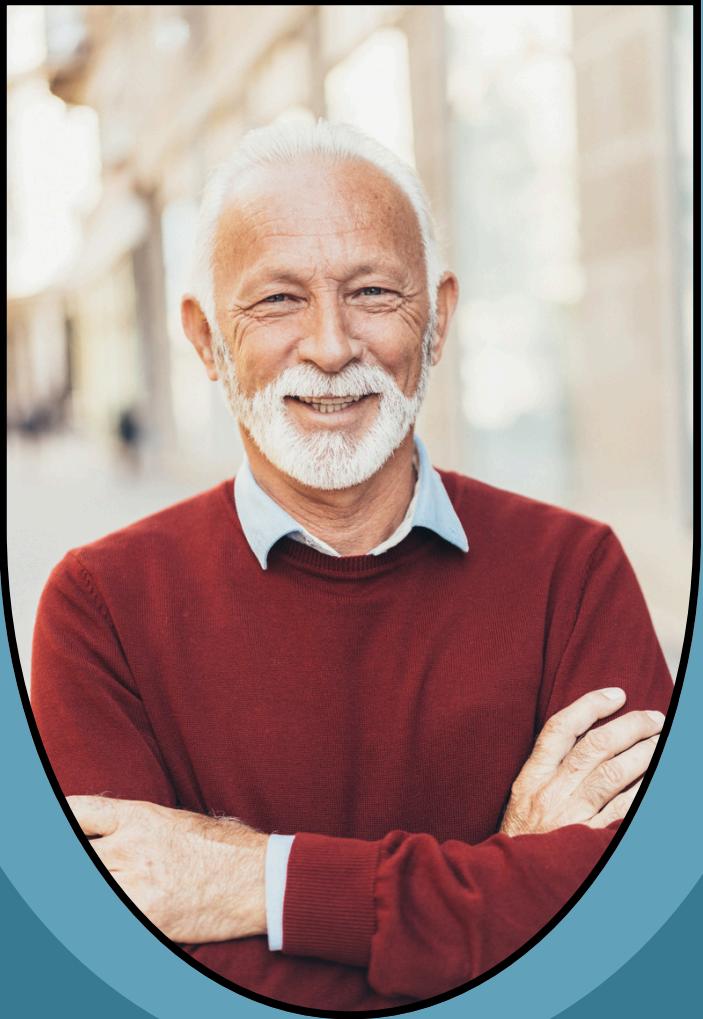




BUYER PERSONA



Buyer Persona



KHALED
RETIRED ENGINEER

Bio: Khaled is in his sixties, retired and takes care of his health. He prefers experienced dentists, looks for special offers for the elderly, and looks for clinics that have contracts with insurance companies.

Goal: He want to maintain good dental health and get good health care
He is looking for a clinic that offers specialized services for the elderly.

Challenges: He may have some concerns about visiting the dentist
He search for a clinic close to his home.

Pain points: He suffers from diabetes and the complications associated with tooth extraction. He wishes to replace these teeth but is uncertain about whether to choose commercial implants or fixed bridge

Buyer Persona



Ali
College Student

Bio: Ali is in his twenties, single uses social media to search for clinics, looks for offers and discounts, reads reviews, prefers to book online, and is influenced by friends' recommendations.

Goal: Wanting to have an attractive smile to boost his self-confidence in social relationships, he is looking for a clinic that offers special offers for students.

Challenges: He cares about his dental health in general but may procrastinate visiting the doctor due to costs or fear. He has a limited budget. He prefers clinics that offer installments. He is looking for a clinic close to the university..

Pain points: He suffers from diabetes and the complications associated with tooth extraction. He wishes to replace these teeth but is uncertain about whether to choose commercial implants or fixed bridge

Buyer Persona



Nadia
A mother

Bio: Nadia is in her 40s, a mother of four. She is graduated from university and she uses the internet to search for clinics Preferring those that provide quick and efficient services. She compares prices, prefers to book by phone,

Goal: She has time constraints, is looking for a clinic that is close to home and fits her budget, and prefers clinics that provide services for children

Challenges: She cares about her family's health, has regular checkups, and is looking for a clinic that provides comprehensive care for all family members

Pain points: She always has a fear of dental clinics that do not apply infection control standards, so she wants a clinic that applies infection control standards to preserve the health of her children.

Buyer Persona



SAMEH
Athlete

Bio: athlete in his 20s concerned about his physical health, searches for information online, seeks advice from coaches and fellow athletes, prefers clinics that use the latest technology and flexible appointments.

Goal: He may have damaged teeth due to playing sports, he is looking for a clinic that provides emergency services, preferably clinics located near training locations

Challenges: Wants to maintain oral health to ensure excellent athletic performance, looks for quick and effective solutions, may have a busy training schedule..

Pain points: He has sustained a broken tooth while exercising and seeks to obtain a crown that is both affordable and Looks natural.

Objectives



Increasing brand awareness by 30% in the next 3 months through digital marketing platforms.



Increase revenue by 15% within the next 3 months by promoting high-value services (e.g., implants, cosmetic dentistry).



Aim to ***increase patient visits*** by 20% in the next 12 months by new patients and ***retargeting*** previous patients



COMPETITOR ANALYSIS



Competitor Analysis



No of Experience Year	Clinic	Date of page creation
A qualified dentist with about 35 years experience	The logo for AHMED HAAD Dental Clinic features a circular design with a purple border. Inside, the name "AHMED HAAD" is written in black, with "Dental Clinic" in smaller letters below it. There are also small icons of teeth.	The page was created on June 2018
A qualified dentist with about 15 years experience.	The logo for Dr. Waleed Dental clinic is a dark blue circle containing a stylized yellow tooth icon. Below the icon, the name "Dr. Waleed" and "Dental clinic" are written in white.	The page was created on September 2023.
A qualified dentist with about 25 years experience	The logo for ELASHRASY is a dark blue circle containing a stylized red and blue tooth icon. Below the icon, the name "ELASHRASY" is written in white.	The page was created on April 2014

Competitor Analysis



Strengths

Balanced Content
Good Engagement.
Special Discounts.

Weakness

Moderate Posting Frequency but need to be regular
High pricing .

Competitor Analysis



Strengths

- Very High Engagement.
- Frequent Posting.
- Doctor has another clinic in Turkey.

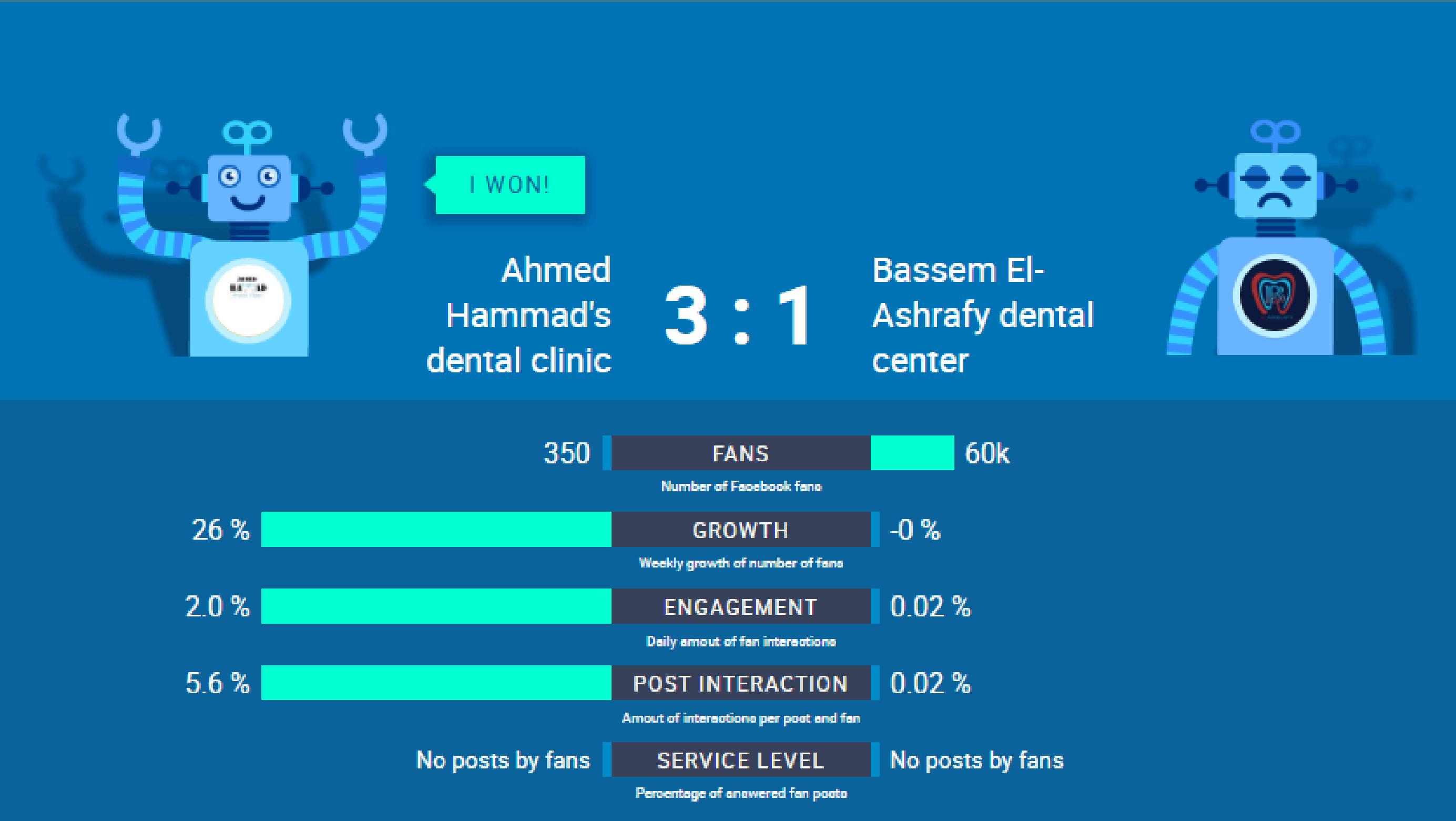


Weakness

- Over posting.
- No direct contact.
- No patients review.
- High services price.



Competitor Analysis



Competitor Analysis





Strategy





Strategy Timeline

Phase 1 (1st month)

Focus on building a strong online presence through Educational , promotions and interaction contents



Phase 2 (2nd and 3rd month)

Focus on patient retention strategies, customer loyalty programs, and growing the clinic's reputation through patient reviews and word-of-mouth



Phase 3 (3rd month)

Evaluate the success of the marketing tactics and refine them based on patient feedback and marketing metrics.





Digital Platforms

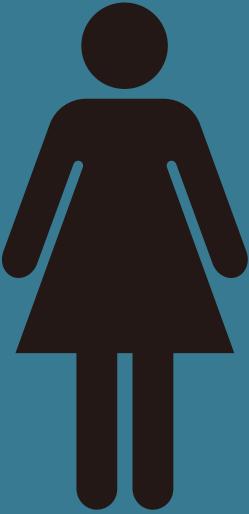
According to the market and audience analysis of the clinics in Alexandria we found that most patients search for dentists mostly on facebook and sometimes on instagram , our audience was including all males and females , single and married , age from 18-60 years



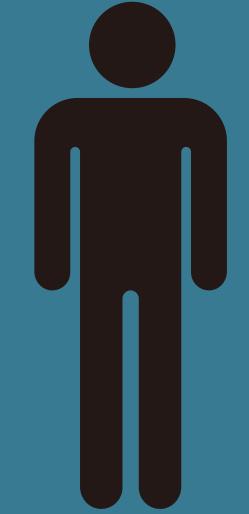
Single



Married



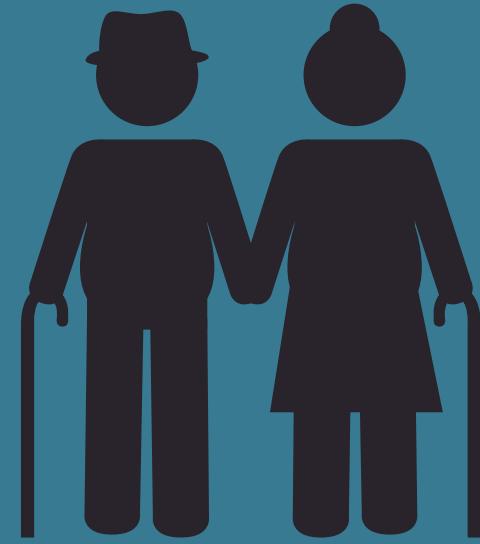
Males and females



Teenage



Adults



Elders



Facebook



Instagram



Applications used



We used these applications and sites during the projects steps



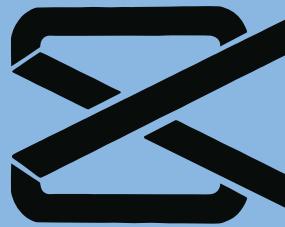
Canva:
For designing social media posts, videos and ads creative



Fanpage Karma:
Used for competitor analysis



Meta Business Suite:
For managing and scheduling Facebook and Instagram posts



Capcut:
For editing videos and promotional videos



Google drive
Used for storing reports, presentations, content plans and sharing files.



Meta Ads Manager:
For running Facebook and Instagram Ads

Advertisement



Budget

We defined the budget for the ads with 1000 LE divided into 2 ads types



Awareness

To increase awareness of the clinic name and location with educational posts



Engagement

To increase the number of followers and likes to the page and retain the old patients.





CONTENT CALENDAR



Content Calendar

DECEMBER



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
			فيديو جير الأسنان ومضاعفاته	خصم خاص على التبنيض	ضرس العقل ومشاكله	فيديو حالة مريض قبل وبعد
أسباب نزيف اللثة		أسنان الأطفال والاهتمام بها	بوست دعائي زراعة الاسنان		ليه لام تركب بعد الخلع	
ضحكتك حتنور التركيبات الثابتة			تركيب فص هدية مع التبنيض	خصم 20% على جميع الخدمات	فيديو بخدمات العيادة	تخصصات العيادة
مشاكل خلع الاسنان لكبار السن		حقائق واكاذيب عن طب الاسنان	ألم العصب		حقائق واكاذيب عن طب الاسنان	
	سكر مضبوط ساند مضبوطة	تهنئة بالعام الجديد				

CONTENT TYPE

Educational

Promotional

Facts and Muth

testimonial

PLATFORM

Facebook

Content Calendar

JANUARY



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
					المضادات الحيوية وتأثيرها على الاسنان	
حساسية الأسنان		معلومة سريعة			حقائق واكاذيب	
زراعة الأسنان ومميزاتها		فيديو عن تنظيف الأسنان			فطريات الفم وعلاجها	
الخشوات التجميلية		أمتی الاسنان اللبنية بتبدل			المخاوف من طبيب الأسنان	
الغلوبريد والمعجون						

CONTENT TYPE

Educational

Promotional

Facts and Muth

testimonial

PLATFORM

Facebook

Instagram

Content Calendar

FEBRUARY



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
التركيبات المتحركة ومميزاتها			فيديو حالة قبل وبعد		تسوس اسنان الأطفال	
حساسية الأسنان			تركيب فص هدية مع التبييض		ريفيو من مريض سابق	
فيديو طريقة غسل الأسنان			صورة لعيادة والدكتور		حقيقة واكاذيب	
تركيبات الاسنان						
CONTENT TYPE					PLATFORM	
Educational	Promotional	Facts and Muth	testimonial		Faceboook	Instagram

Content Calendar

MARCH



CONTENT TYPE

PLATFORM

Educational

Promotional

Facts and Muth

testimonial

Facebook

Instagram



Posts Sample



Posts Samples



Our posts include image posts ,reels , stories and videos
Each type of them include educational, promotional
before/after and testimonial.



Facebook Posts Sample



This post has no text

Post • Dec 17th, 10:49pm

Comment

Overview ⓘ

Views	6,526
Reach	5,509
Interactions	183
Link clicks	35

PROMOTIONAL



This post has no text

Post • Feb 12th, 4:58pm

Comment

Overview ⓘ

Views	1,576
Reach	609
Interactions	22
Link clicks	--

TESTIMONIAL



يلا نووع الجير و التصبغات ونستقبل السننه
الجديدة بابتسameه جميلة كلها ثقه و حيوية ...

Post • Dec 3rd, 12:04pm

Comment

Overview ⓘ

Views	6,091
Reach	3,032
Interactions	30
Link clicks	10

PROMOTIONAL

Facebook Posts Sample



❤️ جه وقت رد الجميل
ياتري فكرت لحظه في المعاناه الل... 😢
Post · Dec 21st, 3:25pm

Comment

Overview ⓘ

Views	396
Reach	114
Interactions	10
Link clicks	--

EDUCATIONAL



This post has no text
Post · Dec 22nd, 2:51pm

Comment

Overview ⓘ

Views	262
Reach	44
Interactions	8
Link clicks	--

EDUCATIONAL



This post has no text
Post · Feb 17th, 10:49pm

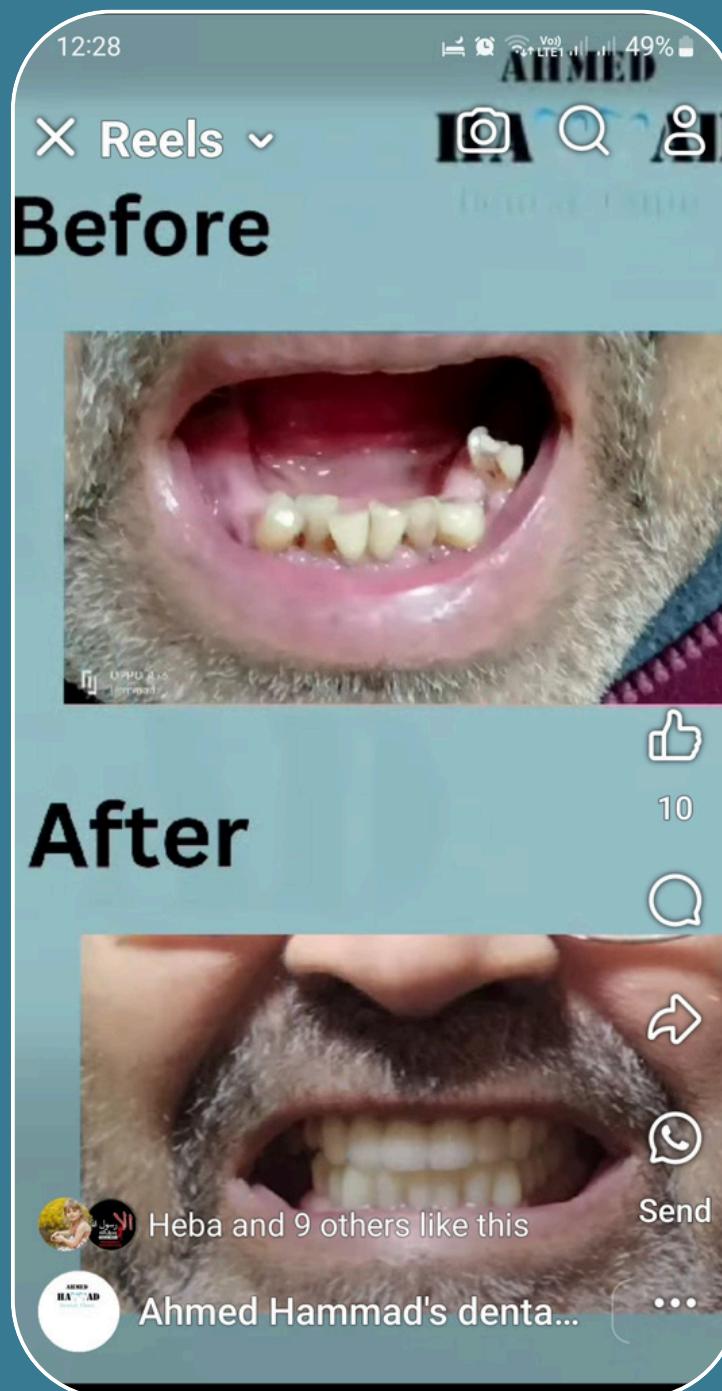
Comment

Overview ⓘ

Views	1,474
Reach	750
Interactions	26
Link clicks	--

PROMOTIONAL

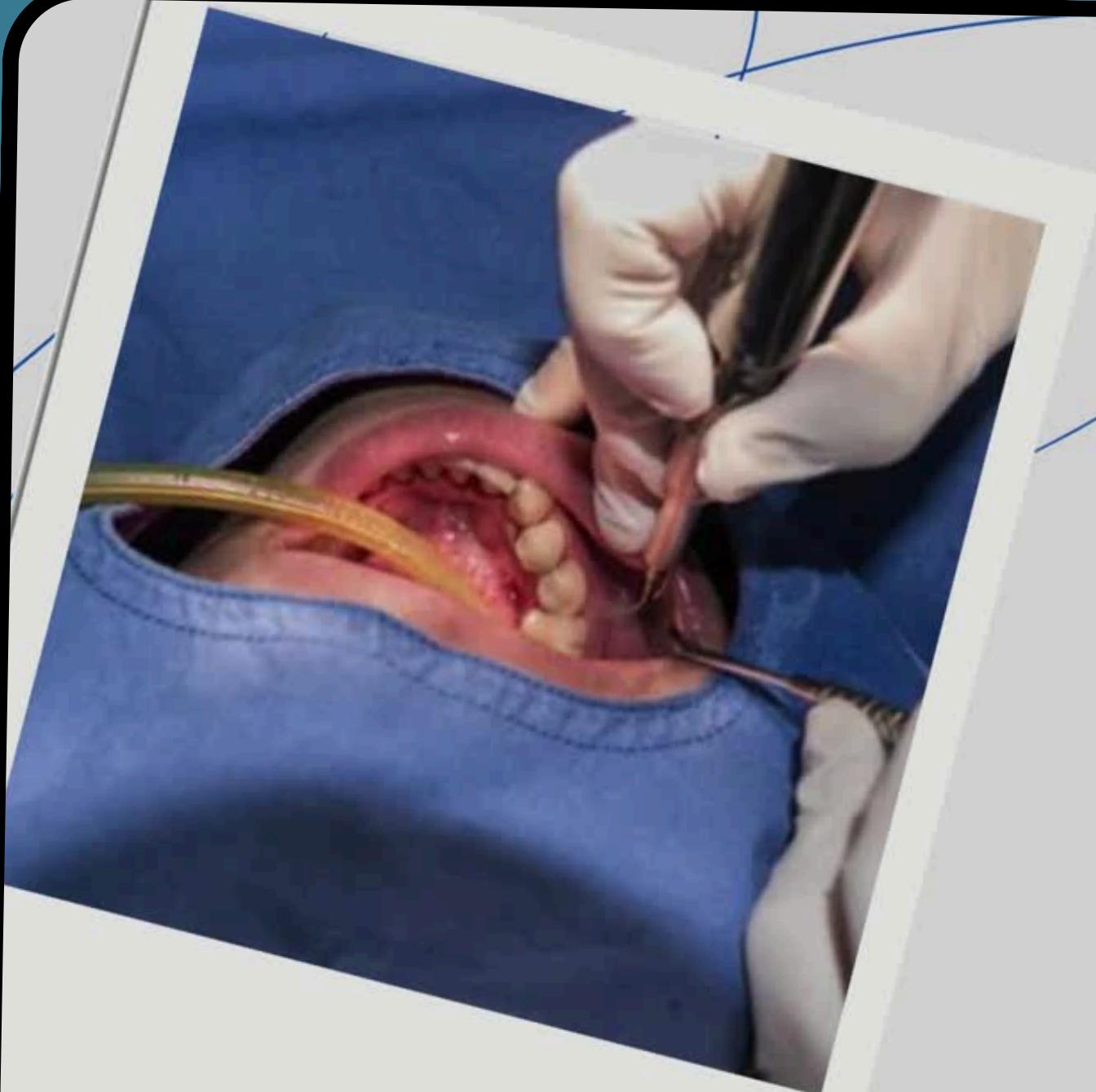
Facebook Posts Sample



Before and after posts were published on facebook and instagram as posts, reels and stories

Facebook Posts Sample





AHMED
HASMMAD
Dental Clinic

جرات الفم والأسنان
بتجهيزات علي أعلى
مستوى

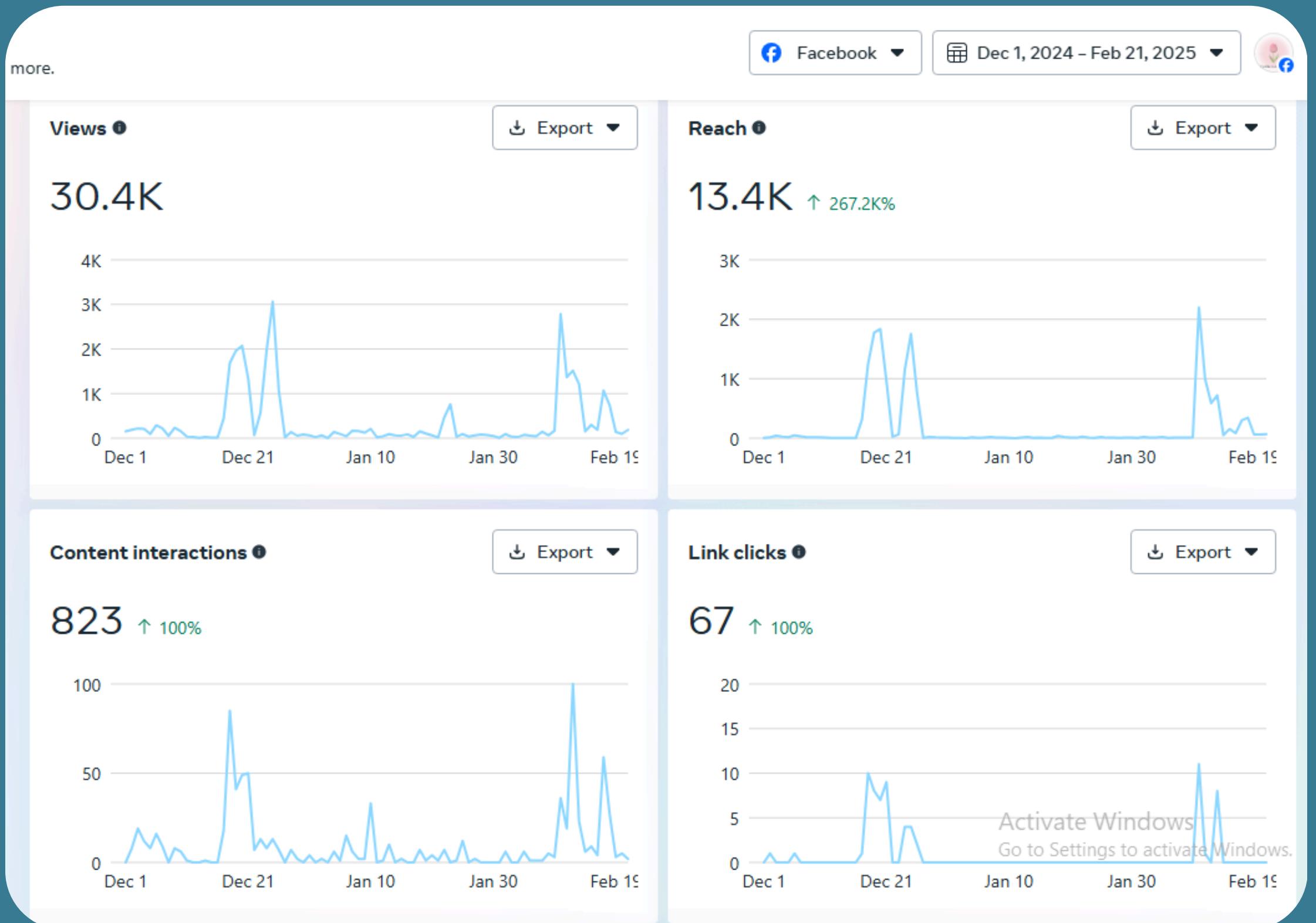




PAGE PERFORMANCE



Page Performance



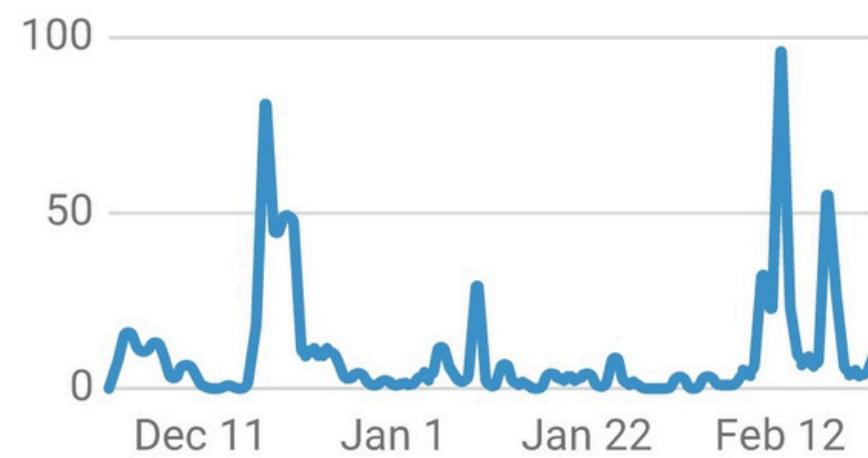
The chart shows the performance of the page starting from 1 Dec to 22 Febr

Content Analysis



Content interactions ⓘ

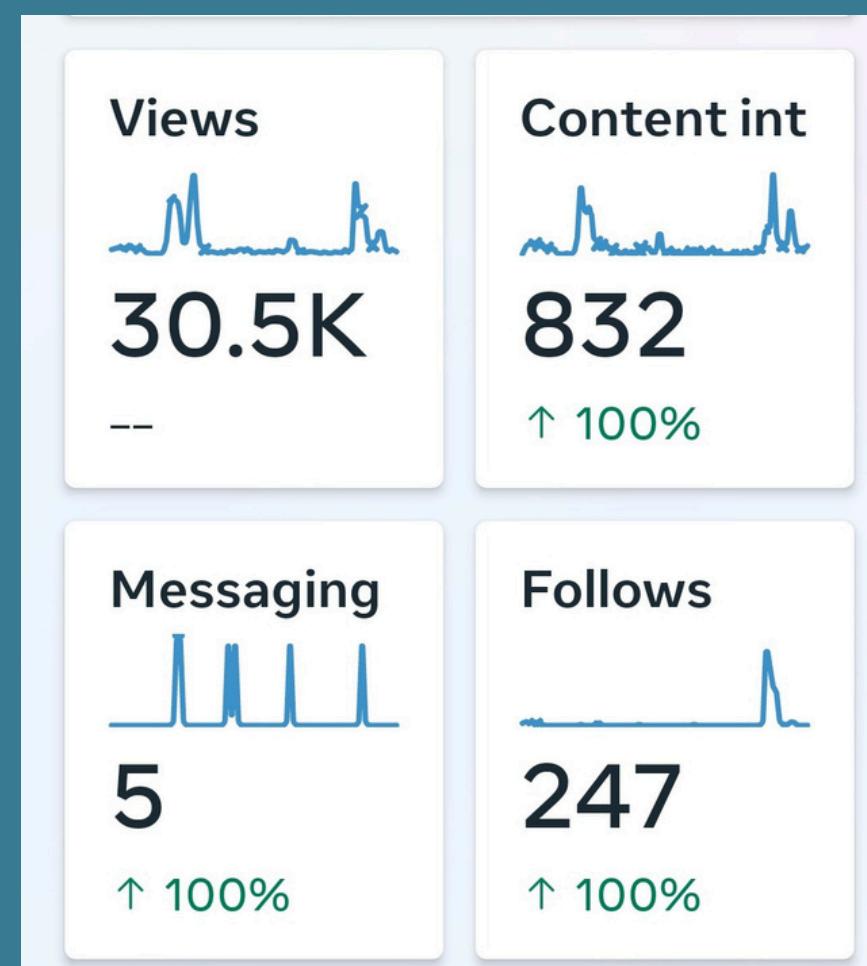
832 ↑ 100%



From followers



From non-followers



Top content formats

Facebook reach ⓘ

↑ 267.3% in the selected time period

Photos



Videos



Links



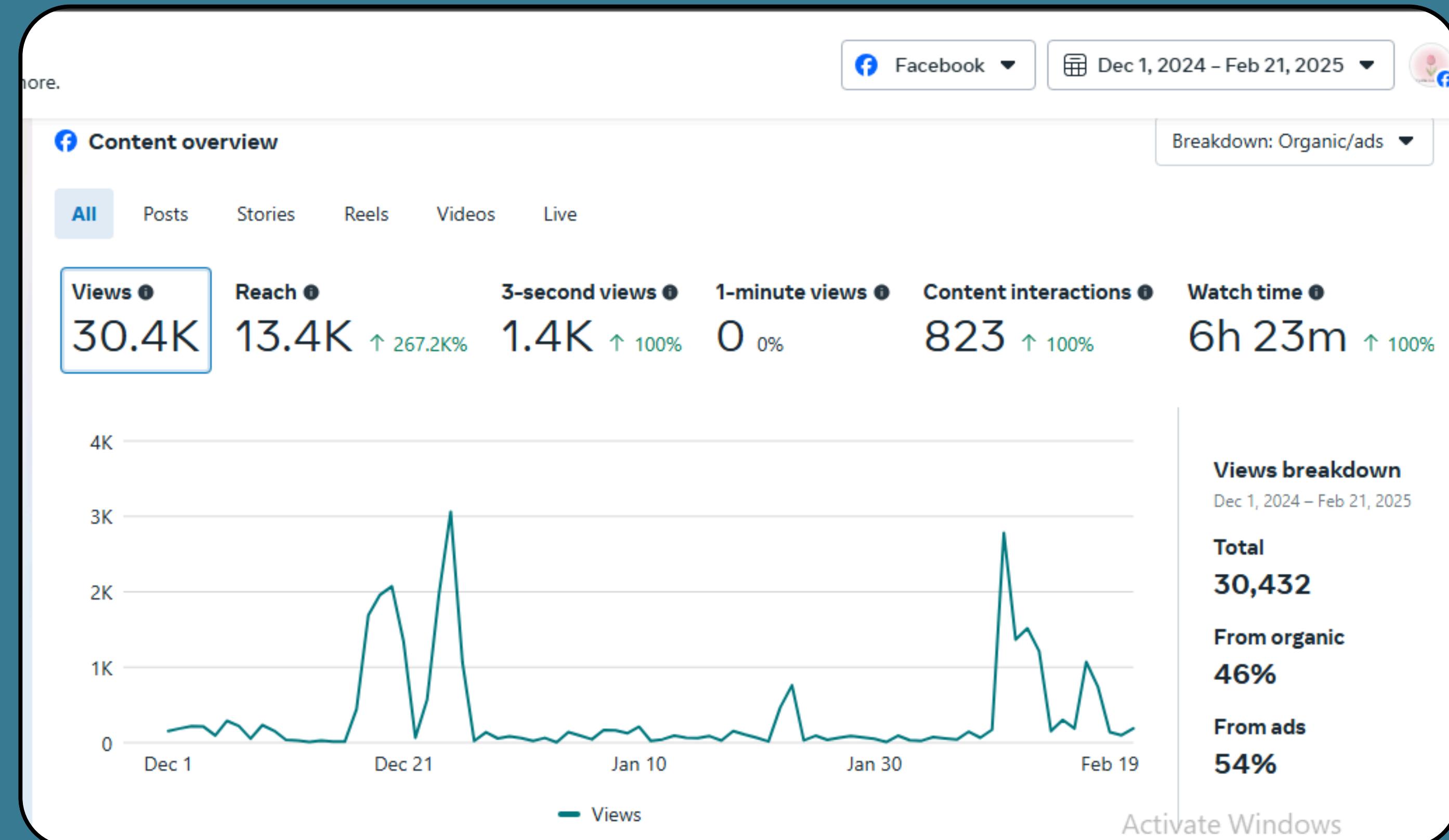
Others



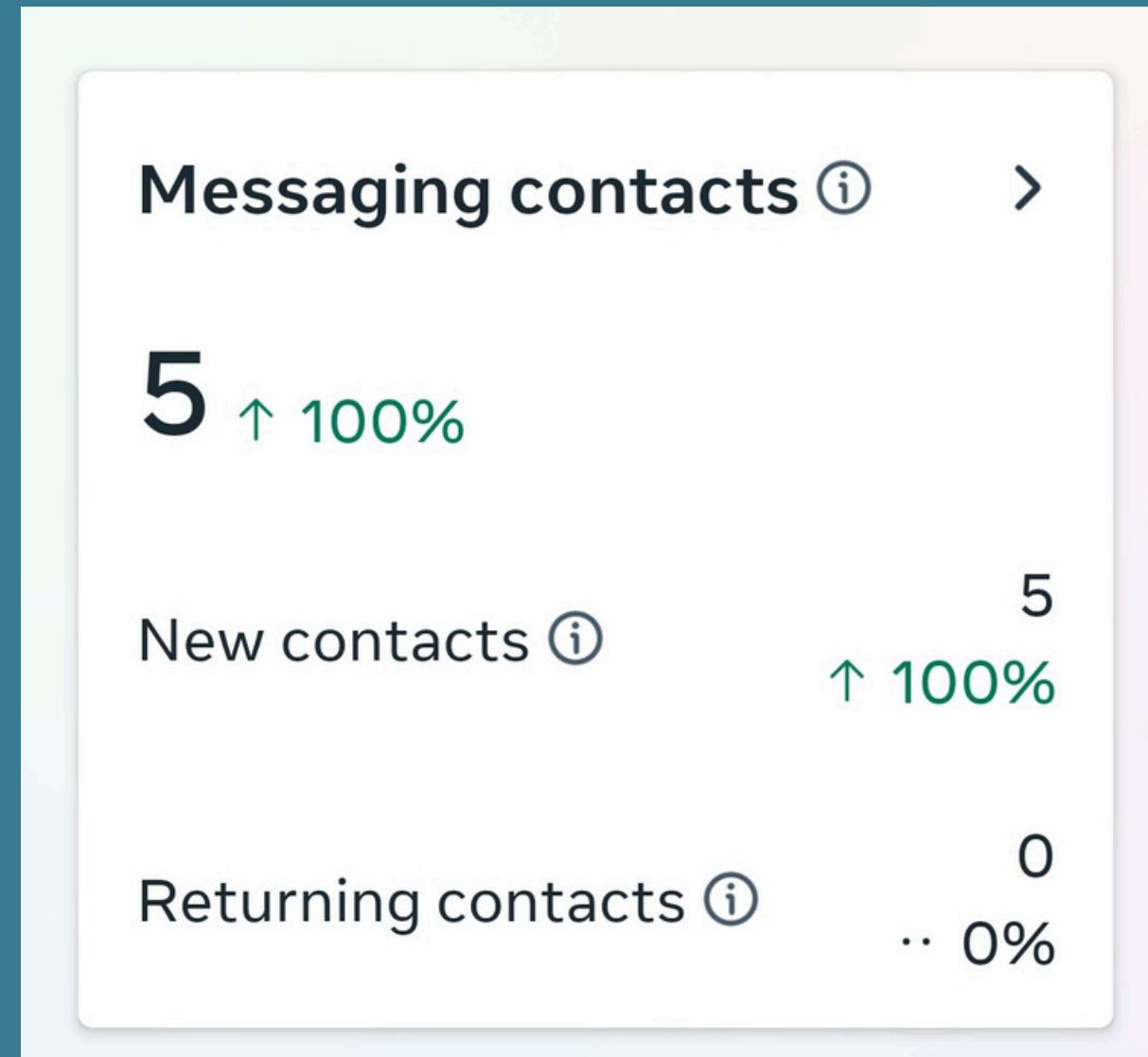
Reels



Content Overview



Messeges Analysis



Messaging

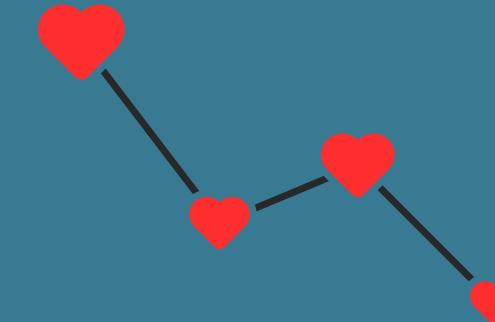
Mess
aging
contacts ⓘ 5 ↑ 100%

Response
rate ⓘ 67% --

Conver
sations ⓘ 5 ↑ 100%
started

[See more insights](#)

Page followers & likes



We increased followers by from 173 to 369 by 113.3%
while page likes increased from 165 to 349 by 111.5%

AHMED
HAAD
Dental Clinic

03-3955489

teryani-el rsafa-moharm beeh

Ahmed Hammad's dental clinic

165 likes • 173 followers

AHMED
HAAD
Dental Clinic

03-3955489

teryani-el rsafa-moharm beeh

Ahmed Hammad's dental clinic

195 likes • 203 followers

AHMED

AHMED
HAAD
Dental Clinic

03-3955489

teryani-el rsafa-moharm beeh

Ahmed Hammad's dental clinic

349 likes • 369 followers



CAMPAIGN MANAGEMENT



Facebook Campaigns



Last 90 days

Ads summary i

Doaa Fathy spent 496.58.ج.م on 2 ads in the last 90 days.

Views

8.1K

↑ 100%

Reach

6.7K

↑ 100%

Post engagement

679

↑ 100%

Follows or likes

--

Performance

EGP25.63 spent over 1 day.

Views

528

Reach

454

Follows or likes

18

Cost per follow or like

1.42.ج.م

Thu, Feb 13: 17

Created on Feb 10, 2025

Dentist & Dental Office

i

آخر 60 يوماً

ملخص الإعلانات i

تم إنفاق 53.23 ج.م. بواسطة 1 على Yasmine Nassar إعلان في آخر 60 يوماً.

i

الوصول

1.6 ألف

100% ↑

i

المشاهدات

1.8 ألف

100% ↑

i

متتابعات أو تسجيلات
إعجاب

39

100% ↑

i

التفاعل مع المنشور

19

100% ↑

Performance

EGP38.31 spent over 13 days.

Views

447

Reach

358

Follows or likes

17

Cost per follow or like

2.25.ج.م





