



# Digital Marketing Specialist Graduation Project

## Team Members

**Doaa Fathi AbdelAziz**

**Heba Ahmed Hassan**

**Yassmin AbdEl-Maboud Nassar**

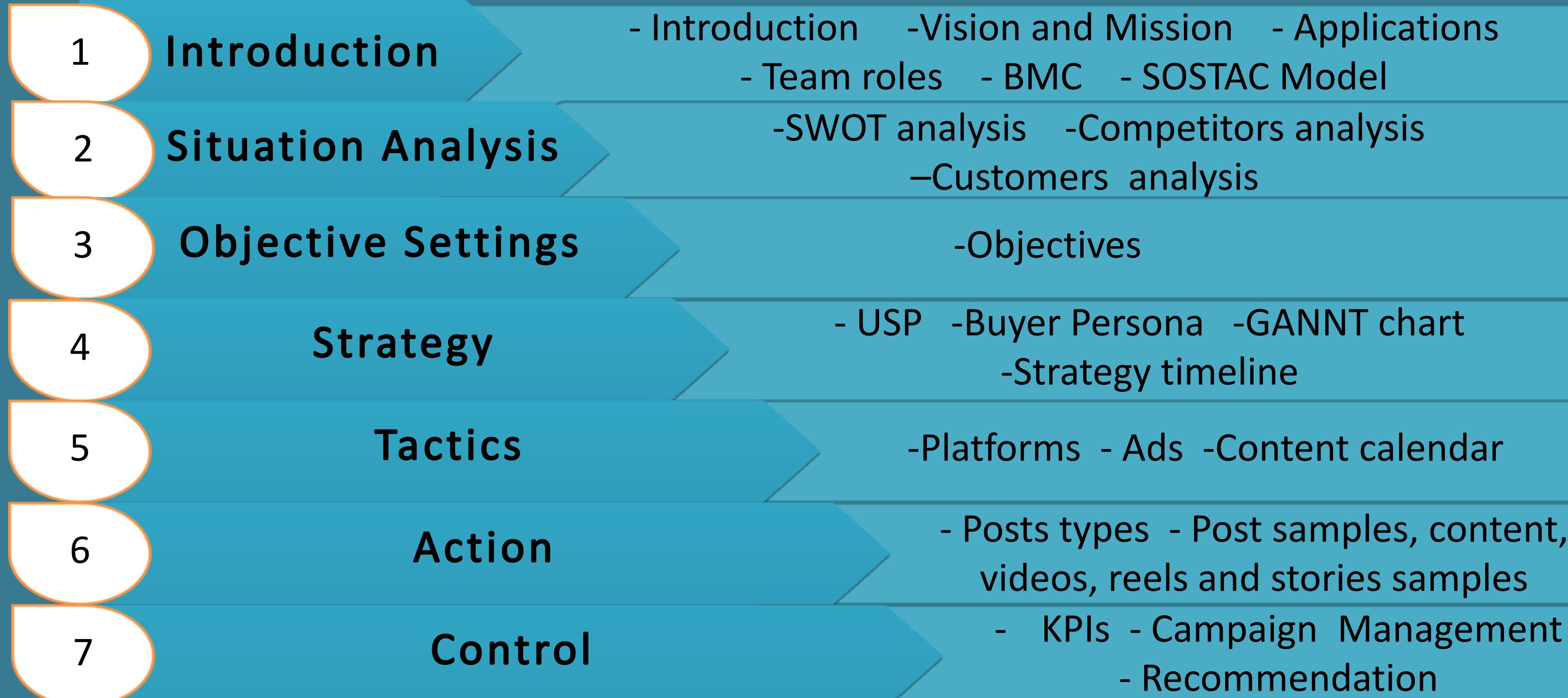
**Fatma Mohamed ElKerdawy**

**Shaimaa Aly Ahmed**



**GROUP INSTRUCTOR  
ENG. SAFY ELDIN AHMED**

# Content



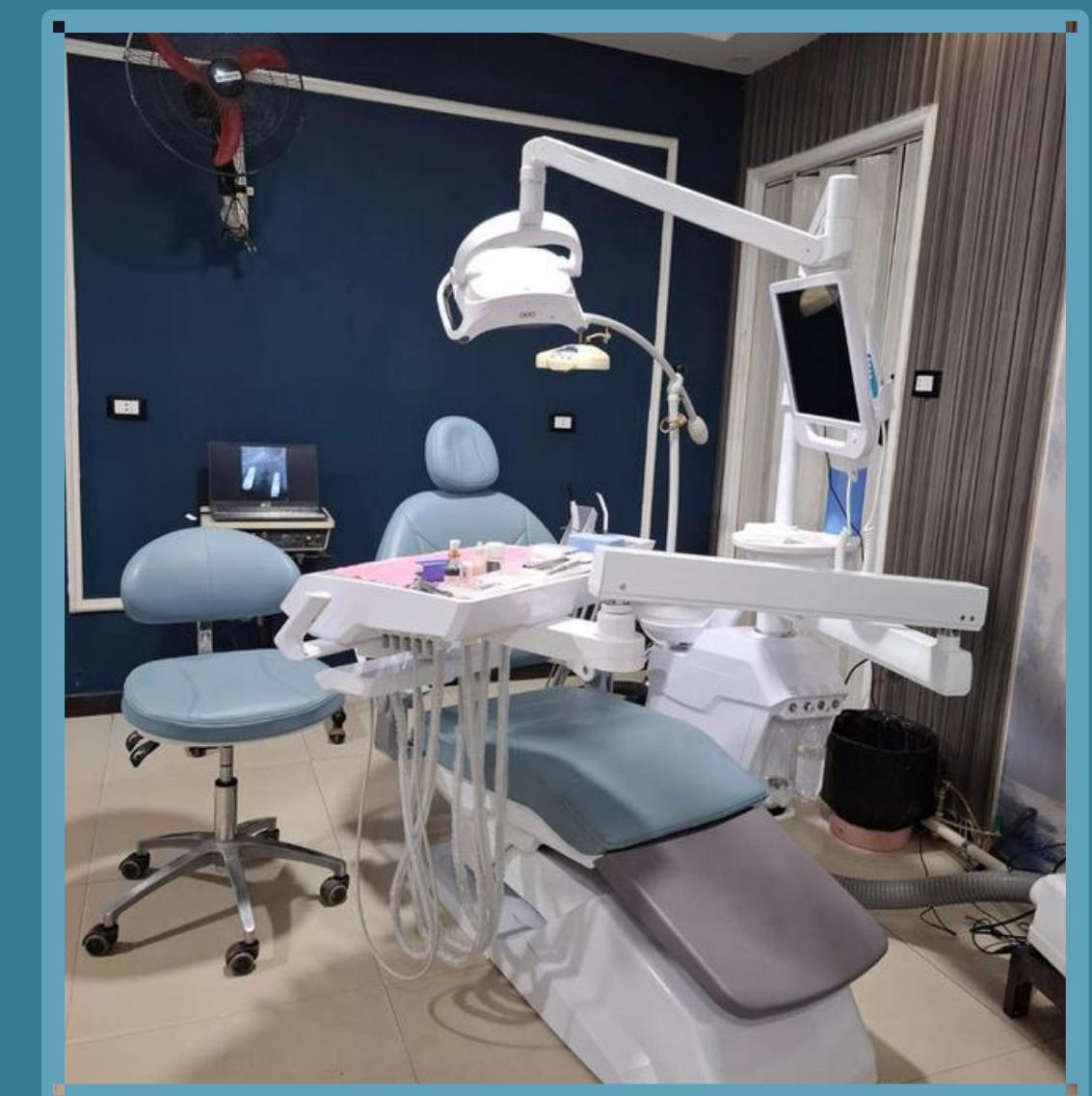
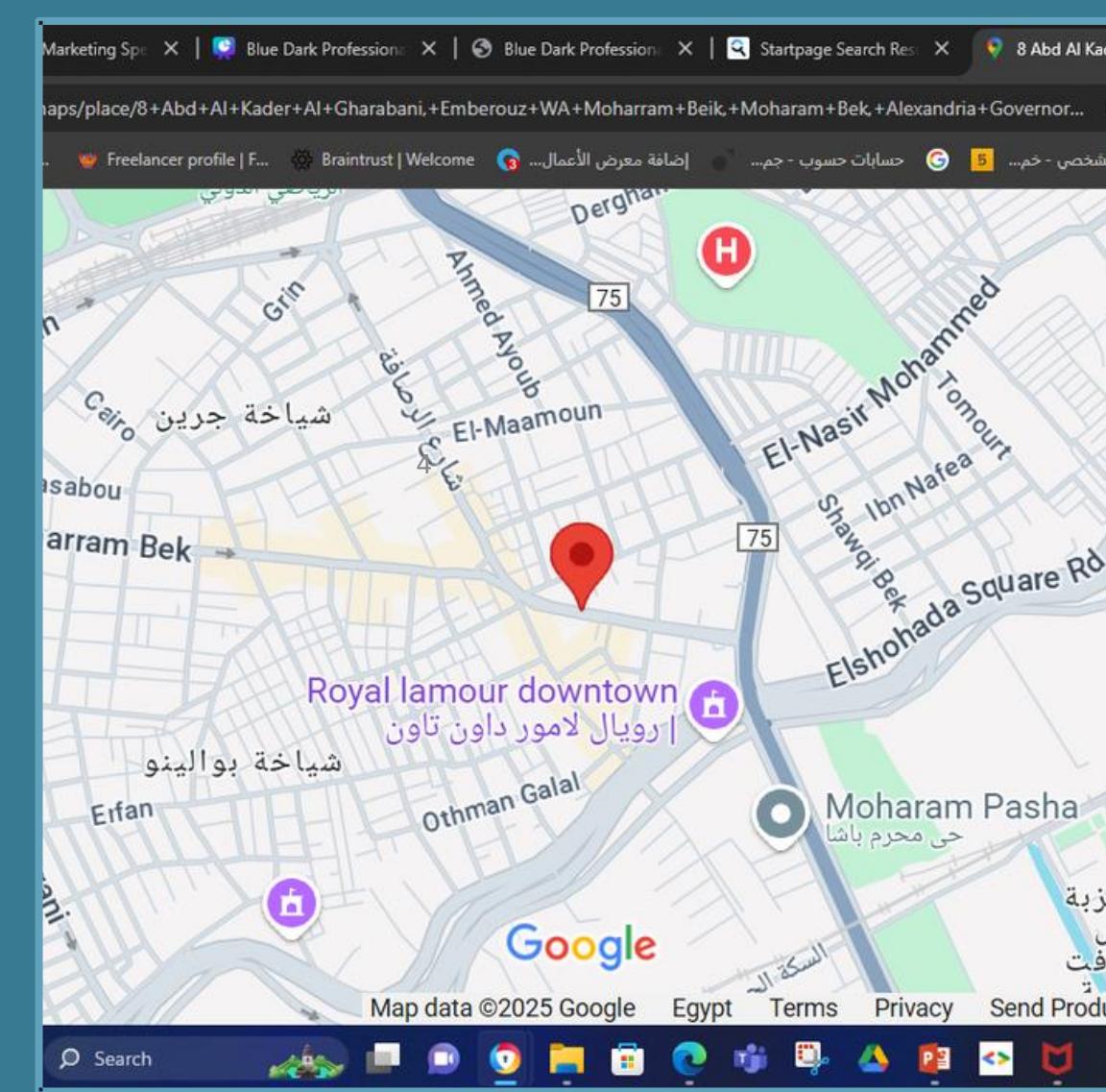
# Introduction



# 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.



# Applications used

We used these applications, tools and sites during the projects steps



## Canvas:

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



## Google trends :

For making charts and calculation



## PowerPoint :

For making the presentation



## Githup:

For uploading the presentation

# Team Roles



Doaa Fathi

- Team Leader - Designing & preparing the presentation
- Making strategy, tactics and control -Design posts & Ads campaign

Heba Ahmed

- Content Calendar and Content Creation
- Designing posts and Ads campaign

Yassmin Nassar

- Competitors Analysis - Business Model Canvas
- Designing posts and Ads campaign

Fatma Elkerdawy

- Content Calendar and Content Creation
- Designing posts and Ads campaign

Shaimaa Aly

- Buyer Persona - Business Model Canvas
- Designing posts and Ads campaign

# Business Model Canvas

Key Partner	Key Activity	Value Proposition	Customer relationship	Customer Segments
 <ul style="list-style-type: none"> <li>• Health insurance companies.</li> <li>• Suppliers of medical equipment and materials.</li> <li>• Dental prosthetics manufacturing laboratories.</li> <li>• Other medical clinics for mutual referrals</li> </ul>	<ul style="list-style-type: none"> <li>• Dental diagnose &amp; treatments.</li> <li>• Surgery &amp; Implant</li> <li>• Cosmetic</li> <li>• Health insurance companies.</li> </ul> <p><b>Key resources</b></p> <ul style="list-style-type: none"> <li>• Highly skilled professionals.</li> <li>• Advanced equipment &amp; devices</li> <li>• Brand identity (social media &amp; reputation).</li> </ul>	 <ul style="list-style-type: none"> <li>• Personalized ,painless dental experience with high technology.</li> <li>• Online &amp; phone booking.</li> <li>• 100% Sterilization guarantee.</li> <li>• Competitive prices and special offers with high quality services.</li> </ul>	<ul style="list-style-type: none"> <li>• Visits to the clinic</li> <li>• Engagement via social media &amp; massage.</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Direct booking at the clinic .</li> <li>• Social media platform (Facebook, Instagram).</li> <li>• Clinic referral program</li> </ul>	 <ul style="list-style-type: none"> <li>• Individuals</li> <li>• Families</li> <li>• Children</li> <li>• Elderly people</li> <li>• Dental implant patients</li> <li>• Health insurance companies</li> </ul>
Cost Structure	Competitors	Revenue Stream		
<ul style="list-style-type: none"> <li>• Salaries for doctors and staff</li> <li>• Purchase and maintenance of dental equipment's</li> <li>• Rent and operational facilities expenses</li> <li>• Marketing, advertising, and promotional costs</li> <li>• Procurement of medical and dental supplies</li> <li>• Licensing, regulatory, and legal fees</li> </ul>	 <p><b>Bassem El-Ashrafy Dental Clinic</b>  <a href="https://www.facebook.com/share/14nrquofW6/">https://www.facebook.com/share/14nrquofW6/</a></p> <p><b>Dr. Waleed Dental Clinic</b>  <a href="https://www.facebook.com/share/15BNF6pVz8">https://www.facebook.com/share/15BNF6pVz8</a></p>	 <ul style="list-style-type: none"> <li>• Fees for services</li> <li>• Medical corporate deals with companies.</li> <li>• Cosmetic offers and smile makeover bundles</li> </ul>		



We used SOSTAC Marketing Model in this project

# Situation Analysis



# SWOT Analysis



## STRENGTHS

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

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## OPPORTUNITIES

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

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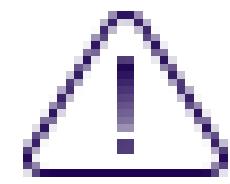
## THREATS

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



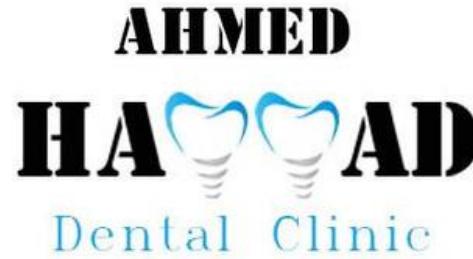
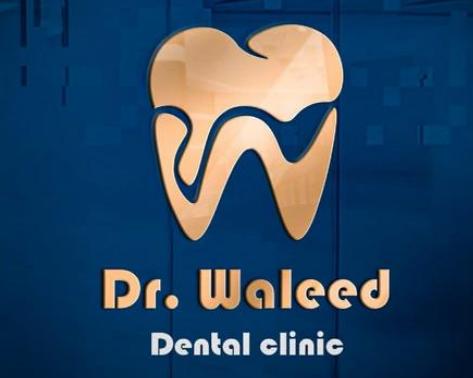
## WEAKNESS

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



# Competitor Analysis



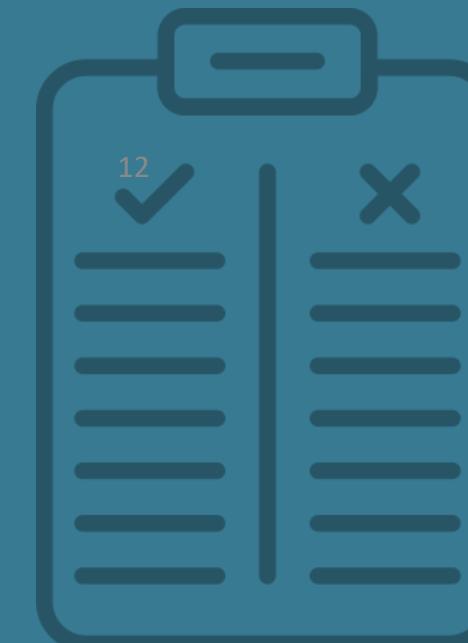
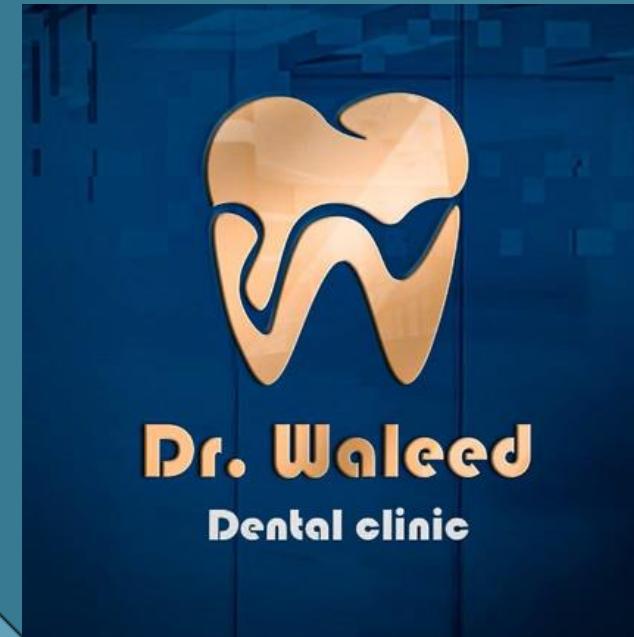
Number of Experience Year	Clinic	Date of page creation
A qualified dentist with about 35 years experience	 AHMED HAAD Dental Clinic	The page was created on June 2018
A qualified dentist with about 15 years experience.	 Dr. Waleed Dental clinic	The page was created on September 2023.
A qualified dentist with about 25 years experience	 ELASHIRAFY	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



Dr Waleed dental clinic  
July 22, 2024

الوقت الأنسب للزيارة الدورية لطبيب الأسنان هو كل ستة أشهر 🌙  
هذه الزيارات المنتظمة تساعد في الكشف المبكر عن أي مشاكل صحية في الفم والأسنان ومعالجتها قبل أن تتفاقم 🚫  
للحجز والاستفسار التصال 📞 01272200032

See more

أمتى آخر مرة زورت دكتور أسنان

25 عبد القادر الغرياني - محرم بل 01272200032

3 likes

Dr. Waleed  
Dental clinic

اطمن على سنانك قبل حلوليات رمضان 🌙  
رمضان يعني حلويات و علشان كده لازم تكشف على سنانك قبل ما تدخل رمضان 🌙  
في عيادة دكتور وليد محمد دائماً بتسعي لتقديم أفضل خدمة مريحة و مميزة لحضرتك 😊  
للحجز والاستفسار التصال 📞 01272200032

مواعيد العمل 🕒 : من السبت إلى الأربعاء 4:11  
العنوان📍: 25 شارع عبد القادر الغرياني - محرم بك أعلى الجمعية الاستهلاكية بجانب بنزينة موبيل  
تشرف بحضورك لأفضل زيارة لطبيب الأسنان 🌙

أتمن على سنانك  
قبل رمضان

25 عبد القادر الغرياني - محرم بل 01272200032

Dr Waleed dental clinic  
February 18, 2024

اتساعتك من أهم سمات شخصيتك علشان كده لازم تهتم بـ سنانك 😊  
دولقتي تقدر تستفاد بخصم 20% من تبييض الأسنان و تنظيف الجير في عيادة دكتور وليد  
في عيادة دكتور وليد محمد داتها بتسعي لتقديم أفضل خدمة مريحة و مميزة لحضرتك 😊

See more

تبييض الأسنان و تنظيف الجير

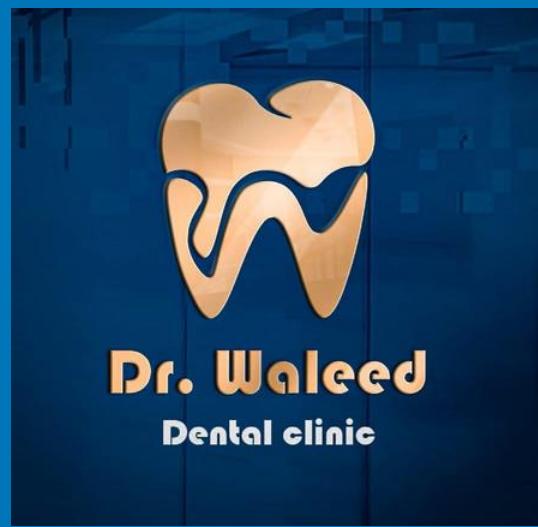
سنانك مكبرتش  
هن بس محتاجة تنظيف

خصم 20%

25 عبد القادر الغرياني - محرم بل 01272200032

Send message

# Competitor Analysis



Dr. Waleed  
Dental clinic

1 : 3

I WON!

Ahmed  
Hammad's  
dental clinic

AHMED  
HA<sup>TM</sup>AD  
Dental Clinic

277 FANS 354

Number of Facebook fans

0.3 % GROWTH 0.2 %

Weekly growth of number of fans

0 % ENGAGEMENT 0.7 %

Daily amount of fan interactions

0 % POST INTERACTION 2.2 %

Amount of interactions per post and fan

No posts by fans SERVICE LEVEL No posts by fans

Percentage of answered fan posts

Action  
Go to



# Competitor Analysis



## Strengths

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



## Weakness

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



# Competitor Analysis



 Bassem El-Ashrafy dental center May 24, 2024  

زناعة الفك الكامل في جلسة واحدة بدون جراحة باستخدام المرشد الجراحي المصمم بلكمال على الكمبيوتر، واستلام التركيبات التابتينيوم المصنعة على الكاد كام بخبرة أكثر من ٢٥ سنة بمجال الزراعة. د. باسم الأشرفى استشاري جراحة الفم والأسنان بمراكزنا مصر و إسطنبول تركيا... See more

  
Bassem El-Ashrafy dental center team makes a happy smile to our patients Call now   
Bassem El-Ashrafy dental center and 38 others 6 comments   

 Bassem El-Ashrafy dental center September 9, 2022  

تحميل وتبييض الاسنان له تفاصيل كثيرة و دقيقة تحتاج الى الخبرة والإمكانيات الحديثة المتطورة. مركز د. باسم الأشرفى يشمل جميع الأجهزة الحديثة للحصول على هذه النتائج للحجر/٦٣٤٤٣٧٧٨٨٠... See more

  
 01224436076

 Bassem El-Ashrafy dental center November 30, 2023  

ان تطورت في السنوات الأخيرة لضمان راحة للمربيض في العلاج و دقة و تناسق مضمونة أكثر. مركز د. باسم الأشرفى على تواجد كل متطلبات التكنولوجيا الحديثة في نفس المكان لخدمة كل سنان الزراعة و التركيبات و تقويم الأسنان و الأطفال. بجميع أنواع النشاعات و الليزر و الميكروسكوب و معامل ديجيتال بلكمال .

  
315 likes 74 comments    

# Competitor Analysis

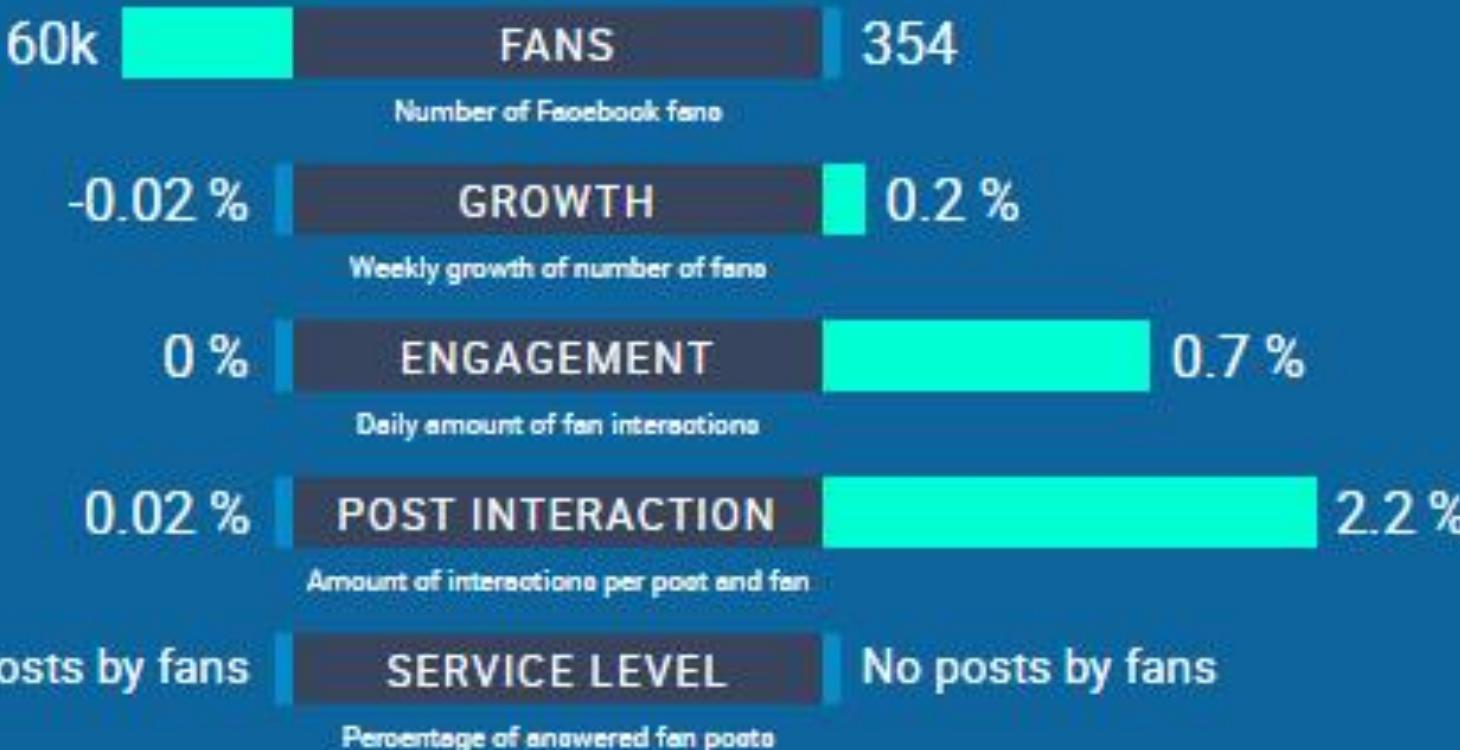


Bassem El-  
Ashrafy dental  
center

1 : 3

I WON!

AHMED  
HA<sup>TM</sup>AD  
Dental Clinic



# Customers Analysis



According to the market and audience analysis of the clinics in Alexandria we found that customers include all males and females , single and married , age from 18-60 years



Single



Married



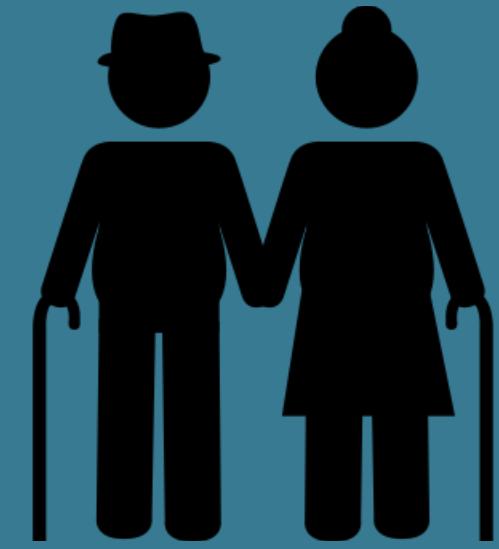
Males and females



Teenage



Adults



Elders

18

60



# Objectives



# 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).

20



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

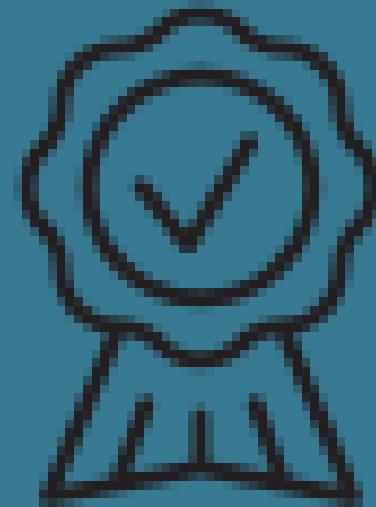
# Strategy



# Unique Selling Point



Experience + Modern equipment + Affordable prices



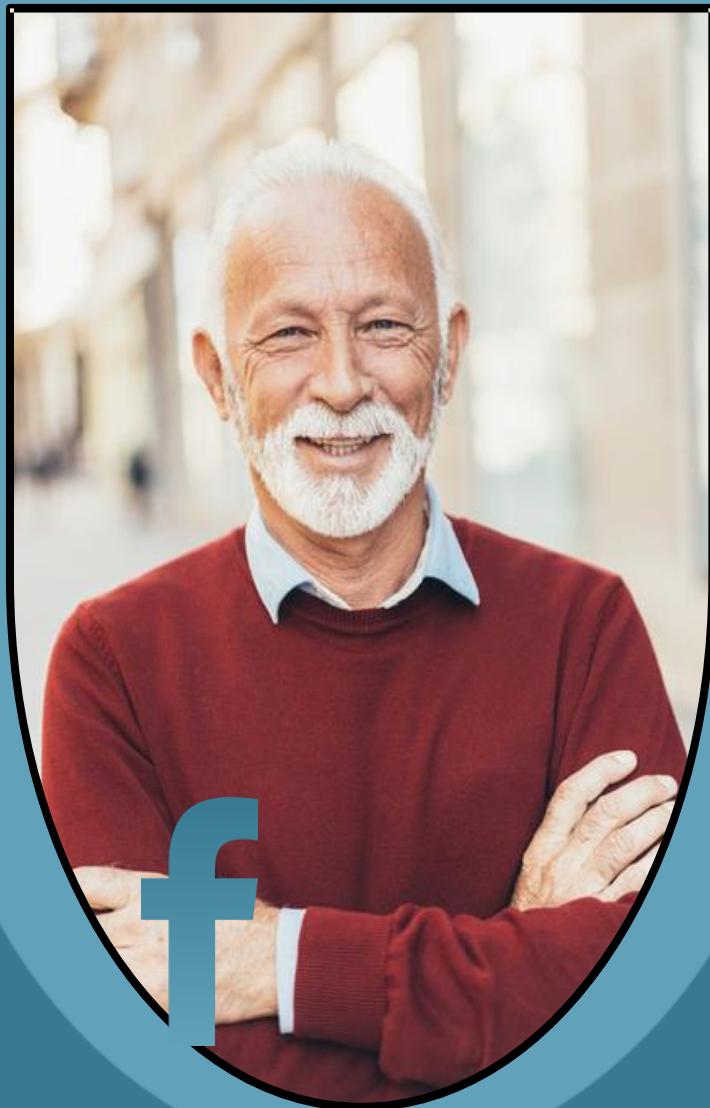
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+



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

23

**Challenges:** He may have some concerns about visiting the dentist. He searches 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 Facebook 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.

24

**Challenges:** He 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:** Searching for good services with affordable price and flexible time  
Need Orthodontic to get more arranged teeth look

# Buyer Persona



**Nadia**  
A mother

**Bio:** Nadia is 40s, a mother of four. She is graduated from university and she searches for clinics on Facebook. Prefer 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

25

**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:** He is 20s concerned about his physical health, searches for information online, prefers clinics that use the latest technology and flexible appointments.

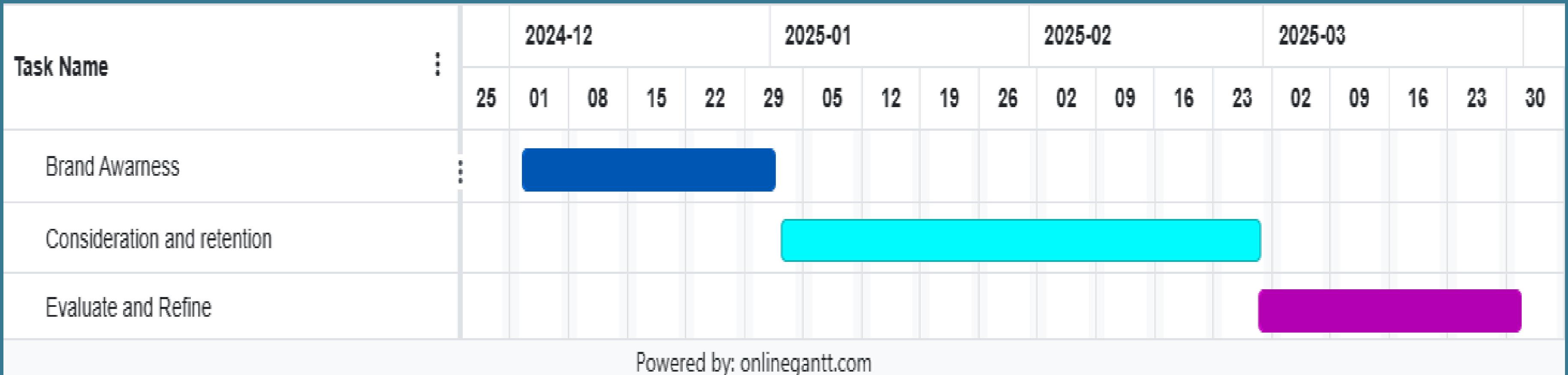
**Goal:** He may have damaged teeth due to playing sports, he is looking for a clinic that provides emergency services, preferably clinics located near training locations

26

**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.

# GANNT Chart



# Strategy Timeline



## Phase 1 (1st month)

Focus on brand awareness building a strong online presence through Educational and promotions contents



## Phase 2 (2nd and 3rd month)

Focus on patient interest and consideration strategies, and growing the clinic's reputation and retention through patient reviews, educational and promotional and before and after posts



## Phase 3 (3rd month)

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



# Tactics



# Digital Platforms



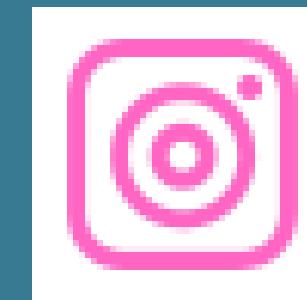
According to the market and audience analysis of the clinics in Alexandria we found that most patients search for dentists mostly on Facebook and sometimes on Instagram



Facebook

<https://www.facebook.com/ahdentcl>

30



Instagram

<https://www.instagram.com/ahmed.hammad.dentalclinic?igsh=MXJmOWQ5b2lremFyYg==>

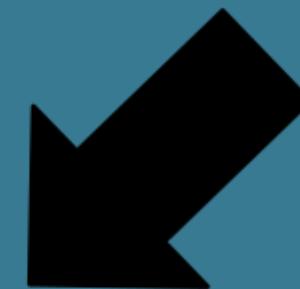


# Advertisement



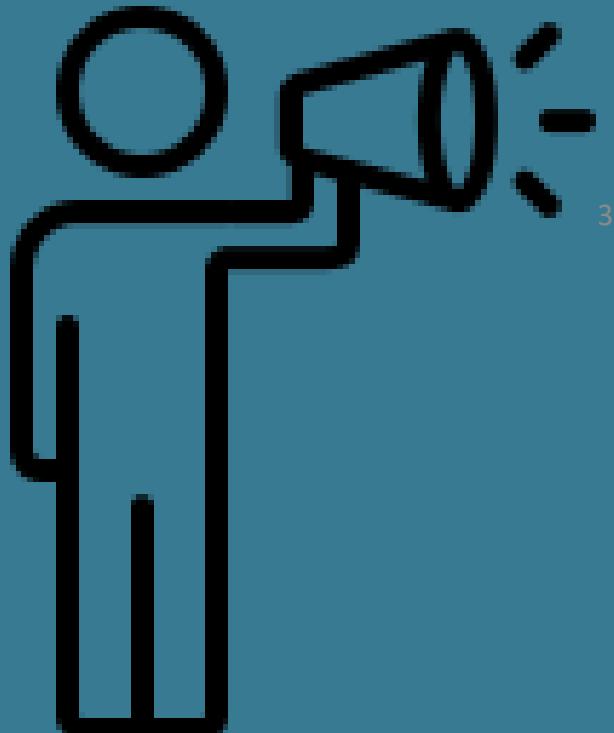
## Budget

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

## DECEMBER



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	فديو جير الأسنان ومضاعفاته	2	3	خصم خاص علي التبسيط	درس العقل ومشاكله	فديو حالة مريض قبل وبعد
أسباب نزيف اللثة	8	أسنان الأطفال والاهتمام بها	بوست دعائي زراعة الاسنان	11	ليه لاوم تركب بعد الخلع	13
ضحكتك حتنور التركيبات الثابتة	15	16	تركيب فص هدية مع التبسيط	خصم 20% على جميع الخدمات	فديو بخدمات العيادة	تفاصيل العيادة
مشاكل خلع الاسنان لكبار السن	22	حقائق واكاذيب عن طب الاسنان	32 الم عصب	25	حقائق واكاذيب عن طب الاسنان	27
28	سكرك مضبوط سنانك مضبوطة	تهنئة بالعام الجديد	31			

### CONTENT TYPE

Educational

Promotional

Facts and Myth

testimonial

Before and After

### PLATFORM

Facebook

Instagram

# Content Calendar

JANUARY



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
				1	المضادات الحيوية وتأثيرها على الاسنان	3
حساسية الأسنان	5	معلومات سريعة	7	8	حقائق واكاذيب	10
زراعة الأسنان ومميزاتها	12	فيديو عن تنظيف الأسنان	14	15	فطريات الفم وعلاجها	17
الحسوات التجميلية	19	أمتی الاسنان اللبنية بتبدل	33 21	22	المخاوف من طبيب الأسنان	24
الغلواريد والمعجون	26	27	28	29	30	31

## CONTENT TYPE

Educational

Promotional

Facts and Myth

testimonial

Before and After

## PLATFORM

Facebook

Instagram

# Content Calendar

FEBRUARY



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
التركيبات المتحركة ومميزاتها	2	3	فيديو حالة قبل وبعد	5	تسوس اسنان الأطفال	7
حساسية الأسنان	9	10	تركيب فص هدية مع التبييض	12	ريفيو من مريض سابق	14
فيديو طريقة غسل الأسنان	16	17	صورة لعيادة والدكتور	19	حقيقة واكاذيب	21
تركيبات الاسنان	23	24	34 حشو الليزر	26	الأمراض العضويه التي تؤثر على صحة الأسنان والله	28

## CONTENT TYPE

Educational

Promotional

Facts and Myth

testimonial

Before and After

## PLATFORM

Facebook

Instagram

# Content Calendar

March



Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
فديو تهنئه رمضان	2	3	لو اسنانك تقدر تتكلم هتقول ايه؟	اسباب غريبه لتسوس الاسنان	6	سؤال كتير جالنا
8	حقيقه واكاذيب	10	11	عارف اصعب موقف ف رمضان ايه ؟	13	14
15	الفنير	16	Engagement Ads	Engagement Ads	Engagement Ads	جبت هديه عيد الام ولا لسه؟
22	تخيل إن أمراض الكلى ممكن تأثر على اسنانك	24	35 هل بنج الأسنان خطر على الحامل	إنذار رسمي لعشاق القهوة	العيد قرب والمناسبات تكتر	28
29	فديو تهنئة عيد الفطر	31				

## CONTENT TYPE

Educational

Promotional

Facts and Myth

testimonial

Before and After

## PLATFORM

Facebook

Instagram

# Actions



# Posts Types



37

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



# Posts Sample



This post has no text

Post • Dec 17th, 10:49pm

**Overview** ⓘ

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

PROMOTIONAL

This post has no text

Post • Feb 12th, 4:58pm

**Overview** ⓘ

Views	38
Reach	609
Interactions	22
Link clicks	--

TESTIMONIAL

يلا نودع الجير و التصبغات ونستقبل السنـه  
الجديدة بابتسـامـة جـمـيلـة كلـها ثـقـه و حـيـويـه ...

Post • Dec 3rd, 12:04pm

**Overview** ⓘ

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

PROMOTIONAL

# Posts Sample



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

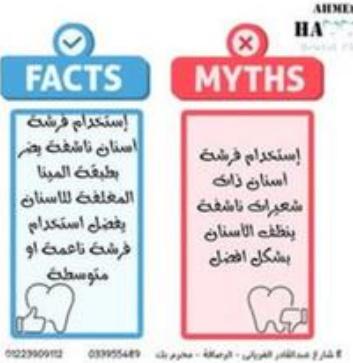
Comment

## Overview ⓘ

Views	396
Reach	114
Interactions	10
Link clicks	--

EDUCATIONAL

## Post details :



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

Comment

## Overview ⓘ

Views	39	262
Reach	44	44
Interactions	8	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	--

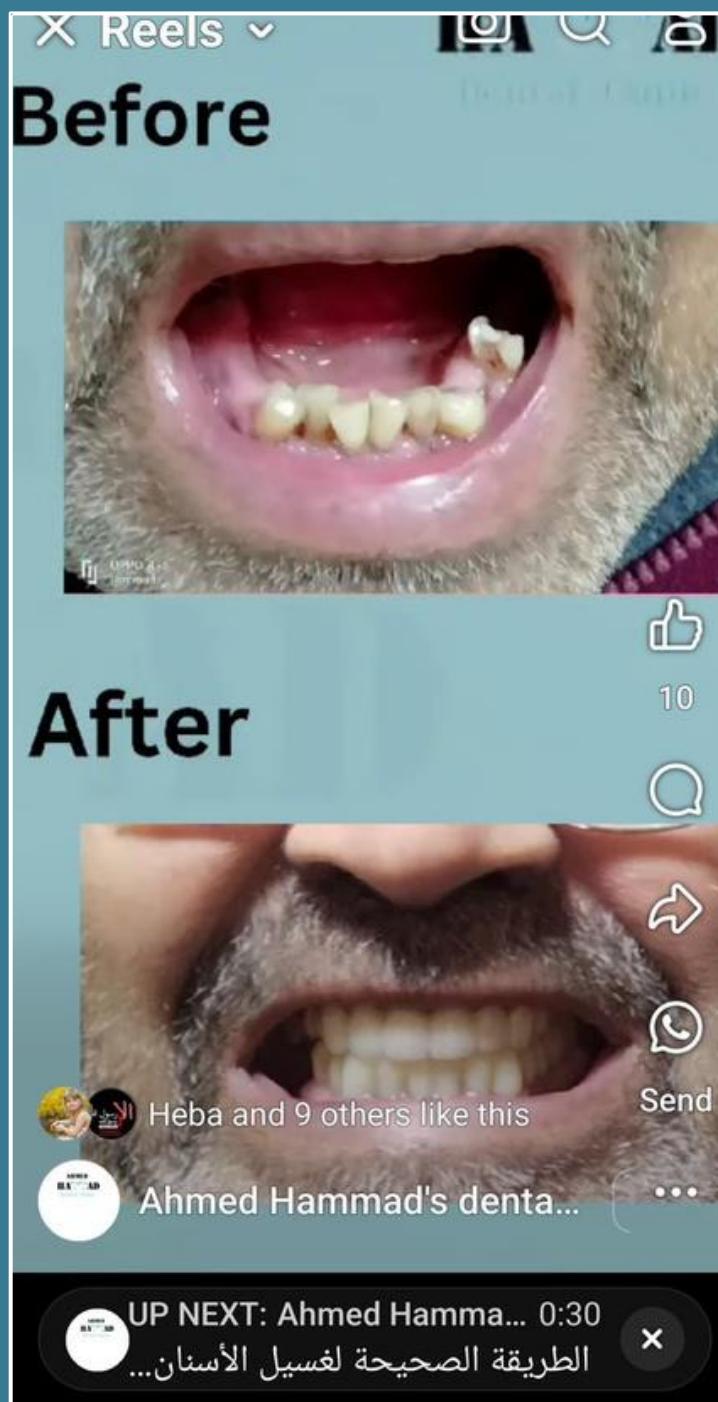
PROMOTIONAL



# Content Samples

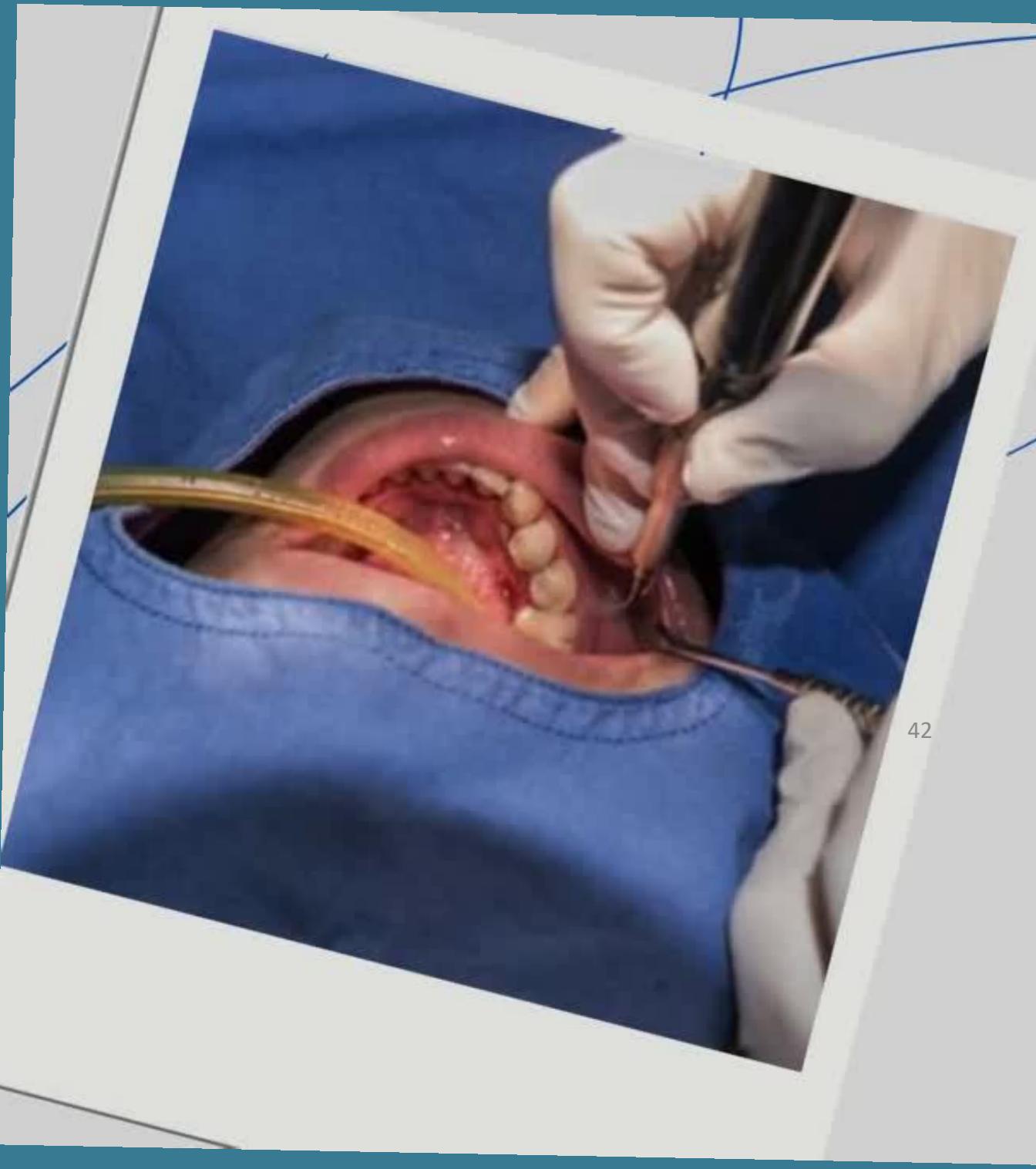


# Reels and stories Samples



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

# Videos Sample



AHMED  
**HAAD**  
Dental Clinic

42

جرات الفم والأسنان  
بتجهيزات علي أعلى  
مستوي



# Control

43



# Page Performance



We measured the performance of the strategy by measuring KPIs as follow:

Brand awareness

- Page follows
- Page likes
- Content interaction and views

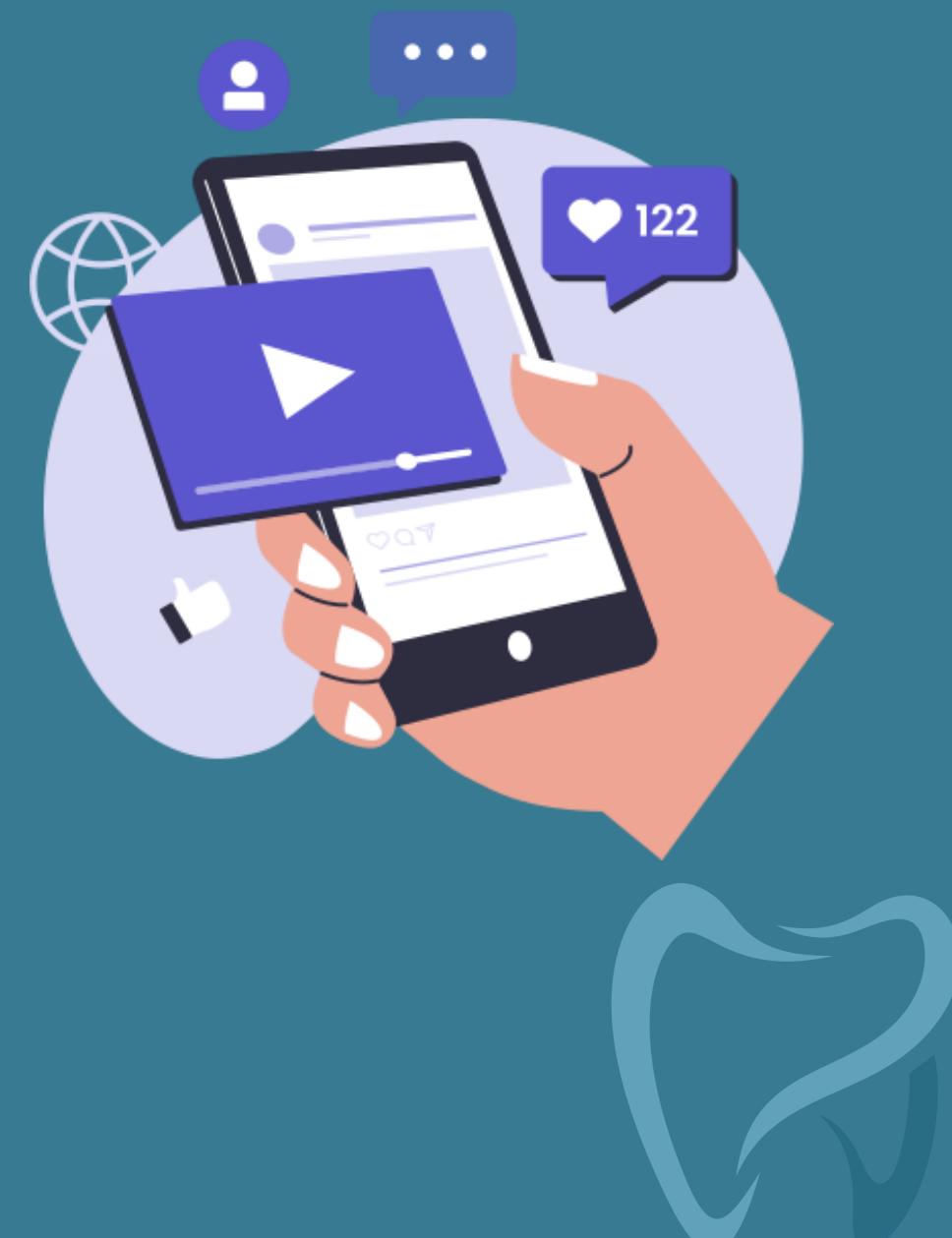
Increase revenue

- Messages and response

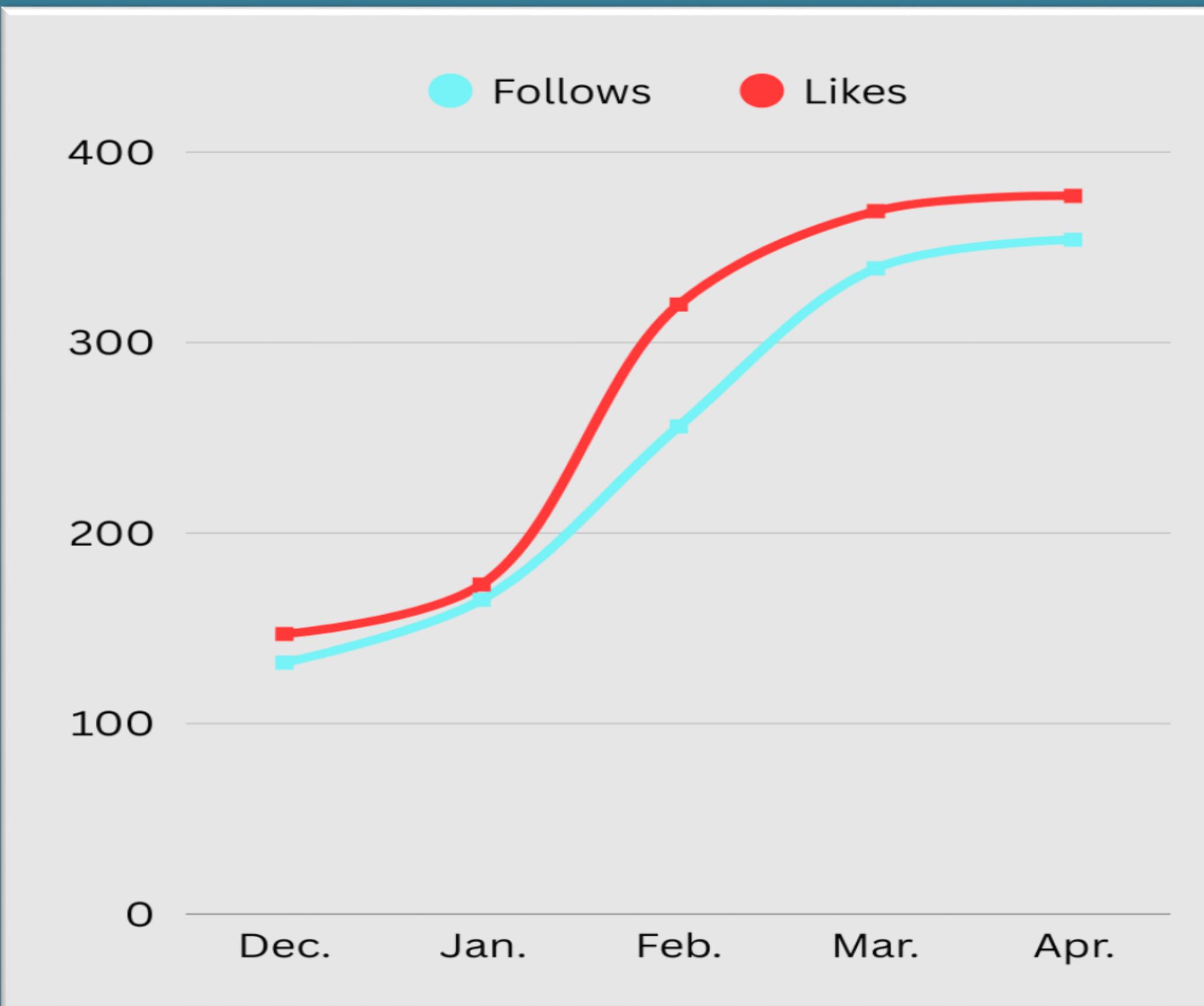
44

Increase patients

- Messages and response



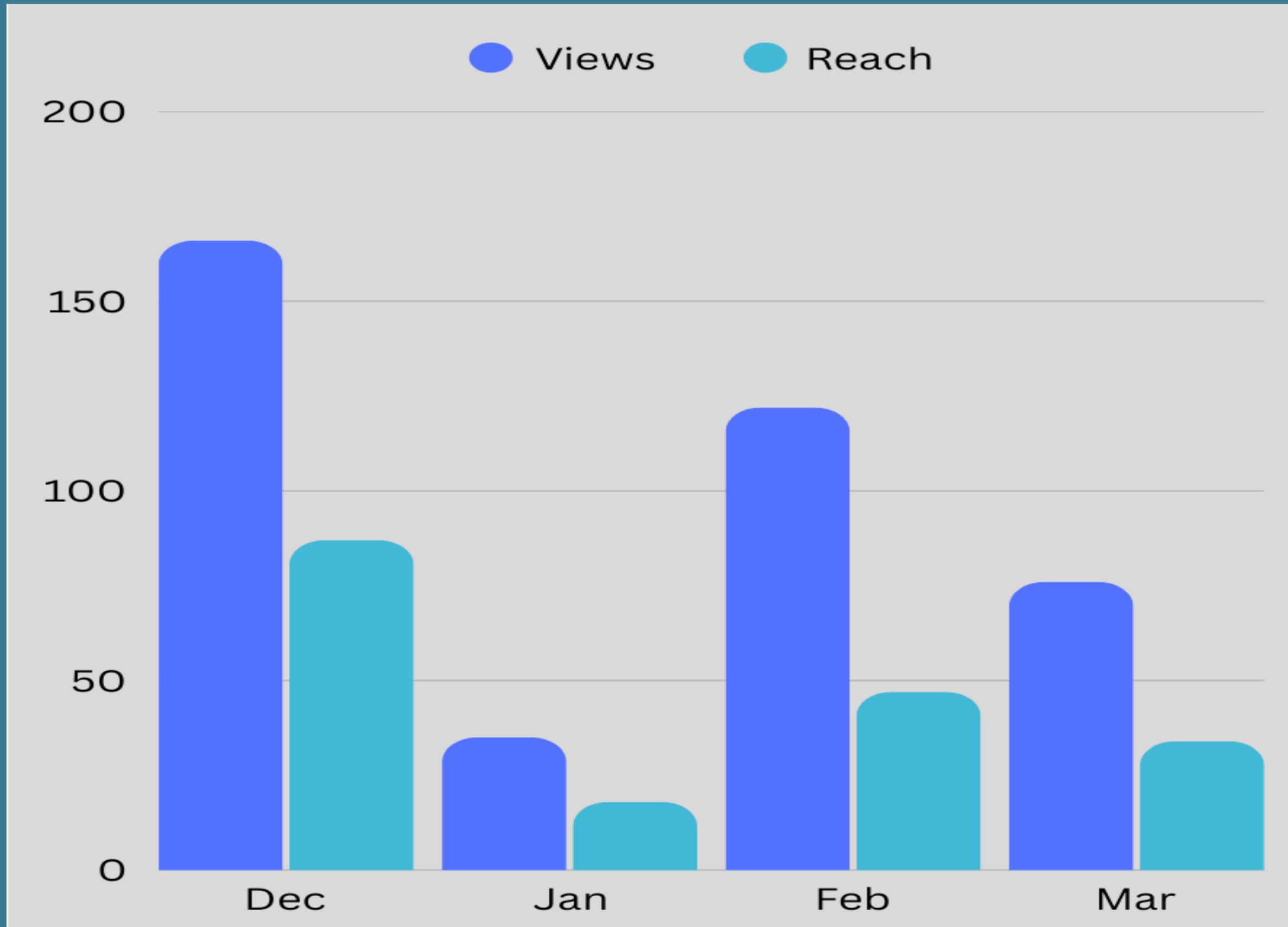
# Brand awareness KPIs



The graph shows the increase in number of followers and likes during the period 1/12/24 – 31/3/25

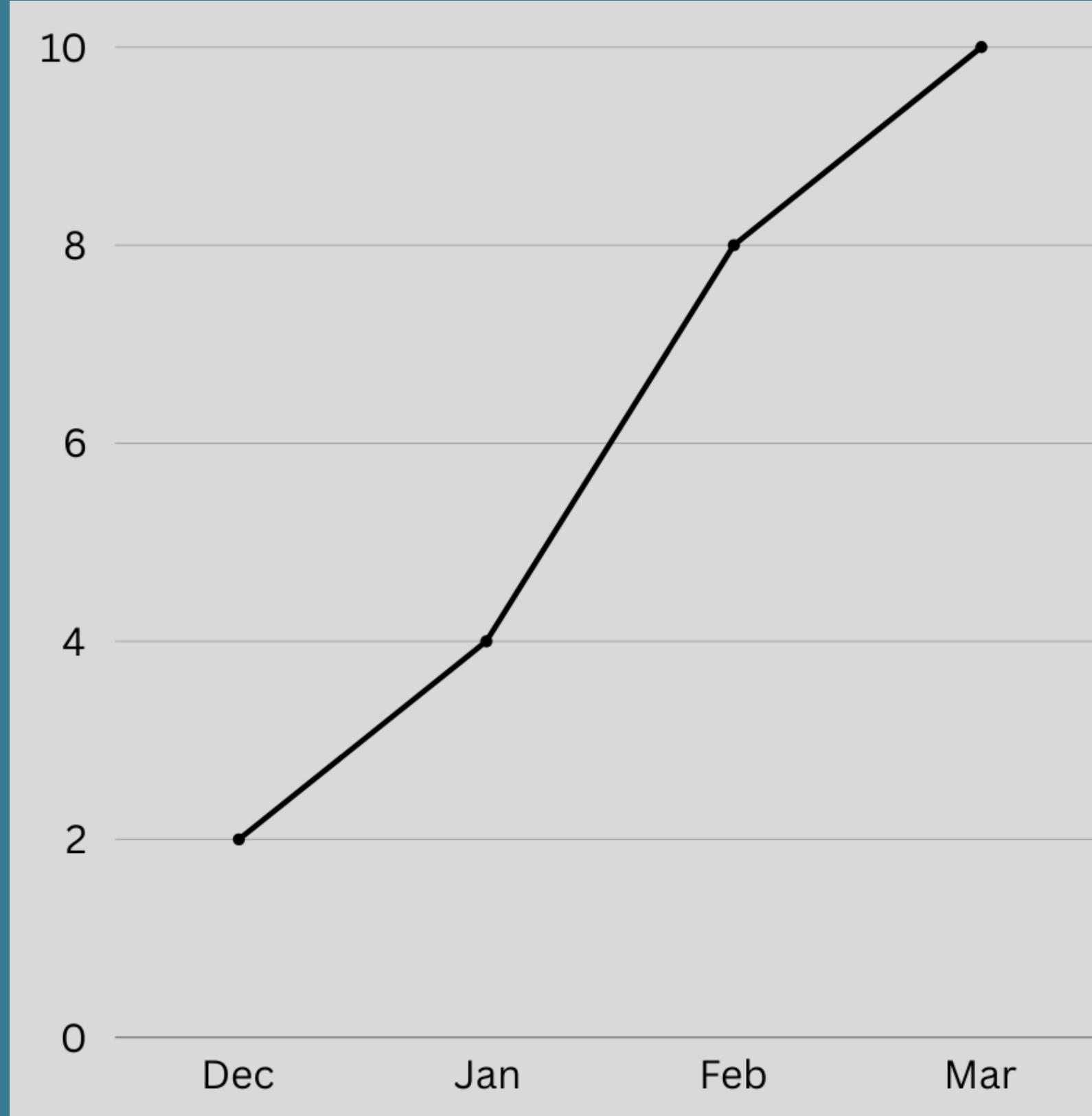


# Brand awareness KPIs



The graph shows the number of views and reach during the period  
1/12/24 – 31/3/25

# Revenue KPI



The graph shows the number of messages during the period 1/12/24 – 31/3/25

In addition to average 5 new patients visit the clinic monthly throughout the page with total 20 patients in 4 months



# CAMPAIGN MANAGEMENT



# Ads Campaign



Our Campaign was divided into 2 types

**Engagement**

Post Engagement

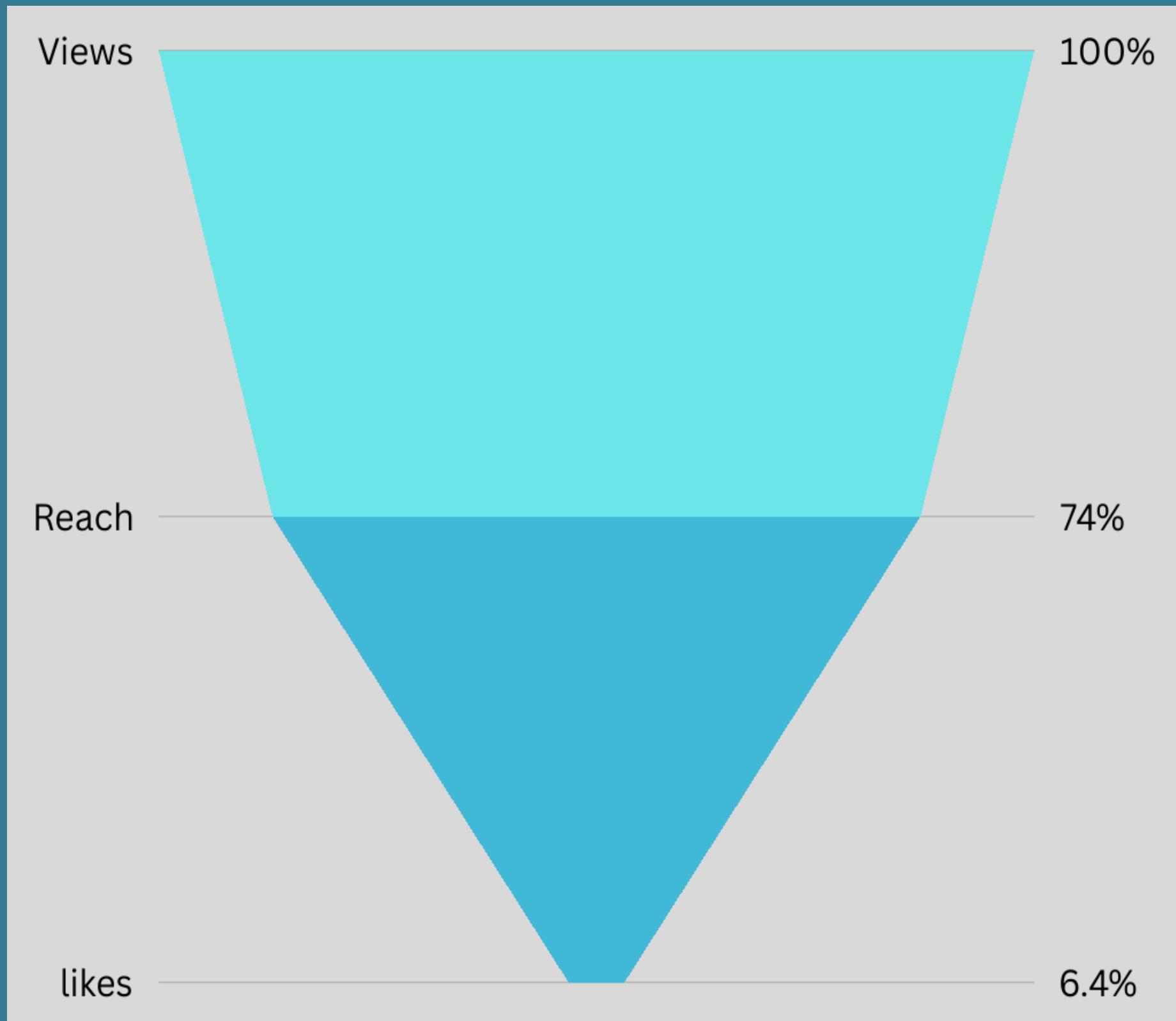
Page Engagement

**Awareness**

Page Likes

Calls

# Page Engagement Ads



Cost: 250 L.E.

View

1850

Reach

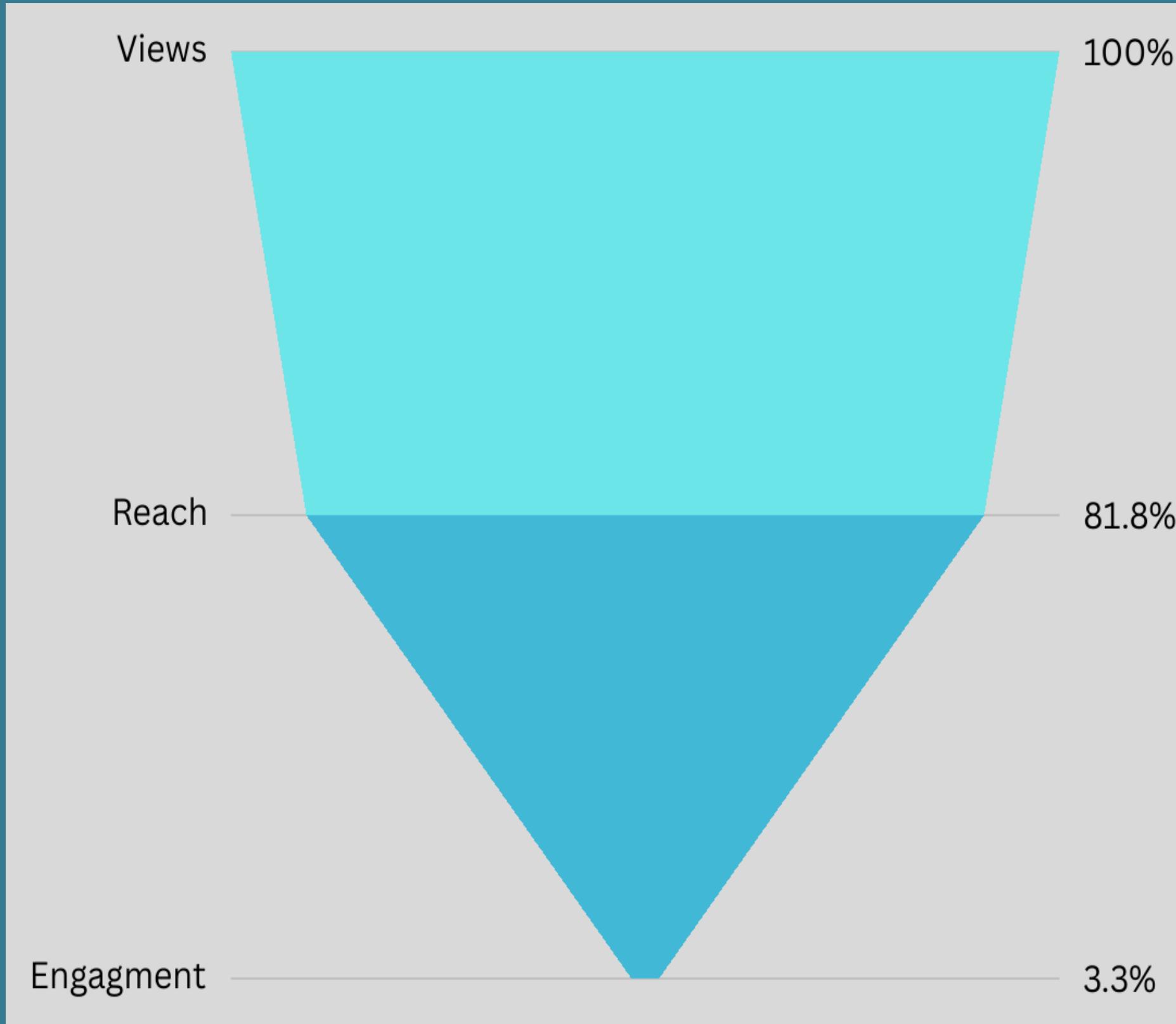
1369

Page Likes

118



# Post Engagement Ads



Cost: 500 L.E.

View

10395

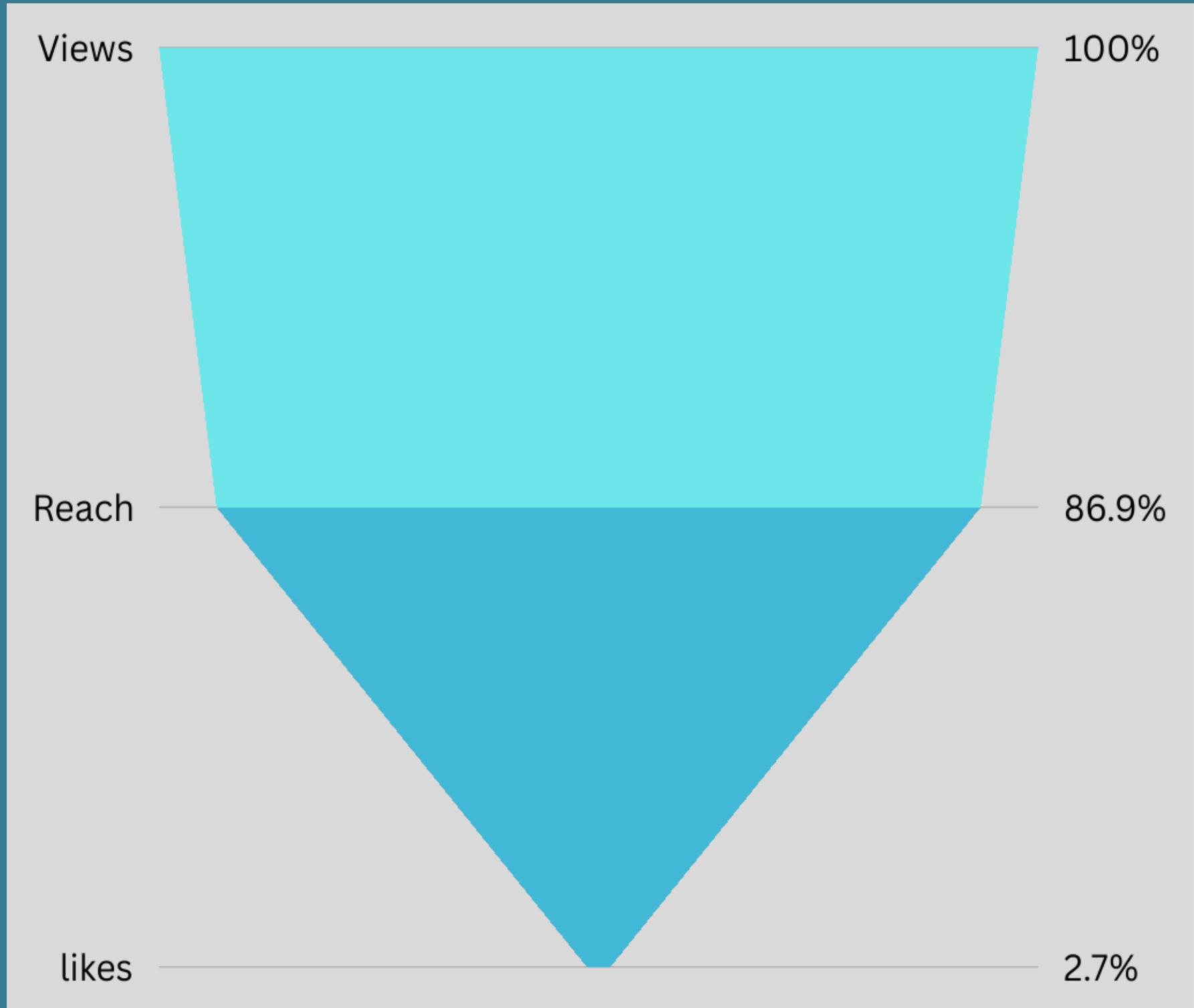
Reach

8506

Post Likes

347

# Page likes Ads



Cost: 100 L.E.

View

2752

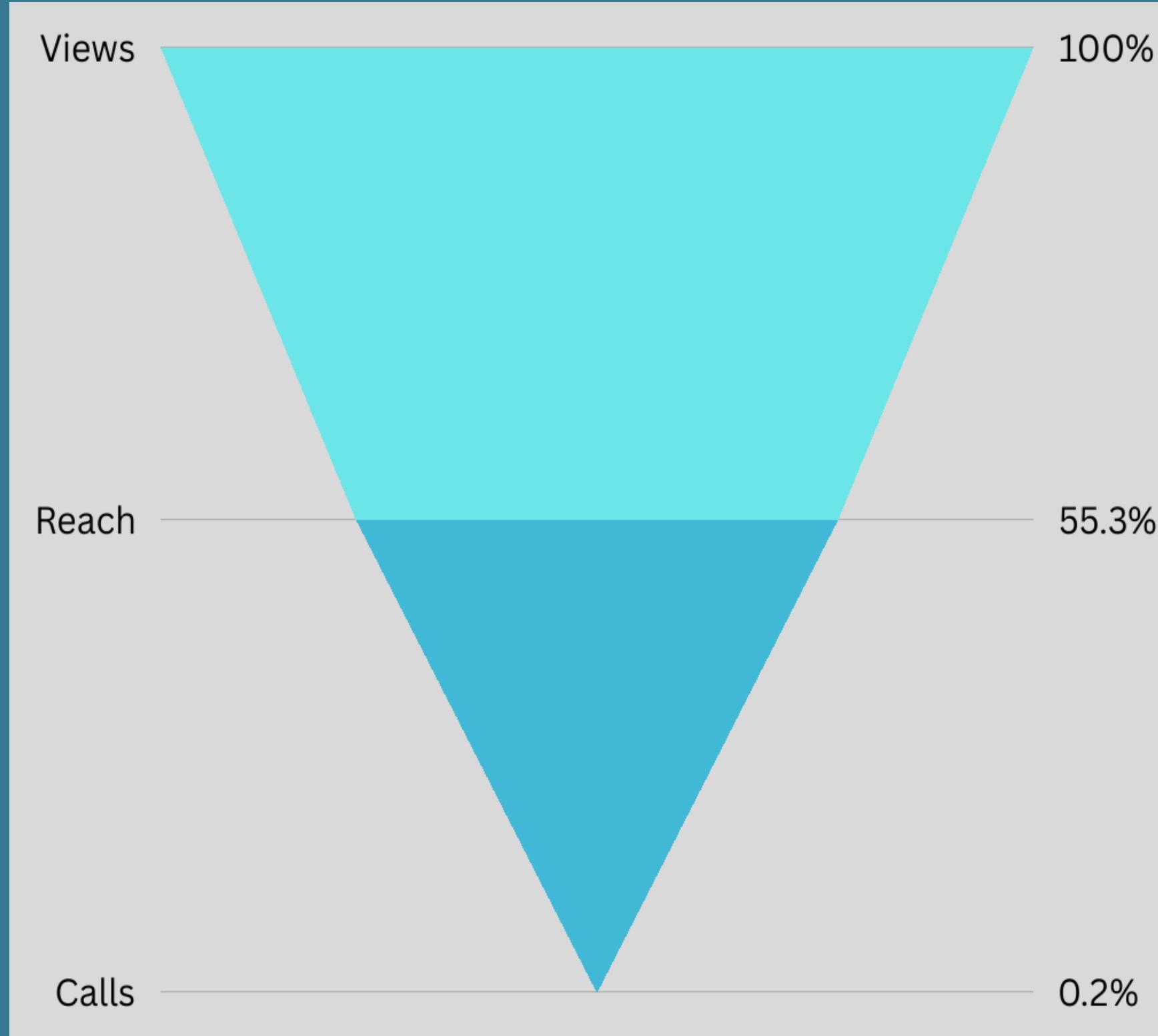
Reach

2392

Page Likes

74

# Calls Ads



Cost: 140 L.E.

View

5531

Reach

3057

Calls

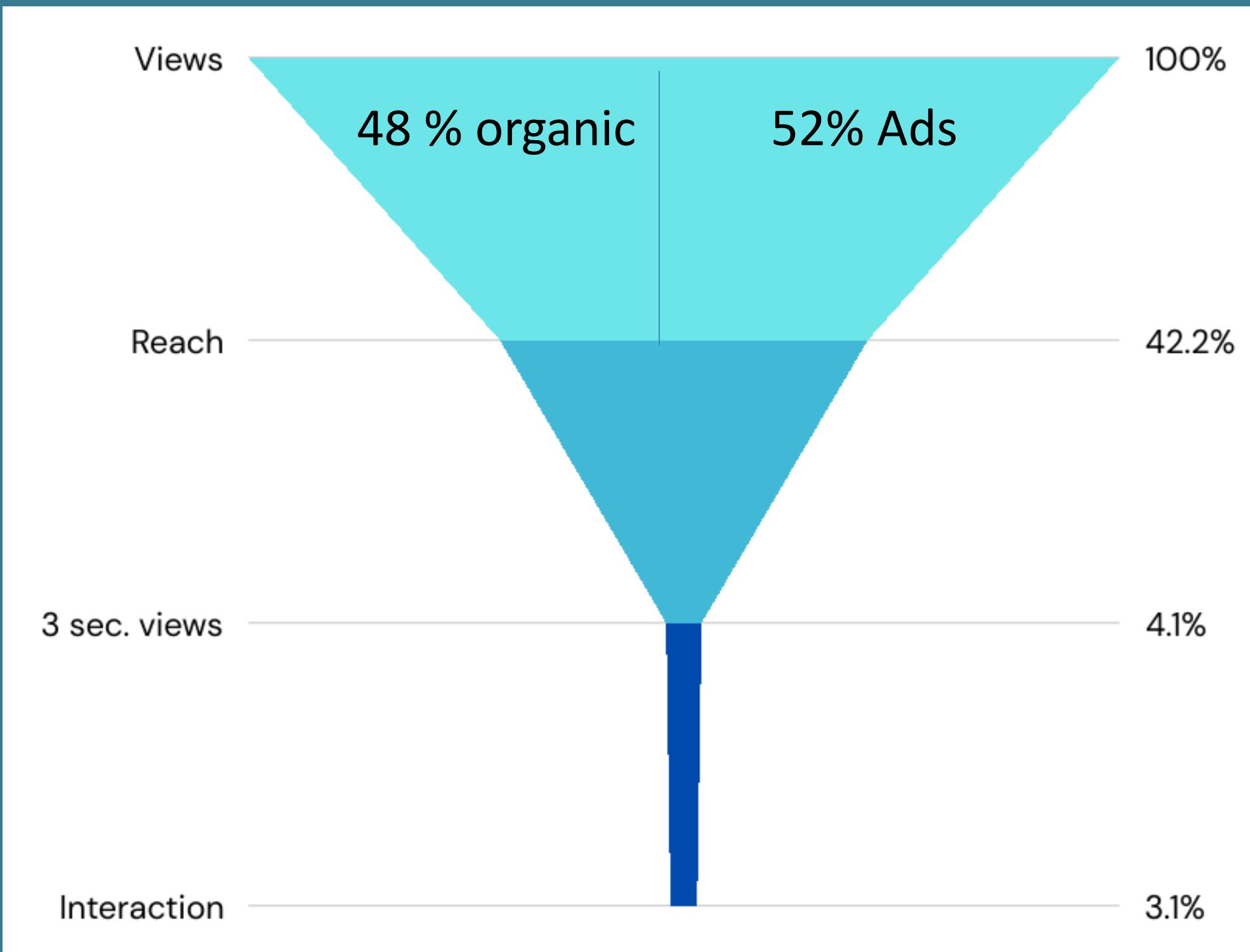
8



# Interaction Overview



The overview reaction with the page during the period 1/12/2024 – 31/3/2025



View  
39.3 K

Reach  
16.6 K

3 sec. view  
1.6 K

Interaction  
1.2 K



# Recommendations



# Recommendations

**Based on the results observed from the plan implanted between 1/12/24 – 31/3/25, we recommended the following actions:**

- 1- Increase the number of interactive posts on the page, including videos featuring the doctor and live sessions to address audience questions.
- 2- Encourage patients to write reviews and testimonials on the page to boost trust and credibility in the clinic
- 3- Create a simple questionnaire to identify how patients learned about the clinic, which will help assess the actual impact of the page on attracting new patients



Thanks