

Digital Marketing

PERSONAL BRANDING PROJECT

DENTIST : BASMA

PRESENTERS

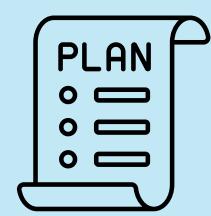
Nahla El-Badawi
Iman Gamal
Ahmad Muhsen
Reem El Saeed
Hadir Fathy

DATE

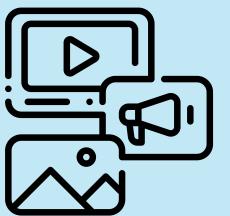
2024 OCTOBER 21TH



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SOSOTAC MODEL

MARKETING PLAN



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PROJECT OVERVIEW

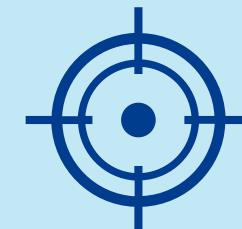
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PERSONAL BRANDING FOR DR. BASMA



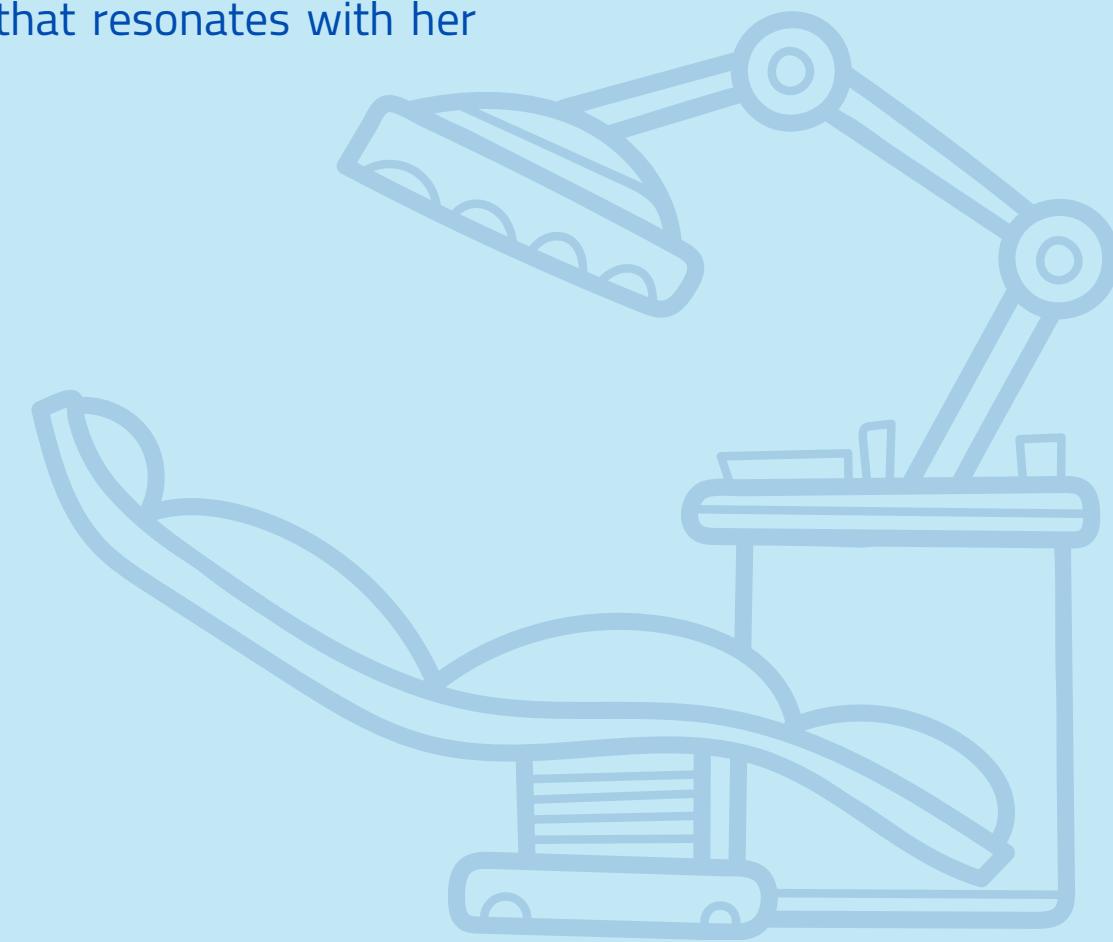
Key Objective

Our project aims to build Dr. Basma's personal brand as a trusted and approachable dentist in Kuwait. By leveraging social media platforms like Instagram, TikTok, we will highlight her expertise in cosmetic and general dentistry, focusing on engaging, educational content that resonates with her target audience.



Project Focus

- Social Media Presence
- Content Strategy
- SEO & Ads
- Measurement & Analysis



SOSTAC MODEL



PROJECT OVERVIEW

BUSINESS MODEL CANVAS

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<p>Key Partners </p> <p>Clinic Management: for operational support. Dental Suppliers: for tools, materials, and tech. Instagram Account Manager: for improving quality of content creation.</p>	<p>Key Activities </p> <p>Providing Dental Services: General, Restorative, Cosmetic, and Emergency Dentistry. Patient Engagement: Offering personalized dental care and follow-ups.</p> <p>Key Resources </p> <p>Human Resources: Skilled dentist (Dr. Basma) and support staff.</p>	<p>Value Propositions </p> <p>Personalized Dental Care: Comprehensive dental services in General, Restorative, Cosmetic, and Emergency Dentistry. Accessible Online Presence: Engaging, informative content on Instagram to educate and attract new patients. Convenient Location: Clinic located in a popular mall (Al-Andalus Mall) for easy access.</p>	<p>Customer Relationships </p> <p>Personalized Care: Ensuring each patient feels valued with customized treatment plans. Engagement through Instagram: Regular posts, stories, Q&A sessions, and interaction with followers.</p> <p>Channels </p> <p>Instagram: For sharing educational content, promoting dental services, running ads, and engaging with followers. Clinic in Al-Andalus Mall: The physical space where dental services are provided.</p>	<p>Customer Segments </p> <p>https://docs.google.com/document/d/1zaSXspS0UuFGe3D3xbzFVLtak73UcNXyn1azUwZUY/edit?tab=t.0</p>
<p>Cost Structure </p> <p>Marketing Costs: Instagram ads (1,000 EGP campaign budget), content production costs. Content Creation Tools: Camera, ring light, video editing software.</p>	<p>Competitors </p> <p>https://docs.google.com/spreadsheets/d/10Ov_SOqtA5K_adtEJVjJYCETBuTYdrThPyvISUYYqZ4/edit</p>	<p>Revenue Streams </p> <p>Dental Services: Revenue from General, Restorative, Cosmetic, and Emergency Dentistry. Increased Patient Volume: Attracting more patients through Instagram promotions Instagram Ads ROI: Converting followers and engaged audience into paying customers.</p>		

For More Details [Click Here](#)



SITUATION ANALYSIS

Internal Analysis: Services



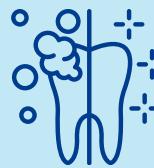
GENERAL DENTISTRY

- Routine dental exams, cleanings, and x-rays to maintain oral health.
- Cavity prevention and treatment (fillings, fluoride treatments).
- Gum disease treatment and oral hygiene advice.



RESTORATIVE DENTISTRY

- **Crowns and bridges** to restore damaged or missing teeth.
- **Dental implants** for permanent tooth replacement.
- **Root canal** therapy to save infected teeth.
- **Tooth Fillings** Using composite or amalgam materials



COSMETIC DENTISTRY

- Teeth whitening for a brighter smile.
- Porcelain veneers and crowns to improve teeth appearance.
- Bonding and reshaping for minor imperfections.



EMERGENCY SERVICES

- Immediate treatment for severe toothaches or infections.
- Broken or chipped tooth repair.
- Urgent care for knocked-out teeth or dental trauma.

Internal Analysis: Resources

-  • **Human Resources**
 - Skilled dentist and support staff.
 - Continuous training for improved patient care.
-  • **Technological Resources**
 - New camera and ring light for video recording.
 - Digital x-rays and dental software for management.
 - Marketing tools for social media.
-  • **Content Creation Reference**
 - Instagram account that teaches professional tips for taking high-quality photos and reels.
-  • **Financial Resources**
 - Ads budget: 1k EGP for current campaigns.
-  • **Physical Resources**
 - Clinic space available for shooting promotional videos
-  • **Digital Presence:**
 - Instagram account for brand promotion , interaction.

 Find more detailed analysis [[here](#)]

Customer analytics

CATEGORY	DETAILS
 Who	<ul style="list-style-type: none"> Target Audience: Adults aged 20–50, primarily professionals and families. Gender: Predominantly female, but includes male patients. Income Level: Middle to high income, willing to invest in cosmetic and restorative treatments.
 Where	<ul style="list-style-type: none"> Location: in Kuwait. Online Presence: Active on Instagram, searching for dental services via social media.
 What	<ul style="list-style-type: none"> General dentistry ,Cosmetic treatments , Restorative services (crowns, implants). Primary Concerns: Oral health, aesthetics, quick and effective dental solutions.
 Why	<ul style="list-style-type: none"> Pain Points: Looking for a trusted, experienced dentist. Improve or maintain oral health. Enhance the smile appearance . emergency dental care.
 When	<ul style="list-style-type: none"> Frequency: Visits occur every 6 months for routine check-ups, but demand for cosmetic Appointment Timing: Daily from 1 pm to 9 pm .

COMPETITOR ANALYSIS

COMPETITOR A

	<p>Strengths</p> <ul style="list-style-type: none">• Personal Branding: The doctor is the face of the clinic, building trust with patients through direct engagement and motivates potential clients to try the clinic's services.• High-Profile Client: One of her clients is a famous actress and influencer
	<p>Weaknesses</p> <ul style="list-style-type: none">• High Pricing: The clinic's services are priced higher compared to competitors, which may deter cost-conscious clients.
	<p>Strategy</p> <ul style="list-style-type: none">• The doctor promotes the clinic by talking directly to patients on social media and getting referrals from well-known clients.
	<p>USP</p> <ul style="list-style-type: none">• The clinic is known for personalized, top-quality care, supported by the doctor's involvement and recommendations from famous clients.



DR. HANAN ARTI

Prosthodontist

COMPETITOR B	
 Strengths	<ul style="list-style-type: none"> High-Quality Images and Designs: The clinic consistently showcases professional, visually appealing images and designs, reflecting the quality of their services. Experienced Team of Doctors: The clinic boasts multiple experienced doctors in one location, ensuring comprehensive care and expertise across various dental specialties.
 Weaknesses	<ul style="list-style-type: none"> Lack of Call-to-Actions (CTAs): The posts do not include clear CTAs to guide potential clients toward taking the next step, such as booking an appointment or learning more about services. Not active on snapchat
 Strategy	<ul style="list-style-type: none"> Use of Paid Ads: The clinic effectively utilizes paid advertisements for promotion Collaboration with Influencers: They partner with influencers to advertise their latest offers or new treatments
 USP	<ul style="list-style-type: none"> Comprehensive Services: All dental needs are met in one location, enhancing convenience for patients. Informative Content: Use of educational and engaging content that empowers patients in their dental health journey.



ASNA TOWER
clinic

 For the full competitor analysis, click [\[here\]](#)

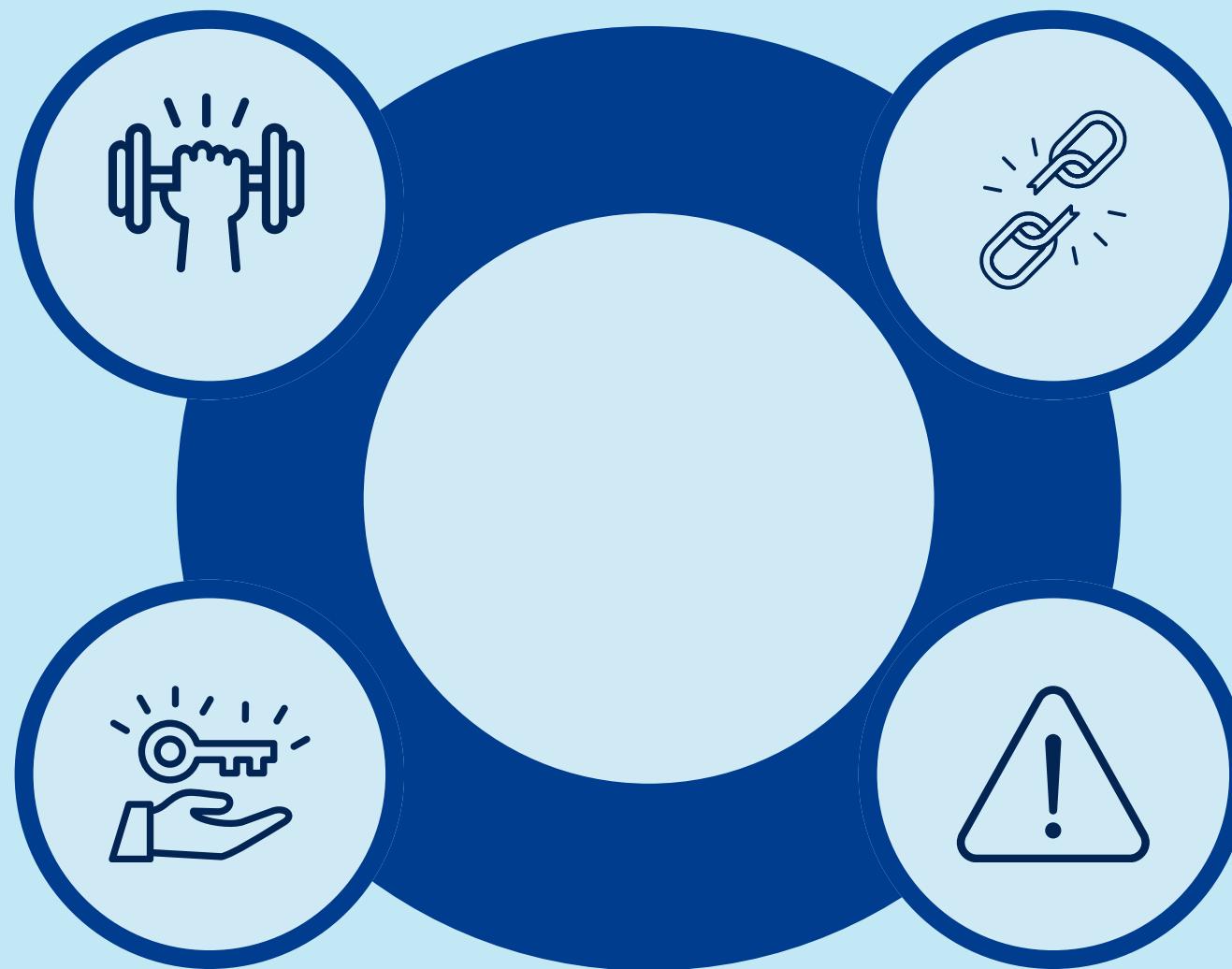
SOWT ANALYSIS

STRENGTHS

- Experienced Dentist.
- Trusted relationships with beloved influencers
- Quality of Service .
- Positive Patient Feedback.
- Location in a Popular Mall.

OPPORTUNITIES

- Growing Demand for Cosmetic Dentistry.
- Demanding Educational Content on platforms.



WEAKNESSES

- Limited Marketing.
- Dependency on Current Clinic.
- Lack of Online Presence.

THREATS

- Competitors Consistent Social Media Presence and Personal Branding of Their Doctors.
- The absence of promotional offers on the prices of dental services



OBJECTIVES



SELL

Increase patient Engagement

Grow new patient inquiries by 10% over one month



SPEAK

Increase the awareness

Increase Instagram content production by 30% over the next three months to improve visibility and reach a broader audience



STRATEGY



SEGMENTATIONS

SEGMENT A

Young Adults (20-30 years old)

Demographics:

- Gender: Predominantly female (60%)
- Income: Moderate to high, often professionals or students

Geographic:

- Location: Hawalli Governorate.

Behavioral:

- Frequently use social media platforms (Instagram, TikTok)
- Interested in cosmetic dentistry (teeth whitening, veneers)
- May seek information online regarding dental care and aesthetic treatments

Psychographic:

- Value appearance and self-image
- Health-conscious and oral hygiene
- Influence recommendations and trends

SEGMENT B

Married Adults (30-45 years old)

Demographic:

- Gender: Balanced (50% male, 50% female)
- Income: Upper middle class, often professionals or business owners

Geographic:

- Location: Hawalli Governorate.

Behavioral:

- Regularly visit dentists for check-ups
- Seek information about dental health
- Use social media but also rely on WOM referrals

Psychographic:

- Value professionalism and expertise
- Concerned about family dental health
- Interested in advanced dental technologies and pain-free experiences

SEGMENT C

Mature Adults (45-60 years old)

Demographic:

- Age: 45-60 years
- Gender: Predominantly female (55%)
- Income: High, retirees or established professionals

Geographic:

- Location: Hawalli Governorate.

Behavioral:

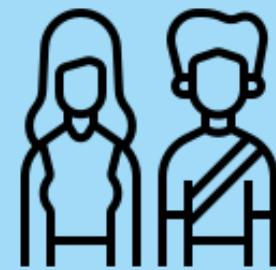
- Prioritize regular check-ups and maintenance of dental health
- More likely to seek restorative Treat
- Less active on social media; prefer direct communication and WOM

Psychographic:

- Value trust and a long-term relationship with their dentist



TARGETING



- **Cosmetic dentistry:**
Laser or home dental bleaching.
Teeth scaling and polishing.
Dental veneers and lumineers.
Fixed or removable dental retainers.
Snap on smile.
- **Preventive care:**
Conservative and cosmetic dental fillings.
Simple and surgical dental extraction.

PRIMARY TARGET AUDIENCE

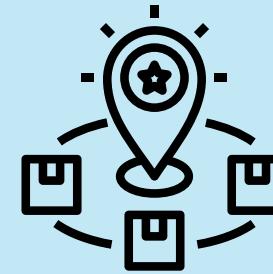


- **Cosmetic dentistry:**
Laser or home dental bleaching.
Teeth scaling and polishing.
Dental veneers and lumineers.
Snap on smile.
- **Preventive care:**
Conservative and cosmetic dental fillings.
Simple and surgical dental extraction.

SECONDARY TARGET AUDIENCE



For the full strategy plan [click here](#)



POSITIONING



Dr. Basma has 12 years of experience in dentistry, delivering high-quality care to her patients. She ensures that her patients feel comfortable and works to minimize their pain while fostering strong relationships with them.

As a result, she consistently receives positive and valuable feedback from her patients.

We position Dr. Basma as a trusted expert by incorporating blue into the design elements, symbolizing trust and reliability. Her content primarily focuses on educational resources, tips, and valuable information.

Additionally, we created a mantra for her: (ابتسامتك تستأهل الأفضل).



SEGMENT B

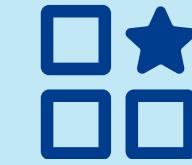
Ahmed Al-Farsi

- **Age:** 36 **Marital Status:** Married, father
- **Occupation:** Engineer at a government firm
- **Income Level:** A-class income group
- **Location:** Hawalli .
- **Interests:** Family time, technology, health
- **Dental Needs:** Preventive care (check-ups), cosmetic , procedures (crowns, root canals)
- **Pain Points:** Needs reliable, high-quality care for long-term dental health
- **Values:** Comprehensive family care, trustworthiness, long-lasting solutions
- **Preferred Platforms:** Instagram & YouTube (for educational content)
- **Motivation:** Prioritizes family dental health and seeks long-term, pain-free solutions .

SEGMENT A

Sarah Al-Mutairi

- **Age:** 27 **Marital Status:** Single
- **Occupation:** Marketing Executive at a ministry
- **Income Level:** B-class income group
- **Location:** Hawalli .
- **Interests:** Fashion, beauty, social media, fitness
- **Dental Needs:** Cosmetic dentistry (teeth whitening, smile enhancements)
- **Pain Points:** Concerned about comfort procedure , affordable pricing
- **Values:** Professionalism, modern technology
- **Preferred Platforms:** Instagram & Snapchat
- **Motivation:** Wants a brighter, more confident smile to boost her self-esteem in her social and professional life.

 USP

WHY CHOOSE US?



- **Prime Location:**

Conveniently located in a busy mall.



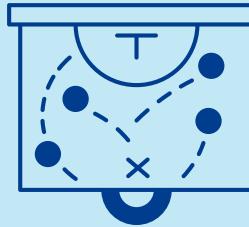
- **High Patient Satisfaction Rates:**

Consistently high ratings from our patients reflect our commitment to quality care and service.



- **Accessible pricing and flexible scheduling.**





TACTICS



CHANNELS

- TIKTOK
- INSTAGRAM



TYPE OF CONTENT

- EDUCATIONAL POSTS
- ENGAGING REELS, VIDEOS & STORIES
- INTERACTIVE POLLS/QUIZZES



POSTING FREQUENCY

- DAILY POSTS
- REEL EVERY DAY
- STORY DAILY



TONE OF VOICE

- FRIENDLY
- TRUSTWORTHY
- INFORMATIVE



CONTENT CALENDAR

[VIEW CALENDAR CONTENT](#)





TACTICS

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CONTENT CALENDAR

	DATE (MONTH/DAY/YEAR)	CONTENT PIL... PROMOTIONAL	Post Title	Target audience	CONTENT FORMAT	Status	Text of Visual	Caption / Hashtags
WEEK 1: Saturday INSTAGRAM	28/09/2024	PROMOTIONAL	Before and after	Persona A	Carousel Post	Posted	before and after (Review)	لابتسامة مثالية تشبه ابتسامات نجوم هوليوود 🌟 ، الفيبرز هو الحل الأمثل لتحسين شكل ولون أسنانك بشكل دائم وطبيعي!
	30/09/2024	EDUCATIONAL	أكلات أو مشروبات ما تخل أسنانك بعدها على طول	Persona A & B	POST (Image)	Posted	أكلات أو مشروبات ما تخل أسنانك بعدها على طول: يفضل الانتظار لمدة 30 دقيقة إلى ساعة بعد تناول هذه الأطعمة والمشروبات، حتى تستعيد المينا توازنه، ويقل تغير الأح派ض خلال هذه الفترة، يمكن شطف الفم بالماء أو استخدام غسول فموي من الكهول لتقليل الحساسية	ابتسامتك تستاهل الأفضل 🤗
	30/09/2024	PROMOTIONAL	Reel you need a new smile	Persona A	Reel & Story	Posted	you need a new smile	احجز موعدك ☎ الان مع ديسمة 96596099163+ dr.basma.el_badawi@
	01/10/2024	INSPIRATIONAL	عادات يومية لتفوّق الأسنان	Persona A & B	POST (Image)	Posted	عادات يومية سهلة، بس فكّلة، تقوّي أسنانك 🦷 وتضمن لك ابتسامة صحية وقوية 😊 من استخدام معجون به فلورايد: الفلورايد يعزز مينا الأسنان ويحميها من التسوس. عدم المضمضة بطفل الأسنان: المضمضة بعد التفريش تضرّف تأثير الفلورايد الموجود في المعجون.	ابتسامتك تستاهل الأفضل 😊 dr.basma.el_badawi@
	01/10/2024	EDUCATIONAL	Before and after	Persona A, B	Carousel Post	Posted	before and after (Review) post	
	02/10/2024	PROMOTIONAL EDUC	أشياء لازم تسويها قبل النوم	Buyer persona A, B	POST (Image)	Posted	أشياء لازم تسويها قبل النوم: التطهيف بين الأسنان (الخليط مائي أو عادي): الخليط يساعد على إزالة بقايا الأكل بين الأسنان التي ترشّح اللسان.	قبل النوم، تذكر أنك ملائم بالعادات الصحيحة التي تحافظ على صحة أسنانك! استخدام خيط الأسنان، واستخدام فرشاة الأسنان الناعمة 🦷، وتنظيف اللسان. خلوة بسيطة تفرق لأن ابتسامتك تستاهل الأفضل! 😊 dr.basma.el_badawi@
	02/10/2024	PROMOTIONAL	بيبيض الأسنان بالليزر	Persona A	POST (Image)	Posted	ابتسام على ابتسامة مشرقة في جلسة واحدة فقط لبيبيض الأسنان باستخدام جهاز الليزر	احصل على ابتسامة مشرقة في جلسة واحدة فقط لبيبيض الأسنان باستخدام جهاز الليزر توافق مع ديسمة اليوم لحجز موعدك ☎ ابتسامتك تستاهل الأفضل! 😊 dr.basma.el_badawi@


[VIEW CALENDAR CONTENT](#)

SOSTAC MODEL



MARKETING MIX





ACTION

22

SOSTAC MODEL

Item	Who	When	How many	objective
content Write	Ahmad , Hadir	25 , Sep : 25 , Oct	. 30 post , Captions . 15 Reel , 15 Tiktok STORIE	create 30 posts (15 Reels, 15 TikToks), 60+ stories, and compelling captions to increase engagement
Seo	Reem	25 , Sep : 25 , Oct	. Using the right keywords for the content	implement SEO incorporating relevant keywords into the content
Ads	Reem , Nahla	1,Oct : 25 , Oct	Running the Ads campaign	Insta Ads campaign is to reach the identified target segments, driving awareness
Graphic design	Iman	25 , Sep : 25 , Oct	Design SM content Design Final Presentation	create visually appealing social media posts, engaging Reels and TikToks, and a polished final presentation to enhance brand visibility
Social media	Nahla	25 , Sep : 25 , Oct	Posting on SM	manage social media posting on Instagram, TikTok, and Snapchat while actively engaging
Analytics	Iman	25 , Sep : 25 , Oct	Engagement analysis Ads analysis	conduct a comprehensive engagement and ads analysis to assess performance metrics

🔗 For the full Action plan , click [[HERE](#)].



CONTROL

Objective	KPI	Tool	Frequency	Target/Goal
Increase Instagram Reach & Engagement	- Total Reach	Instagram Insights	Daily/Weekly	5% increase per week
	- Engagement Rate	Instagram Insights	Daily/Weekly	5% increase per week
Increase TikTok Reach & Engagement	- Total Reach	TikTok Analytics	Daily/Weekly	10% increase in video views per week
	- Engagement Rate	TikTok Analytics	Daily/Weekly	5% increase per week

🔗 For the full control table, click [\[HERE\]](#).

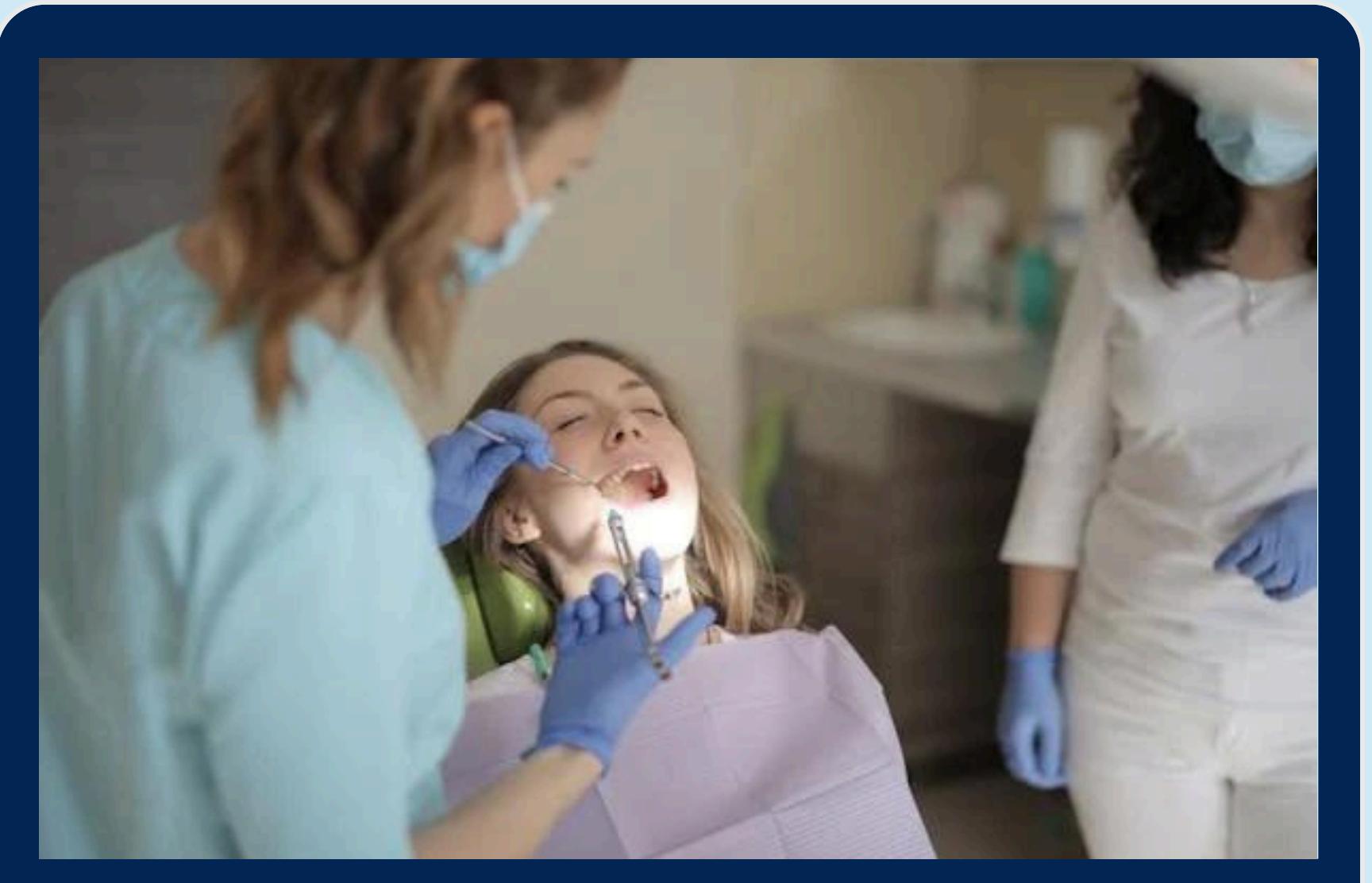


Content Creation



STRATEGY OVERVIEW

- **Personal Branding:** Position Basma as a trusted, professional, and approachable dentist in Kuwait .
- **Audience Engagement:** Create content that resonates with the identified target segments and encourages interaction.
- **Educational and Entertaining:** Deliver a mix of educational ,entertaining content to keep the audience engaged,informed.



Instagram and TikTok: Primary focus for posting Reels, TikToks, and static content.

CONTENT IDEAS



20 % : *Interaction Content*

Such as Q&A sessions, polls, and Quiz prompts to engage the audience, encourage participation, and build a stronger connection



50 % : *Educational & tips*

Educational content and practical tips on dental hygiene, cosmetic, and overall oral health, empowering our audience to make informed decisions about their dental care.



30 % : *Promotional Content*

Highlight services, and patient testimonials, designed to encourage engagement and drive appointments while showcasing Basma's expertise



INSTAGRAM FEED

Our feed will maintain a visual style reflecting Basma's professional brand identity. This includes consistent use of clinic-related colors, clean fonts, and high-quality visuals in all posts. We will also use Basma's photo as the cover for Reels to strengthen her personal brand. A unified aesthetic, blending educational content with personal branding elements, will enhance Basma's credibility and create a lasting impression on the audience.

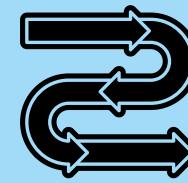


Copywriting Checklist



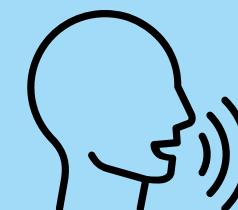
○ Format

Use a mix of Reels, static posts, and stories to provide both educational and interaction content.



○ Flow

Ensure the content flows naturally, from engaging introductions to clear calls to action.



○ Tone of Voice

Maintain a professional yet approachable tone, balancing expert advice with friendly communication.

Posts Samples

Instagram

Bio

Dr.Basma Mahmoud Elbadawi

Health/beauty

أخصائية طب وجراحة الفم والأسنان 

تركيبات و تجميل الأسنان 

زمالة كلية الجراحين الملكية - إنجلترا 

+96596099163 

Caption

كم كمية السكر في علبة صودا واحدة؟ 

12 ملعقة؟ 

8 ملعقة؟ 

5 ملعقة؟ 

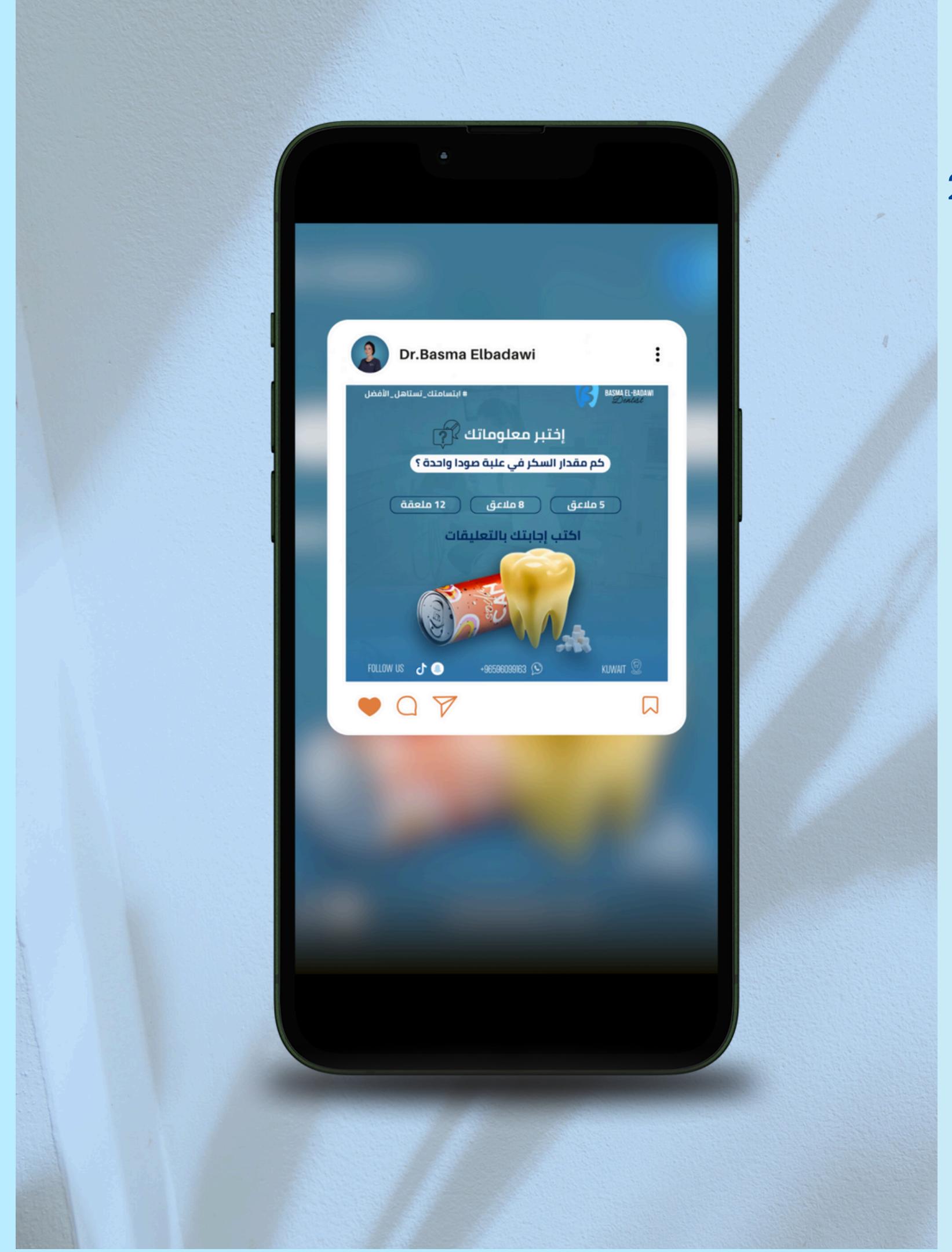
اكتب إجابتك في التعليقات 

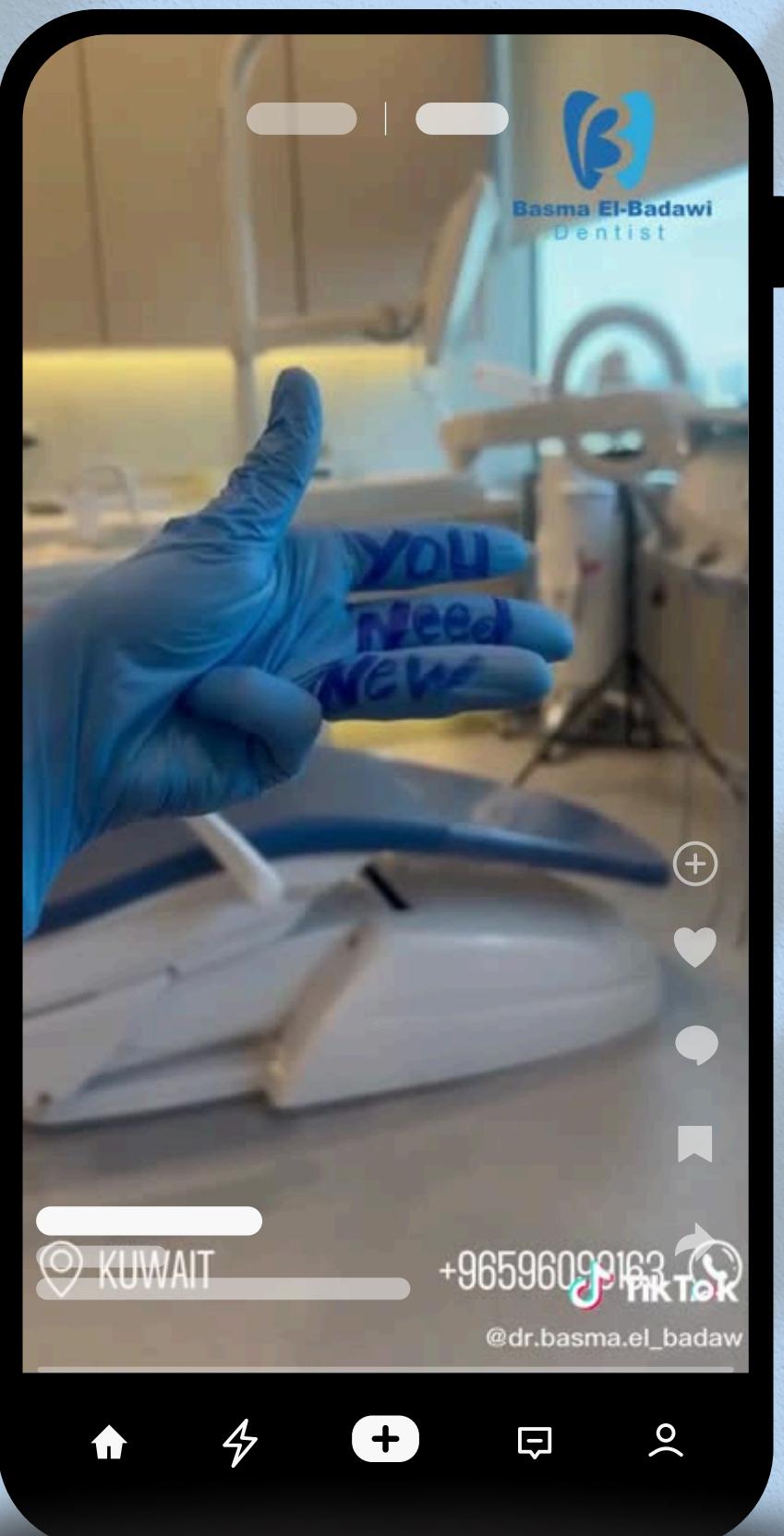
هل تعتقد أنك تعرف الإجابة الصحيحة؟ شاركنا رأيك الآن!

حافظ على صحة أسنانك مع د. بسمة 

+96596099163 

#مشروبات_باردة #تصبغات #سكر #صحة_الفم_والأسنان
#العناية_بالأسنان #د_بسما_البدوي





Tiktok

Bio

#أسنانك تستاهل الأفضل🌟✨ احجز موعدك مع
#دكتورة_بسما_البدوي ☎ 96099163

Caption

ابتسامتك تستاهل الأفضل 😊
☎ للاستفسارات
+96596099163
📩 تواصل الآن عبر الإنستجرام:
dr.basma.el_badawi

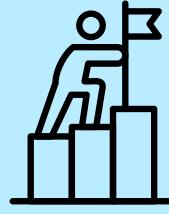


CAMPAIGN



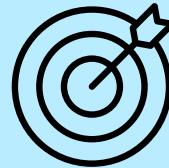
Instagram Campaign for Dr. Basma

Cosmetic Dentistry Focus



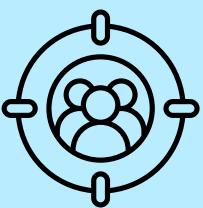
Objective

Increase brand **awareness** to Dr. Basma's Instagram account while promoting cosmetic dentistry services



Goals

Increase **reach** and **engagement** for cosmetic-focused Reels



Target audience

Segment A, B: 20-45-year-olds

Location: Kuwait

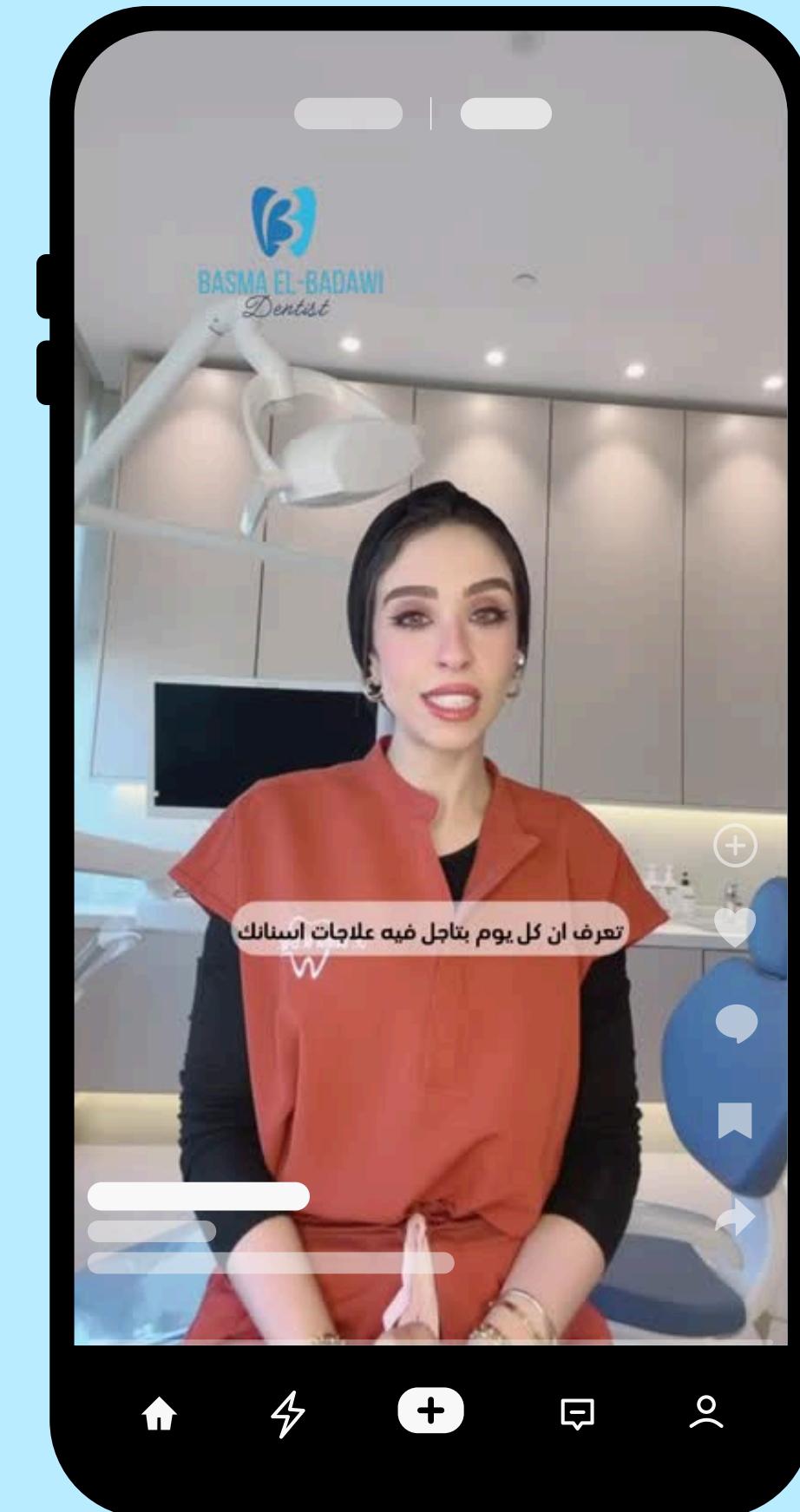


Instagram Campaign Content

33

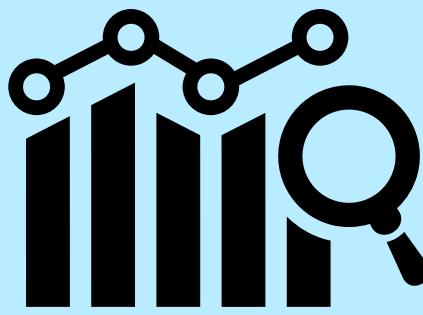
promotional Theme:
الوقت هو عدو الجمال

CTA:
لا تتردد في زيارة دكتور الأسنان قبل فوات الأوان



Reel showcasing teeth whitening solutions – Targeting cosmetic-focused young adults (20-45).

CAMPAIGN

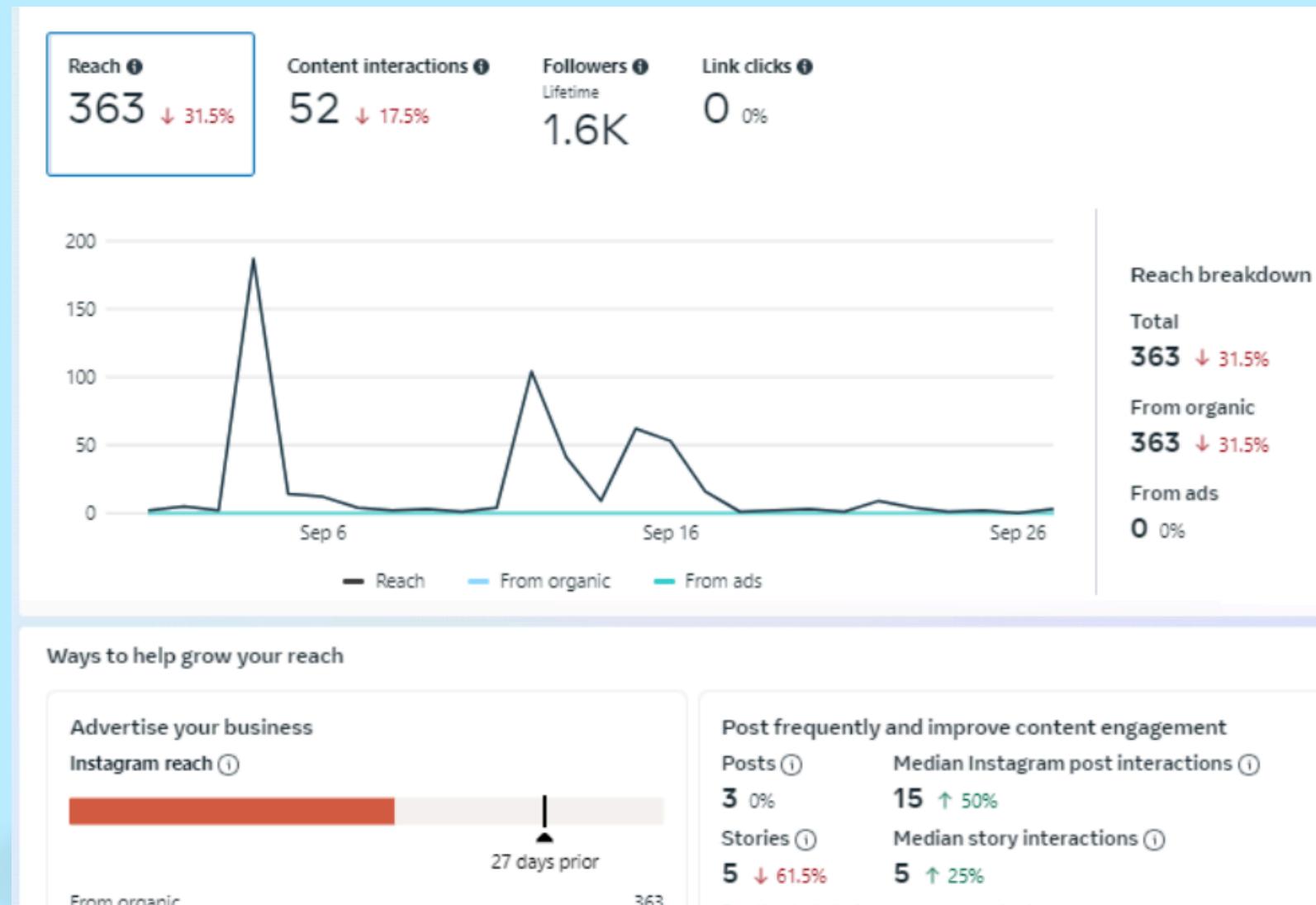


Analytics

Instagram Performance Analysis

35

Reach before Campaign



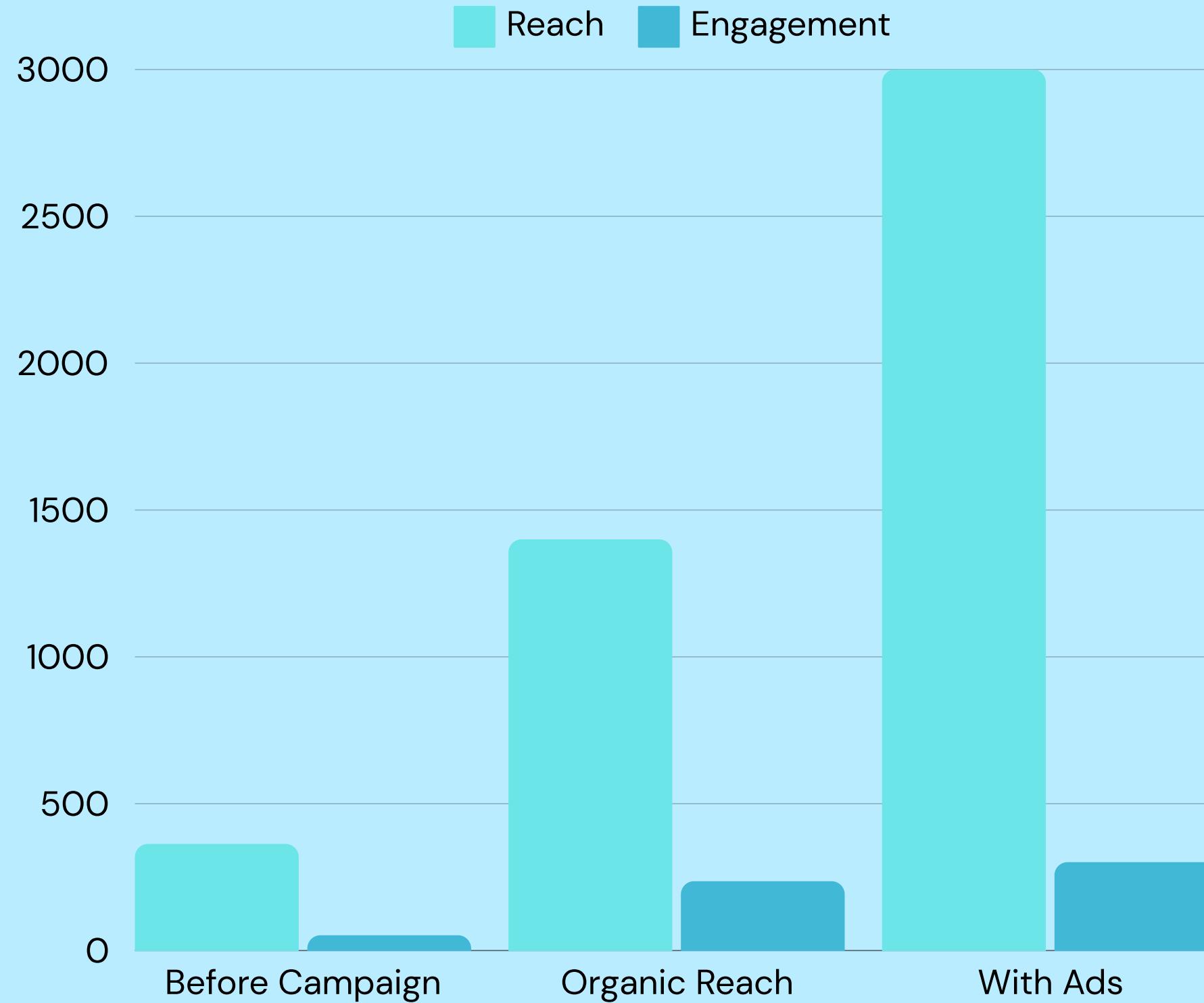
Reach After Campaign





Instagram Performance Analysis

36



We observed steady growth in organic reach after optimizing our content, with a further boost of 2.8x in reach and engagement increased by 18% after running paid ads.

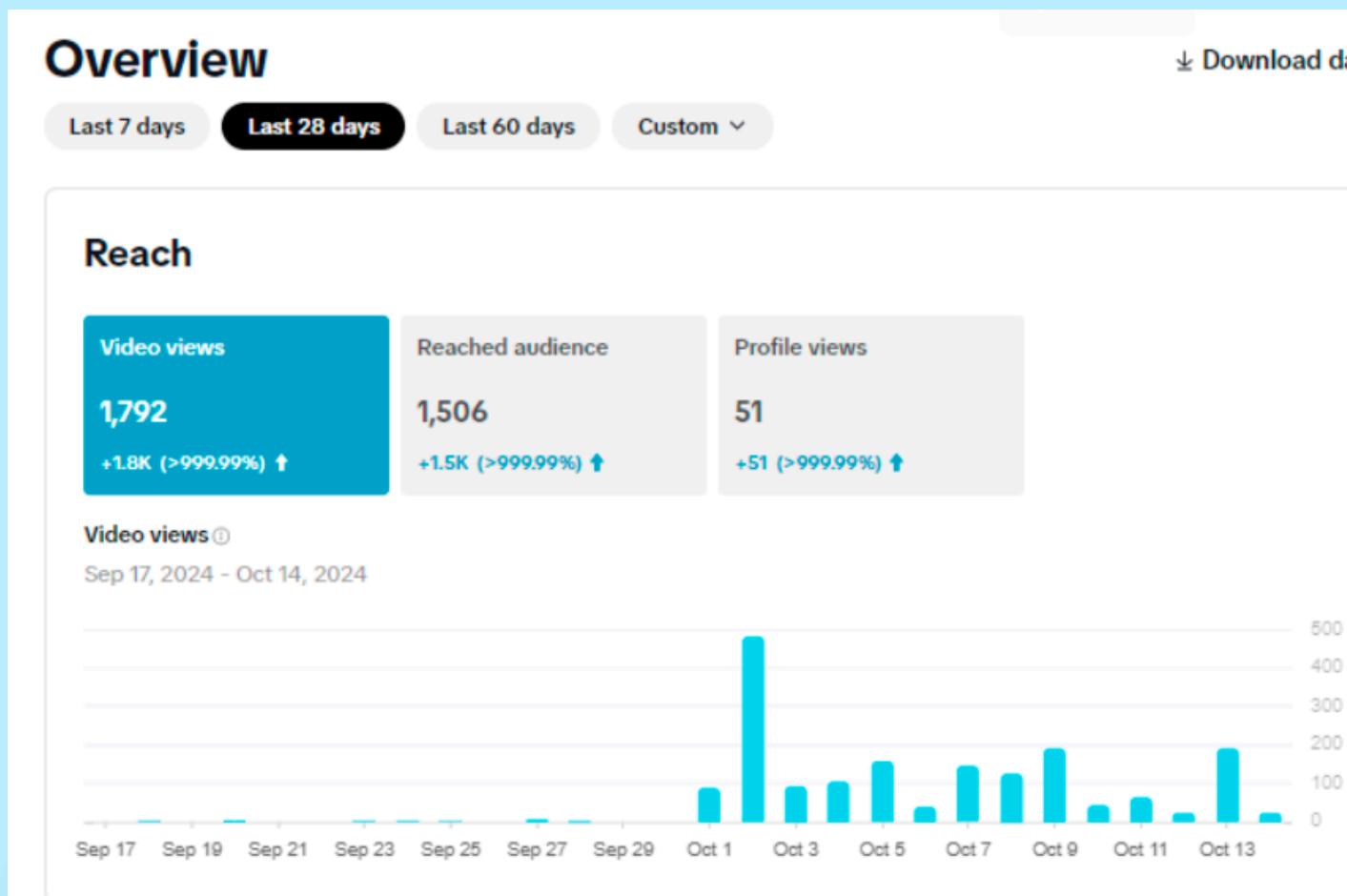
Tiktok Performance Analysis

37

Reach

Reached Audience : up to 1.5 k

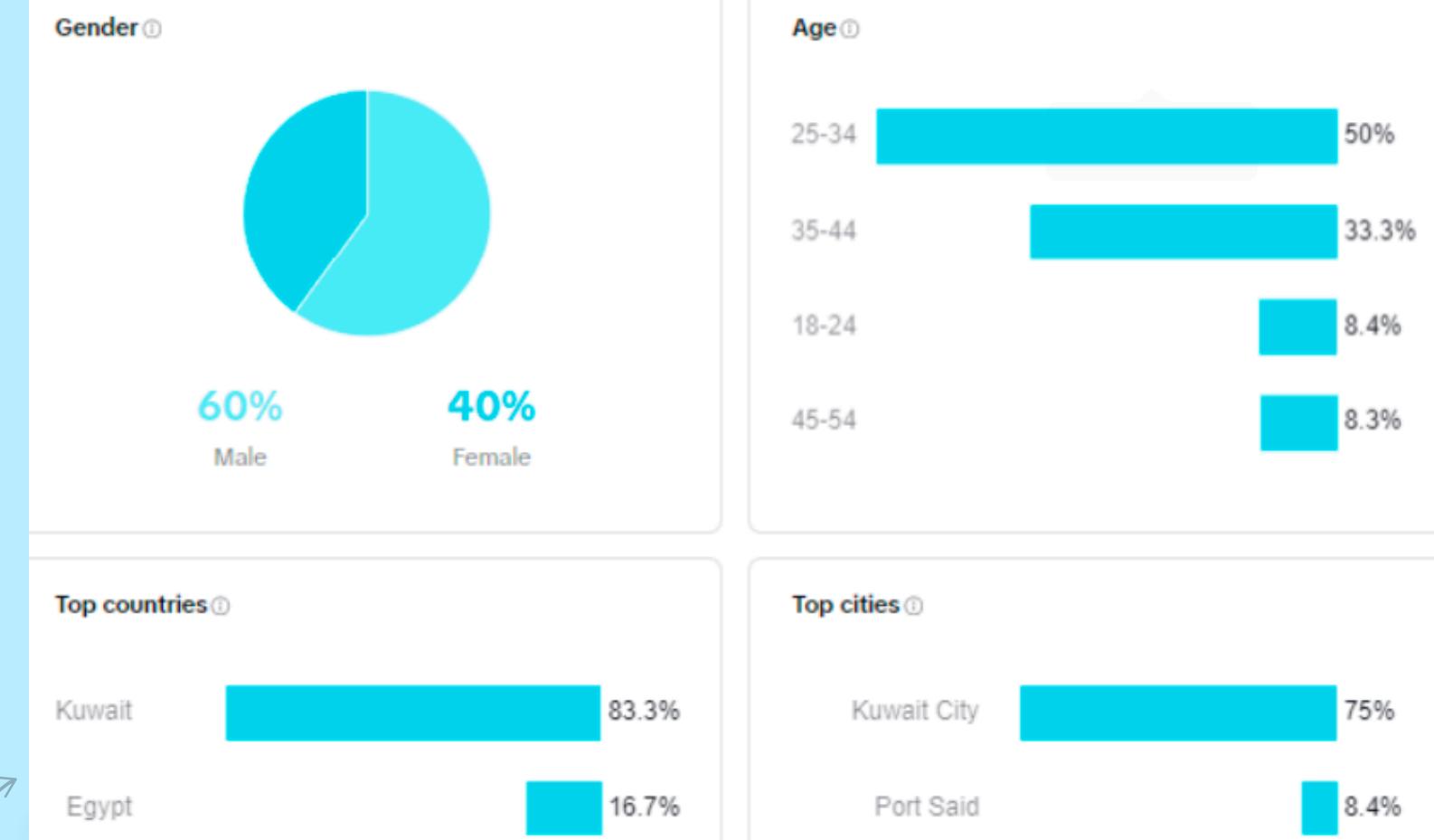
Video Views: up to 1,8k



Gender

Male: 60%

Female : 40%



Countries

Kuwait : 85%

ANALYTICS



Recommendations

1. Target Segment C in Future



Reasoning: Based on the analytics, we found that a large portion of **Segment C (45-60 years old)** interacted with the ad by sending messages. However, this group didn't interact well with the content.

Recommendation: Adjust future campaigns to engage this segment more effectively by using content that resonates with older audiences, such as educational tips or testimonials about long-term dental health.

2. Create Trendy Reels for TikTok



Reasoning: The TikTok that featured trendy and creative content, rather than purely educational material, gained a lot of views and higher engagement.

Recommendation: Continue creating **trendy** Reels for TikTok. We've collected a list of popular TikTok trends that can be adapted for the doctor's content to keep the audience engaged and attract more views.

3. Use Snapchat



Reasoning: Snapchat is extremely popular in Kuwait, and it offers a great platform for engagement. Posting regular updates, including attending **dental events**, would connect the doctor with the audience.

Recommendation: Start using Snapchat to document events, treatments, and behind-the-scenes content to create a personal connection with the audience. This platform will help increase visibility and audience interaction.

4. Collaborate with Influencers



Reasoning: We identified that some Kuwaiti influencers are **already following** Dr. Basma's Instagram and engaging with her content, including liking and interacting with her Reels.

Recommendation: Collaborate with **these influencers** to increase brand visibility and trust. Influencer partnerships can drive more authentic engagement and attract a wider audience.

Thank you