



هيئة الاتصالات  
وتقنيات المعلومات



# KIWAN PROJECT

Instructor / Tamer Elmogha



# Overview

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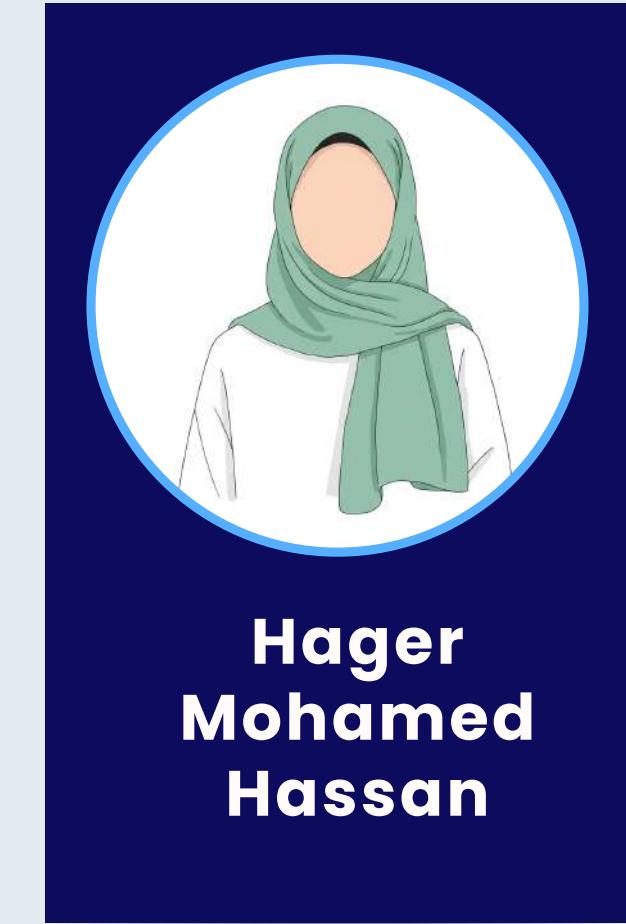
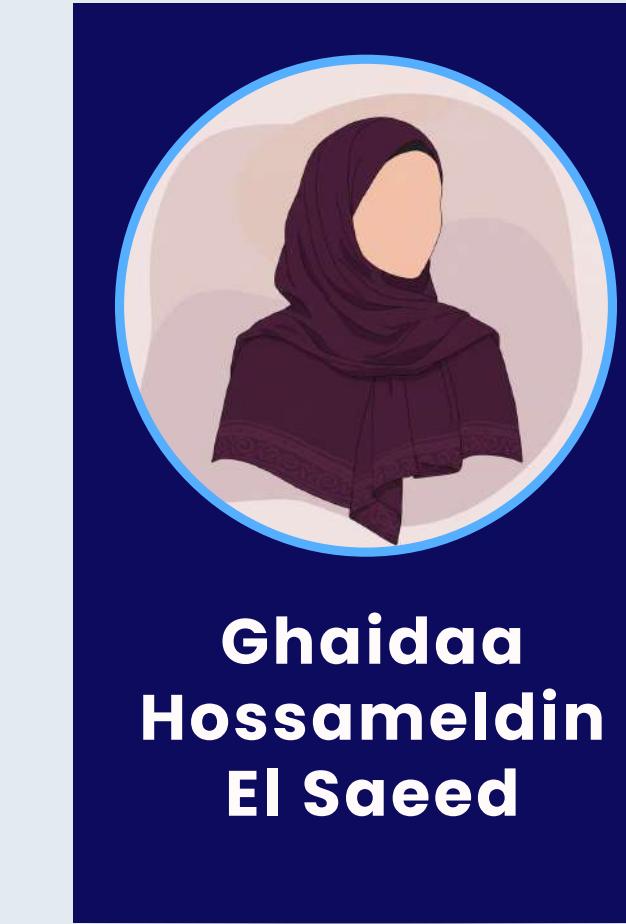
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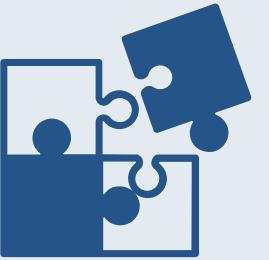
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**Recomendation**



# Our Team





## About The Project

- **Comprehensive Services: Treatment, cosmetics, and prevention with advanced technology.**
- **Skilled Team: Personalized, comfortable care for each patient.**
- **Central Location: Modern, clean environment in Mansoura, Egypt.**
- **Goal: Enhance oral health and raise dental care awareness.**



# Business Model Canvas

## Key Partners

- **Maxillofacial Surgeon:** Collaboration with a specialist surgeon for complex procedures.
- **Medical Equipment Suppliers:** For providing advanced tools like digital X-ray machines and root canal filling devices.
- **Medical Laboratories:** For necessary tests and X-rays.
- **Photographer & video editor**

## Key Activities

- **Dental Services**
- **Appointment Management**
- **Record Management**
- **Digital Marketing**
- **Education and Awareness**

## Value Propositions

- **Fast and Precise Dental Care:** Accurate appointments and quick service to value patients' time.
- **Comprehensive Services:** Including cosmetic treatments, emergency care, and preventive care.
- **Comfortable Experience:** Modern and calm interior design with advanced equipment.
- **Positive Testimonials:** Displaying before/after photos and patient reviews.

## Customer Relationships

- **Continuous Interaction:** Responding to comments and messages on social media platforms.
- **Patient Follow-up:** Following up with complex cases via phone.
- **Personalized Experience:** Providing a comfortable and personalized experience for each patient.

## Customer Segments

- **Men:** Regular checkups, cavity treatment, dental prosthetics
- **Women:** Teeth whitening, cosmetic fillings.
- **Children:** Preventive fillings, cavity treatment.
- **Adults:** Root canal treatment, crowns, dental implants, gum treatment

## Key resources

- **Qualified Dentist**
- **Reception Team:** Trained in professional interaction with patients.
- **Advanced Equipment:** Such as digital X-ray machines and root canal filling devices.
- **Clinic Location:** Central and easily accessible with available parking.
- **Digital marketing Team**.

## Channels

- **Social Media Platforms:** Facebook and Instagram for promotion and educational content.
- **Direct Communication:** Via phone or in-person visits for appointment booking.

## Cost Structure

- **Purchase:** Cost of dental materials.
- **Staff Salaries:** Salaries for the dentist and reception team.
- **Digital Marketing:** Cost of paid advertisements on social media platforms.

## VS competitors

- **Ahmed Maher Dental Clinic**
- **Glamour dental clinic**
- **Dr. Ammar Dental Clinics**
- **Dr Kandil Dental Clinics**
- **Dr.Yaseen Shams - Dental clinic**

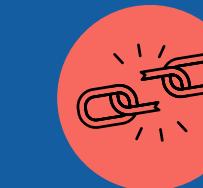
## Revenue Streams

- **Medical Services:** Revenue from providing dental services like fillings, root canal treatment, and cosmetic dentistry.
- **Cosmetic Treatments:** Revenue from teeth whitening and cosmetic fillings.



## Strengths

- Strategic location in a busy area.
- Competitive pricing.
- No waiting time.
- Morning and evening appointments to suit everyone.
- The clinic is on the ground floor, making it accessible for elderly patients.

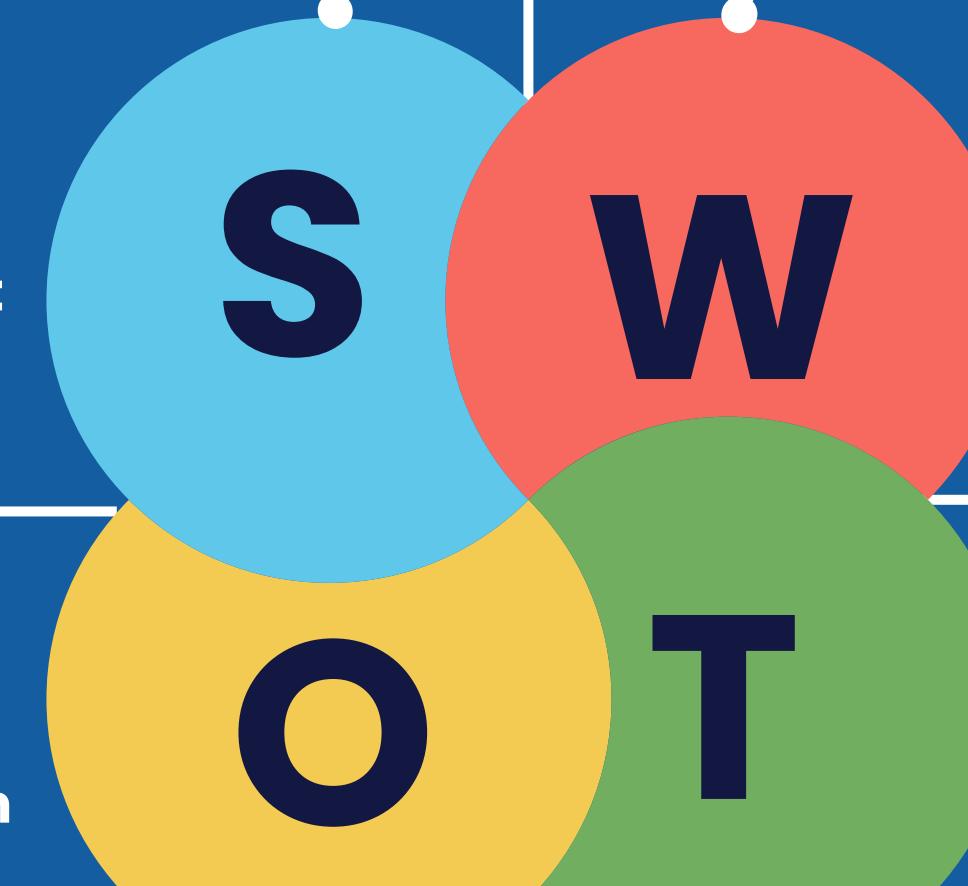


## Weaknesses

- Lack of marketing efforts.
- Dependence on external specialists.
- Small clinic size (60–70 square meters).
- Only one worker and one dental assistant, which is insufficient.
- Manual and digital record-keeping.
- Clinic is closed on some days of the week.



- Availability of suitable parking space.
- Targeting students from Mansoura University.
- Proximity to nearby villages, providing an opportunity to target them.
- Increasing demand for cosmetic dentistry services.
- Expanding the target audience through digital marketing.



## Threats

- Inflation and economic conditions.
- High competition.
- Fluctuating prices of raw materials, increasing service costs.
- Lack of public transportation to the clinic.
- Patients' preference for well-known clinics.
- Regulations, legislation, and taxes affecting clinic operations.



## Opportunities



# Goals And Objectives

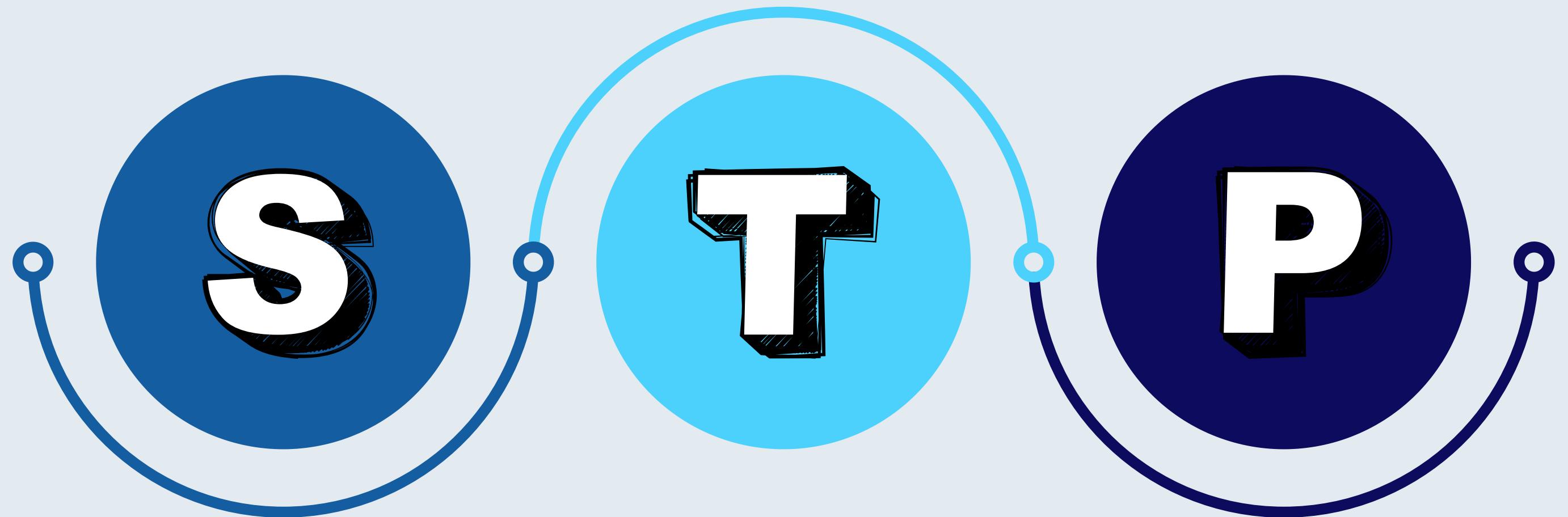


## Marketing

**Increase Facebook followers to 2,000 and Instagram to 1000 within 6 months through weekly educational content and targeted ad campaigns.**

## Sales

**Boost revenue by 50,000 EGP within 6 months by improving visit-to-booking conversion rates and implementing online booking system.**



**Amal Mohamed**

**Science teacher  
at Shajarat Al  
Durr School**

# kiwan dental clinic (Buyer Persona )

## Demographics

- 🎂 40 Years Old
- ⚥ Woman
- 📍 Galaa Street – Mansoura
- 💍 Married with 3 children

## Behavior

- Uses social media to get information about clinics and medical services.
- Looks for recommendations and experiences of others before making a decision.
- Tends to choose clinics with good reviews and reasonable prices.
- Interested in following pages that provide tips for maintaining healthy teeth and an attractive smile.

## Needs

- A nearby dental clinic that provides fast and suitable services for children and adults.
- Family-friendly offers (discounts on family members' treatment).
- Accurate medical care and clear explanation of all procedures.
- A comfortable and safe environment for children during treatment.

## Interests

- Interested in dentists' pages on social media.
- Loves cooking and making sweets and follows content related to recipes and kitchens.
- Looking for healthy tips to maintain her children's dental health.



**AKRAM MOHEY**  
Mathematics  
Teacher

## Demographics

- 🎂 56 years old
- ♂ Male
- 📍 Mansoura
- 💍 Married

## Goals

- **Maintain oral health to enjoy his active lifestyle and hobbies.**
- **Prevent future dental issues to avoid discomfort or expensive treatments.**
- **Seek reliable, comfortable, and efficient dental care.**

## Buying Behavior

- **Trusts recommendations and local advertisements**
- **Prefers Arabic-speaking staff for comfort**
- **Values quality and appreciates efficiency in service**

## Challenges

- **Potential time constraints due to teaching commitments.**
- **May have concerns about the cost of treatments given his income.**
- **Could experience age-related dental issues such as gum disease or sensitivity**



## Sara Ahmed

### Profile

- Age: 24 years old
- Gender: Female
- Marital Status: Single
- Occupation: Employee
- Location: Mansoura

### Challenges

- A fear of pain makes her hesitant to visit the dentist.
- Limited budget, so she looks for affordable prices or installment options.
- Busy schedule due to work pressure
- Uncertainty about the best treatments, requiring trustworthy advice.

### Needs

- Achieve a healthy and attractive smile
- Treat cavities, plaque, or tooth sensitivity caused by coffee and cold drinks.
- Looking for teeth whitening or braces to enhance her professional appearance.
- Needs a nearby clinic with flexible appointments that fit her work schedule.

### Buying Behavior

- Follows dental clinics on social media to stay updated on services and offers.
- Checks customer reviews and testimonials before choosing a clinic.
- Prefers short, simple videos and is attracted to discounts, especially for whitening and cleanin

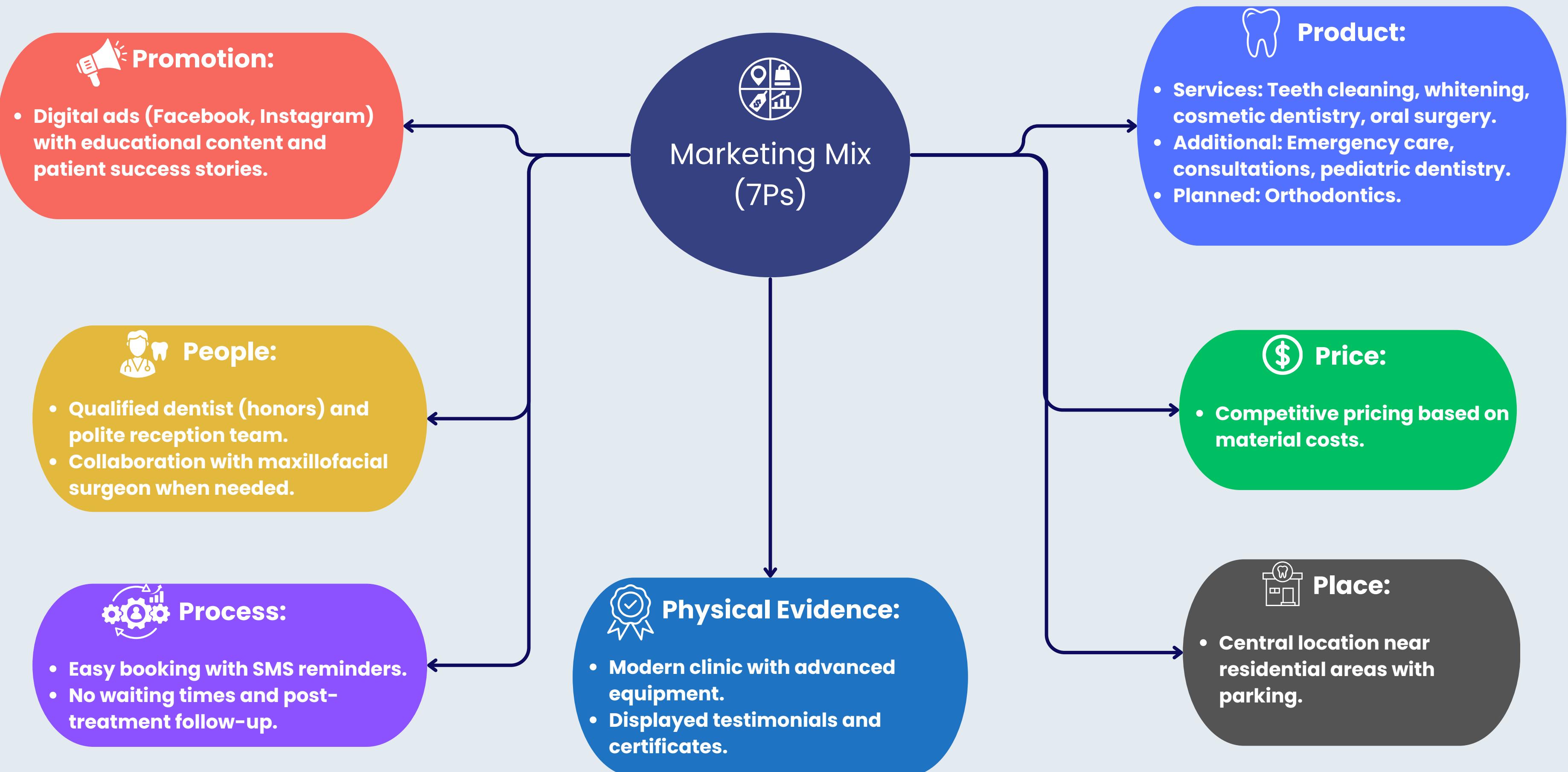


**Dental care without waiting – precise  
appointments and fast service to value your time.**

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# Tactics





# content calendar


[View more details](#)

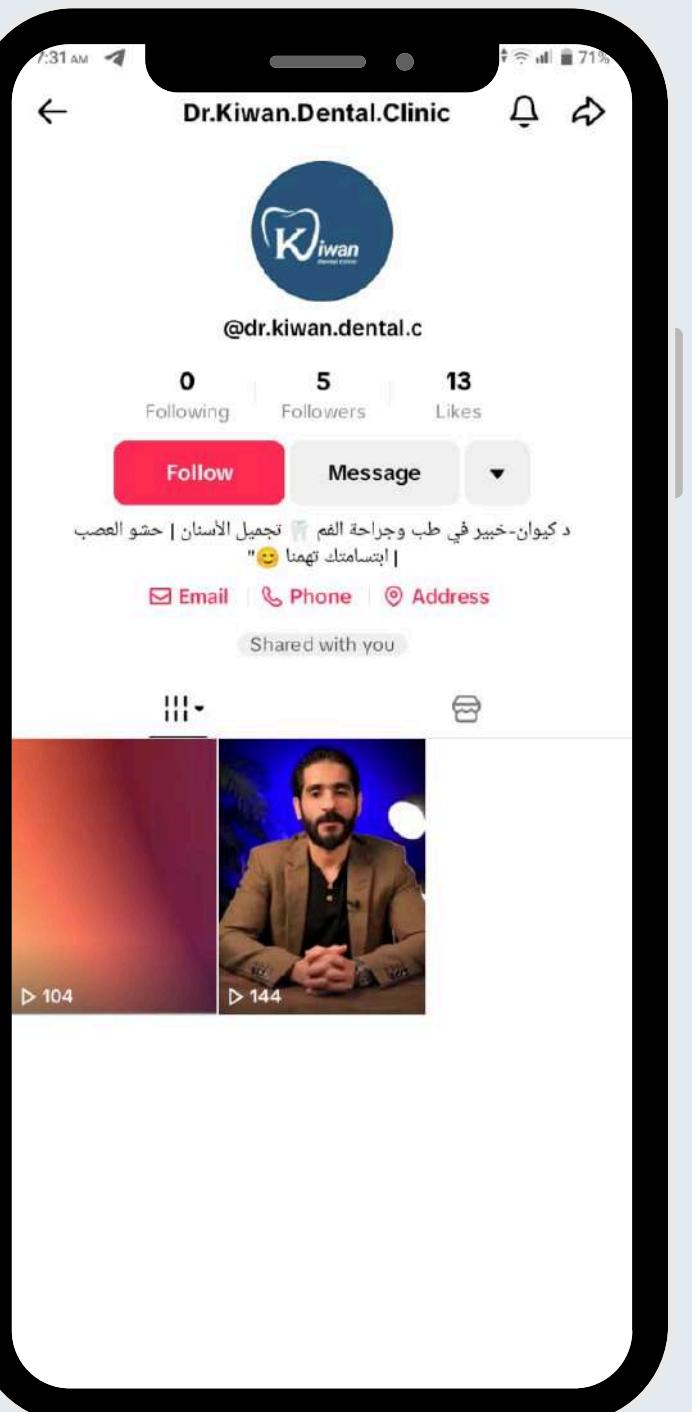
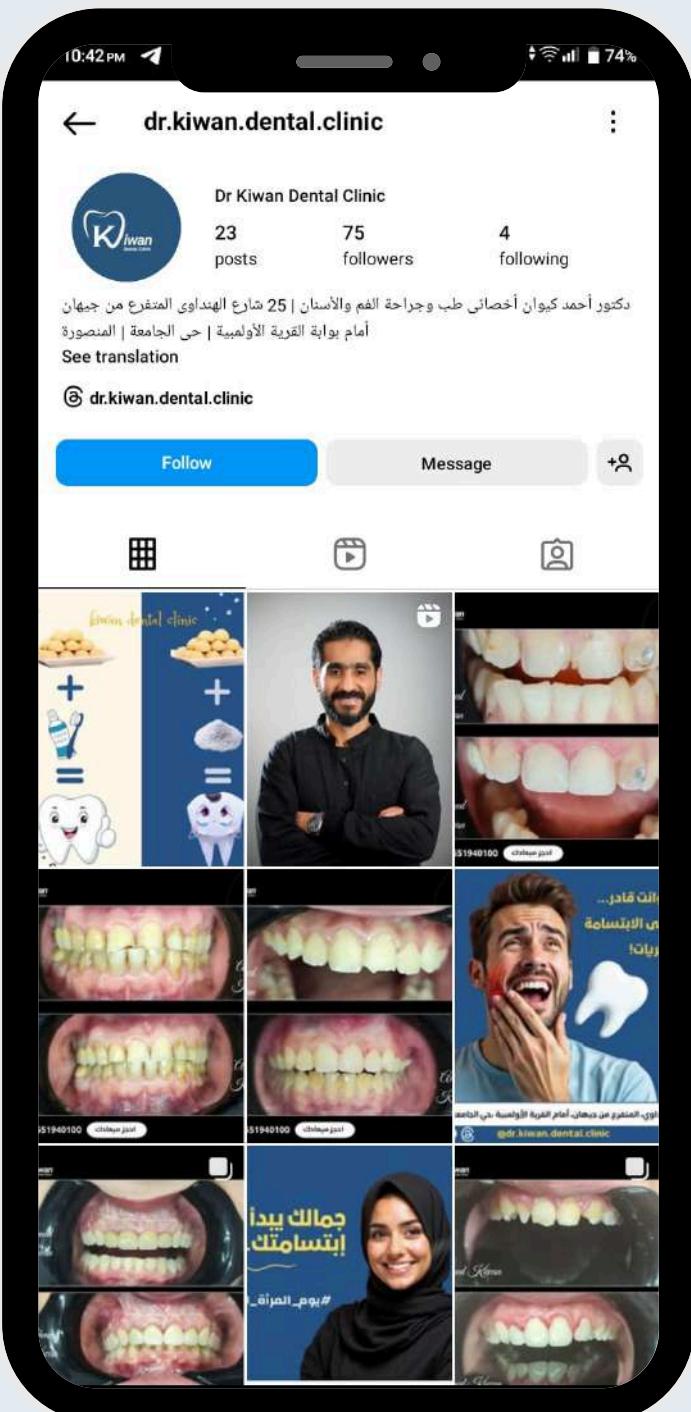
Date	Time	Objective	Message	Type	Channel	Caption	TOV	CTA	Hashtags	Responsible	Status	Approval	Visuals
<b>February 2025</b>													
4	17/2/2025	5:00 PM	Awareness	Post	Facebook Instagram	مرحبا بك في عيادة كوان	Encouraging	تليعونا لمعرفة كل ما ينطبق بصفحة الأسنان وطرق العناية بها!	#مجمع_كوان_لأسنانك_في_أمان #عالية_ بدون_ انفصال #تشاهد_ سوزانينا #لسان_ بشالة #جديد #نيشن_ مختبر #فنزاجة #حسب	Hager Mohamed	Completed	✓	<a href="#">View Now</a>
5	20/2/2025	6:00 PM	Engagement	Post	Facebook Instagram	هل السكر هو السبب الحقى لتوس الأسنان؟	Authentic & Storytelling	كنت متحلث ان السكر يشقق بالطريقة دى؟ شاركنا لك، ولو عندك اى استفسار فريق #عيادة_كوان_لأسنان مستعد بخواصك بكل سرور!	#ال كثير_ها #هذا_الأسنان #زناد_ طبيب_الأسنان #عيادة_كوان_لأسنان #مجمع_كوان_لأسنان	Eman Salah	Completed	✓	<a href="#">View Now</a>
6	21/2/2025	5:38 PM	Awareness	Post	Facebook Instagram	أسنان أنيقة .. نفس منعش.. ابتسامة أجمل	Informative	ابدا البهاره، وخلق ابتسامتك شفاعة	#خط_ طبي #صحة_ الفم #ابتسامة_ جميلة	Ghaidaa Hossameldin	Completed	✓	<a href="#">View Now</a>
7	24/2/2025	5:10 PM	Engagement	Reel	Facebook Instagram	كيف تلتقط الأطفال لتنظيف الأسنان	Encouraging	اعمل أبتسامتك كل يوم عثمان تقى قوية زى سير مل	مع_كوان_ يوصى_ في_أمان #طب_ الأسنان #عروس_الأسنان #لولىدة_ من_ الترسير #في_غير_ الأطفال #تعدين_ الأسنان #عيادة_ الأطفال DentalCare# #صحة_ #بسنة_ حسية #KidzVideo #Healthy Smile	Aliaa Hassan	Completed	✓	<a href="#">View Now</a>
8	27/2/2025	6:10 PM	Engagement	Post	Facebook Instagram	أنتي آخر مرة غرت فيها فرشاة أسنانك؟	Educational	احجز موعدك الآن عبر رسائل الصقة او الاتصال بنا	فرشان_ الأسنان #مسحة_ الفم_ الدكتور_ كوان الابتسام_ الأسنان للتنظيف_ الأسنان المبة_ بدون_ توس_ الأسنان_ الشافية	Dosas Abdullah	Completed	✓	<a href="#">View Now</a>
9	28/2/2025	9:00 PM	Engagement	Post	Facebook Instagram	تهنئة بمناسبة شهر رمضان	Emotional & Engaging	—	—	Aliaa Hassan	Completed	✓	<a href="#">View Now</a>
<b>March 2025</b>													
11	3/3/2025	10:15 PM	Awareness	before and after	Facebook Instagram	زيارة 4 زرعت اسنان للتعریض_ لفدن استئصالها الامامية بسبب الفعل	Inspirational	لا تتردد في التواصل معنا لاستعادة ابتسامتك بأحدث تقنيات زراعة الأسنان!	#تغريد_ المجمع_كوان_لأسنانك_في_أمان	Eman Salah	Completed	✓	<a href="#">View Now</a>
12	6/3/2025	9:45 PM	Awareness	before and after	Facebook Instagram	#ترميم من امامي مكثور باستخدام حشو التزرز	Inspirational	لا تتردد في التواصل معنا لاستعادة ابتسامتك بأحدث تقنيات الحشو	#مجمع_كوان_لأسنانك_في_أمان	Aliaa Hassan	Completed	✓	<a href="#">View Now</a>

# Action Plan

Task	Assigned Person	Price	Duration
<b>Caption Writing &amp; Visual Design</b>	<b>Hager Mohamed Hassan</b>	<b>EGP 3,000</b>	<b>per 3 months</b>
<b>Client Communication &amp; Voiceover</b>	<b>Aliaa Hasan Hafez</b>	<b>EGP 3,000</b>	<b>per 3 months</b>
<b>Market Research &amp; (Social Media Specialist Role)</b>	<b>Ghaidaa Hossam</b>	<b>EGP 4,500</b>	<b>per 3 months</b>
<b>Moderation &amp; Customer Support</b>	<b>Doaa Abdallah Deif</b>	<b>EGP 3,000</b>	<b>per 3 months</b>
<b>Competitor Analysis, Content Calendar &amp; Team Coordination</b>	<b>Eman Salah Salem</b>	<b>EGP 4,000</b>	<b>per 3 months</b>



# Channels Used



# Our Posts

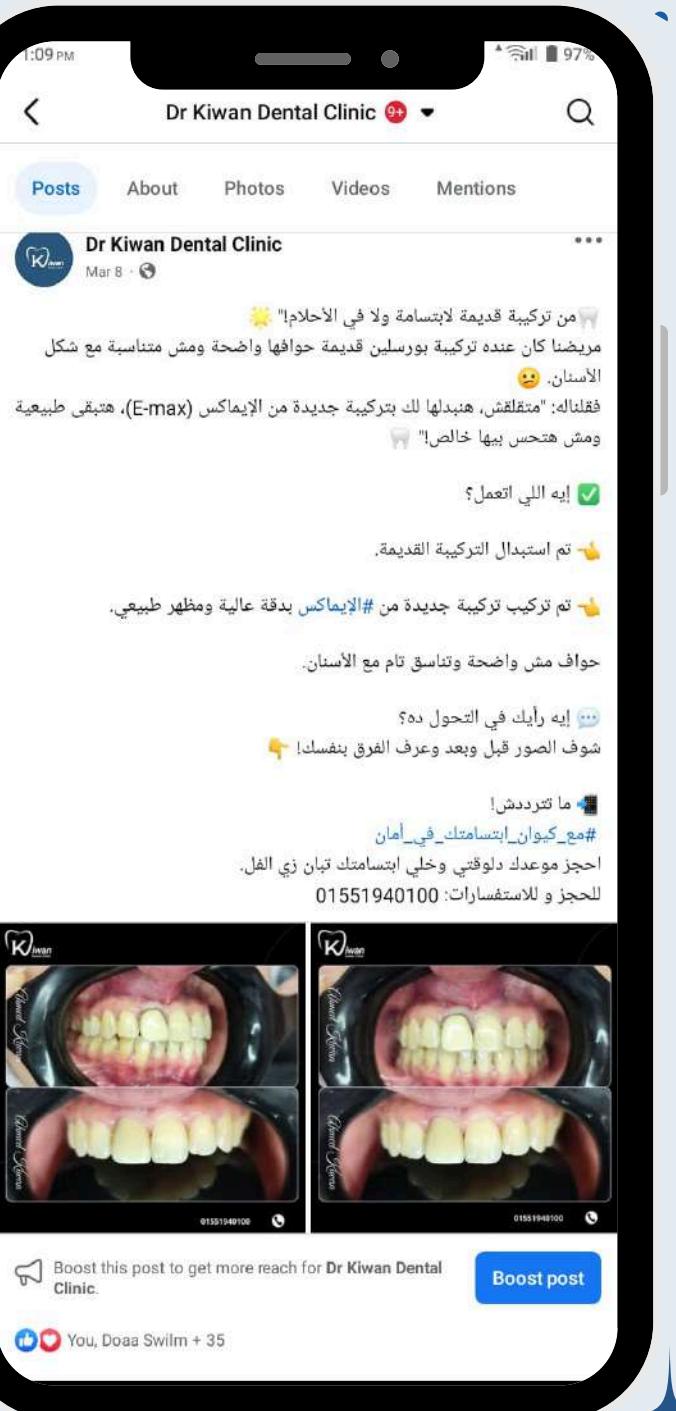
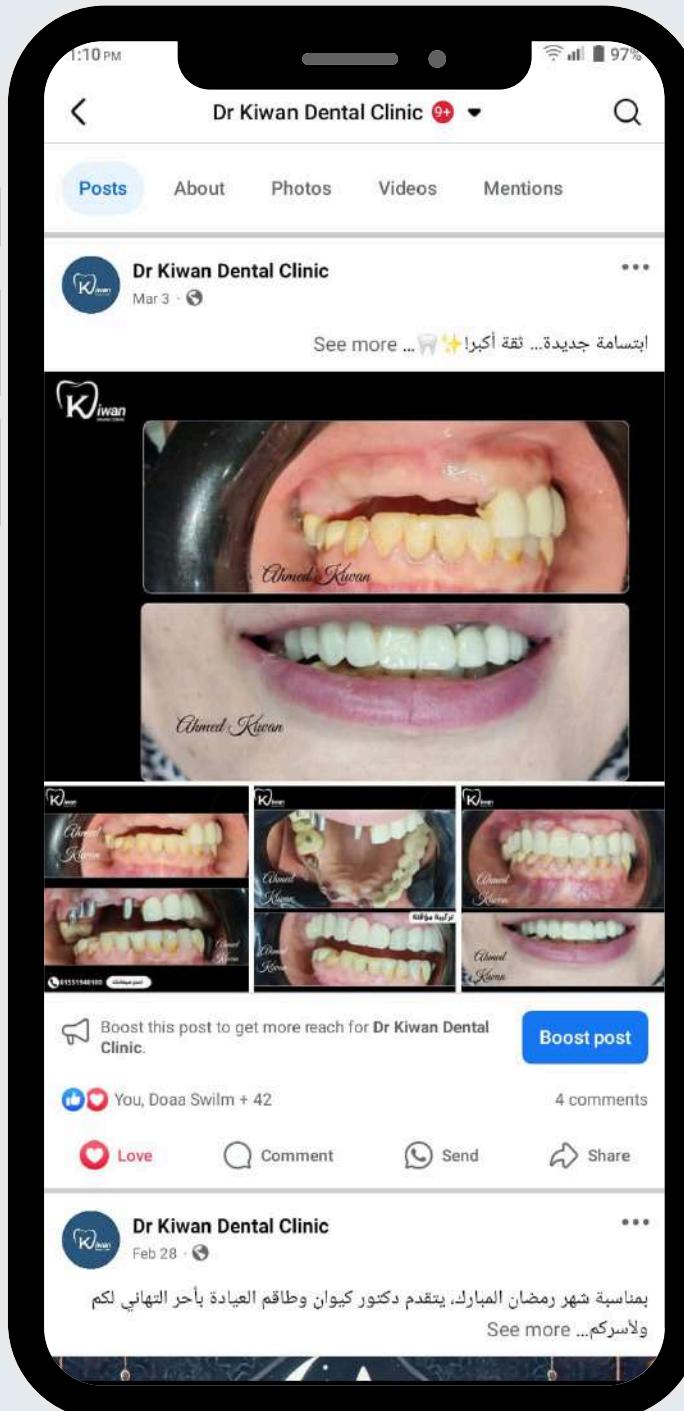


Dr Kiwan Dental Clinic



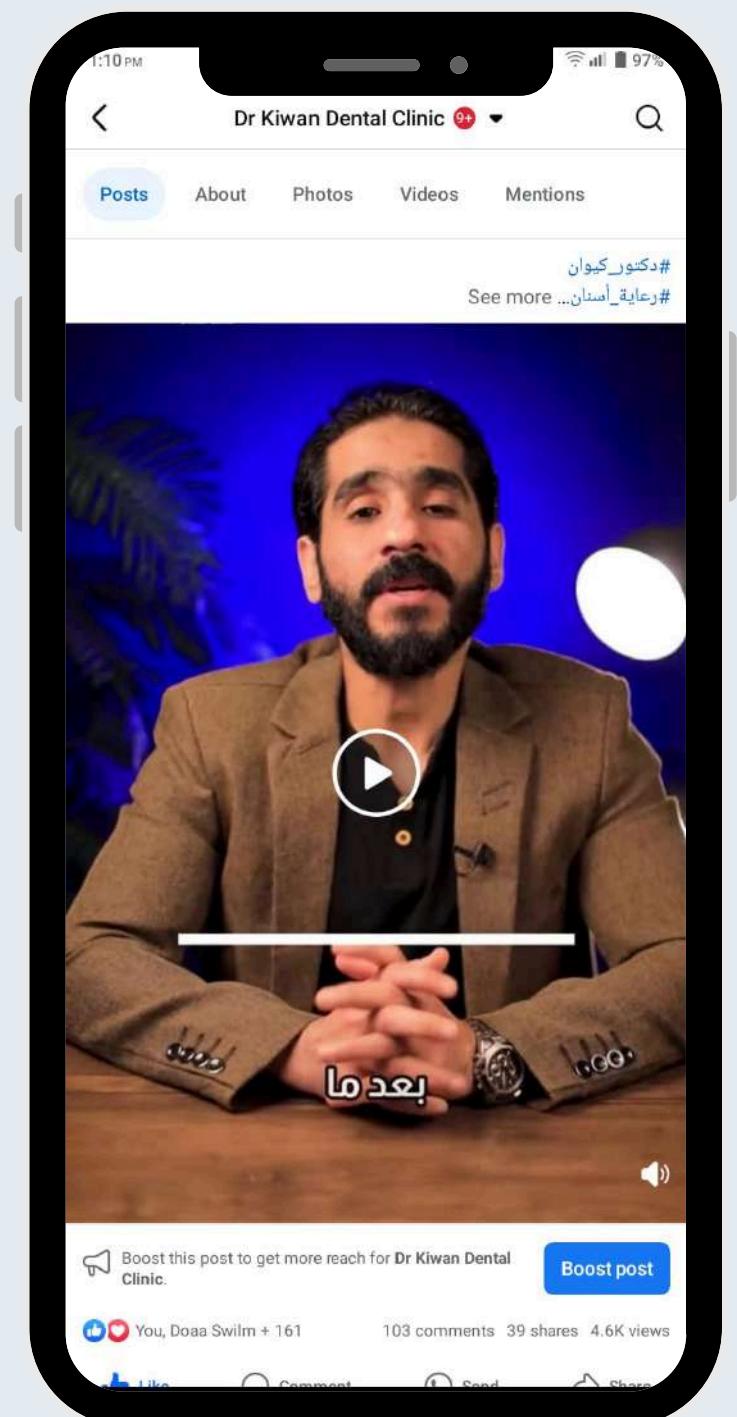


# Before & After Posts

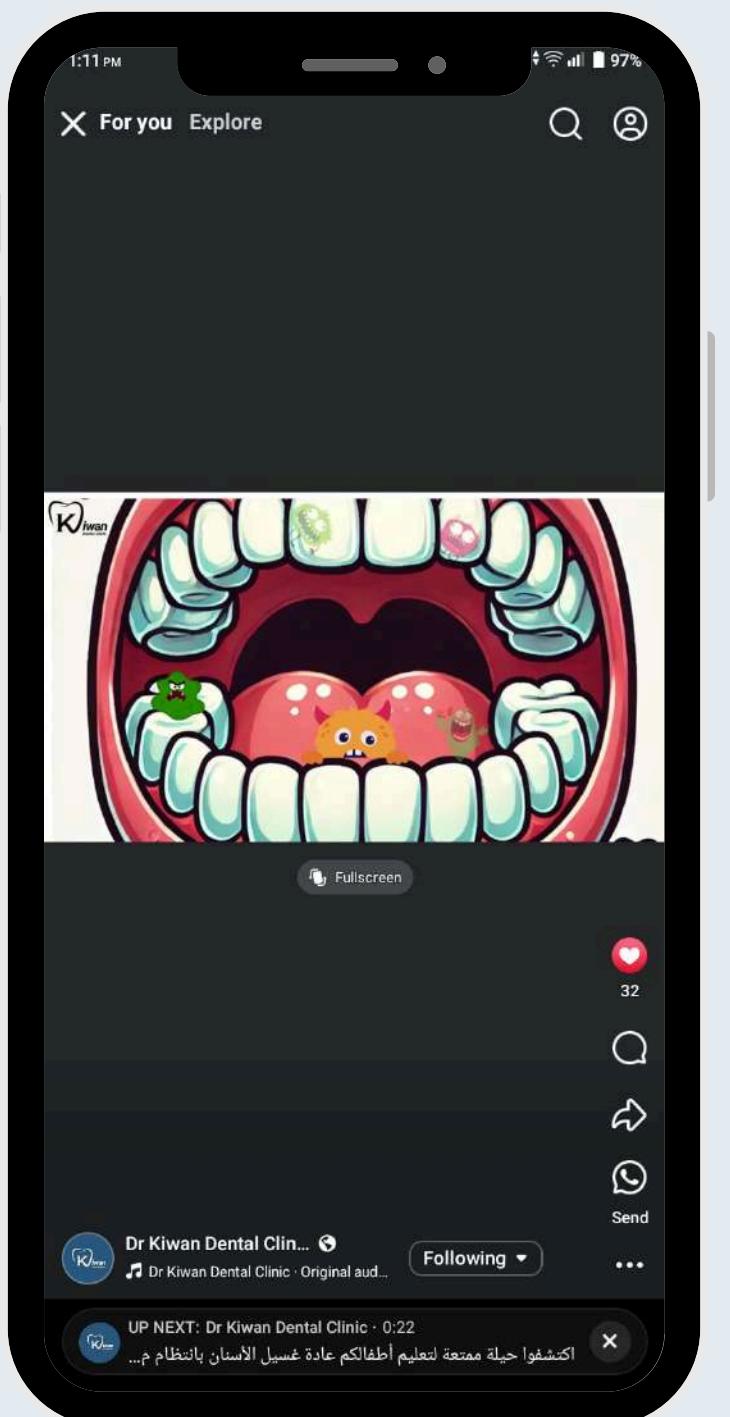


# Reels

 [View Now](#)



 [View Now](#)



 [View Now](#)



# Content Planner

**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.

Create ad Create post

Week Month Today < > Feb - Mar 2025 Content type: all Shared to: all

Sun 2 Mon 3 Tue 4 Wed 5 Thu 6 Fri 7 Sat 8

Goals Moments Drafts

**Goals**  
Set a goal, track progress and learn helpful tips for your professional success.  
**Start new goal**  
Consider boosting a recent post so audiences that don't follow you may see it.  
**Boost**

Post Type	Date	Image Preview	Engagement Metrics
Facebook Post	10:14 PM Sun 2		45 likes, 4 comments
Instagram Post	10:14 PM Sun 2		16 likes, 2 comments
Facebook Post	9:45 PM Thu 6		44 likes, 4 comments
Facebook Post	3:00 PM Fri 7		47 likes, 2 comments
Facebook Post	9:00 PM Sat 8		37 likes
Facebook Post	10:00 PM Thu 6		16 likes
Facebook Post	3:00 PM Fri 7		17 likes
Facebook Post	9:00 PM Sat 8		17 likes
Facebook Post	10:30 PM Thu 6		37 likes
Facebook Post	8:00 PM Fri 7		47 likes, 2 comments, 1 share
Facebook Post	10:30 PM Sat 8		



# The Reach Of Organic Posts

**Content**  
Schedule, publish and manage posts and stories, and more.

**Published** Scheduled Drafts Expiring Expired

Post type Filter Clear Search by ID or caption Last 90 days: Jan 6, 2025 – Apr 5, 2025 Columns

Title	Date published	Status	Reach	Likes and reactions	Comments
شرقة دون أي تدخل جراحي وبأقل تكلفة ممكنة. في...	Wed Mar 12, 9:00pm	Boost	251	29	2
#دكتور_كيوان #رعاية_أسنان #صحة_الفم #drkiwan...	Tue Mar 11, 2:56pm	Reel	956	163	103
عات. - استعادة الثقة بالنفس بشكل كامل. احنا في...	Mon Mar 10, 10:10am	Photo	90	17	0
عات. - استعادة الثقة بالنفس بشكل كامل. احنا في...	Mon Mar 10, 10:10am	Photo	428	53	4
له زي الكثر وتسهيل أحسن وعاشر !	Mon Mar 10, 4:07pm	Photo	640	44	0
فلقش، هبدها لك بتركيبة جديدة من الإيمakis...	Sat Mar 8, 9:00pm	Photo	39	17	0

Export data Create reel Create post

**Content**

- Posts & reels
- Stories
- A/B tests
- Feed & grid
- Mentions & tags
- Clips
- Collections
- Playlists
- Series
- Creative assets
- Videos you can crossp...



# CAMPAIGN ANALYSIS



<b>Duration</b>	<b>March 29, 2025 – April 2, 2025</b>
<b>Amount spent</b> \$	<b>EGP 1,200</b>
<b>Total Follows or Likes</b> 	<b>325</b>
<b>Cost per Follow/Like</b> 	<b>EGP 3.69</b>
<b>Post Views</b> 	<b>68,225</b>
<b>Post Reach</b> 	<b>24,750</b>
<b>Views by Non-followers</b> 	<b>99% (approx. 67,543 views)</b>
<b>Views by Followers</b> 	<b>1% (approx. 682 views)</b>
<b>Link Clicks</b> 	<b>41</b>
<b>Interactions</b> 	<b>154 total (143 reactions, 11 comments)</b>



# A/B Test

**Ads** kiwan ads (1334516180933...)

Updated just now

**Additional information**

Does your business, Dr Kiwan Dental Clinic, focus on politics or on advocating for issues of national importance? We'll use this information to improve the quality of ads shown to people.

**Yes** **No**

**All ads** **Had delivery** **Active ads** **See more** **Create a view**

Search by name, ID or metrics

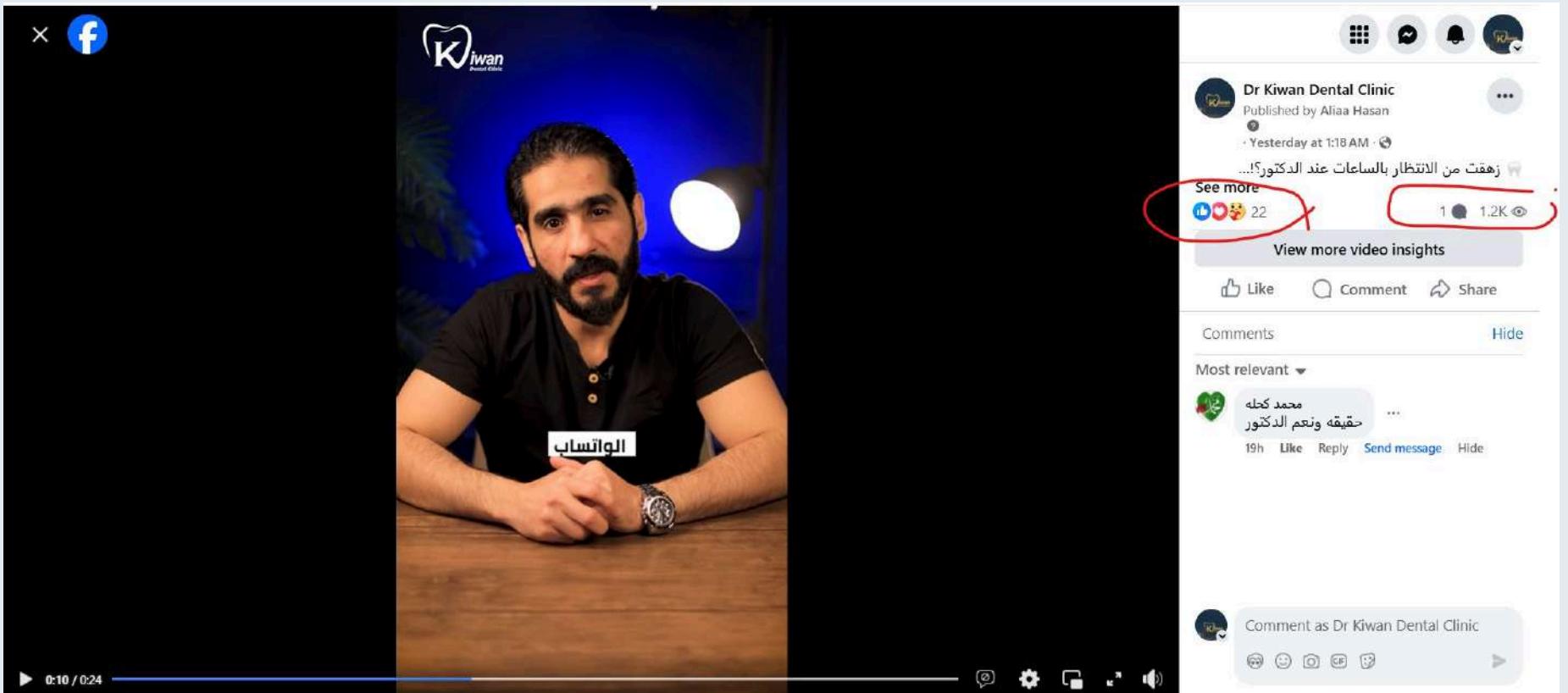
**Campaigns** 1 selected **Ad sets for 1 Campaign** **Ads for 1 Campaign** Today: Mar 28, 2025

**+ Create** **Duplicate** **Edit** **A/B test** **More** **Columns: Performance** **Breakdown** **Reports** **Export** **Charts**

Off / On	Ad	Last significant	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking
<input type="checkbox"/>	kiwan alphentern - Copy	27, 2025, 1:1...	7-day click or ...	11 Follows or likes	265	298	2.82.₪.ج	Per Follow or like
<input type="checkbox"/>	kiwan alphentern	27, 2025, 1:1...	7-day click or ...	20 Follows or likes	820	986	2.99.₪.ج	Per Follow or like
	Results from 2 ads <small>1</small>		7-day click or ...	31 Follows or likes	1,060 Accounts Center acco...	1,284 Total	2.93.₪.ج	Average



# Results





**Account Overview** | D | kiwan ads (1334516180933...)

**Latest Results** Last 7 days ⓘ  
Filter by result to see how your ads are doing.

**Follow or like ⓘ** 325

**Per Follow or like ⓘ** 3.69.ج.م

**Amount spent ⓘ** 1.2.ج.م.ك

**Follows or likes**

**Create an ad from your high-performing posts**  
Edit the daily budget and campaign objective to view estimated advertising results.

 ... ساعات؟ المشكلة دي خليناها أسهل وأسرع في  
Mar 29, 2025, 5:53 AM  
ID: 122119225190768704

**Change post**

**Campaign objective**  
Leads

**180.00.ج.م**  
Daily budget

**Current performance**  
From your existing post

Reach ⓘ 334

**Estimated daily results**  
From advertising

Reach ⓘ 4.1K - 11.8K

Conversions ⓘ 7 - 21

**60.00.ج.م** **3,000.00.ج.م**

**Create ad**

**Campaign trends** Last 7 days ⓘ

**Results** | + Create

The screenshot shows the Facebook Ads Manager interface for the 'kiwan ads' account. It displays the latest results for the last 7 days, including the number of follows or likes (325) and the cost per follow or like (3.69.ج.م). A red oval highlights the 'Follow or like' metric. Another red oval highlights the 'Per Follow or like' metric. The total amount spent is 1.2.ج.م.ك. The interface also includes sections for creating ads from high-performing posts, current performance metrics (reach: 334), estimated daily results (reach: 4.1K - 11.8K, conversions: 7 - 21), and campaign trends over the last 7 days. A budget slider is set at 180.00.ج.م. The sidebar on the left contains various navigation icons for managing ads, campaigns, posts, and more.



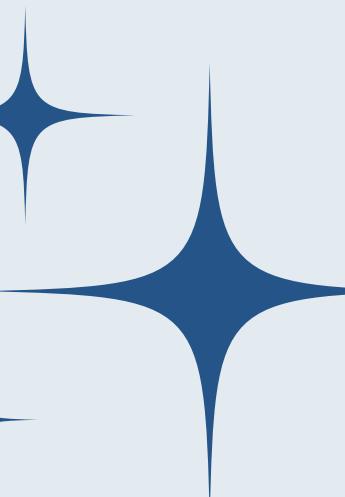
# Before



# After



# VS



# Messages





# CONTROL



# Key Performance Metrics

## 1. Follower Growth Rate

- **Followers at launch: 0**
- **Followers after 2 months: 893**
- **Growth rate =  $893 \div 60 \text{ days} = 14.88 \text{ followers/day}$**

## 2. Reach

- **Organic page reach: 26,870 people**
- **Paid ad reach: 24,750 people**
- **Total reach: 51,620 people**

## 3. Cost Per Result

- **Results (follows or likes): 325**
- **Total spent: EGP 1,200**
- **Cost per result =  $1,200 \div 325 = \text{EGP } 3.69$**

Page information for Dr Kiwan Dental Clinic ⓘ


Dr Kiwan Dental Clinic

Cosmetic Dentist · Dental Clinic · General Dentist

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**History ⓘ**


Created - Dr Kiwan Dental Clinic
  
 February 9, 2025

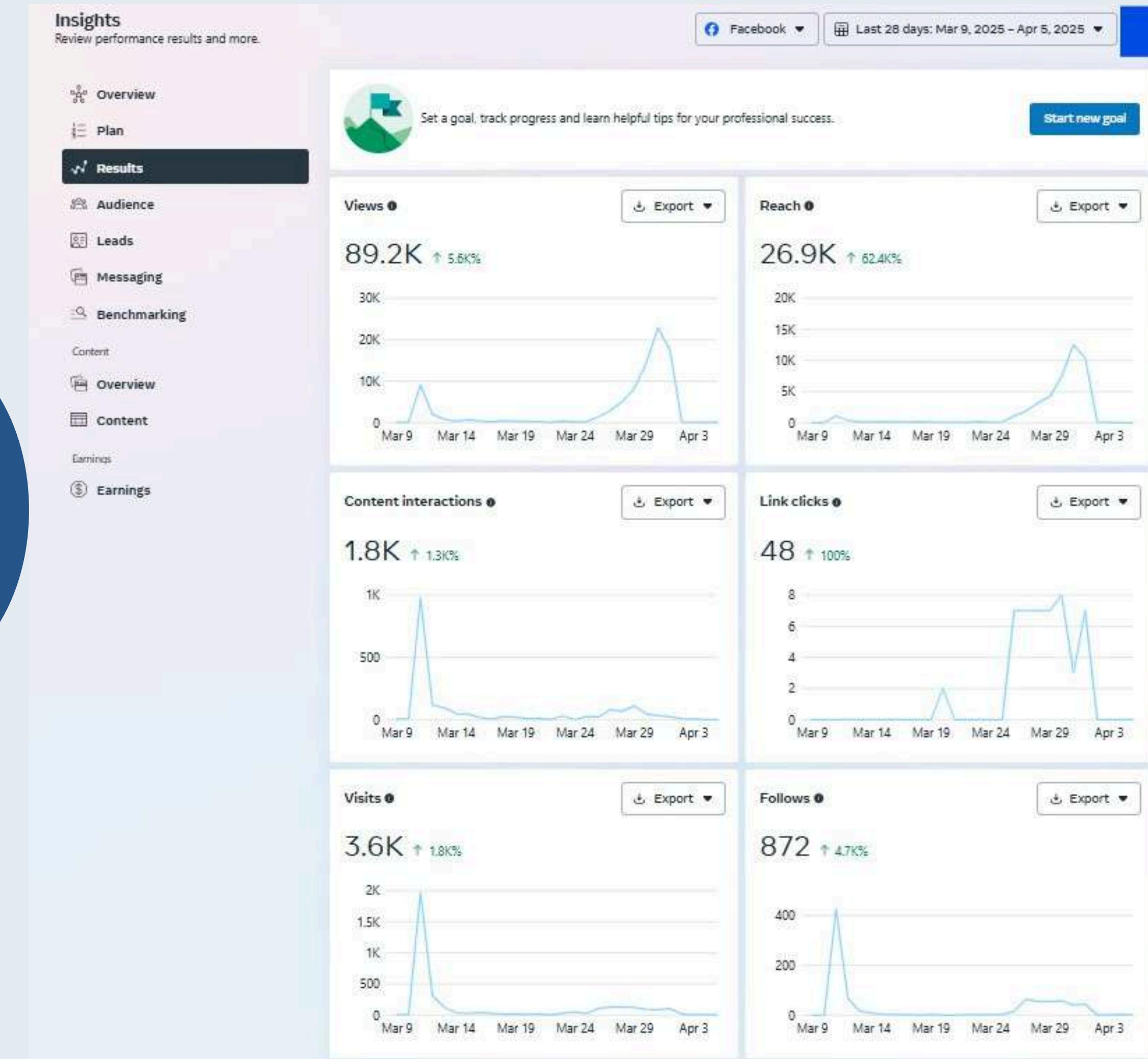
**Ads from this Page**


This Page is not currently running ads.

[Go to Ad Library](#)



# Facebook Insight



# Instagram Insight

**Instagram**

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Generate HashTags
- Hashtags Metrics
- Dashboard

**Account insights**

Last 30 days

**Views** 1,534 Views

Followers	55.5%
Non-followers	44.5%

Accounts reached 605

**By content type**

All Followers Non-followers

Content Type	Percentage
Reels	53.3%
Posts	44.8%
Stories	1.8%

● Followers ● Non-followers

**Top content based on views**

See all

Date	View Count
Mar 20	629
Mar 10	126
Mar 0	67
Mar 15	56
Mar 17	48



# Benchmarking

**Insights**  
Review performance results and more.

Facebook Last 28 days: Mar 9, 2025 - Apr 5, 2025

**Benchmarking**

Business comparison Businesses to watch

Compare the performance of your business and content with similar businesses on Facebook.

+ Add businesses

Page	Page likes	Page likes change	Published content
My Crown Dental Center The smile you desire The experience you deserve	2,274	-77	10
Smile World Dental Clinic Dentist & Dental Office	831	0	0
Dr Kiwan Dental Clinic وزراعة الأسنان. ابتسامتك سر نجاحك احجز موعدك الآن واستعد لابتسامة متشرقة	547	↑ 525	17
Mourad Dental Center - مركز المراد لطب الأسنان - الدكتور أحمد السيد مراد أخصائي طب الفم وتحميل الأسنان	470	↑ 19	0
Dr.Ahmed maher dental clinic اخصائي طب الفم وتقويم وزراعه الأسنان	42	↑ 1	4

## Recommendations and Improvements

- 1 Focus on Reels & TikTok with a pro editor to boost engagement.**
- 2 Offer student discounts & geo-target ads near universities.**
- 3 Run contests to boost engagement.**
- 4 collaborate with influencers for organic reach.**
- 5 Share patient testimonials & before/after videos for trust.**
- 6 Increase ad budget & refine targeting for students/families.**

Thank  
You

