

Final-Project Documentation

Our Team

1. Aliaa Hassan Hafez
2. Doaa Abdullah Mousa
3. Ghaidaa Hossameldin El Saeed
4. Hager Mohamed Hassan
5. Eman Salah Salem

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Planning Project & Management

Project Idea:

Our project is a comprehensive digital marketing for Kiwan Dental Clinic, a real clinic located in Mansoura - University District and is already operational but does not have any digital presence. Our role as a team is to highlight the clinic digitally by creating and managing its pages on social media, designing educational and awareness content, in addition to implementing marketing strategies to increase awareness of the services provided and attract more patients.

 Idea Date: December 21, 2024

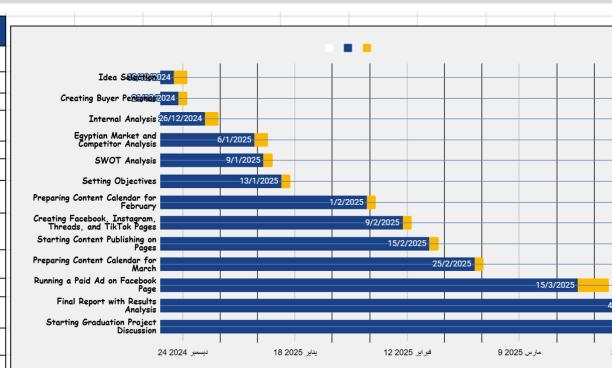
Objectives Kiwan Dental Clinic's First 3-Month Campaign

1. Create a digital presence by creating accounts on Facebook, Instagram, and TikTok within 3 months.
2. Create a group on Facebook and WhatsApp to follow up on market opinions and needs in the field of dentistry, attracting 100 members within 3 months
3. Increase engagement by running one paid ad worth \$25 on Facebook or Instagram during the campaign's last week.
4. Target 150 university students within 3 months through paper publications and offers on whitening and cleaning sessions.
5. Publish one educational video per week on YouTube and TikTok for 12 weeks.
6. Attract 50 patients through the electronic booking system within 3 months.

 Goals date: January 15, 2025

Develop a timetable for implementing the project stages (GANTT chart).

Task	Start Date	Duration	End Date
Idea Selection	19/12/2024	3	21/12/2024
Creating Buyer Personas	21/12/2024	2	23/12/2024
Internal Analysis	26/12/2024	3	28/12/2024
Egyptian Market and Competitor Analysis	6/1/2025	3	8/1/2025
SWOT Analysis	9/1/2025	2	11/1/2025
Setting Objectives	13/1/2025	2	15/1/2025
Preparing Content Calendar for February	1/2/2025	2	2025/02/03
Creating Facebook, Instagram, Threads, and TikTok Pages	9/2/2025	2	11/2/2025
Starting Content Publishing on Pages	15/2/2025	2	17/2/2025
Preparing Content Calendar for March	25/2/2025	2	27/2/2025
Running a Paid Ad on Facebook Page	15/3/2025	7	23/3/2025
Final Report with Results Analysis	4/4/2025	2	6/4/2025
Starting Graduation Project Discussion	9/4/2025	2	11/4/2025



C Identify the digital tools and platforms used.

1. Suggested Digital Tools:

- Analysis and Planning Tools:
 - SWOT Analysis: For analyzing strengths, weaknesses, opportunities, and threats.
 - SOSTAC Model: For developing a comprehensive marketing strategy (Situation, Objectives, Strategy, Tactics, Actions, Control).
 - Buyer Persona Template: For creating target audience personas.
 - Benchmarking: For comparing performance with competitors.
- Content and Marketing Management Tools:
 - Buffer: For managing and scheduling content on social media platforms.
 - Meta Business Suite: For managing ads and accounts on Facebook and Instagram.
 - Canva: For designing visual content (images, videos, infographics).
 - CapCut: For video editing and creating engaging visual content.
- Artificial Intelligence Tools:
 - ChatGPT: For generating creative and textual content.
 - DeepSeek: For data analysis and marketing decision-making.
 - AI Image Generation Tools: Such as DALL-E or MidJourney for creating creative images.
- Paid Advertising Tools:
 - Facebook Ads Library: For analyzing competitor ads.
 - Ads Manager: For managing ad campaigns on Facebook and Instagram.
 - Storage and Collaboration Tools:
 - Google Drive: For storing and sharing files and documents with the team.
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2. Suggested Digital Platforms:

- Social Media Platforms:
 - Facebook: For reaching a broad audience and managing ad campaigns.
 - Instagram: For reaching a younger audience interested in visual content.
 - TikTok: For reaching a younger audience and creating short video content.
 - Snapchat: For reaching a younger audience and creating interactive content.
 - LinkedIn: For reaching professionals and business leaders.
- Other Platforms:
 - Google Sites: For creating a simple website to display information and services.
 - YouTube: For publishing educational and marketing videos.

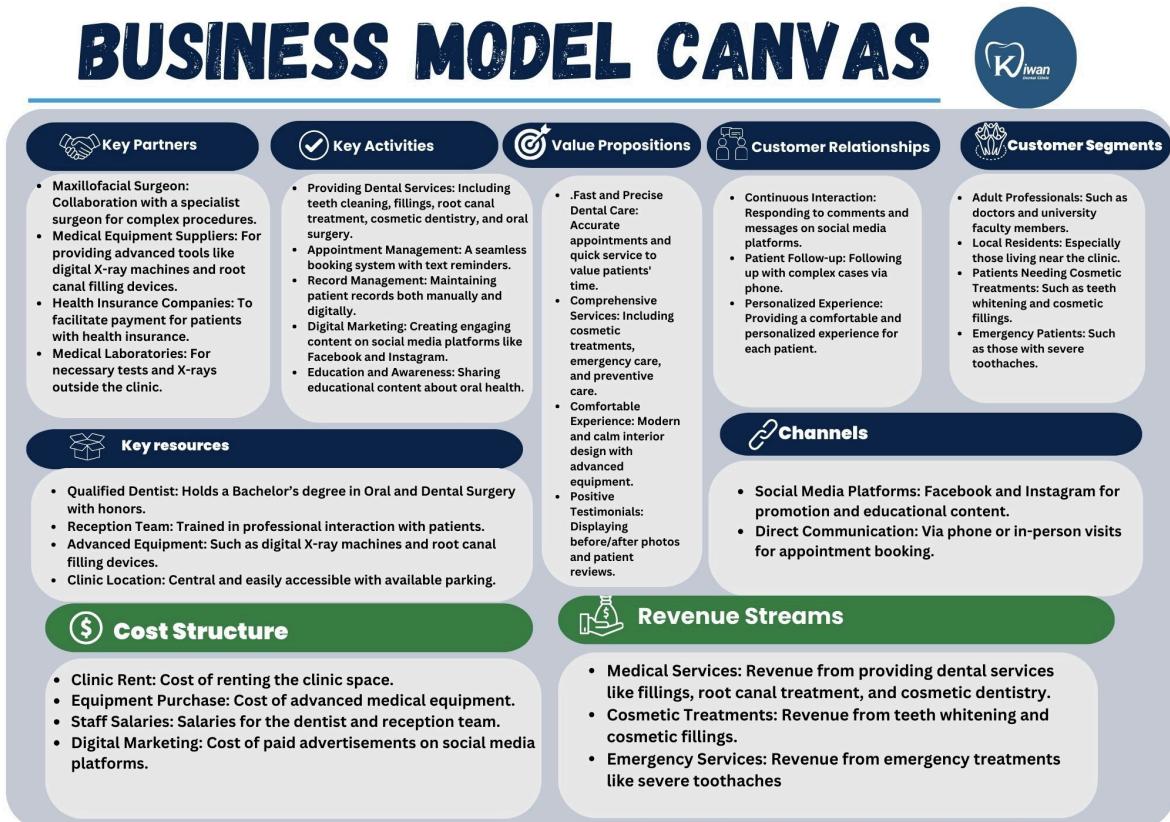
C Assigning roles and responsibilities:

We work together as one team, discussing all steps collectively and planning as a group. When creating content, we divide responsibilities so that each team member is responsible for executing a certain number of posts, ensuring tasks are distributed fairly and efficiently.

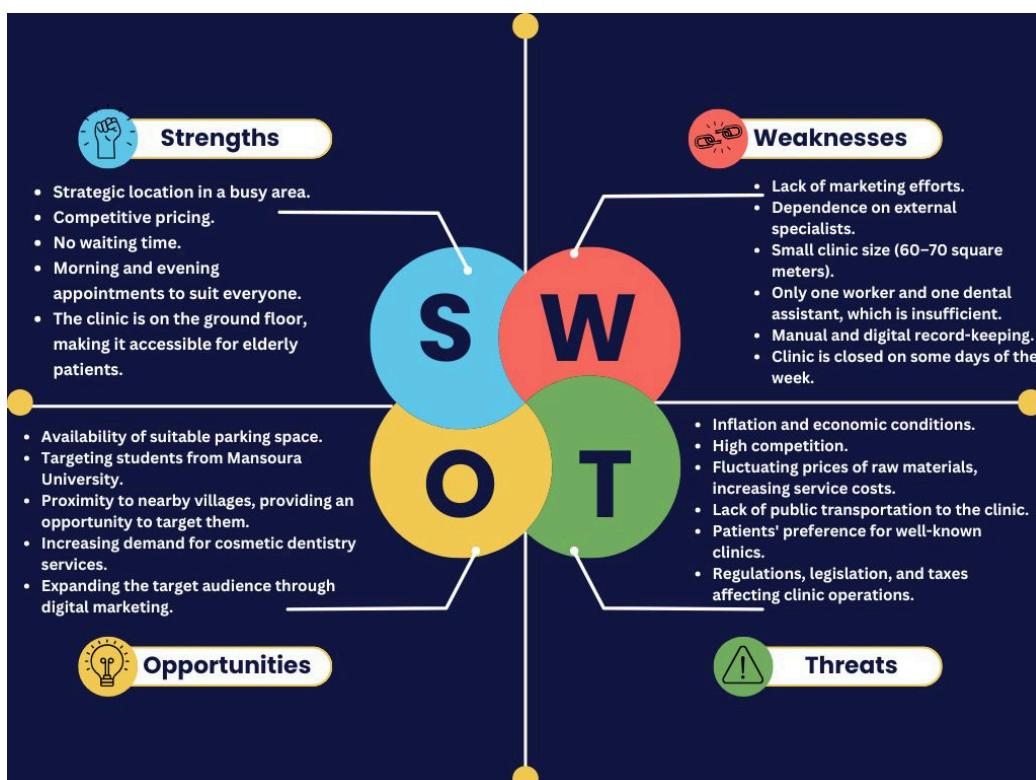
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Review and Develop the Business Model – (Review BCM)

Business Canvas Model



SWOT Analysis.



Study of the Latest Digital Marketing Strategies and Identifying What is Suitable to Apply in the Project (General Overview)

- Latest Digital Marketing Strategies for 2025.
- Content Optimization: Make content SEO-friendly, engaging, and tailored to each platform.
- Content Writing vs. Ad Copywriting: Long-form content to build trust, and short ads for persuasion and driving sales.
- AIDA Strategy: Attract Attention → Generate Interest → Create Desire → Drive Action.
- PAS Model: Identify the Problem → Agitate Emotions → Present the Solution.
- User-Generated Content (UGC): Enhance credibility through customer reviews, experience videos, and interactive content.
- Short Videos (Reels, Shorts, TikTok): Quickly engage audiences with fun and impactful content.
- Podcasts: Build strong relationships with the audience through valuable audio content.

Review the digital marketing techniques used in successful projects. (Look at examples from successful people in the field.)

1. Active presence on social media:

- **Description:** Creating pages on platforms such as Facebook to communicate with patients and publish educational and interactive content.
- **Example:** Ali Dental Clinics in Mansoura, where they use their Facebook page to communicate with patients and publish continuous updates.
- **Page Link:** [Ali Dental Clinics](#)

2. Search Engine Optimization (SEO):

- **Description:** Optimizing the clinic's website to appear in the first search results when searching for dental services in the area.
- **Example:** Al Nokhba Dental Centers in Mansoura, where their website appears in local search results.
- **Page Link:** [Elnokhba Dental Centers](#)

3 Create a professional website:

- **Description:** Design a website that contains comprehensive information about the services provided, doctors, and contact information.
- **Example:** Faculty of Dentistry - Mansoura University, where their website provides detailed information about services and departments.
- **Website link:** [Faculty of Dentistry - Mansoura University](#)

4 Paid Google Ads:

- **Description:** Using paid ads to target potential patients in the area surrounding the clinic.
- **Example:** Clinics use Google Ads to increase awareness of their services, such as White Dental Clinics in Mansoura.

Page link: [White Dental Clinics](#)

5 Content Marketing:

- **Description:** Publish articles, videos, and blogs that provide valuable tips and information about oral and dental health.
- **Example:** Asnaani.net blog provides educational and informative content for patients.
- **Blog link:** [Asnaani.net blog](#)

6 Improving the patient experience inside the clinic

Description: Providing a comfortable and attractive environment inside the clinic to make the experience more comfortable and encourage patients to recommend it to others.

Example: Dental Luceo clinic in London, which designed a modern and comfortable decor that makes patients share their experiences on social media.

Source: Why dentists have become social media stars

Blog Link: [Dental Luceo](#)

7 Online reputation management

Description: Responding to patient reviews on “Business My Google” and social media to build a positive reputation.

Example: FasterCapital’s marketing guide that talks about the importance of online reviews.

Blog Link: [Faster Capital](#)

Analyze market trends and their impact on marketing campaigns.

Market Needs for Kiwan Dental Clinic in Egypt :

1. Expanding Space:

- a. The clinic currently rents a small space of 60-70 square meters, with only two rooms (one for examination and the other for waiting). There are recommendations to expand the space to accommodate more patients, especially since the clinic experiences a higher patient load during summer compared to other seasons.

2. Improving Marketing:

- a. The clinic has not conducted any formal marketing so far. Given the strong competition in the Egyptian dental market, developing marketing strategies could increase the number of patients by 20-30%, especially if new segments like children and teenagers are targeted.

3. Developing Services:

- a. The clinic does not offer orthodontics services, which are highly demanded in the market, particularly among young people. Adding this service could increase the number of patients by 15-20%, especially since the cost of orthodontics in the Egyptian market ranges between 10,000 to 30,000 EGP, making it a profitable service.

4. Improving Appointment Management:

- a. Currently, appointments are made via phone or in person. This process can be improved by using electronic booking systems, which could reduce waiting times by up to 30% and enhance the patient experience.

5. Updating Equipment:

- a. The clinic has basic equipment like digital X-rays, but upgrading to more advanced equipment for services such as dental implants or laser treatments could increase the clinic's revenue by up to 25%.

6. Increasing Awareness

- a. Most current patients are adults, including doctors and faculty members. Targeting other age groups like children and teenagers through awareness campaigns could increase the number of patients by 10-15%.

3 Gathering Requirements

Collect and analyze target market data.

External Analysis

Egyptian Market Analysis (PESTEL)

1. Political Factors:

- **Government Intervention in the Economy:** The Egyptian government heavily intervenes in the healthcare sector through initiatives like "100 Million Health" and "Decent Life," which include dental services.
 - 100 Million Health Initiative: Over 30 million citizens have been screened since its launch, including dental check-ups.
 - Universal Health Insurance: Implemented in several governorates, aiming to cover all citizens by 2030.
- **Political Stability:** Egypt enjoys relative political stability, encouraging investment in the healthcare sector.
- **Labor and Tax Laws:** Strict tax laws apply to the healthcare sector, with some tax exemptions to encourage investment.
- **Trade Restrictions:** There are restrictions on importing certain medical equipment, which may affect the operational costs of dental clinics.
 - Source: [Cabinet Information and Decision Support Center - Egypt](#).

2. Economic Factors:

- **Interest Rates:** According to the Central Bank of Egypt, interest rates reached around 18% in 2023, affecting the cost of financing clinics.
- **Exchange Rates:** The Egyptian pound has experienced fluctuations, impacting the cost of importing medical equipment.
- **Inflation:** Inflation in Egypt reached approximately 30% in 2023, increasing operational costs for healthcare facilities.
- **Economic Growth:** GDP grew by 4.2% in 2023, reflecting an improvement in the economic environment.
- **Unemployment Rates:** The unemployment rate was around 7% in 2023, affecting citizens' purchasing power.
 - Source: [Al-Mal Newspaper, World Bank](#).

3. Social Factors:

- **Population Growth:** Egypt's population exceeds 104 million, with an annual growth rate of 1.9%.
- **Age Distribution:** About 60% of the population is under 30 years old, indicating a growing demand for dental services.
- **Health Awareness:** There is increasing awareness of the importance of oral health, especially among youth and the middle class.
- **Prevalence of Dental Caries:** Dental caries affect 60% of children and 70% of adults.
- **Geographical Distribution:** 60% of dental clinics are concentrated in Cairo and Alexandria, while rural areas suffer from a lack of services.
 - Source: [Central Agency for Public Mobilization and Statistics, World Health Organization](#).

Internal Analysis

- Internal analysis for Kiwan Clinic

1. Location and Facilities

- Address:
- 25 El-Hindawi Street, off Gehan Street, in front of the Olympic Village gate, University District, Mansoura, at the corner of the street next to Abu Adel Sweets.
- Space:
 - Rented, approximately 60-70 square meters.
 - Includes two rooms and a hall:
 - One room for examination.
 - The remaining space for waiting.
- Recommendation:
 - People are advising to expand the space to accommodate more patients and improve comfort.

2. Services and Pricing

- Oral and Dental Surgery and Cosmetics:
 - Regular filling: 1000 EGP.
 - Cosmetic filling: 1200 EGP.
 - Root canal treatment: 1700 EGP.
 - Crown: 1800-5500 EGP.
 - Removable partial denture: 5000-8000 EGP.
- Maxillofacial Surgery:
 - Provided in collaboration with a specialized surgeon as needed.
- Absence of Orthodontics:
 - Orthodontic services are not currently offered.

3. Human Resources and Equipment

- Team:
 - Dental Assistant: Only one assistant is currently employed.
 - Dentist: Holds a Bachelor's degree in Oral and Dental Surgery with distinction and honors.
- Equipment:
 - Digital X-ray.
 - Equipment for single-visit root canal treatments and cosmetic fillings.
- Management:
 - Data is recorded both manually and on the computer.
 - Appointments are made by phone or in person, with each patient given a specific time slot.

4. Financial Resources

- Material Costs:
 - The price of materials is variable, which may impact profit margins.
- Revenue Streams:
 - Services are priced competitively, with a focus on oral and dental surgery and cosmetics.
 - Most patients are adults, including doctors and faculty members, who tend to return after their first visit.

5. Procedures and Operations

- Appointment System:**
 - Appointments are scheduled by phone or in person.
- Follow-up:**
 - Follow-up is done personally, especially for cases requiring ongoing care.
- Emergency Cases:**
 - Rarely handled, but when they occur, they are managed directly.

6. Workload and Patient Demographics

- Seasonal Variations:**
 - Workload is higher in summer compared to winter or school periods.
- Patient Demographics:**
 - Most patients are adults, including doctors and faculty members.

Competitor Analysis

Link

Competitor Analysis

A	B	C	D	E	F	G	H	I	J	K
1 Cover										
2 Profile picture										
3 Page name	مروج - Mourad Dental Center	المراد لطب الأسنان - My Crown Dental Center / Dr Osama Gamal	د. محمد يوسف - Dr. Mohamed Yousef	Dr.Yaseen Shams - Dental clinic	Dr Kandil Dental Clinics	Dr. Ammar Dental Clinics	Ahmed Maher Dental Clinic	Glamour dental clinic	Smile Zone - Dr.Ahmed Wahdan	Dr . Eslam Elsayed Hassan
4 URL	https://www.facebook.com/dmourad98center/	https://www.facebook.com/profil...e.php?id=61565800723767	https://www.facebook.com/DrM7m	https://www.facebook.com/dYouself/	https://www.facebook.com/dr.yass...nShams/	https://www.facebook.com/dr.kandil.dental.clinics	https://www.facebook.com/DrAmmarClinics/	https://www.facebook.com/DrAhmedMaherDentalClinic	https://www.facebook.com/mouradetalclinic	https://www.facebook.com/SmileZoneAW
5 username	dmourad98center	-----	DrM7mdYousef	DryassenShams	dr.kandil.dental.clinics	DrAmmarClinics	Ahmedmaherdentalclinic	glamouredtalclinic	SmileZoneAW	-----
6 Page Categories	General Dentist	Dentist & Dental Office	Doctor	Dentist & Dental Office	Cosmetic Dentist	Cosmetic Dentist - Dental Clinic - Dentist & Dental Office	General Dentist	General Dentist	General Dentist	Dentist & Dental Office
7 Facebook Followers	573	1.9K	137K	6.7k	10K	26K	23K	9.3K	18K	3.3K
8 Facebook likes	446	1.8K	--	6.1k	9.6K	26K	--	9.1K	18K	--
9 Instagram	-----	https://www.instagram.com/my_crown_dr.osama_gamal/?igsh=YTkwI3BjYmYtNGw2	-----	6637 followers	-----	-----	-----	-----	-----	-----
10 Number of admins	2	8	6	11	10	-----	-----	-----	7	0
11 Page creation date	6/8/2023	21/9/2024	18-5-2019	31-10-2020	22-1-2022	31-1-2024	-----	-----	-----	5-6-2022
12 Page intro (Bio)	مروج - افضل طبيب اسنان - Dr. Mohamed Yousef	My Crown Dental Center .The smile you desire.The experience you deserve	-----	د. ياسين شمس متخصص في وجدة الفم وتعديل الأنف ، متخصص في أسنان الأطفال .كذلك جامعة المنشورة	Dr. Kandil Dental Clinics	صالة نسمة تهافت بـ Dr. Ammar Dental Clinics	Your first choice • Mansoura • Masa el Gedida • New Cairo • Zayed City	د. أحمد ماهر متخصص في وجدة الفم والأسنان . متخصص في زراعة الأسنان . متخصص في زراعة الأسنان	We care about your smile	نعمل على تقديم أفضل خدمة

Audience Behavior Analysis for Kiwan Dental Clinic

1. Patient Loyalty:

- a. According to the report, once a patient visits the clinic, they return again. This indicates high patient satisfaction and trust in the clinic. The return rate could be as high as 70-80%, which is a positive indicator of service quality.

2. Focus on Adults:

- a. Most patients are adults, including doctors and faculty members. This group represents over 80% of the patients, indicating that the clinic effectively meets the needs of this age group.

3. Seasonal Variation in Patient Numbers:

- a. The clinic sees an increase in patient numbers during summer compared to other seasons like winter or school periods. This suggests that the clinic could target patients more effectively during slower periods.

4. Patient Return Rate:

- a. Most patients who visit the clinic return again, indicating high satisfaction with the services provided. This rate could be as high as 70-80%, which is a strong indicator of service quality.

5. Emergency Cases:

- a. The clinic rarely handles emergency cases, as they are usually managed directly. This indicates that the clinic focuses more on routine and cosmetic treatments.

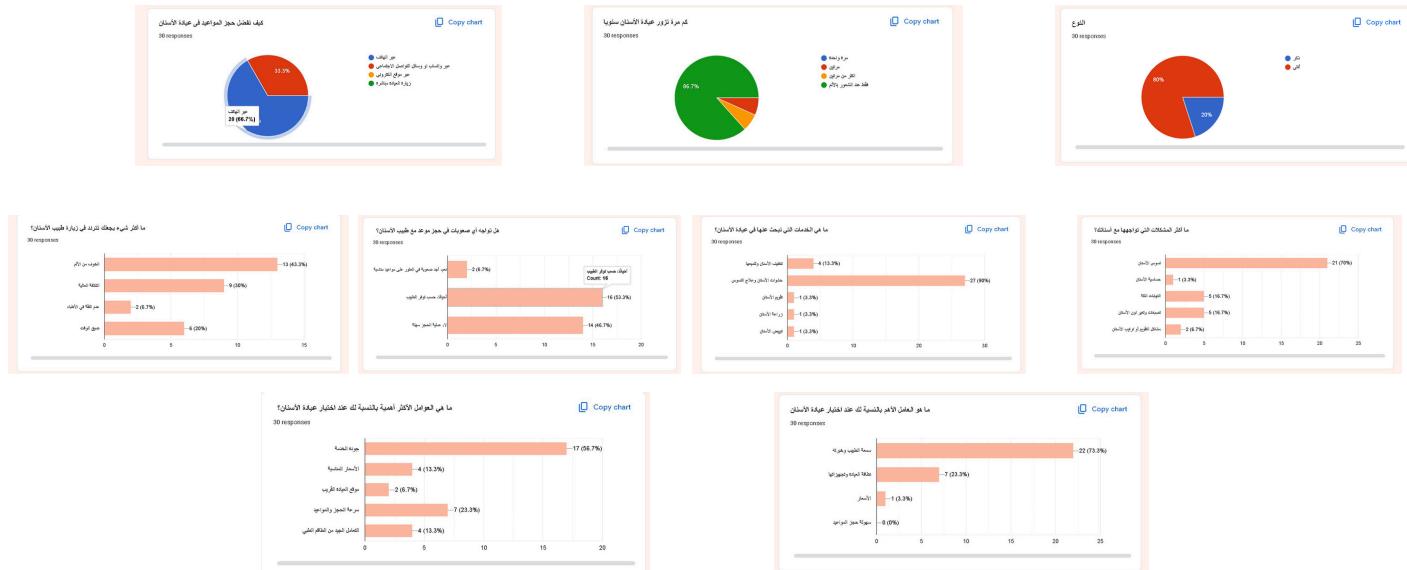
Identify the tools

Identifying Required Tools and Technologies for Campaign Execution:

To execute the campaign effectively, the following tools and technologies will be used:

- **Buffer**: For managing and scheduling content on social media platforms.
- **Meta Business Suite**: For managing Facebook and Instagram accounts and ad campaigns.
- **Ads Manager**: For managing paid ad campaigns on Facebook and Instagram.
- **Facebook Ads Library**: For analyzing competitor ads and inspiring new ideas.
- **Fawry**: For paying for Facebook ads.
- **AI Image Generation Tools**: Such as Meta AI and Adobe Firefly for creating creative images.
- **Canva Pro Subscription**: For executing professional designs for visual content.
- **Google Drive**: For storing and sharing files and documents with the team.
- **SWOT Analysis**: For analyzing strengths, weaknesses, opportunities, and threats.
- **SOSTAC Model**: For developing a comprehensive marketing strategy.
- **Buyer Persona Template**: For creating target audience personas.
- **Benchmarking**: For comparing performance with competitors.
- **CapCut**: For video editing and creating engaging visual content.
- **ChatGPT**: For generating creative and textual content.
- **DeepSeek**: For data analysis and marketing decision-making.

C Conduct interviews and surveys with the target audience to understand user needs.



C Create personas that reflect the core users of the project.

Buyer Persona (1)



Sara Ahmed

Profile

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

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.

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.

Buying Behavior

- Follows dental clinics on social media to learn about services and offers.
- Checks customer reviews and testimonials before choosing a clinic.
- Prefers short videos explaining treatments in a simple way.
- Attracted to discounts and special offers, especially for whitening and regular cleaning
- Prefers WhatsApp communication

Buyer Persona (2)



AKRAM MOHEY
Mathematics Teacher

”

Quote:

"I want to stay healthy and enjoy life with my family, hobbies, and work without worrying about dental problems."

About Us

	56 years old
	Male
	Mansoura
	Married

Professional Information:

- Workplace: Mansoura Secondary School for Girls
- Education: Graduate of Mansoura University
- Income: 8,000 – 10,000 EGP per month

Goals

- ⚡ Maintain oral health to support his active lifestyle
- ⚡ Prevent future issues to avoid pain and high costs
- ⚡ 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

Marketing Messages:

- Highlight preventive care and affordable treatment plans
- Use Arabic in marketing materials to build trust
- Emphasize how oral health supports an active and fulfilling lifestyle

Buyer Persona (3)



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

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.

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.

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.

4

Design & Analysis System

Choose the appropriate marketing channels.

- Facebook: To reach a broad and diverse audience and manage paid ad campaigns.
- Instagram: To reach a younger audience interested in visual and creative content.
- TikTok: To reach a younger audience and create short, engaging video content.
- Threads: To reach an audience interested in textual content and interactive discussions.

Content Calendar

Link

[Content Calendar](#)

February(2025)

week 1

Goal	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
The platform			زيادة المحتوى بالحياة			التفاعل مع الجمهور	التوصية الصحفية
Subject			بروت ترحبين			السكر و تسوس الأسنان	خطيب الطبي
Who will do it?			هاجر			إيمان	فهد
Publication date			17-2-2025			20-2-2025	21-2-2025
Keywords			رعاية متكاملة - أسنان - نصيحة - تجويد - تبييض - خدود - زراعة - عصب - حشو مقصب			السكر و تسوس الأسنان صحة الفم والأسنان تأثير التغذية على الأسنان أوقيان من التسوس تقنيات الأسنان بالرسندة والربط عوائد غوران لطب الأسنان تصاميم الحفاظ على الأسنان	أسنان - تسوس - خطيب أسنان -- صحة الأسنان - صحة الفم - أسنان نظيفة - وقائية من التسوس صحة الفم - أسنان نظيفة - وقائية من التسوس
Format			Image			Image	Image
Status			Drafting			Reviewing	Scheduled
Analytics							
Link							
Hashtags			مع كيوبن ابتسامة في أمان - رعاية بدون التقطار			#بيغ_غوران_ابتسامة_في_أمان_#التسوس #هيفاء_الأستان	#ابتسامة_في_أمان_ـ_رعايا_بدون_التقطار - ملوكية صحية
Image							

Define Key Performance Indicators (KPIs) to measure the success of the campaign.

Objectives and Key Performance Indicators (KPIs):

1. Creating a Digital Presence:

- **Objective:** Create accounts on Facebook, Instagram, and TikTok within 3 months.
- **KPI:** Ensure active accounts are established on these platforms by the end of the three months.

2. Creating Interactive Groups:

- **Objective:** Create a group on Facebook and WhatsApp and attract 100 members within 3 months.
- **KPI:** Measure the number of members who joined the group and their engagement with the content.

3. Increasing Engagement Through Paid Ads:

- **Objective:** Run one paid ad worth \$25 on Facebook or Instagram during the campaign's last week.
- **KPI:** Measure the engagement rate (ER) and click-through rate (CTR) of the ad.

4. Targeting University Students:

- **Objective:** Target 150 university students within 3 months through paper publications and offers on whitening and cleaning sessions.
- **KPI:** Measure the number of students who benefited from the offers.

5. Publishing Educational Content:

- **Objective:** Publish one educational video per week on YouTube and TikTok for 12 weeks.
- **KPI:** Measure the number of views and engagement rate (ER) with the videos.

6. Attracting Patients Through the Electronic Booking System:

- **Objective:** Attract 50 patients through the electronic booking system within 3 months.

KPI: Measure the number of successful bookings through the electronic system.

Design a prototype for the marketing campaign.

Logo + Cover + Theme

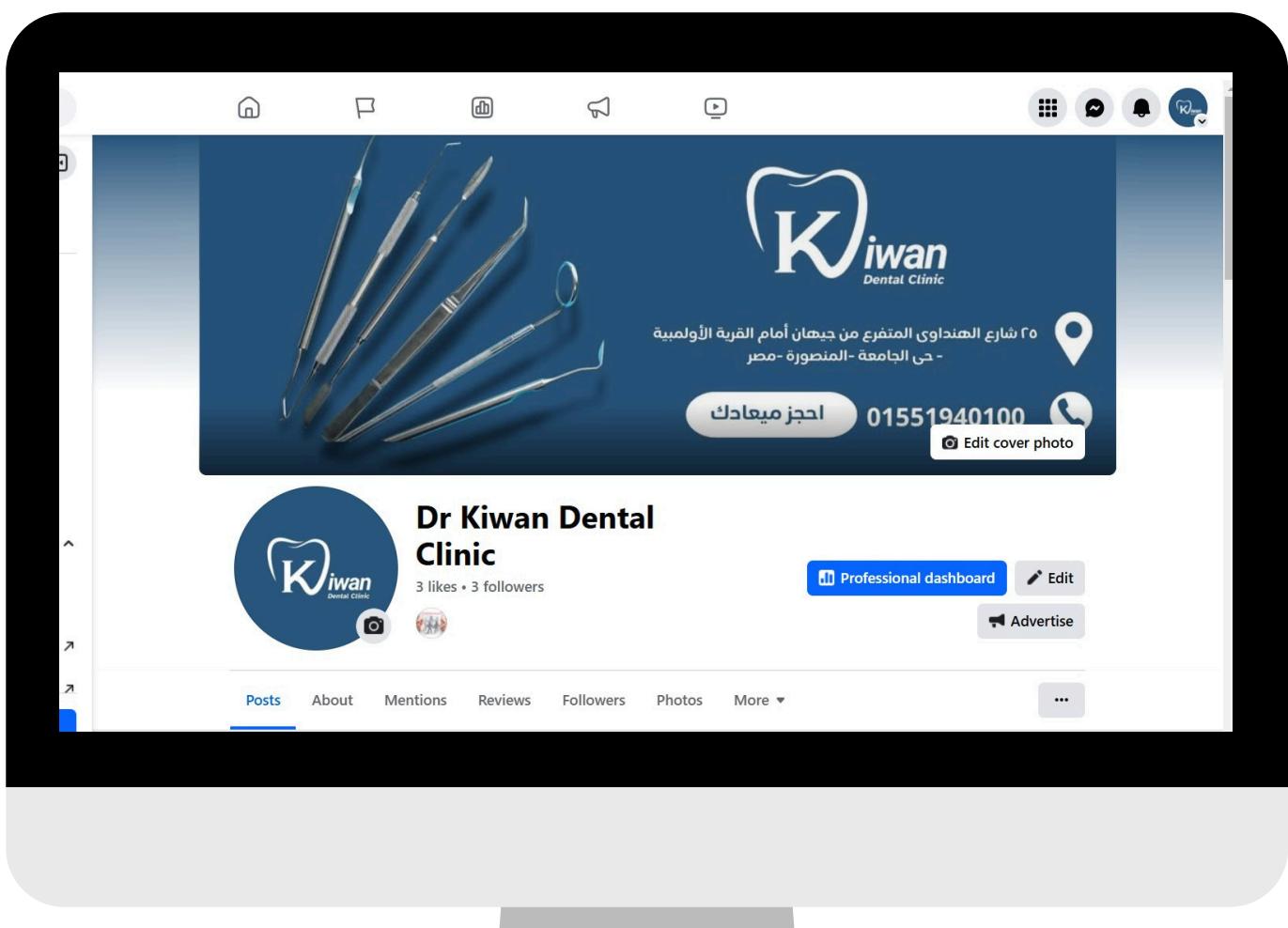
Links

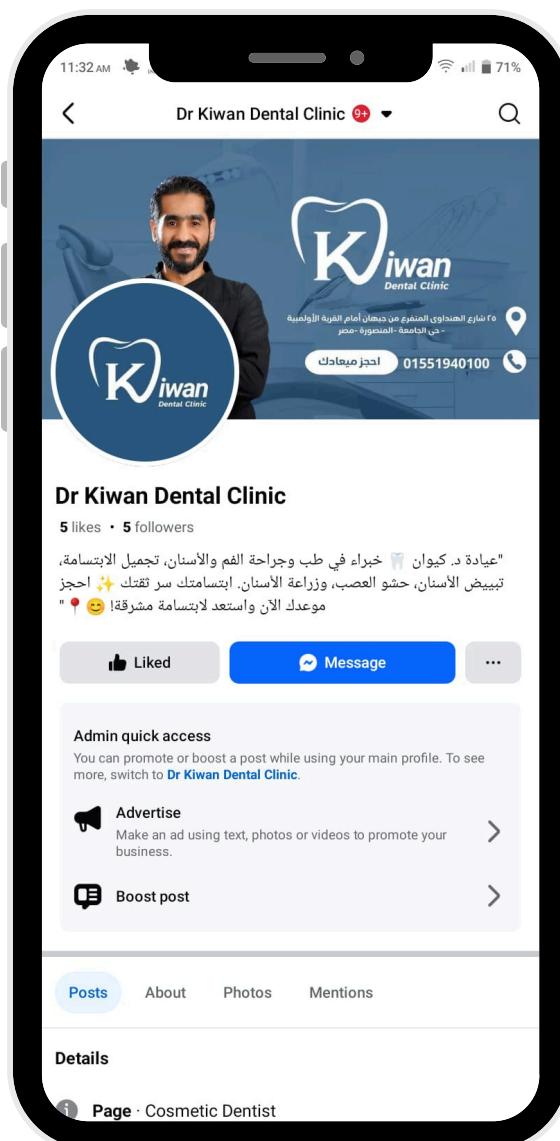
[Facebook](#)

[Instagram](#)

[Tik Tok](#)

[Threads](#)





Dr Kiwan Dental Clinic

5 likes • 5 followers

"عيادة د. كيوان 🦷 خبراء في طب وجراحة الفم والأسنان، تجميل الابتسامة،
تبنيض الأسنان، حشو العصب، وزراعة الأسنان. ايسامتك سر نفثك 🌟 احجز
موعدك الان واسعد لابتسامة مشرقة! 🌟"

Liked Message ...

Admin quick access

Make an ad using text, photos or videos to promote your business.

Boost post >

Posts About Photos Mentions

Details

Page · Cosmetic Dentist





رواد مصر الرقمية

زيارة الانترنت
وكتبه لمجيا المعلومات



Ramadan Theme 🌙



C Prepare a campaign management plan and schedule the implementation phases.

1. The summary of what has been accomplished before February 24, 2024:

- a. Idea Selection
- b. Creating Buyer Personas
- c. Internal Analysis
- d. Egyptian Market and Competitor Analysis
- e. SWOT Analysis
- f. Setting Objectives
- g. Preparing Content Calendar for February
- h. Creating Facebook, Instagram, Threads, and TikTok Pages
- i. Starting Content Publishing on Pages

2. What will be implemented by April 6, 2024?

- o Preparing Content Calendar for March
- o Running a Paid Ad on Facebook Page
- o Final Report with Results Analysis

5 Implementation

C Create and design the appropriate marketing content for each digital channel

- Visual and written content was created to suit the nature of each digital platform, ensuring effective communication with the target audience.



Launch the marketing campaign across the selected channels

- The marketing campaign was launched on the platforms chosen in the strategy, following a posting schedule to maximize engagement.
- A paid Facebook Ads campaign was implemented between March 29 and April 2 with a budget of 1,200 EGP.
- An A/B test was conducted using the same ad copy with two creatives: one image and one video. After 24 hours, the video ad was paused due to a higher cost per like compared to the image ad.

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

A/B Test

Ads kiwan ads (1334516180933...)

Updated just now Review and publish

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

Today: Mar 28, 2025

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

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

Off / On	Ad	Significant	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking
<input type="checkbox"/>	kiwan alphentern - Copy	27, 2025, 1:1... day	7-day click or ...	11 Follows or likes	265	298	2.82.ج Per Follow or like	Per relevance
<input type="checkbox"/>	kiwan alphentern	27, 2025, 1:1... day	7-day click or ...	20 Follows or likes	820	986	2.99.ج Per Follow or like	Aver
Results from 2 ads			7-day click or ...	31 Follows or likes	1,080 Accounts Center acco...	1,284 Total	2.93.ج Per Follow or like	

30°C Mostly cloudy Search

Results

Dr Kiwan Dental Clinic

Views 68,225 Reach 24,750

Interactions 154 Link clicks 41

Views
Followers vs. non-followers

1% Followers 99% Non-followers

Interactions

Reactions 143 Comments 11

Meta Business Suite

ابتسامتك الطيبة تستأهل خدمة بدون تأخير!

شارع الهنداوي ، المترفع من جيهان، أمام القرية الأولمبية ، حي الجامعة، المنصورة

@dr.kiwan.dental.clinic

Dr Kiwan Dental Clinic

0:10 / 0:24

Dr Kiwan Dental Clinic
Published by Aliaa Hasan
· Yesterday at 1:18 AM ·

زهقت من الانتظار بالساعات عند الدكتور؟!

See more 22 1.2K

[View more video insights](#)

Like Comment Share

Comments Hide

Most relevant ▾

محمد كحله **حقيقة ونعم الدكتور** ...
19h Like Reply [Send message](#) Hide

Comment as Dr Kiwan Dental Clinic

Account Overview 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 K

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

Current performance
From your existing post

Reach	334
-------	-----

Estimated daily results
From advertising

Reach	4.1K - 11.8K
Conversions	7 - 21

Campaign objective Leads

180.00. ج.م Daily budget 60.00. ج.م 3,000.00. ج.م

Create ad

Before



After





Execute SEO strategies to increase digital visibility.

- Hashtags were strategically used across all social media content to enhance reach and visibility, aligning with the interests and search behavior of the target audience.

Date	Time	Objective	Message	Type	Channel	Caption	TOV	CTA	Hashtags	Responsible
February 2025										
17/2/2025	5:00 PM	Awareness	منشور عن خدمات عيادة كيوان	Post	Facebook Instagram	مرحبا بك في عيادة كيوان	كل ما يتعلّق بصحّة الأسنان ونوعيتها بها!	تابعونا لعلّكم تعرّفونا	#جيمـة_كـيوـان_ابـتسـامـتـكـ فـيـ أـسـانـ #عـيـادـةـ كـيوـانـ #عـلـىـ دونـ القـطـارـ #بـشـاشـتـ سـوـلـيـتـاـ #أـسـانـ #ابـسـامـتـكـ #بـيـفـيـنـ #حـشوـ #صـبـ	Hager Mohamed
20/2/2025	6:00 PM	Engagement	منشور عن السكر و تسوين الأسنان	Post	Facebook Instagram	هل السكر هو السبب الحقيقي لتسوين الأسنان؟	كت مختلٍ إنّ السكر يعيش بالطريقة التي لا يعيش بها؟	استفسر فريق عيادة كيوان لأسنانك	#جيـةـ كـيوـانـ #بـشـاشـتـ طـبـيـبـ الأسـانـ #بـدـارـ شـارـ #عيـادـةـ كـيوـانـ لـأسـانـ #عـيـادـةـ كـيوـانـ اـبـسـامـتـكـ فـيـ أـسـانـ	Eman Salah
21/2/2025	5:38 PM	Awareness	منشور عن استخدام الخليط الطبيعي	Post	Facebook Instagram	أسنان أنيقة .. نفس منعش.. ابتسامة أحلى	ابداً التهاردة طلب ابتسامتك تثبي! 💖	خطيب طبـيـنـ #بـصـحةـ قـلمـ #ابـسـامـتـكـ جـيـةـ	Ghaidaa Hossameldin	
24/2/2025	5:10 PM	Engagement	فيديو لتشجيع الأطفال لتناول الأسنان	Reel	Facebook Instagram	كيف تحمل ملوك بحب غبار الأسنان	أشغل أسلنك ك يوم عاشان تبقى قوية زي سوبرمان	مع كـيوـانـ اـبـسـامـتـكـ فـيـ أـسـانـ #بـقـيـفـيـنـ الأسـانـ #بـسـوـنـ الأسـانـ #لـاقـيقـةـ مـنـ التـسوـنـ #بـيـوـ طـبـلـيـلـ #الـليـلـيـنـ #أـسـانـ الأسـانـ DentalCare #ابـسـامـتـكـ #KidsVideo #HealthySmile	Aliaa Hassan	
27/2/2025	6:10 PM	Engagement	بوست عن تغيير فرشاة الأسنان	Post	Facebook Instagram	أنتي آخر مرة غيرت فيها فرشاة أسنانك؟	احجز موعدك الآن عبر رسائل الصحفة أو الاتصال بنا.	فرشـاةـ الأسـانـ #بـقـيـفـيـنـ الأسـانـ #بـسـوـنـ الأسـانـ #جـيـواـ نـدوـنـ تـسوـنـ #بـشـاشـتـ التـنـابـةـ	Doaa Abdulla	

Manage audience interaction by responding to comments and messages

- Ongoing engagement with the audience was maintained through timely responses to comments and messages, fostering trust and connection.

The screenshots show the following interactions:

- Screenshot 1 (Left):** A comment from "Hany Abd El Rhman" asking about the cost of orthodontic treatment. The page responded with a detailed breakdown of fees for different procedures like orthodontics, implants, and crowns.
- Screenshot 2 (Middle):** A comment from "Dr Kiwan Dental Clinic" responding to a post about orthodontics, mentioning Dr. Eslam Dwedar and Dr. Hosam Kiwan.
- Screenshot 3 (Right):** A comment from "Nehad Abdelfattah" asking for a consultation. The page responded with a message encouraging him to contact them.

6 Final Presentation, Testing & Reports

Provide a final report including analysis of results.

- A detailed analytical report was prepared, highlighting the campaign's performance and comparing results to predefined objectives.

Campaign Performance Analysis Report

- Duration: March 29, 2025 – April 2, 2025
- Total Budget Spent: EGP 1,200

Key Metrics Overview

- Total Follows/Likes: 325
 - Cost per Follow/Like: EGP 3.69
- Post Views: 68,225
- Post Reach: 24,750
- Audience Breakdown:
 - Non-followers: 99% (~67,543 views)
 - Followers: 1% (~682 views)
- Engagement:
 - Link Clicks: 41
 - Total Interactions: 154 (143 reactions, 11 comments)

Performance Insights

1. Cost Efficiency

- The campaign achieved 325 follows/likes at a cost of EGP 3.69 per action, which is relatively moderate. Benchmarking against industry standards (typically EGP 2–5 per engagement) suggests this is within an acceptable range.

2. Reach & Visibility

- Post Views (68,225) significantly exceeded Post Reach (24,750), indicating high repeat views or viral potential.
- 99% of views came from non-followers, suggesting strong audience expansion but minimal engagement from existing followers.

3. Engagement & Conversions

- Link Clicks (41): Low compared to views (~0.06% CTR), signaling weak call-to-action (CTA) or irrelevant audience targeting.
- Interactions (154): Dominated by reactions (143) with few comments (11), indicating passive engagement.

Conclusion

The campaign successfully expanded reach but had room for improvement in cost efficiency, follower retention, and conversion rates. Optimizing CTAs and audience segmentation could enhance future performance.

Suggest improvements for future campaigns based on extracted data.

- **Boost Engagement with Short-Form Video Content.**
- **Focus on creating high-quality Reels, TikTok, and Instagram videos to showcase your clinic's expertise, patient testimonials, and behind-the-scenes content.**
- **Hire a professional video editor to ensure polished, engaging visuals that align with your brand.**
- **Target Student Demographics with Exclusive Offers.**
- **Launch special discounts for university students (e.g., free check-ups, whitening promotions) to leverage your clinic's location in a university area.**
- **Use geo-targeted Instagram ads to reach students nearby.**
- **Run Contests & Collaborations for Organic Reach.**
- **Host giveaways (e.g., "Win a Free Dental Treatment") to increase followers and engagement.**
- **Partner with a local influencer for a clinic tour or treatment experience—amplifying credibility and visibility.**
- **Leverage Social Proof with UGC & Testimonials.**
- **Feature video testimonials from satisfied patients (user-generated content) to build trust.**
- **Scale Ads & Expand Audience Targeting.**
- **Increase your ad budget and broaden targeting to reach new demographics (e.g., young professionals, families).**
- **Test specialized ad sets for students .**



[**kiwan project \(Final Presentation \) Link**](#)