

## **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.**