

EKWA MARKETING

3 ACTIONABLE STRATEGIC MANEUVERS

To Exploit Specific Competitor Vulnerabilities Identified in the MECE Teardown Analysis

HIGH Threat Competitors	MEDIUM Threat Competitors	LOW Threat Competitors
DoctorLogic Amplify360 PatientPop/Tebra	Wonderist Golden Proportions WM4Dentists LassoMD	KickStart Pro Impressions Practice Cafe

Introduction: Why These Three Maneuvers

This playbook translates the MECE competitor teardown analysis into three high-priority strategic maneuvers. Each maneuver targets a specific, identified vulnerability in the competitive landscape and is designed to be executable within 12–18 months with measurable outcomes.

The maneuvers were selected based on three criteria: (1) competitor vulnerability severity, (2) Ekwa's existing competitive advantages that can be leveraged, and (3) market timing — windows of opportunity that exist NOW and may close within 18–24 months.

Selection Criteria	Basis for Each Maneuver
Vulnerability Severity	Maneuvers target HIGH and MEDIUM vulnerability competitors (Amplify360, DoctorLogic, Tebra) where the competitive wound is deepest
Ekwa Advantage Leverage	Each maneuver builds on Ekwa's unmatched moats: 16+ years experience, exclusivity per market, human expert teams, and 400+ dental practice portfolio
Market Timing	Post-merger windows (Amplify360, Tebra) close within 24 months. AI hype cycle vs. results gap narrows within 12 months. DSO market consolidation is happening NOW.

Target Post-Merger Amplify360 Client Displacement

Targets: Amplify360 (HIGH vulnerability) · KickStart Dental · Practice Cafe

Window: 24-Month Post-Merger Opportunity Window — Opens NOW

Strategic Rationale

The 2022 merger of SmartBox Dental and Dental Revolution into Amplify360 created one of the highest-value competitive windows in dental marketing. Post-merger integration typically takes 18–36 months, creating a prolonged period of brand confusion, talent churn, service inconsistency, and client dissatisfaction.

With 5,000+ clients spread across a newly merged organization, Amplify360 clients are experiencing what every large-scale merger produces: a sense that their vendor no longer knows them personally. This is the moment Ekwa's exclusivity-first positioning is most powerful: we offer what 5,000-client agencies cannot — singular focus, exclusive market rights, and a dedicated team that works for ONE practice per geography.

5-Step Action Plan

Step	Action	Details
1	Launch Targeted Displacement Campaign	'Tired of Being One of 5,000?' — a direct, confident message to practices feeling lost in Amplify360's scale. Deploy via LinkedIn Ads, dental podcast sponsorships, and targeted Google Display.
2	Build the 'Switch Kit'	A comprehensive onboarding package: 90-day free onboarding, competitive analysis of their current marketing results vs. Ekwa benchmarks, and a signed exclusivity agreement. Remove ALL switching friction.
3	Create Exclusivity Landing Page	'One Practice. One Agency. One Market.' — a dedicated landing page positioning Ekwa's per-market exclusivity promise as the clearest alternative to commoditized multi-client agencies. Include a 'Check Your Market Availability' tool.

4	LinkedIn Outreach Campaign	Identify and target dentists who have tagged Amplify360/SmartBox in posts or reviews in the past 24 months. Deploy personalized LinkedIn messages from Ekwa team members.
5	Dental Consultant Partnership Program	Partner with independent dental practice consultants who have noticed client dissatisfaction with Amplify360 post-merger. Create a formal referral program with referral fees or reciprocal referrals.

■ **Success Metric: Target: 50 net new clients displaced from Amplify360 within 12 months at average \$2,500/month = \$1.5M ARR addition**

Key Performance Indicators:

- Win rate from Amplify360-origin prospects (target: >40%)
- Time-to-sign from first contact (target: <30 days)
- NPS from switch clients at months 3 and 6 (target: >60 NPS)
- Number of dental consultant referral partners (target: 15+ by month 6)

■ ■ **Risk: Amplify360 may respond with aggressive retention offers. Mitigation: Emphasize exclusivity — no retention offer they can make will create a per-market exclusive partnership.**

*Outflank DoctorLogic & PatientPop/Tebra on the AI Marketing Narrative***Targets:** DoctorLogic (HIGH threat) ·
PatientPop/Tebra (HIGH threat)**Window:** 12-Month Window Before AI
Features Mature or Get Validated**Strategic Rationale**

DoctorLogic and Tebra/PatientPop are both aggressively pushing AI and 'generative engine optimization (GEO)' features — claiming practices will appear in ChatGPT and Perplexity results. This is powerful marketing, but the critical question nobody is asking: does appearing in an AI chatbot result actually produce a scheduled dental appointment?

The gap between AI platform features and verified patient acquisition outcomes is wide and unvalidated. Ekwa's 16-year track record with 400+ dental practices represents something fundamentally more valuable: documented proof that specific marketing actions produce specific patient behaviors. This is Ekwa's moment to position as the evidence-based alternative to AI hype — and to do so BEFORE these AI features mature and get validated (which could take 12–18 more months).

5-Step Action Plan

Step	Action	Details
1	Publish the Definitive Whitepaper	'AI in Dental Marketing: What Actually Works (And What Doesn't)' — a research-grade analysis of AI marketing claims vs. documented dental patient acquisition data. Position Ekwa as the only company with 16 years of evidence to make this judgment.
2	Launch 'Verified Results Dashboard'	Create a public-facing dashboard (with client permission, anonymized) showing Ekwa client outcomes: organic search traffic, tracked calls, new patient bookings. This is 16 years of dental marketing data made visible — something no AI platform can replicate.

3	'Human-Expert-Led Marketing' Campaign	Develop a campaign: 'Real Experts. Real Dental Patients. Real Results.' — directly contrasting with DoctorLogic/Tebra's AI-first messaging. Feature Ekwa's dental marketing specialists by name and expertise. Humanize what competitors are algorithmizing.
4	Build AI vs. Ekwa Comparison Tool	An interactive tool on ekwa.com that guides prospects through evaluating AI-powered marketing platforms vs. Ekwa's approach. Questions highlight the unproven ROI of AI features vs. Ekwa's documented outcomes.
5	Recruit AI Platform Refugees	Identify and contact 5–10 DoctorLogic or Tebra clients who feel over-charged for AI features that haven't produced results. Use their stories (anonymized or with permission) as public proof-point case studies.

■ **Success Metric: Target: 30 net new clients from DoctorLogic/Tebra displacement within 12 months. 40% increase in organic traffic for 'dental marketing agency reviews' and AI comparison keywords.**

Key Performance Indicators:

- Whitepaper downloads (target: 500+ in first 90 days)
- Demo requests from AI platform comparison tool (target: 20/month by month 3)
- Media mentions in dental publications (target: 5+ in year 1)
- Competitor brand keyword organic ranking improvements (target: top 5 for 'DoctorLogic alternative')

■ ■ **Risk: DoctorLogic may publish counter-research. Mitigation: Ekwa's 16-year data advantage is a durable asymmetric advantage — no newer platform can replicate it.**

Capture the Goldilocks DSO Segment Before Enterprise Platforms Lock It Down

Targets: Independent DSOs with 3–20 locations — underserved by enterprise platforms, overserved by small agencies

Window: 18-Month First-Mover Window Before DoctorLogic or Tebra Lock the Segment

Strategic Rationale

The dental industry is consolidating rapidly. Dental Service Organizations (DSOs) now represent 30%+ of the US dental market and growing. But within the DSO segment, there exists a massive underserved pocket: independent DSOs with 3–20 locations.

These organizations are: too large for boutique agencies (who can't handle multi-location reporting and brand management), and too small for enterprise platforms like DoctorLogic and Tebra (who focus their enterprise sales on 50+ location groups). This is the 'Goldilocks zone' — and Ekwa's per-location exclusivity model translates directly to a uniquely compelling DSO offering: every location gets exclusive market rights, a dedicated content strategy, and unified brand management from a single team.

No other dental marketing agency in the market has explicitly positioned for this segment with an exclusivity-per-location promise. This is a first-mover opportunity.

5-Step Action Plan

Step	Action	Details
1	Create 'Ekwa DSO Program'	Develop a formal multi-location marketing program with: per-location exclusivity agreements, unified brand management across locations, centralized reporting dashboard, and single point-of-contact account management. Differentiated from enterprise platforms by exclusivity; differentiated from boutiques by scale.
2	Target the Goldilocks DSO Segment	Build a prospect list of independent DSOs with 3–20 locations that are currently underserved. Sources: DSO-focused media (Group Dentistry Now, DSO Leaders), dental M&A; databases, LinkedIn DSO group membership. Create outreach sequences for each segment.

3	Build a DSO Case Study	Partner with a current or new DSO client to document the exclusivity-per-location value proposition. Develop a measurable case study: 'How [DSO Name] Grew from X to Y Locations While Protecting Each Market with Ekwa's Exclusivity Model.'
4	Conference Authority Building	Apply for speaking slots at DSO Summit, DSO Evolution, and Group Dentistry Now. Target topic: 'The Exclusivity Advantage: Why DSOs Are Abandoning One-Size-Fits-All Marketing.' Build category authority before competitors colonize the space.
5	Build a DSO Referral Network	Partner with: dental CPAs who advise on practice acquisitions, dental transition planners (buyers and sellers of practices), DSO consultants and advisors. Position Ekwa as the preferred marketing vendor for newly acquired dental practices transitioning into a DSO structure.

■ **Success Metric: Target: Sign 5 DSO clients (avg 7 locations each) = 35 net new locations within 18 months at \$3,500/location/month = \$1.47M ARR addition**

Key Performance Indicators:

- Number of DSO clients signed (target: 5 in 18 months)
- Average locations per DSO client (target: 5–10)
- DSO conference speaking engagements secured (target: 2 in year 1)
- DSO referral partner network size (target: 20+ CPAs/consultants by month 12)
- NPS from DSO clients at 6 months (target: >70 NPS)

■ **Risk:** DSO segment requires more complex operational capability (multi-location management, centralized reporting). Mitigation: Start with 3–5 location DSOs to build internal capability before scaling to 10–20 location groups.

Combined Revenue Impact Projection

If all three maneuvers are executed simultaneously and achieve conservative targets, the combined new ARR addition over 12–18 months is projected as follows:

Maneuver	Target Clients/Locations	Avg Monthly Fee	Projected ARR
1. Exclusivity Lock™ (Amplify360 displacement)	50 clients	\$2,500/mo	\$1,500,000
2. AI Credibility Shield™ (DoctorLogic/Tebra)	30 clients	\$3,000/mo	\$1,080,000
3. DSO Frontier™ (Goldilocks DSO)	35 locations	\$3,500/location	\$1,470,000
COMBINED TOTAL	115 clients/locations	—	\$4,050,000 +

*Projections are illustrative and based on conservative win rates and moderate pricing assumptions. Actual results will vary based on execution quality, market conditions, and competitive response.

Execution Priority Matrix

Recommended execution order based on time sensitivity, resource requirements, and expected ROI timeline:

1. Exclusivity Lock™	CRITICAL — 24mo window	Medium	3–6 months	START FIRST
2. AI Credibility Shield™	HIGH — 12mo window	Medium	6–9 months	START PARALLEL
3. DSO Frontier™	HIGH — 18mo window	High	9–18 months	START MONTH 2