



ARAK DENTEL

Presented by..

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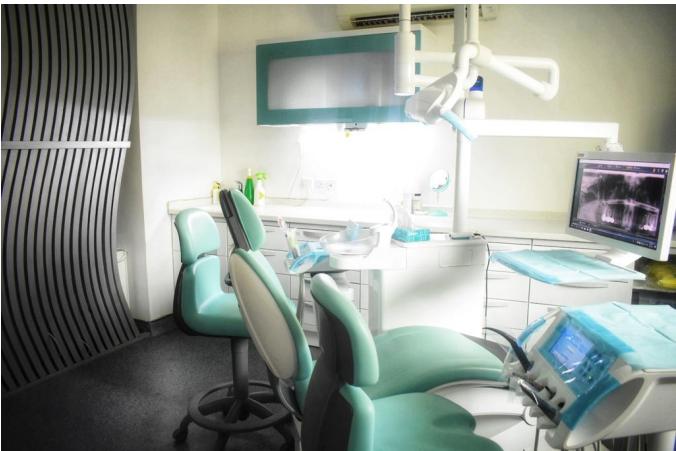
Campaigns



Introduction

Business Description

A specialized dental center that offers the latest dental technology in a friendly, relaxed, and hygienic environment





The Brand

What does the brand stand for?



What is the value proposition?

What type of customer experience we provide?



Our Services

- Advanced technology:
- Advance Optical Cameras for digital oral image.
- Crown Delivery within the same visit
- Laughing gas for children



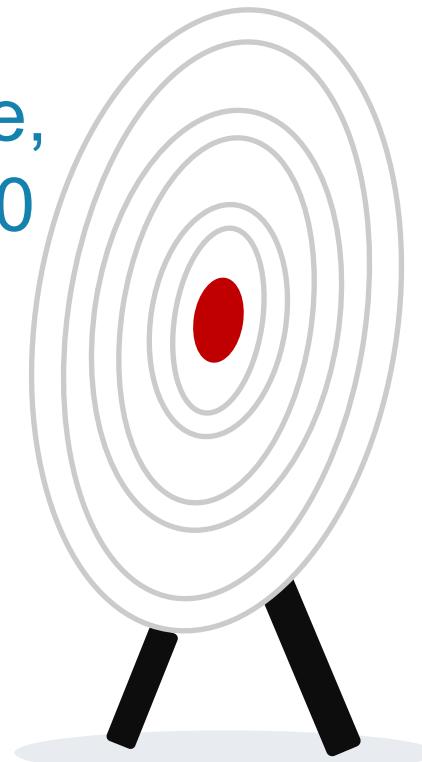


Objectives



Business Objective

To grow the business in terms of client base, revenues, and customer satisfaction by %30 each year.





Marketing Objectives



increase the percentage of patience by %30 by the end of 2020.



Campaigns Objective

First Campaigns (Wedding campaign)

- To increase the percentage of patience by the end of April by %10

Second Campaigns (Ramadan Campaign)

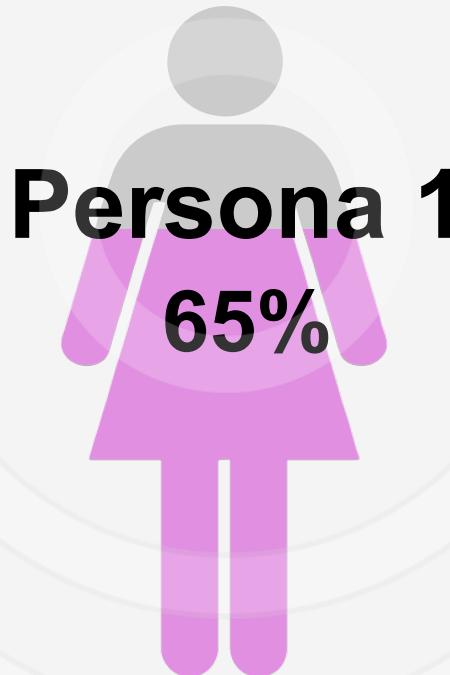
- To increase the percentage of patience by the end of June by %10



... Campaigns

First Campaigns (Wedding campaign)

This an example of persona that we will
in our first campaign



- Location: Makkah



- 25 - 40

SAR

- 120,000 Y Income

Influencer

- For targeting persona No 1, we will use a famous female influencer to target the females in Makkah
- The influencer : reem
- Location : Makkah
- Type: lifestyle fashion blog
- Communication Channel : Instagram



ireemeee

الله اكفي شر خلقك اللهم اكفي فيهم بما شئت
ل الاعلانات واتس المنسقه مرام
+0545512920
للتواصل السريع الضغط على الرابط
api.whatsapp.com/send?phone

Followed by jure_training, rayanaalmaghribi and 7 others

See Translation

Follow Message

The Deal included

- SAR 5000 + full cleaning package experience
- She will be repost on the Instagram that she documents her whole experience, and most importantly show a before and after of her teeth

ردد الخصم في نون ... خصم نون ... للإعلانات واتس خصم نون ...

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Ramadan Campaign

- **Purpose of the Campaign**
 - Encourage umrah visitors to do teeth cleaning before Eid by offering a promotion.
- **The Objective**
 - Increase sales by %10 by the end of Ramadan



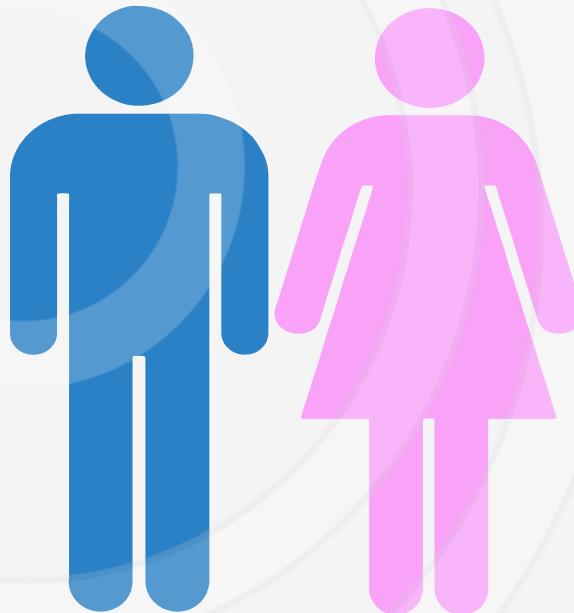


Ramadan Campaign

- **Budget:** SAR 30,000 **Timeframe:** Last 3 Weeks of Ramadan
- **Channels**
 - Facebook & Instagram
 - Why these channels ?
 - For better non Saudi Targeting on Facebook
 - To utilize the data capabilities in the targeting
 - To monitor the campaign's performance on the platform



The Persona



- Location: Makkah



- Age: 30-50

SAR

- 120,000 Income



- Male & female

Ramadan Campaign

Arak Center
Sponsored

Book an appointment through this Ad and receive a %20 Discount

Have
a great
Smile
Before
Eid



ARAKCLINICS.COM

Arak Dental

ربيتنا متحورة حوالك وكل جانب من جوانب صحة فمك من اللحظة التي تدخل فيها

[Book Now](#)

Like Comment Share





Ramadan Campaign

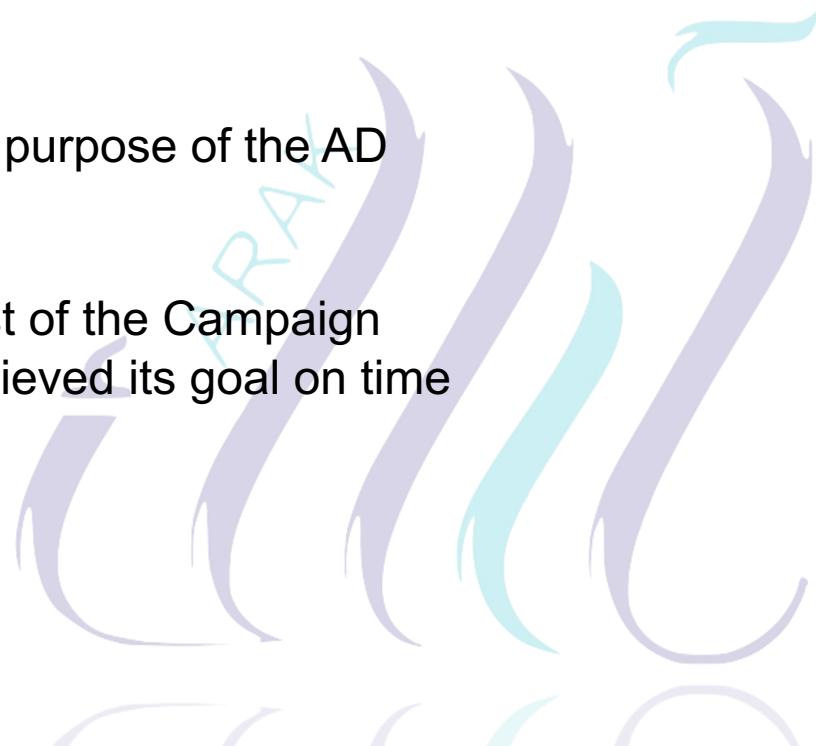
- **Targeting:**
 - Language: English – Urdu – Indonesian – Malaysian - Arabic
 - Interest
 - Fitness & Wellness
 - Behavioral
 - People who Prefer high value good
 - Ramadan high content engagment





Ramadan Campaign

- **Buying Strategy:**
 - CPA : To Help us achieve the purpose of the AD
- **Campaign Evaluation**
 - Compare the CPA VS the cost of the Campaign
 - Evaluate is the campaign achieved its goal on time





Content Marketing Strategy

- **Content Mission Statement:**
“We make sure that our visitors have healthy teeth by offering simple teeth care content”
- We will focus on creating unique **hygiene** content to educate the visitor.
 - Example:
 - Steps on how to maintain a healthy teeth.
 - Homemade remedies for gum bleeding



Content Marketing Strategy

- **Teaser:**
 - Create small teasers that encourages the visitor to visit the page of the content.
 - Feature the content on our website's home page banner.
 - Publish a teaser for the content on our social media channels
 - Send an email newsletter to our clients.
- **Anchor:** Create a landing page with the content.
- **Amplify:** Feature Parts of the content on our social media to tease the reader to visit the Anchor page.

