



Holistic sales solutions

Business Growth Hacks



Objectives



Objective 1

Amplifying Personal branding of Dr.
[REDACTED]

Objective 2

Using End -end Implant solutions as a vehicle for creating personal branding

Objective 3

Establish [REDACTED] as industry thought leader and go to person for anything and everything related to dental implants.



"Persona" Findings

- Basis the audience insights tool. Online users from US, UK, Australia, Canada, Singapore, India and Malaysia were used as base for the analysis.
- Universe size is 9 Million of which close to 70% are women.
- They are most likely to convert or show affiliation, or recommend towards our services are women

Key traits of our prospect

- Women aged 40-55 with grown up kids Holds at least one degree, works in managerial/administrative roles or entrepreneurs.
- Uses promotional/discounted travel opportunities,
- cost conscious, Serious about health, diet and weight reduction
- Enjoys cooking, recipes and eat well actively responds to paid ads

Online strategy



**Amplify
the
Problem**

**Why
Approach**

**Showing
accomplishments**



Amplifying the Problem

- All the digital assets will share lot of information Implantation but will be connected to our persona's interest
- Eg Start of the article in the website would discuss about a popular recipe and later would connect it to oral issues and how much taste they might have to compromise if they don't address the issue
- Whole presentation of the website etc would be positive nevertheless.
- Photos of happy family gathering and eating together etc.
- usual photos of affected person's mouth or treatment procedure etc will not be there.
- The pages would make them to think of how much they are missing already
- Content will be SEO optimized and picked up basis the popularity of the search.



The why approach

- The why approach will be used instead what and how
- Almost all the dental websites focuses on how they are best in terms of servicing and what are all the services they do
- Our approach would be like why our wonderful audience should compromise and live the life of misery
- They have the right to live their life fully and we will just be an enabler to accomplish that.





Showing accomplishments

- Third focus will be on accomplishments
- How we enabled people's life, it will be shared via photos of actual customers eating happily
- Other area in this section would be Popular awards, testimonials, new finding/improvisation in existing processes, best practices in hospital which resulted in happy patients



Other Sections



Exclusive page to promote public speaking booking, PR and key note addresses

Having a public figure accounts (verified) in every relevant social media platforms

Exclusive, serviceable page for doctor referrals and handling services related to that efficiently

Month 2 On wards



Focus 1

- Fine tuning SEO in website

Focus 2

- Creating and managing personal branding social media pages in accordance with overall online strategy

Focus 3

- Article publishing, featuring in top industry websites to build domain authority and back link building