



STRATEGIC
COMMUNICATIONS
+ BRANDING

1. THE BUSINESS OBJECTIVES

We start with defining the business objectives and strategic direction for the year, this really sets the parameters and direction. This vital step sets the foundation for an effective Marketing Plan. By aligning the focus with targeted outcomes it ensure efficient resource utilization, avoiding misdirected efforts and budget allocation.

1. Increase Brand Awareness
2. Develop stronger and more effective online presence
3. New customer Acquisition and cross-selling services to current client database
4. Stablish Cosmetic Dentistry leading brand positioning within the marketplace

2. KEY STRATEGIES

Together we have identified what to focus on, it's time to explore how to make this happen.

1.1 Increasing Brand Awareness

- Defining differentiation / promote

- Media out of home / Billboard & Signages

- Strategic printing publishing Advertising

- Digital Influencers

- Sponsorships

2.1 Develop stronger and more effective online presence

- Improve Google Listing

- Built an organic seo key phrases footprint

- Use Influencers to generate involuntary testimonials

- Geo tagging Strategies

- Strategic Posts & Sponsored Ads

3.1 New customer Acquisition and cross-selling services to current client database

- Organic SEO Magnet Lead by Location & cosmetic key phrase

- Strategic Welcome Pack / Invitations

- Referral Letter / Business Cards / Black Envelops

4.1 Establish Cosmetic Dentistry leading brand positioning within the marketplace

Advertising specific for cosmetic dentistry / activation

Create Brand statement / headline for cosmetic

Ambassadors for specific target markets

Public relations strategies to pitch editorials to develop business authority

3. ACHIEVING THE OBJECTIVES

What's our overall game plan? Below we have listed a mixture of products/services/task/ideas for us all to action

1.1.1 Defining differentiation / promote

Develop new branding visual to establish its branding positioning and luxury / high standards look and feel – New Business cards, Stationary, website, Signage, Social Feed Style;

Develop individual images and in-situ images of team members also practice images (could even be a talented Real Estate photographer) and videos. These would be used on all collateral especially the website and look at topping up this collection every six months so it can be used on social media

1.1.2 Media out of home / Billboard & Signages

Take advantage of the building real estate space to better promote the new branding – Create New Signage / Maybe an LED Panel (If approved by counsel)

Mapping billboard or LED panels within target audience locations / Back Bus Advert / Check the availability to advertising in private Golf Carts at private clubs (Mirror Smile)

1.1.3 Strategic printing publishing Advertising

Mapping yacht club and private club editorial or advertorial spaces to publish cosmetics dentistry ads

1.1.4 Digital Influencers

Opening Cocktail – Invite Influencer for a digital Smile Design / provide them with material to post;

1.1.5 Sponsorships

Three private schools. These may take some exploration and nurturing to develop the relationship through sponsorship of the sports team with mouthguards, maybe visual branding for their team, not sure if signage at the school or ovals or game locations could be an option, newsletter.

Pro bono job for a student in need (we need to explore how to choose the student) and the Arts project can also be nurtured.

Use the open avenue to connect with full time on-campus students that come from remote rural communities it would be great for their parents not to worry about their dental appointments and treatments when they're at home for their limited family time. Can we offer these students anything to entice them for their first visit?

2.1.1 Improve Google Listing

Improving Digital reputation - Look at digital surfer managing this for a short time just to take care of your online reputation (Business directories, Google business listing also fall into the initial stages of this)

2.1.2 Built an organic seo key phrases footprint

General dentistry within the surrounding six suburbs (Clayfield, ascot, Hamilton, Newstead, Nufarm and Teneriffe) looking at for main service terminology of dentist, dental practice and two more to be explored, 6 to 8 sub services (dentist, digital dentistry, cosmetic, teeth whitening, dental implant)

Campaign to would be focusing on cosmetic dentistry in 25 suburbs and locations for Brisbane (The 6 to 8 sub services would be targeted to cosmetic type services)

2.1.3 Use Influencers to generate involuntary testimonials

Engage with local digital influencers to promote a “Smile Experience” – Teeth whitening, or any quick procedures, digital smile explanation, 3D Scanning, simulation check availability or the feasibility of this. Live sharing, tagging, and sharing. Thanks for your Smile @....

2.1.4 Geo tagging Strategies

Geo tagging through Facebook could be a cost-effective option, as well as direct flyers and over 50s magazines.

2.1.5 Strategic Posts & Sponsored Ads

Social media. This can be partially managed, but we feel some internal management would give more personality and feel. This can feel more honest and truer. We can develop a calendar with internal staff this can be very effective for planning out what we all envisage the social media to look like. Younger market will be on Instagram and all the market on Facebook. Geo targeting in both areas could be useful for the local schools or even events

3.1.1 Organic SEO Magnet Lead by Location & cosmetic key phrases

Refer to 2.1.2

3.1.3 Strategic Welcome Pack / Invitations

Mixture of packs with promotional products these could be new patient welcoming pack, a gift pack for travelling and special clients, small giveaway brand awareness pack, lip balm, mirror, personal hygiene pack, treatment plan folder (to include introduction to their

dentist, The plan and also a business card do we want to look at this being an A5 or leave it A4 can we add anything else into this folder to give it more magnitude) (Some of these items could include mouthguard trays)

3.1.4 Referral Letter / Business Cards / Black Envelops

Explore the Ascot Racecourse Over 50s.

This community is affluent and are focused on the image. (Cars clothes location etc often goes in conjunction with their looks) Ryan the personable countryman dentist is the perfect dentist for onsite visits and relationship building

Engage with a series of communications teasing (black envelops) and promoting and inviting to discover the services.

4.1.1 Advertising specific for cosmetic dentistry / activation

Focus is to build be on cosmetic dentistry, Digital smile design and digital dentistry.

Mirror advert sticker “What can be improved in your Smile?” “Be proud of your smile” – Activate at female toilet sticker adverts / QR Code – Digital Smiling

4.1.2 Create Brand statement / headline for cosmetic

For us our main difference is it’s all about experience and not the price. Elective dentistry, not reactive. That service and experience is six star we weren’t happy and engaged patients. It’s all about them. Patients have a personal treatment coordinator and can also have payment plans the whole team is involved in the dental health plan.

4.1.3 Ambassadors for specific target markets

Identify Ambassadors within specific industry and invite for the smile experience, TV presenters, celebrities, public figures (politicians); Develop a program for constant engagement with them – Maybe Footy players’ wives, Sex Industry girls (Candy Club, Honey B, Kitten Club & Love n Rocket)

4.1.4 Public relations strategies to pitch editorials to develop business authority

Laise with a PR Agency to pitch editorials about cosmetic smiling – developing authority within the industry, generating exposure.

4. STRATEGIC CALENDAR

From your feedback today we will refine our plan and create a calendar. Its time to put it into action and start executing it by creating a detailed Action Plan Calendar. This ensures a consistent and synchronized implementation across various channels. We are happy to work with your team or providers. We are also flexible to move outcomes based on opportunities that come up for you.

The calendar

This will be an excel spreadsheet. This will be stored online so your team and your GCGD support team can always access and be informed where the stage is at and what is needed for each member.

5. THE EXECUTION

Weekly we will complete 3 hours of support (depending on your emailed additional marketing activities). Every 3 months we will meet with you, evaluate the effectiveness of our efforts and actively seek additional opportunities. Communication is ongoing, providing updates on progress and promptly addressing any evolving needs required to ensure the marketing strategy remains aligned with evolving objectives.

Costings

Overall Execution Budget XXXX

Logistics

See spreadsheet

Additional Services

These services will be charged at cost

Copywriter, Photographer and videography, Signage and Printing