



TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS.

 **Business Type** : **Dentist** 

 **Business Objective** : **GET MORE ATTENTION**

Funnel: Ads on social media (Facebook, Instagram, TikTok)

WINNERS WRITING PROCESS

1.  **Who am I talking to?** 
 - i) People of all ages (Boys & Girls, Men & Women)
 - ii) People with cavities.
 - iii) Tooth Decay.
 - iv) Gum disease.
 - v) Fractured teeth.
 - vi) Exposed roots.
 - vii) Sensitive teeth.
 - viii) Stained teeth.

2. 🔍 **Where are they now?** 🔍

- i) They are actively searching on social media

Current State:

- i) They are experiencing multiple problems with their teeth.
- ii) They are frustrated with the conditions of their teeth.
- iii) They are suffering from tooth decay.

Dream State:

- i) Relief
- ii) Clean and shining teeth
- iii) Beautiful and bright smile

Level of Awareness:

- i) Level 2 (Problem aware, call out their problem then offer a solution.)
- ii) Level 3 (Solution aware, call out the known solution, then offer the service as best form of solution)

Stages of Sophistication:

- i) **Stage 2** (Second to market, make a bigger and better claim)
- ii) **Stage 4** (Market tires of your mechanism, Position your version of the mechanism as unique, bigger and better)

Current Desire: 8/10. They have been suffering from tooth problems for a while if not for a long time.

Belief in dentists offering their services: 9/10.

- i) Their belief in Affinity Dental is high due to the full proof that the service provides to back up their claims by capturing pictures of peoples teeth/gums before and after they visited them.
- ii) The number of 5 star reviews that Affinity Dental received on google.

Perceived Cost:

- i) Price as booking an appointment at a dentist will cost quite a lot of money

3. 🚩 **What do I want them to do?** 🚩

- a) Stop scrolling
- b) Pay attention to the Ad
- c) Click on the Ad and book an appointment

4. 🚧 What steps do they need to go through to get from where they are now to where they need to be? 🚧

- a) They must like what they see.
 - i) The pictures displayed on the Ad need to catch the viewers attention
- b) They need to trust the services being offered to them.
 - i) There needs to be a lot of good reviews towards their service.

🚧 ROADBLOCK. 🚧

a) They want to book an appointment at Affinity Dental so that they can solve whatever problems they're dealing with but they do not have the money to do so because it is very expensive as the prices are out of their budget.

b) They could be reluctant to spend a fortune on procedures even though they have the money to get the procedures & desperately want to.

🚦 SOLUTION. 🚦

Our solution comes in the form of different cover options:

Silver

-Covers your dental needs for a minimum premium.

(Child dependent: R259pm)

(Adult: R369pm)

(Principal Member: R369pm)

Gold

-In addition to Silver Plan benefits, the Gold Plan covers Root Canals and crowns. It also has an increased specialist dentistry benefit.

(Child dependent: R409pm)

(Adult: R519pm)

(Principal Member: R519pm)

Platinum

-The Platinum Plan is our top dental care package, offering the most advanced care with increased benefits.

(Child dependent: R549pm)

(Adult: R749pm)

(Principal Member: R749pm)



AFFINITY DENTAL

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CONTACT

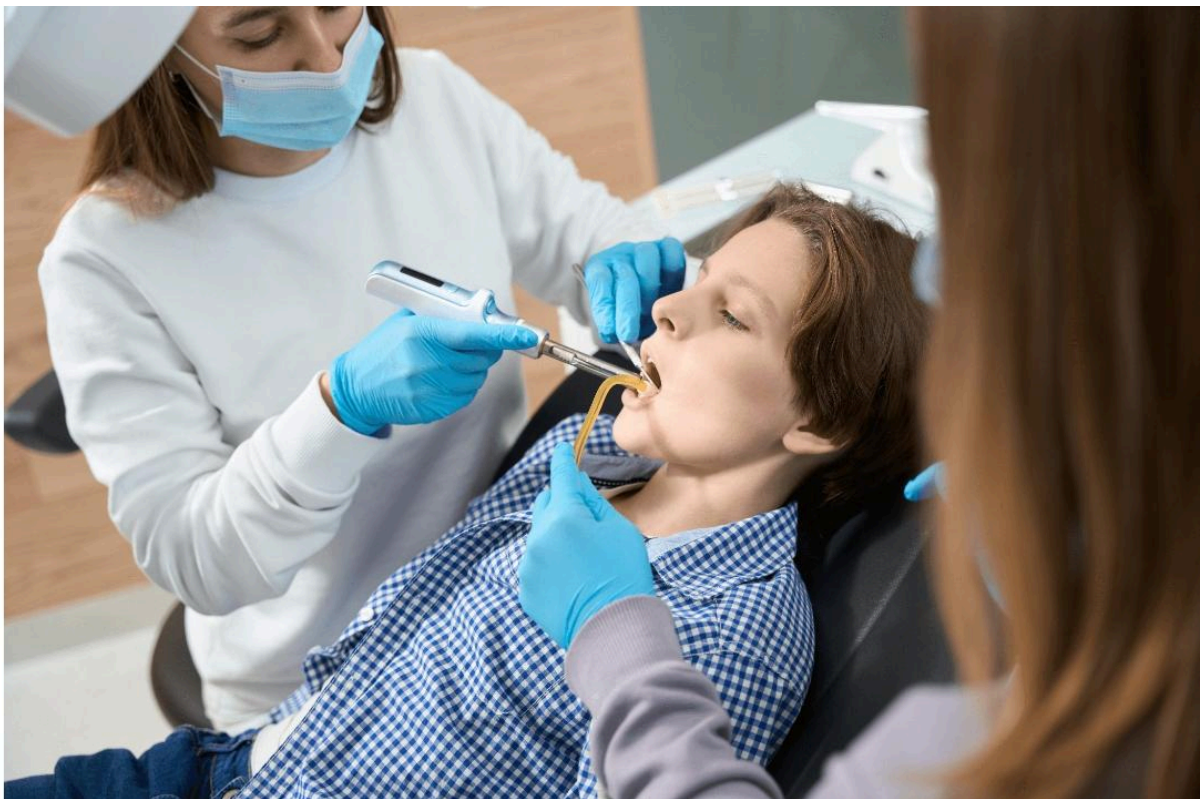
APPLY ONLINE



Save on *premium dental care* through negotiated rates and terms of service with a large network of dentists.



**AFFINITY
DENTAL**









A quick overview
Your Benefits

We provide cover for essential, advanced and affordable dental care benefits with stellar service.



Mouth Examination

Full inspection of the teeth and surrounding tissues of the oral cavity.



Scale and Polish

Full inspection of the teeth and surrounding tissues of the oral cavity.



Intraoral Radiographs

Up to 4 films per member per year.



Infection Control

This consists of equipment sterilisation.



Extractions

7 extractions per member per year.



Fillings

5 restorations per member per year.



Root Canal

2 teeth per member per year.



Impaction

The removal of 4 wisdom teeth per member per year, as a result of impaction.



Crown

Up to 2 teeth per member per year, up to a maximum of R4,000 per tooth.



Advanced Dentistry

Up to 2,500 per policy per year, for events not covered under other benefits. Subject to Formulary.