[Top Player Analysis](#)

English Version

Current Problems at The Dentistry

1. **Leaving money on the table:** ONLY 40% of the dentistry's capacity is used - 60% is left on the table (simply put 15 customers are coming per day when they could handle 30+ patients a day)

(Which means that the current 10-12-15Million HUF/month could be 20-24-30Million HUF/month - 300Million HUF/year - 45Million HUF for us (dream state)

2. **Poor/Lack of communication:** No proper assistant now who handles calls from patients, customer communication is poor. They don't keep in touch, they don't deal with them because there is no one to deal with this task. (they are currently looking for assistants, but matrix people don't like to work nowadays, they just want to get paid for doing jack shit)

3. **Current Website layout sucks** : Copy is weak. No dream state hammering, if a potential patient goes through the website there is not enough belief in the idea. It is also quite hard to navigate on the website. Current website could be much better - the layout is awful. They don't get straight to the point and they are also going on useless ventures and showing the people who work at their dentistry before they show what services provide. Also their headline is the name of the dentistry. (https://budapestdentcare.hu/) - website design is top 10-20 out of the 2-300 in the country

4. **Key pain point: Patient Relationship Management (Ultra mega pain point)**

(Ultra mega pain point because right now the CEO feels like that most patients they had or have are potentially leaving them or not even showing up on the appointments because of a lack of customer management. No emails, only some automated messages, but their system is quite ass, it's not automated and it is basically dependent on a human being, and when that human being doesn't press this or that button, the patient doesn't get a message. They also hired a woman this year, who had all the boxes ticked on her resume, and seemed like

she was the perfect match - she halved the business' revenue in 3 months. What she did was, she picked up the phone, said a word and immediately put it down. Now I don't know why the CEO let this woman work there for 3 months, but the main point is their CRM is awful, the system is not good and **this is where they leave the most money on the table or lose money.**

5. **Current Google Ads campaign is very low of effort** → clearer messages → better targeting → more clicks + more patient acquisition -
The creatives are awful - even I am confused on what they are advertising. They are basically doing brand awareness Google Advertising, and even doing that in a lame and gay way. (They have a real matrix marketing team)

https://adstransparency.google.com/advertiser/AR07574719703227039745?region=HU&start-date=2024-06-01&end-date=2024-07-10

How Will We Solve These and Take Over All Of Their Marketing?

Here are our ideas so far, please let me know what you guys think, where are some gaps in the ideas, where are we making false assumptions or where does the plan not seem good.

1. Patient Relationship Management - CRM (with the new AI campus - Ultra mega pain point resolving)

1. **SETTING UP THE FUNNEL**

Patient books an appointment for a treatment - (may come in for assessment) gets put into a box within our CRM system according to the treatment they booked an appointment for - people in that box receive value emails about the service at the same intervals from the time of sign up - lots of trust and rapport building going on - we convince with our professionalism and consistency, to come to us - they get the intervention - they get the upsell/cross-sell emails (negotiation with George about what additional things can be sold after different interventions → upsell)

2. **General email sequences for acquired clients** 3:1 Value:Sales - updates, important interventions, threat prevention, seasonal deals.

3. **Flexible appointment booking via chatbot**

4. For larger interventions, **serious 3-4 email sequence** (after they booked their appointment)

5. For smaller interventions **1-2 email sequences** (amplify desire, amplifying pain if they don't go for the treatment)

2. Google Ads

1. For the biggest, most expensive services, regular optimization, and keyword tracking to be among the 1st or 1st to be served in relevant searches. (Will ask Petar if he has some useful resources or things we can look over)

2. For more expensive services, rewrite the website's each sales pages for each service for maximum conversion - painful state agitating, dream state teasing, and professional copy (will analyze good swipe file dentist copies for this)

    https://adstransparency.google.com/?region=HU&domain=budapestdentcare.hu

Telehealth Communication

0. After the patient has gone through a successful procedure/surgery/replacement, implant, etc - everything is discussed after the procedure, but the patient is not in the best mental state, they can't pay attention, they don't remember things as well, especially if they went into the procedure with fear →

1. After they leave the dentist, 3-4 hours later, an email comes to their phone consisting of a pre-made video by the **CEO/or if that treatment is only one doctor's specialty, then from them** - about what to do after the procedure. (answering FAQs, defeating possible fears, building further trust and sympathy in them towards our dentistry)

(These are one-off longer jobs that take up George's time or another doctor's time, but the videos can be used indefinitely → REWARD → effort)

Social Media presence building

(only read the titles)

1. Establishing a Strong Brand Identity

● **Consistent Branding:** They maintain consistent visual and verbal branding across all platforms, including logos, color schemes, and tone of voice.

- **Unique Value Proposition:** They highlight their unique services, specialties, and patient care approach.

2. Patient-Centric Content

- **Educational Posts:** They share educational content about dental health, procedures, and tips for maintaining oral hygiene.
- **Patient Testimonials:** Featuring testimonials and reviews from satisfied patients to build trust and credibility.
- **Before-and-After Photos:** Posting before-and-after images of treatments with patient consent to showcase their work.

3. Engaging Multimedia Content

- **Videos:** They use videos to explain procedures, share patient experiences, and provide virtual tours of the practice.
- **Infographics:** Creating infographics that simplify complex dental information, making it easily digestible.

4. Interactive Content

- **Polls and Quizzes:** Engaging the audience with polls and quizzes about dental health and hygiene.

5. Regular Posting Schedule

- **Content Calendar:** They develop a content calendar to ensure regular and consistent posting, aligning with key dates and dental awareness months.
- **Diverse Content Types:** Mixing up content types, such as blogs, videos, testimonials, and infographics, to keep the audience engaged.

6. Community Engagement

- **Responding to Comments:** Actively responding to comments and messages to foster community interaction.
- **Highlighting Community Involvement:** Showcasing their involvement in community events and charitable activities.

8. Utilizing Analytics

- **Monitoring Metrics:** Using analytics tools to monitor engagement, reach, and conversion rates.
- **Adjusting Strategies:** Continuously refining their strategies based on performance data and trends.

9. Adopting the Latest Trends and Technologies

- **Personalized Marketing:** Utilizing personalized marketing tactics to target specific patient demographics.

Case Studies and Examples

Mayo Clinic Dental Department

- **Comprehensive Content Strategy:** Mayo Clinic uses a mix of blog posts, patient stories, and expert interviews to provide value to their followers.
- **Interactive Features:** They host live Q&A sessions and webinars on dental health.

NYU College of Dentistry

- **Educational Focus:** NYU emphasizes educational content, with detailed posts about dental procedures and research.
- **Student and Faculty Spotlights:** Highlighting the achievements of their students and faculty to build community pride.

Smile Design Boutique, London

- **High-Quality Visual Content:** They use high-quality photos and videos to showcase their modern practice and patient transformations.
- **Patient Testimonials:** Featuring heartfelt patient testimonials to build trust and demonstrate their success.

Páciens visszajelzés és fejlődés

Felmérések és visszajelzések: A betegek visszajelzéseinek gyűjtése felmérések és online vélemények révén a szolgáltatások folyamatos javítása és az esetleges problémák azonnali kezelése érdekében.

Értékelések elemzése: Az online vélemények és visszajelzések elemzése a tendenciák és a fejlesztendő területek azonosítása érdekében.

Minden egyes beavatkozás után automatikus email VAGY SMS - rövid, lényegre törő kérdőív

Probléma - HUN

A rendelő kapacitásának 40%-a van kihasználva - **60% ott van hagyva az asztalon**
Ami azt jelenti, hogy a mostani 10-12-15M/hó lehetne **20-24-30M/hó - 300M/év - 45M nekünk (dream state)**

Most nincs rendes telefonos asszisztens, ügyfélkommunikáció rossz. Nem tartják a kapcsolatot, nem kezelik őket, mert nincs aki ezzel foglalkozzon.

A weboldal leosztása szar. Copy gyenge. Nincs dream state hammering, nincs elég belief in the idea

Kulcs fájdalompont:
- ***Páciens kapcsolattartás*** (Ultra mega fájdalompont)
- *Jelenlegi Google Ads kampány lehetne jobb* → jobb targeting - nagyobb kattintás + több páciensszerzés
- *Jelenlegi weboldal lehetne sokkal jobb*

Páciens kapcsolattartás - CRM (Ultra mega fájdalompont)

- Páciens bejelentkezik egy szolgáltatásra - (lehet, hogy eljön felmérésre) bekerül a CRM-en belül egy szolgáltatás szerinti dobozba - abban a dobozban lévő embereket a bejelentkezéstől számítva azonos időközönként kapnak a szolgáltatásról value emaileket - rengeteg trust és rapport building megy - meggyőzzük a profizmussal és következetességünkel, hogy hozzánk jöjjön - Megkapja a beavatkozást - kapja az upsell/cross-sell emaileket (egyeztetés Györggyel, hogy milyen additional dolgokat lehet eladni különböző beavatkozások után → upsell)
- Általános email sequence-k 3:1 Value:Sales - aktualitások, fontos beavatkozások, veszély megelőzések,
- Flexibilis időpontfoglalás chatbot segítségével

Nagyobb beavatkozásokhoz komoly 3-4 emiales email sequence

Kisebb beavatkozásokhoz 1-2 email sequence (amplify desire, amplifying pain if they don't go for the treatment)

Google Ads

3. A legnagyobb, legdrágább szolgáltatásokra rendszeres optimalizáció, keyword tracking, hogy a 1. vagy 1.k között legyenek a szolgátatosak a releváns keresésekkor.
4. A drágább szolgáltatások weblapját újra átírni a maximum konverzió érdekében - painful state agitating, dream state teaselés és profi copy (will anayze good swipe file dentist copies for this)
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Telehealth Kommunikáció

- Miután a páciens végigment egy sikeres beavatkozáson, műtéten, pótláson, implantátumon stb. - megbeszélnek mindent a beavatkozás után, de ilyenkor a páciens, nincs a legjobb mentális helyzetben, nem tud úgy figyelni, nem jegyzi meg úgy a dolgokat, főleg, ha félve ment bele ebbe a beavatkozásba - ezért miután eljön a fogászatról 3-4 órával később jön egy email a telefonjára, arról, hogy mi a teendő, ezután a beavatkozás után. (gyakori kérdések megválaszolása, lehetséges félelmek eloszlatása, további bizalom és rokonszenv kiépítése) -

Ezek egyszeri hosszasabb munkák, amik György idejét igénylik, de a végtelenségig felhasználhatóak → **REWARD** → effort

Közösségi Média Jelenlét kiépítése

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Páciens visszajelzés és fejlődés

Surveys and Feedback: Collecting patient feedback through surveys and online reviews to continuously improve services and address any concerns promptly.
Review Analysis: Analyzing online reviews and feedback to identify trends and areas for improvement.

Minden egyes beavatkozás után automatikus email VAGY SMS - rövid, to the point kérdőív

Patient Loyalty Programs

Reward Systems: Implementing loyalty programs that reward patients for regular visits, referrals, and positive reviews.

Special Offers: Providing special discounts and offers for long-term patients to encourage ongoing engagement.