



MARKETING PLAN



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TIMELINE

GOALS



MARKETING GOALS

INCREASE NEW PATIENTS EXAMS

LAKE ZURICH LOCATION

INCREASE RECALL

BRAND RECALL

INCREASE ONLINE AND COMMUNITY EXPOSURE

INTEGRATED MARKETING APPROACH

CHANNELS

ORGANIC

- **SEO:**
 - **WEB**
 - **GOOGLE MY BUSINESS**
- **SOCIAL MEDIA:**
 - **FACEBOOK**
 - **INSTAGRAM**
 - **TIKTOK**
 - **INFLUENCER**

PAID

- **GOOGLE ADS**
- **PAID SOCIAL**
 - **FACEBOOK**
 - **INSTAGRAM**
 - **TIKTOK**
 - **INFLUENCER**

OTHER INTEGRATED APPROACHES

- **REFERRAL:**
 - **HUB REFERRAL**
 - **NEXTDOOR**
- **ASSOCIATIONS**
- **LOCAL EVENTS**
- **CHAMBERS**
- **LOCAL BUSINESSES**

ORGANIC OBJECTIVES >>> TACTICS

KPI

Reach: 500K
Impressions
ER: 2%
CTR: 2%
Complete Forms

ORGANIC

- **SEO:**
 - **WEB**
 - **GOOGLE MY BUSINESS**
- **SOCIAL MEDIA:**
 - **FACEBOOK**
 - **INSTAGRAM**
 - **TIKTOK**
 - **INFLUENCER**

SEO

- Increase Search Ranking
- Increase Awareness
- Increase web functionality

- Analyze and apply competing keywords
- Continue with regular updates
- Align with social strategy

SOCIAL MEDIA

- Increase Awareness
- Increase Engagement
- Increase Conversions

- Create a consistent calendar: 3 types of posts/week
- Boost the most engaging posts

SOCIAL OBJECTIVES >>> TACTICS

KPI

Increase Awareness



Reach and Impressions
Increase Page Likes



- Increase overall activity
- Schedule posts 1 month in advance in Canva or HootSuite: 3/w
- Organic invites
- Paid Campaigns | boosted posts

Increase Traffic



Click Through Rate: 2 - 4%



- Website traffic
- Include website link in posts
- Paid campaigns | boosted posts

Increase Engagement



Engagement rate: 2%



- Encourage audience to participate in conversations by asking questions, polls, tag and mention events, businesses, dentists
- Partner with Influencers, repurpose their posts in paid and boosted campaigns

Increase Conversions



Conversion rate of contact us forms/ exam forms.



- Send traffic to the website for targets to take an action to schedule an exam and/or contact us form



PAID OBJECTIVES >>> TACTICS

KPI

Reach: 500K
ER: 2%
CTR: 2%
Complete Forms

PAID

- GOOGLE ADS
- PAID SOCIAL:
 - FACEBOOK
 - INSTAGRAM
 - TIKTOK
 - INFLUENCER

GOOGLE ADS

Increase CTR from 1.75% to 2/4%

Increase traffic to LZ location
Traffic to free exam form

PAID SOCIAL

Increase Followers from 514 to 1K
Increase Web Traffic
Increase Engagement from 0.27% - to 2%

FB + IG Campaigns
Boosted Posts
TikTok Ads

INFLUENCER

Increase web Traffic
Increase Engagement

Use Phlanx and/or
existing advocates

OTHER

- COMMUNITY
- ASSOCIATIONS
- LOCAL EVENTS
- CHAMBERS



COMMUNITY/REFERRAL

NextDoor
Hub Referral Strategies



- Actively engaging
- Adopt Hub referral program



ASSOCIATIONS

AAO
Invisalign



- Align with their marketing approach
- Repurpose marketing materials



LZ CHAMBER

Increase Awareness



- Participating in local events
- Sponsorships
- local print/digital ads

STRATEGY

ORGANIG | PAID

INTEGRATE ORGANIC WITH
PAID INITIATIVES
AND COMMUNITY
ENGAGEMENTS

BOOST THE MOST
ENGAGED SOCIAL POST

INCLUDE ORGANIC
KEYWORDS IN PAID
KEYWORDS



MARKETING FUNNEL

AWARENESS

Drive traffic to the website:
Social and Google My
Business.

CONSIDERATION

Increase social followers

CONVERSION

Generate inquiries: Paid Search
(Google Ads) and Paid Social (Fb,
IG and TikTok Ads).
Complete "Schedule a Free Exam"
form.

ADVOCACY

Adopt HUB Rewards
Referral program

Engage with the audience:
Social and Influencer
strategy; community
engagement (groups,
events, other business
pages, dentists)

OBJECTIVES



INCREASE AWARENESS ABOUT
LZ AMONG INFLUENCERS'
FOLLOWERS



INCREASE ENGAGEMENT RATE
ON INFLUENCERS' SOCIAL PAGES



INCREASE WEBSITE
TRAFFIC



PROMOTE FORM CONVERSIONS
ON THE WEBSITE



INFLUENCER CATEGORIES

SIZE/TYPE

NANO
500-5K
Followers

MICRO
5K - 30K Followers

MACRO
30K-500K Followers

MEGA/CELEBRITIES
500K + Followers

OPPORTUNITY

Consumers, peer-to peer
endorsement

Smaller audience stronger
peer-to connection

Large audience within
specific topic interests

Global audience, broad topics

PURPOSE

Primarily used through
consideration, engagement and
loyalty.

Primarily used through
consideration, engagement and
loyalty.

Can be used throughout the
whole marketing funnel, but best
leveraged for consideration,
transaction and engagement

Can be used throughout the
whole marketing funnel, but
best leveraged for mass
awareness

INFLUENCER'S
ESTIMATED COST/POST
\$100

\$100 - \$500

\$500 - \$10K

\$10K - 1M +

INFLUENCER CATEGORIES

SIZE/TYPE	OPPORTUNITY	PURPOSE	ESTIMATED COST/POST
NANO 500-5K Followers	Consumers, peer-to peer endorsement	Primarily used through <u>consideration, engagement and loyalty.</u>	\$100
MICRO 5K - 30K Followers	Smaller audience stronger peer-to connection	Primarily used through <u>consideration, engagement and loyalty.</u>	\$100 - \$500

INFLUENCER STRATEGY

INTEGRATION

PROMOTE
INFLUENCER'S POSTS

DELIVERABLES

1 IG STORY, 2 POSTS
1 TIKTOK POST

CRITERIA

FOCUS ON NANO
OR MICRO
CATEGORY
500-30K
FOLLOWERS

TOOLS

USE TOOLS LIKE
PHLANX TO
IDENTIFY MEASURE
INFLUENCERS'S
EFFECTIVENESS

CALL TO ACTION | HASHTAGS | MENTIONS

CTA

###

@

AWARENESS

Learn More | See More | Find Us |
How to

CONSIDERATION

#LinkInBio | Share this post | Ask Qs

CONVERSIONS

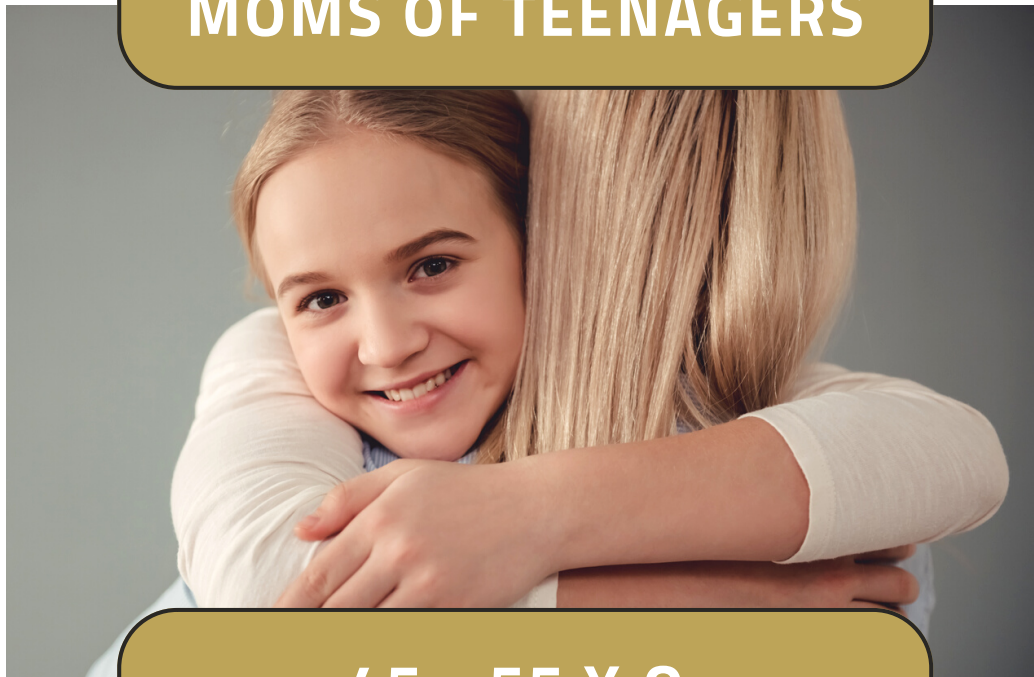
Schedule A Free Exam Now |
Schedule Now

#braces
#straightteeth
#kaplinortho
#lakezurich
#drkaplin
#smile

dentists
local businesses
associations
schools
churches

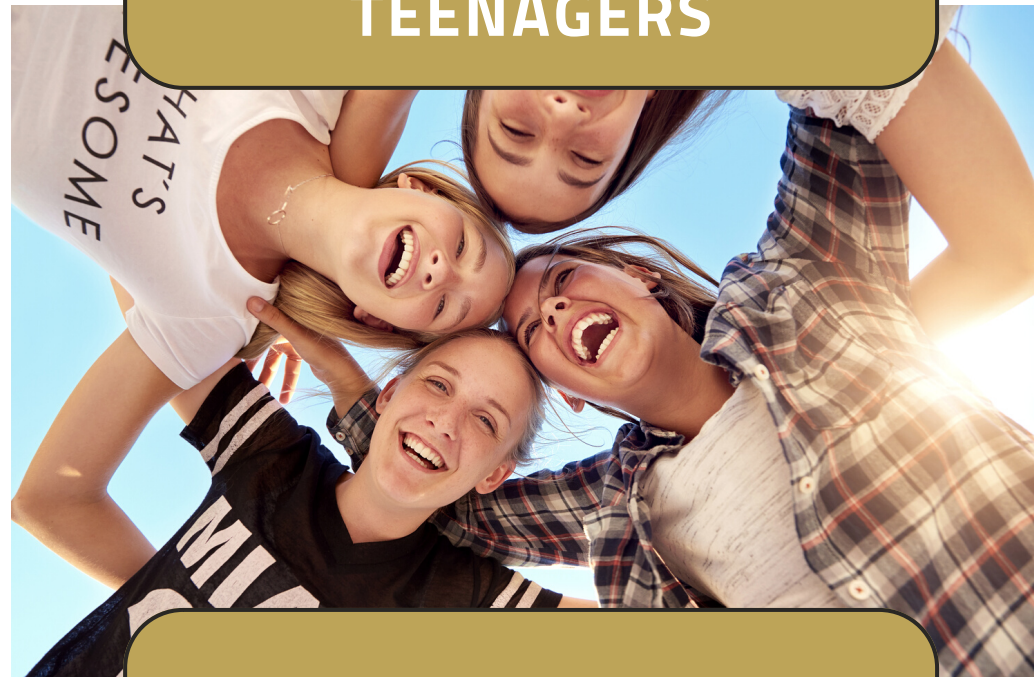
TARGET AUDIENCE

MOMS OF TEENAGERS



**45 - 55 Y.O.
LAKE ZURICH AREA**

TEENAGERS



**12+
LAKE ZURICH AREA**

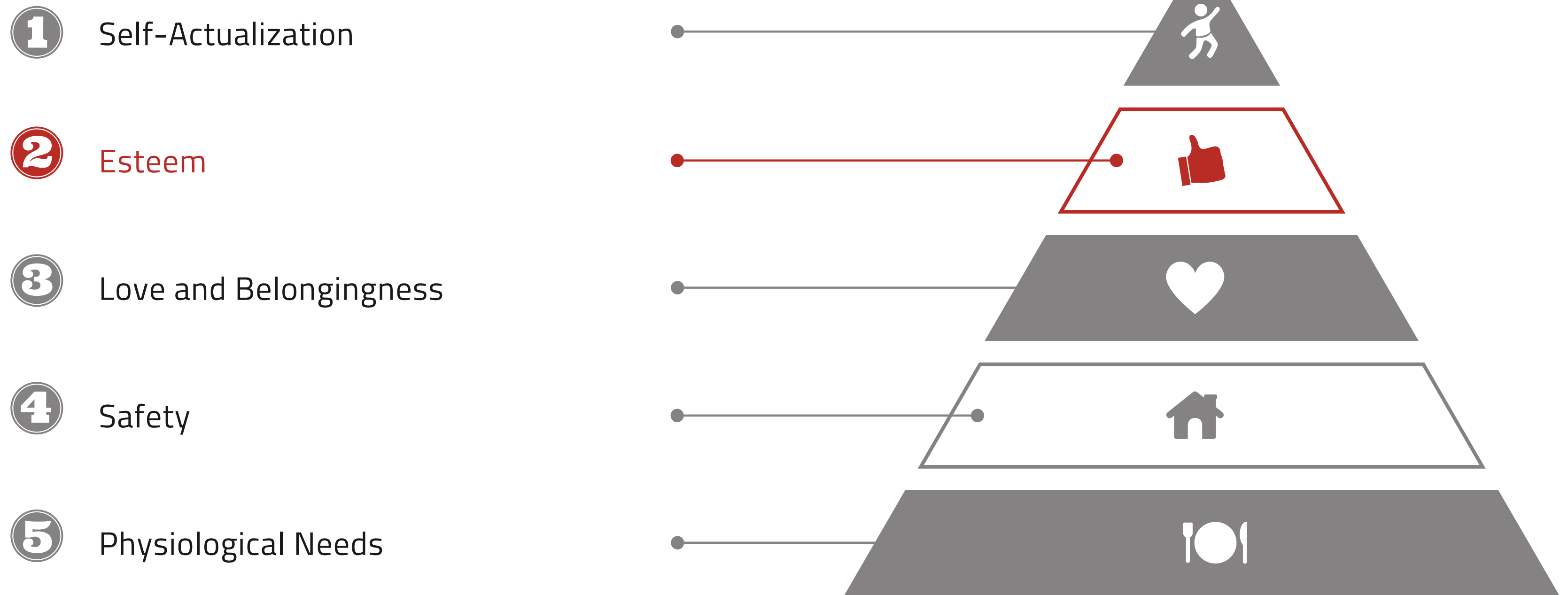
B2B



**LOCAL SMALL
BUSINESSES: (CHAMBER,
MAGAZINES, SCHOOLS,
DENTISTS)**

Maslow's Hierarchy of Needs

Target audience is currently at the Esteem level.



MARKETING TIMELINE TBD



AUGUST

START WITH
ORGANIC RANKING

AUGUST

PAID + ORGANIC
GOOGLE ADS +
SOCIAL ADS

SEPTEMBER

INFLUENCERS
PARTNERSHIP

AUGUST - OCTOBER

COMMUNITY
ACTIVITY



THANK
YOU!

LET'S CONNECT

CREATIVE BAY