



# **SAMPLE MARKETING PLAN**

**(Abbreviated)**

ABC Family Dental

July 3, 2023

# WELCOME TO **KABJA** DENTAL.

Prepared for John Smith DDS, Owner

Dr. Smith,

<cover letter>

Kabja means, “to capture, to grab; or hook”. That’s what we’ll do with your audience.

Sincerely,

**Vinnie Van Wyk**

Director/Producer

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# VIDEO CONTENT

## Create Educational Videos

Where you introduce and explain topics related to each service provided, such as the benefits of Invisalign, how dental implants work, the process of teeth whitening, etc.

## Create a Cinematic Story (An Introductory Video)

That showcases you, your personal background, expertise, and your patient-first approach.

## Show The Faces of The Team.

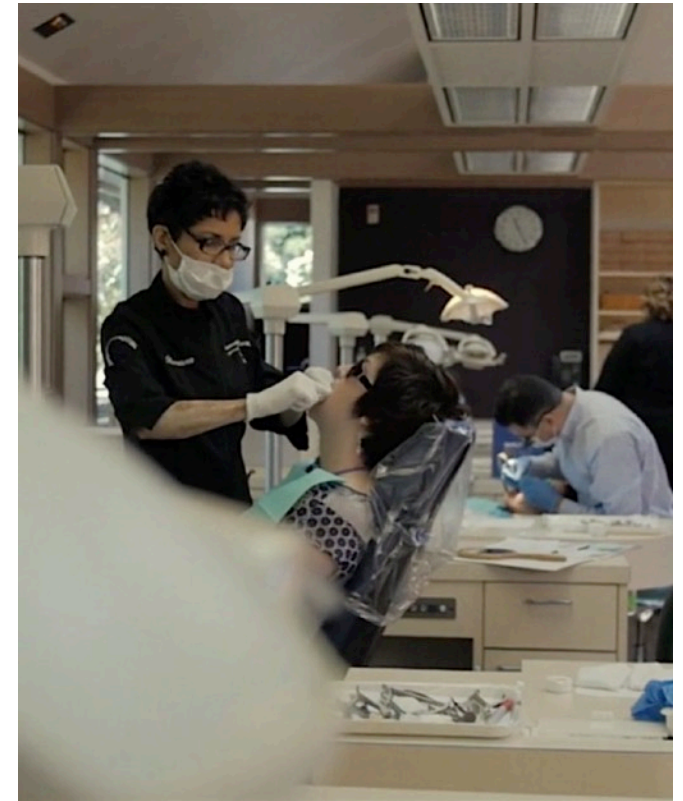
Replacing the standard photo, we'll have them introduce themselves and say one or two sentences about what they like to do outside the office.

## Share Testimonial Videos

Get experiences from patients who've had various services like Invisalign, dental implants, or teeth whitening, highlighting their positive experiences and outcomes.

Give a virtual tour of the clinic, demonstrating the advanced dental technology used and the friendly, welcoming environment.

And more...



## NOTE

All of these above concepts are designed to warm up the potential client by breaking down the psychological barriers. From the educational videos, they all know you are expert; from the Cinema story, they will have felt as if they know you already before meeting you, and from the testimonials, they will have proof.

# OUR SOCIAL MEDIA STRATEGY

## We'll share before and after pictures...

Of services like teeth whitening, Invisalign, dental implants etc. on Instagram. Also, post clips from the educational videos and patient testimonials, alongside pictures of you and the team at work.

## We'll share the full-length educational videos, blog posts, patient testimonials

and clinic updates on Facebook. Educational content positions you as the expert in your field, giving you more credibility. Encourage patients to check-in, post their experiences, and leave reviews.

And more...

# BLOG POST IDEAS

In addition to industry-standard education and marketing topics which highlight your services, we'll also include posts with an authentic, personal tone. **NOTE: All of these examples would have a short video included at the top of the post.**

1. **"The Revolution of Invisalign: A Clear Alternative to Braces"**
  - This post would explain what Invisalign is, its benefits, and why it's a good choice for certain patients.
  - NOTE: I can show you a sample of what this post would look like when we meet.
7. **"A Day in the Life of a Dental Hygienist at ABC Family Dentistry"**
  - This post can follow a day in the life of one of the dental hygienists at the clinic, detailing their duties, the care they put into their work, and some personal experiences or patient stories they've had. It can also include some of their personal tips for maintaining good oral health. This humanizes the clinic and helps patients feel more comfortable and familiar with the staff.
8. **"Transforming Smiles: John's Journey from Missing Teeth to Dental Implants"**
  - This post can be a patient case study (with the patient's permission), detailing their dental issue (in this case, missing teeth), why they chose to have dental implants, and the process of getting them at ABC Family Dentistry. The post can include quotes from the patient about their experience and how it has positively impacted their life. This type of post not only offers valuable information about dental implants but also demonstrates the real-world impact of the services offered at the clinic.

# OTHER

## FAQ Expansion, SEO Strategies, Incorporating Authenticity

We'll discuss more in our next conversation.

# OUR PROCESS

1. **In our Learning Phase**, we dedicate ourselves to learning all we can about you, your practice, your current patients, and your prospective patients. Included in this Phase includes:
  1. Learning about your and your story. This is using not only for branding, but also your Cinematic Story.
  2. About your practice
    1. What is the culture?
    2. Who works for you
    3. What services you offer
    4. What do you feel sets you apart?
    5. Any technology that you want to highlight
  3. Your current patients
    1. Who are they and how can we help make their experience even better?
    2. Survey their thoughts and questions
  4. Your prospective patients
    1. Do you want to expand your current demographic or seek a new one?
      1. What do they do for a living?
      2. What do they care about?
2. **Planning Phase:** We take what we've learned and reverse engineer your content plan.
3. **Production Phase:** We capture all that we've outlined in your storyboard and plan.
4. **Post Production:** We edit the content according what we outlined in preproduction, including the style and dimensions of the assets.
5. **Delivery:** We give you the link to the assets to be able to used immediately on your site. Social media assets will be delivery per month.

# WORK EXAMPLES

Here are a few examples of the concepts we've mentioned.



About Us / Cinematic Story



Patient Testimonial

[CLICK TO SEE MORE](#)

# SUMMARY

The key to successful marketing is consistency and engagement. We'll make sure to always reply to comments and messages, share user-generated content when appropriate, and create content that encourages interaction. By keeping your audience informed and involved, we can build a community around Wedgwood Family Dentistry, which will ultimately lead to increased patient loyalty and more referrals.

# INTRODUCING CAAS (Creative As A Service)

## How Does This Work?

Simply put, think of your gym membership. You have an initiation fee and then monthly dues. We want to bring that same simplicity and access to your video and creative asset production!

### 1. Video Only

You can simply pay for your video production and photos over time. For an additional charge, we can build you a video library in the cloud, allowing you to scrub through every shot! This is great when you want to direct or request more assets for ads or social posts.

### 2. Video + Add On

We can add branding, design, or social media management to your plan.

### 3. One Stop Marketing Shop

We become your one stop marketing shop. From branding and writing, to web design and management, to video production and photography, to social media management, we do it all for one monthly rate.

## Pricing

Plans start at \$1500 for initiation and \$500 per month\* for Video Only and go to \$3500+ initiation and \$3500+ per month for One Stop Marketing Shop.

### The Fine Print

\*Monthly dues will be collected via ACH, which will be setup at initiation.

Video assets will be hosted on Kabja's Vimeo and/or Youtube accounts until contract is complete. Failure to pay may result in the video assets being disabled. See Terms and Conditions for further details.

In plans including social media management, a number assets will be assigned per month. After each contractual payment, those specific assets will be released.



# ABOUT US

NEW YORK | SEATTLE

**Kabja means “to capture, grab; to hook ... without someone knowing it.” That’s what we’ll do with your audience.**

Since our beginning, we’ve been early adopters, innovators, and perfectionists who love what they do. Our passion is authentic storytelling driven by cinematic imagery.

Storytelling (specifically cinematic narratives in professional spaces) is our greatest strength! If you watch our About Us video, you’ll see how that is integral part of our company's inception and has continued as part of our trademark to this day. Simply put: we are *innovative, efficient, and authentic* content creators who hold true to those three core principals in everything we do.

We believe that when people watch a story, they should not only be captured consciously but subconsciously. Therefore, even on technical shoots, we spend time picking the right music, setting up the right lighting, and tuning our color grade all to evoke the proper emotion from the viewer.



INNOVATION

EFFICIENCY

AUTHENTICITY

FACT: Over 70% of our clients within the last 12 years have come back to us for repeat work. Why? 1) Our client centric focus 2) Our ability to execute their vision with minimal revisions

# TECH

6K RED KOMODO

8K RED V-RAPTOR

(UPON REQUEST)

LAOWA CINE LENSES

ZOOM 32-BIT FLOAT AUDIO

RECORDERS

RODE MICROPHONES

DJI RONIN RS2

TILTA FLOAT

DJI MAVIC AIR 2S





WE LOOK FORWARD TO GETTING STARTED!

**-TEAM KABJA**