



PARTHA DENTAL

Creating Smiles

Digital Marketing Strategy Proposal

Partha Dental Clinic – Bangalore

*Building Trust. Creating Smiles.
Growing Patient Connections.*

*A Data-Driven Strategy to Increase Patient Appointments
& Local Brand Visibility.*

Presented by: **DigiHub**



Partha Dental Strategy

Plan to Expand and Enhance Our Dental Services



EQUIPMENT

- Upgrading to state-of-the-art technology
- Replacing old dental tools & chairs



MARKETING

- Investing in advertising & local-campaigns
- Boosting online presence to attract clients



STAFF & TRAINING

- Hiring additional trained professionals
- Conducting ongoing training sessions



PATIENT CARE

- Enhancing patient comfort and services
- Offering advanced treatment options



OVERVIEW



Objectives



SWOT Analysis



Target Market



Budget Allocation



Competitor Analysis



Marketing Channels



Marketing Tools



Conclusion



OBJECTIVES

Partha Dental Clinic – Bangalore



Increase Patient Appointments

Generate consistent new patient inquiries through Google Ads, Social Media campaigns, and Local SEO.



Build Brand Trust & Online Reputation

Improve Google reviews, showcase patient testimonials, and share educational dental content.



Improve Local Search Visibility

Rank higher for “Dentist Near Me” and treatment-based searches in Bangalore.



Increase Calls & WhatsApp Enquiries

Optimize campaigns for direct appointment bookings and faster patient response.

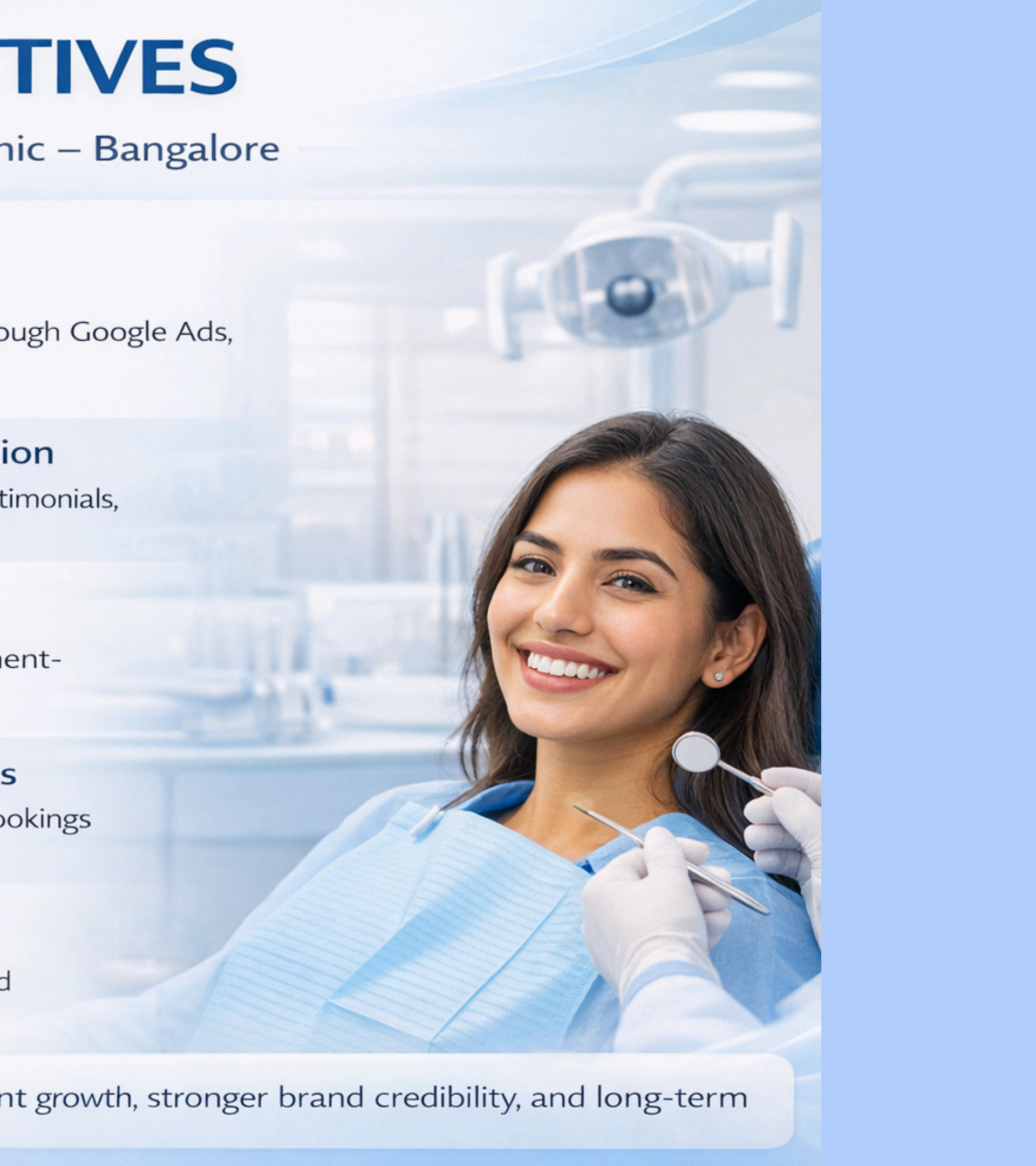


Improve Patient Retention

Encourage repeat visits through follow-ups and engagement campaigns.



Our objectives focus on sustainable patient growth, stronger brand credibility, and long-term





SWOT ANALYSIS

Partha Dental Clinic – Digital Marketing Strategy

Strengths

- Experienced dental professionals
- Advanced dental equipment & technology
- Strong patient trust and brand recognition
- Wide range of dental treatments

Weaknesses

- Limited local SEO visibility in competitive areas
- Inconsistent social media engagement
- Dependence on walk-in patients
- Limited educational content online

Opportunities

- Growing demand for cosmetic & implant dentistry
- Increasing online search for nearby dentists
- Video marketing & patient education growth
- Google Maps and local ad targeting potential

Threats

- Strong competition from dental chains
- Price competition from local clinics
- Online reviews influencing patient decisions
- Increasing digital advertising costs



TARGET MARKET

— Partha Dental Clinic – Digital Marketing Strategy —



Primary Target Audience

Age 25–45 working professionals

- Age 25–45 working professionals
- IT employees & young families
- Searching online for quick dental treatments
- Prefer online booking & WhatsApp enquiries



Family & Secondary Audience

Age 45–65 patients

- Parents with children
- Preventive dental care & regular checkups
- Hygiene-focused decision making



Senior Segment

Age 45–65 patients

- Age 45–65 patients
- Dental implants, dentures & gum treatments



Geographic Targeting

5–8 KM radius around clinic

- Residential apartments & IT hubs
- High-density urban locations in Bangalore



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- High-density urban locations in Bangalore

BUDGET ALLOCATION

for Partha Dental Clinic



EQUIPMENT

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PATIENT CARE

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- Offering advanced treatment options

Goal: Utilize funds to expand and enhance clinic services

COMPETITOR ANALYSIS

Market Position Analysis

Partha Dental Clinic – Digital Marketing Strategy



Corporate Dental Chains

- ✓ Strong Google Ads visibility
- ✓ Multiple clinic locations
- ✓ High branding and advertising spend
- ✓ Standardized treatment marketing



Premium Cosmetic Dental Clinics

- ✓ Strong Instagram & visual marketing
- ✓ Before & after case promotions
- ✓ Focus on smile design & aesthetics
- ✓ High-value treatment positioning



Local Dental Clinics

- ✓ Strong local patient relationships
- ✓ High influence of Google reviews
- ✓ Limited digital marketing structure
- ✓ Dependence on walk-in patients

Competitive Advantage – Partha Dental Clinic

- ✓ Strong brand recognition
- ✓ Multi-location trust factor
- ✓ Opportunity for strong local SEO dominance
- ✓ Patient education & faster response strategy

MARKETING CHANNELS

Strategic Marketing Channels to Increase Visibility and Generate Patient Appointments for **Partha Dental Clinic** in Bangalore.

• Primary Digital Channels •



Social Media Marketing

- ✓ Educational dental content on Instagram, Facebook & YouTube
- ✓ Before & after treatment awareness posts
- ✓ Patient testimonials and smile transformation videos
- ✓ Engagement through reels, health tips, and FAQs



Google Business Profile & Online Reviews

- ✓ Local SEO optimization for Bangalore searches
- ✓ Patient reviews to build trust and credibility
- ✓ Regular updates, photos, and treatment highlights
- ✓ Direct call and direction enquiries from search results



Content Marketing & SEO

- ✓ Dental awareness blogs and oral health tips
- ✓ Local keyword optimization for clinic visibility
- ✓ YouTube videos explaining dental procedures
- ✓ Offline branding and referral programs



Google Business Profile & Online Reviews

- ✓ Local SEO optimization for Bangalore searches
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Supporting Channels

- ✓ WhatsApp marketing for appointment reminders
- ✓ YouTube videos explaining dental procedures
- ✓ Offline branding and referral programs



Why Important?

Using multiple marketing channels helps Partha Dental Clinic increase brand visibility, build patient trust, attract new patients, and ensure consistent appointment bookings through both online and local marketing efforts.



MARKETING TOOLS

Partha Dental Clinic – Digital Marketing Strategy



Advertising Tools

- ✓ Google Ads Manager
- ✓ Meta Ads Manager (Facebook & Instagram)



Analytics & Tracking Tools

- ✓ Google Analytics
- ✓ Google Search Console
- ✓ Conversion tracking setup



SEO & Optimization Tools

- ✓ Keyword research tools
- ✓ Local SEO tracking tools
- ✓ Website performance monitoring



Communication & CRM Tools

- ✓ WhatsApp Business
- ✓ Lead management system
- ✓ Review management tools

CONCLUSION



Partha Dental Clinic's digital marketing strategy focuses on increasing visibility, building patient trust, and ensuring consistent appointment growth through effective online and local marketing channels.



Improved Patient Acquisition & Retention

Targeted campaigns and engaging content would attract new patients while educational and personalized communications would ensure existing patients are retained.



Sustainable Clinic Growth & Success

Consistent and strategic digital marketing efforts would drive sustainable growth, solidify Partha Dental Clinic's position as a leading dental healthcare provider in Bangalore.

Presented by: **Nirmala K**

THANK YOU