

Marketing Plan:

Chesapeake Dentistry, LLC

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What is Dr K. Michael Murphy and Associates, LLC?



Dr. K Michael Murphy and Associates, LLC is a cosmetic dentist's office proudly serving the older audience of the greater Baltimore area, located in the Tuscan-Canterbury neighborhood. They specialize in a variety of services such as, but are not limited to: crowns, dental implants, cosmetic dentistry, retainers, and sleep apnea treatments. Soon, they will be under the ownership of Dr. Alex Barton and be renamed to "Chesapeake Dentistry".



invisalign



ACP

Mission Statement:

“Dr.'s K. Michael Murphy, Alexandra Welzel, Danziger and your dental team are committed to providing the highest quality oral health care for you and your family. We have created an environment where everyone is treated with dignity, and where people are nurtured. The latest technology is used in a gentle, caring and friendly manner. Your questions & suggestions are welcome. We want you to enjoy your experience & tell your friends about this special office”

Target Market

Middle Aged Adults

- Ages 40-55 are the demographic for cosmetic botox
- Wanting to continue the customer relationship with old loyal clients

Young Adults

- Ages 18-25 are the demographic for clear aligners and dental implants
- Bringing in social media campaign to increase growth in new younger clients



Competitors

Competitor 1



Competitor 2



Competitor 3

Spectrum Dental

Competitive Advantage

#1: Reputation

After going through two different owners - Baltimore Uptown Dentist and Dr. Murphy's - the business has been able to develop a loyal customer base over the past 60 years



#2: Customer Experience

Helping customers with their finances, having well-trained and professional staff, and having a well-decorated and spacious office helps the guests feel more welcomed into the environment and allows a chance for customers to build relationships with the staff



#3: Costs

Despite being believed to be a higher-class and/or luxurious dentist due to the vast and high-quality services they offer, they aim to make their prices reasonable, so everyone can access the pleasure of being treated by Dr. K Michael Murphy and Associates



SWOT analysis

STRENGTHS

- Very loyal customers
- Highly skilled and certified dentists
- Received several awards/recognitions for their efforts on cosmetic dentistry in Baltimore
- Large, spacious office
- Located in a nice spot; right between Loyola and John's Hopkins, right next to downtown Baltimore

WEAKNESSES

- Outdated website
 - some of the office staff do not have biographies about them, where they studied, etc.
- Social media is not active
 - last facebook post (as of April 14th) was back in mid January; last YouTube video was 9 years ago

OPPORTUNITIES

- Reach a broader audience by working on marketing
- Partner with a local orthodontist/pharmacy
 - establishing a partnership with an orthodontist is great publicity as some patients might need orthodontic work. The orthodontist in turn can recommend Dr. K MM&A to their patients. Additionally, some patients may need medication, and partnering with a pharmacy is a great way to attract new clients and provide easy access to health care to current clients
- Raise profits!!!

THREATS

- Some competitors are more advanced than Dr. K MM&A:
 - their websites are easier to navigate, provide more information, and are frequently updated
 - may have better advanced technology and/or dental care products
 - are more well known across social media, allowing for more marketing success compared to Dr. Murphy's

STRATEGY 1

expand social media presence

Social Media Presence

In today's market, social media is one of the most effective and successful forms of marketing

- Relatively low-cost to produce media
- Promote the office, services offered, staff, equipment, and other factors a consumer will want to be aware of before coming to CDG
- Mass-post about partnerships with local businesses
 - most social media sites will allow you to publish one post across other platforms, all with one tap of a finger
 - this is a great way to broaden the demographic audience and allow potential clientele - even customers from local competitors - to learn more about the business
 - you can also pay a small fee to have your post promoted on the homepage for a larger audience for a specified period of time



Social Media Ideas



INSTAGRAM

"MEET THE STAFF"
PROMOTE LOYALTY PROGRAMS
Q & A WITH STAFF
BEFORE & AFTER PICTURES



TIKTOK

DAY IN THE LIFE
CLIENT VIDEO TRANSFORMATION



FACEBOOK

PROMOTE NEW SERVICES
USE IT TO PROVIDE MORE
INFORMATION FOR
OLDER DEMOGRAPHIC

STRATEGY 2

loyalty program

Types of loyalty programs

Memberships

Customers can pay a specified price per month to save money on treatments and services provided, creating an incentive for customers to keep returning to the office

Re-vamped goodie bags

On top of the goodie bags already provided, a coupon can be found in their bags; some examples might include "10% off their next visit" or "15% off any oral-care product at your local CVS"

Punch Cards

Everyone loves punch cards, as they are an incentive for customers to keep returning time and time again. After x amount of visits, they could get a discounted or free service of their choice!

Amenities

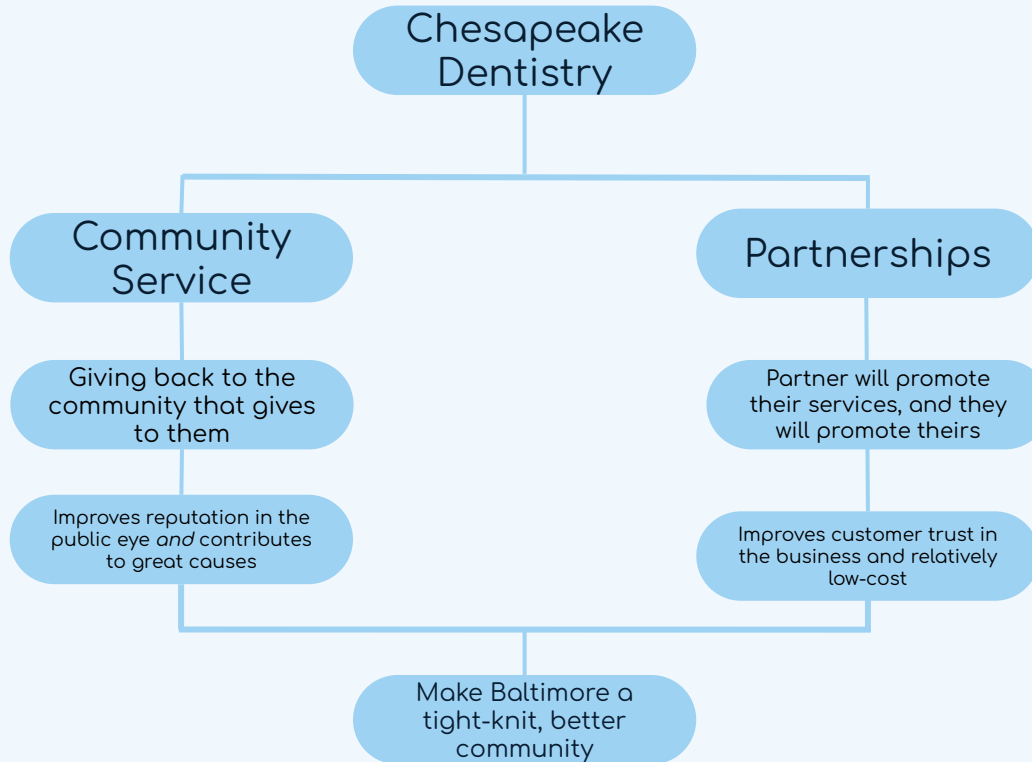
Adding amenities is not only a way to stand out from competitors, but to ensure that customers are always entering an cozy and welcoming environment while they pass the time waiting for an appointment. Some ideas may include: a water/coffee bar, an area to brush their teeth before seeing the dentist, iPads, books, etc.



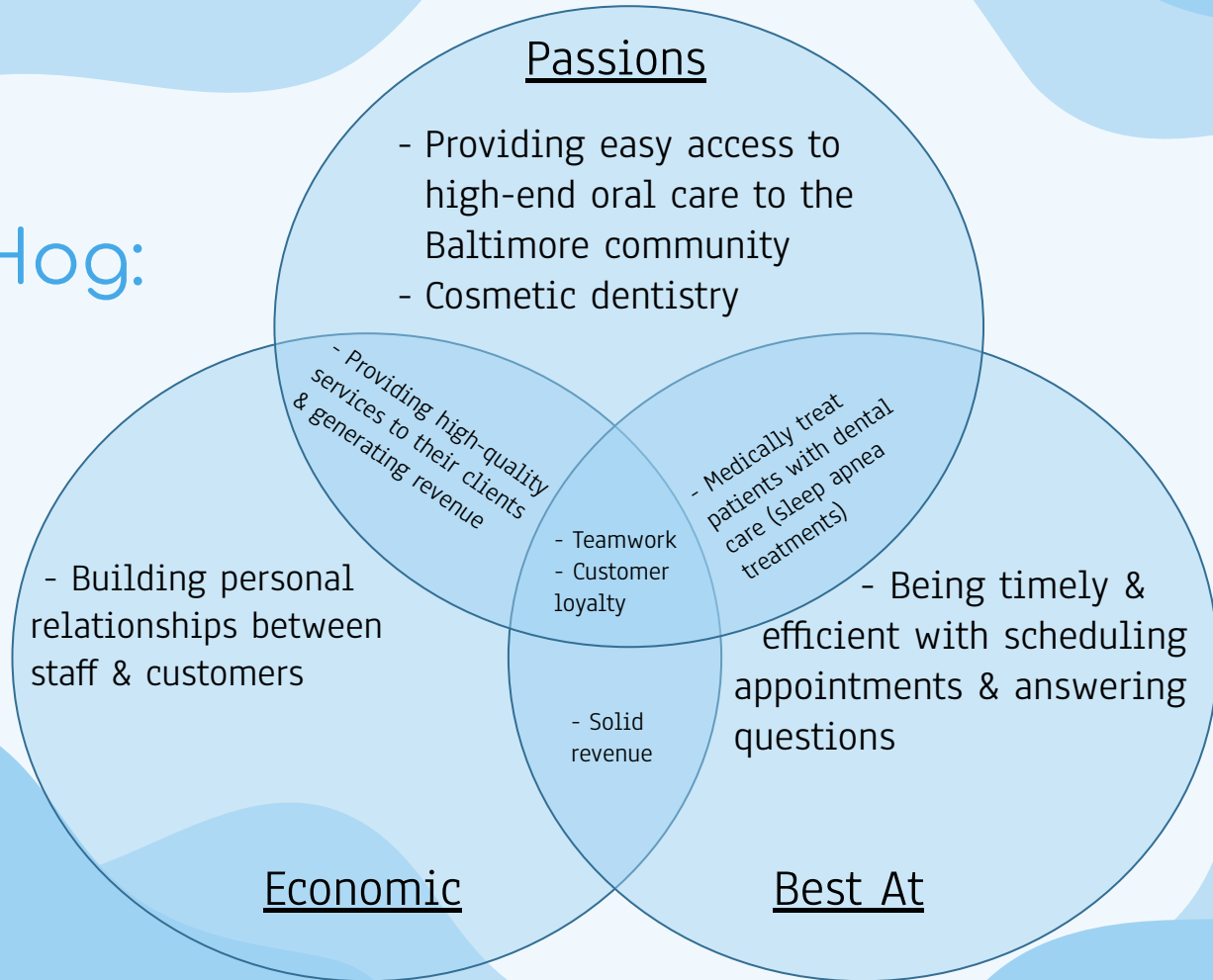
STRATEGY 3

becoming more involved in the
Baltimore community

Involvement in the Baltimore Community



Hedge Hog:



Fly Wheel



Blue Ocean Strategy

The aim of the Blue Ocean Strategy is to create a market space where competition becomes irrelevant because the product or services that are being offered is no where else in the market.

- Chesapeake Dentistry already has a competitive advantage which is their cosmetic dental offerings and the implementation of cosmetic procedures at the office.
- No other dental company offers this combination which already sets Chesapeake aside but the marketing for these advantages is very important.
- In order to promote the service professionally, I would suggest they use key resources and generalized information to ensure the clients feel educated and safe before purchasing the service.
- Incorporating key information about the new services will only enhance and expand the customer experience, even resulting in referrals for the same service.

Key Takeaways

1

Social Media

Creating and actively using new social media accounts will help spread the word of the rebranding and keep current customers informed and entertained with events occurring in the office

2

Services

Additionally, the previous ownership was very successful at specific services. All though one day providing additional services will be beneficial, focusing on providing those specific services will help customers ease into the transition of ownership

3

Offering Goods

Offering things such as coupons, dental care products in goodie bags, punch cards, amenities, etc. will help returning (and new) customers feel comfortable and welcomed with the transfer of ownership and rebranding, and encourage them to keep coming back

4

Community

Donating to charities, doing fundraisers, creating partnerships, etc. is a fantastic way to get the word out about the business and create good publicity. But, most importantly, giving back to the community that gives to you will create a closer bond between staff and consumer and between other consumers who attend this practice

New Mission Statement

Chesapeake Dentistry, LLC is committed to providing the highest quality oral health care for families and individuals in the Baltimore area. Quality care, well-informed patients, affordable costs, and providing a comfortable office environment are our top priorities to ensure you receive the best care possible. Using the latest oral technology, Chesapeake Dentistry, LLC strives to maintain a successful online platform and face-to-face relationship with you, allowing us to make your dental care more accessible at all times. With a highly trained and skilled team of dental professionals, Chesapeake Dentistry, LLC will continue to evolve and exceed customer expectations every day.

New Logo



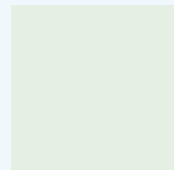
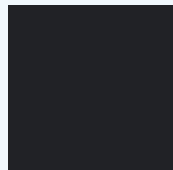
**CHESAPEAKE
DENTISTRY, LLC.**

3900 N
CHARLES ST.
SUITE 112, BALTIMORE,
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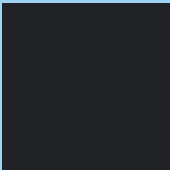
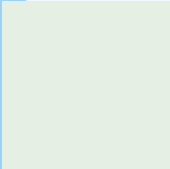
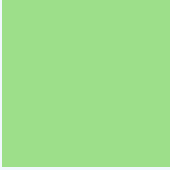
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New Business Card



Color Theory



GREEN - fresh, clean and bright

The new logo represents the values and atmosphere that Chesapeake Dentistry, LLC. is striving for. Green can represent **new beginnings and growth**. In addition, abundance and renewal, it is a very **optimistic** color. We included a **light green** and **dark green** to add contrast and depth to the logo.

NEUTRALS - complementary, solid

Balancing the focal colors are a pale green, and a blue-blackish color. The colors were picked to provide a softer look to the logo. Instead of using a harsh black and white, the colors appeal more to the eye and attract more people. The blue-blackish color is used in many company designs like Apple, Inc.