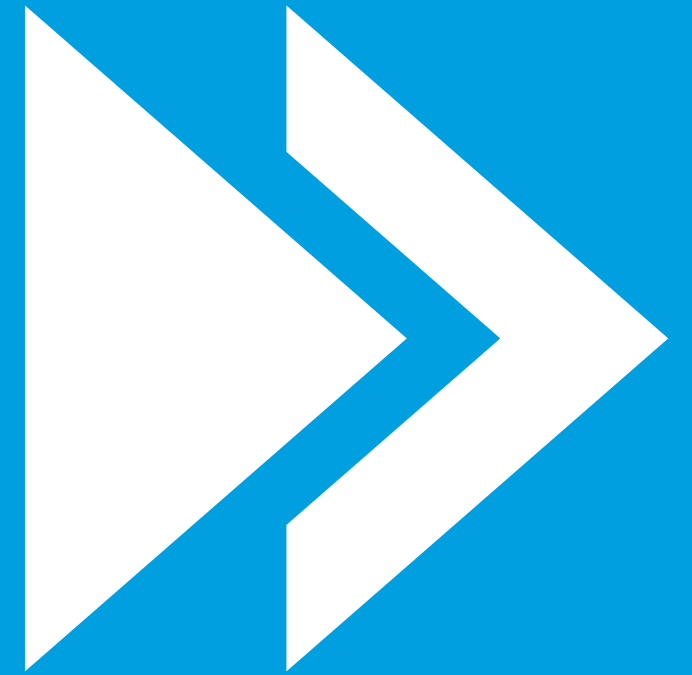


**futudent** ▶▶

# Digital Marketing Campaign for New Market Entry



SS23 - ONLINE MARKETING COMMUNICATION (OMC)

*Elçin Karadoğan Karakuş - 30090045 / PRDM-06*

*HMKW Frankfurt, 08.07.2023*

# TABLE OF CONTENTS

▶▶	<u>About the Company</u>	3
▶▶	<u>New Market Entry Situation Analysis</u>	8
▶▶	<u>Marketing &amp; Communication Objectives</u>	13
▶▶	<u>Target Audience &amp; Buyer Personas</u>	16
▶▶	<u>Digital Marketing Strategy</u>	19
▶▶	<u>Key Performance Indicators</u>	31
▶▶	<u>Google See-Do-Think-Care Framework</u>	41



# ABOUT THE COMPANY



# THE BRAND STORY: FUTUDENT (NOVOCAM MEDICAL INNOVATIONS OY)

Futudent (Novocam Medical Innovations Oy) was founded by Lars Kåhre and Dr. Peter Rusanen in 2011 in Helsinki, Finland and has become the pioneer of non-interruptive medical camera technology and software.

The company offers dentists, doctors and surgeons the world's smallest/lightest and most powerful loupe-, light- and microscope-mounted 4K cameras to help them share their vision with the world.

Futudent is currently present in 52 countries on five continents and is expanding rapidly in Europe, Middle East, Asia, South America, Central America and North America.



# FUTUDENT'S PRODUCTS

DESIGNED AND  
MANUFACTURED IN  
FINLAND

FOR Lights



smartCam

FOR Loupes

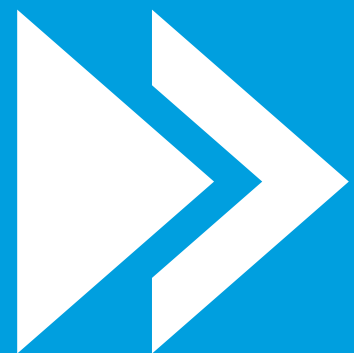


proCam XS

FOR Microscopes



scopeCam



A TRULY END-TO-END SYSTEM:  
ALL CAMERAS ARE COMPLEMENTED  
WITH PROPRIETARY CAPTURING,  
STORAGE AND SHARING SOLUTIONS...



FUTUDENT RECORDING SYSTEM



MYDENTALBOOK.COM

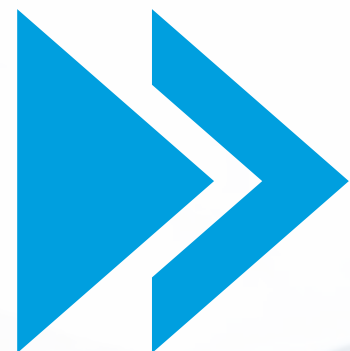


FUTUDENT CLOUD PLATFORM

# FUTUDENT'S UNIQUE SELLING PROPOSITION (USP)

## NON-INTERRUPTIVENESS

With just a click of a foot pedal, doctors can capture anything HANDS-FREE. Futudent has revolutionized medical documentation, as dentists and surgeons no longer have to pause their procedures or keep their patients waiting so to be able to record video or take images. Using Futudent solution helps medical professionals SAVE NOT ONLY TIME BUT ALSO MONEY.




Interruptive approach



Futudent's all-in-one solution for everyday clinical documentation, patient communication and education

# FUTUDENT'S SALES & DISTRIBUTION APPROACH



## **DISTRIBUTOR-BASED**

Although Futudent has a global online shop, its sales model predominantly operates through over 60 local distributors. Futudent Türkiye is one of them.

## **CONSULTATIVE SELLING**

Potential Futudent customers are nuanced and tech-savvy decision-makers. They are not committed to changing their status quo (namely digital cameras) before they get additional insights from a consultative seller. Hence a longer purchase cycle, face-to-face consultations, and product demos.

## **TAILORED PRODUCT**

Futudent seeks to improve the end-state of its customers, not simply sell them "products." Every medical practitioner has a different use case and a problem to be solved. Thus,

Futudent cameras are tailored to specific user needs, clinical environments and scenarios by highly-skilled salespersons.

NEW  
MARKET  
ENTRY  
SITUATION  
ANALYSIS

**futudent**»  
TÜRKİYE

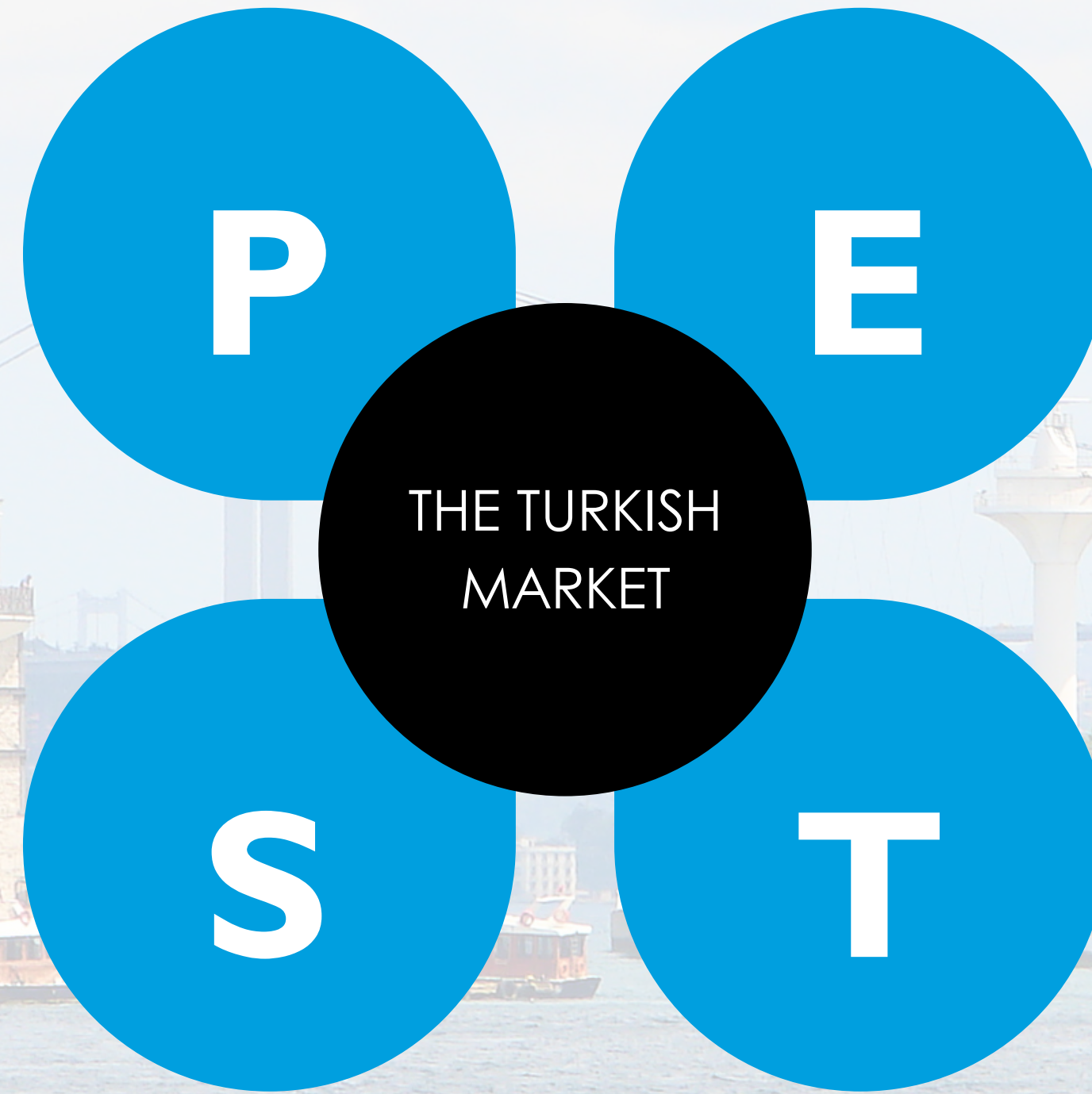
# PEST ANALYSIS: FUTUDENT TÜRKİYE

## POLITICAL

- + Geopolitical location at the crossroads of Asia and Europe attracting trade and business
- Varying EU regulations and standards (tax, imports, trade) pose challenges for medical device businesses

## SOCIAL

- + Increasing awareness of digital marketing and SM adoption in society including businesses, consumers and doctors alike
- Young doctors flee the country in hopes of a better future abroad
















































## ECONOMIC

- + Growing total health expenditure: up 41.6% in 2021 from the previous year
- + Flourishing medical tourism
- Currency fluctuations
- Turkey's inflation rate was 85.51% in October 2022.

## TECHNOLOGICAL

- + The remote landscape of telemedicine and distance education after the Covid-19 pandemic has accelerated the adoption of video technologies substantially.

# COMPETITIVE ASSESSMENT FRAMEWORK

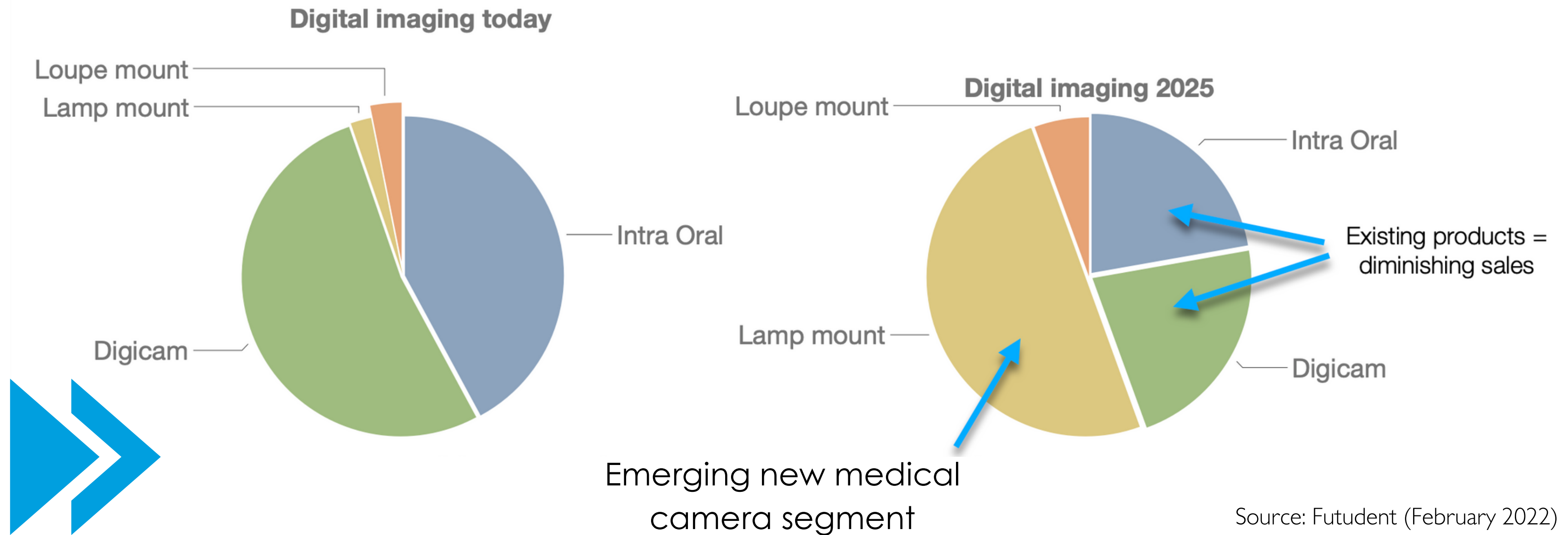
Product	<b>futudent»</b> proCam XS microCam XS smartCam	OXOCam 	LoupeCam 	Ekler 	G.Comm 	Planmeca 	Digital still Canon Nikon Phone	Intra oral cameras 
Mounting	Loupes, light, gooseneck	Loupes	Loupes	Integrated into light	Integrated into light	Integrated into light	Hand held	Hand held
<b>Problem: For everyday hands-free dental documentation</b>								
Problem: Videos for education (editing and processing needed)								
Complete solution with Camera, SW, Cloud								
Camera and optics designed for dentistry								
Cloud Platform	powered by <b>futudent»</b>							
MSRP (end user)	1.990- 2.990€	2.500€	\$4.000-5.000	+ 7.000€	+ 6.000€	+ 10.000€	+2.000€	\$+1.000 (Standard) \$+4.000 HD



Futudent's other competition includes NanoCam (Designs for Vision), Dr. Kim, Surgicam (Surgitel), Starcam (Starmed), HD Cam (Dentlight) and LooksCam (Xenosys). However they are technology- or design-wise incomparable to Futudent's robust non-interruptive product family.

# MEDICAL CAMERA TRENDS ANALYSIS

Lamp-mounted non-interruptive cameras are expected to emerge as a game-changing segment in the medical camera market. Interruptive solutions like intraoral and digital cameras are losing sales.



Source: Futudent (February 2022)

# SWOT ANALYSIS: FUTUDENT TÜRKİYE

S

## Strengths

- Pioneer in developing a one-of-a-kind solution for non-interruptive imaging
- Very niche product segment, high ROI
- Made in Finland, impeccable quality and compliance with MDR
- High user satisfaction, consumers' potential final resort for medical camera investment

W

## Weaknesses

- Highly sophisticated and tailored product: Longer and in-person purchase cycle
- Convincing long-time digicam users (interruptive, high-quality) is a prime challenge
- Out of the box thinking required to penetrate new buyers such as veterinarians and non-medical experts
- Distributors' digital PR and marketing efforts should be elevated and standardized

O

## Opportunities

- Low competition: great potential to gain lion's share
- Rise of UGC and SM use by medical professionals to showcase their procedures
- Growing market: The number of medical practitioners and private clinics in Turkey is extremely high
- No non-interruptive offerings by medical camera distributors in the market

T

## Threats

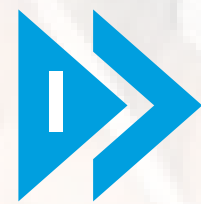
- Limited target audience curbs the brand's potential to increase production, resulting in slow growth
- Medtech is an expensive and even luxurious investment
- Higher inflation and FX rates in Turkey further push down purchasing power
- New competition might arise soon if Futudent's technology is copied by others



# MARKETING & COMMUNICATION OBJECTIVES

# MARKETING OBJECTIVES

*for elevating brand awareness and consideration*



To increase brand awareness by 400% among dentists, surgeons, and medical educators in Turkey in the next 6 months



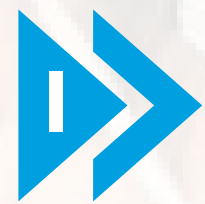
To increase the number of leads by 200% within the first 6 months of campaign launch for initiating consumer consideration



To increase web traffic by 300% at the end of 6 months through a combination of content, paid and search engine marketing

# COMMUNICATION OBJECTIVES

*for establishing presence and driving engagement*



To expand social media presence on key social media platforms by gaining at least 2,000 relevant followers at the end of 6 months



To collaborate with at least 3 influential users within the first 6 months to leverage expertise and reach to promote the brand



To publish educational content, including blog posts and videos, at least twice a month for 6 months to position as a thought leader

# TARGET AUDIENGE & BUYER PERSONAS



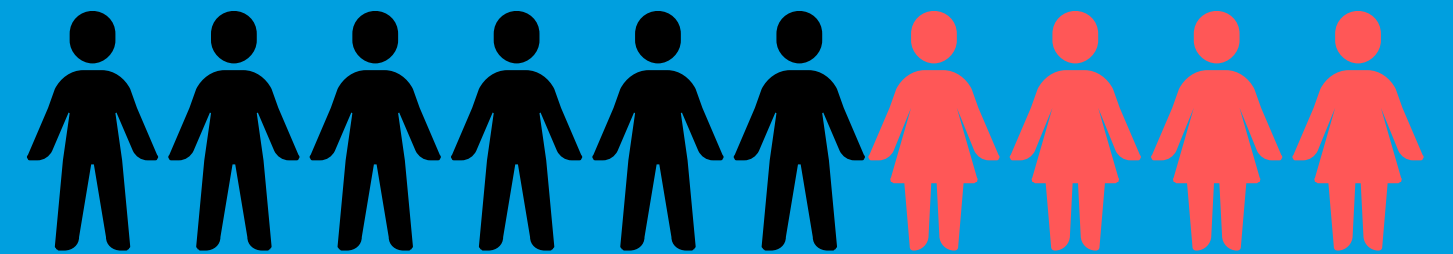
# WHO ARE FUTUDENT TÜRKİYE'S CUSTOMERS?

High-income

Discerning

Quality-oriented

Tech-savvy



**%70**

Early- and mid-career dentists who own/work at private clinics, use SM and seek to enhance patient communication, aged 25-45

**%20**

Medical educators and professors at universities and other institutes desiring to enhance education and scientific research, aged 35-55

**%10**

Experienced cardiac, plastic, etc. surgeons looking for high-quality case documentation solutions, aged 35-55

# BUYER PERSONAS\*

\*Based on Expert Interview with Futudent Türkiye Partner



## Dentist

A. C. Karaçor, DDS  
Male, 35

- Single
- Premium profile dentist (profit per patient is high)
- Quality-oriented
- Idealist and perfectionist
- Uses social networks extensively
- Versatile hobbies including dental photography, music, arts
- Tech-savvy
- Ambitious
- Building relationships that last



## Educator

Assoc. Prof. Y. Ş.  
Uçar, Female, 45

- Married
- Global academic network
- Key opinion leader in the eyes of medical students
- Scientific content creator
- High-end technology user
- Generating know-how in the industry
- Leader
- Caring for others
- Likes to explore innovative products
- Development-oriented



## Cardiac Surgeon

Prof. Dr. M. S. Bilal,  
Male, 55

- Married
- A virtuoso in pediatric cardiac surgery
- Extremely perfectionist
- Hobbies: Wildlife photography artist
- Exigent
- Precision-oriented
- Hard to please
- Military-grade discipline
- Sharing wisdom with others
- Looking for solutions on the web
- Work-life balance

**NEW!**



# DIGITAL MARKETING STRATEGY

# MARKETING STRATEGY OVERVIEW



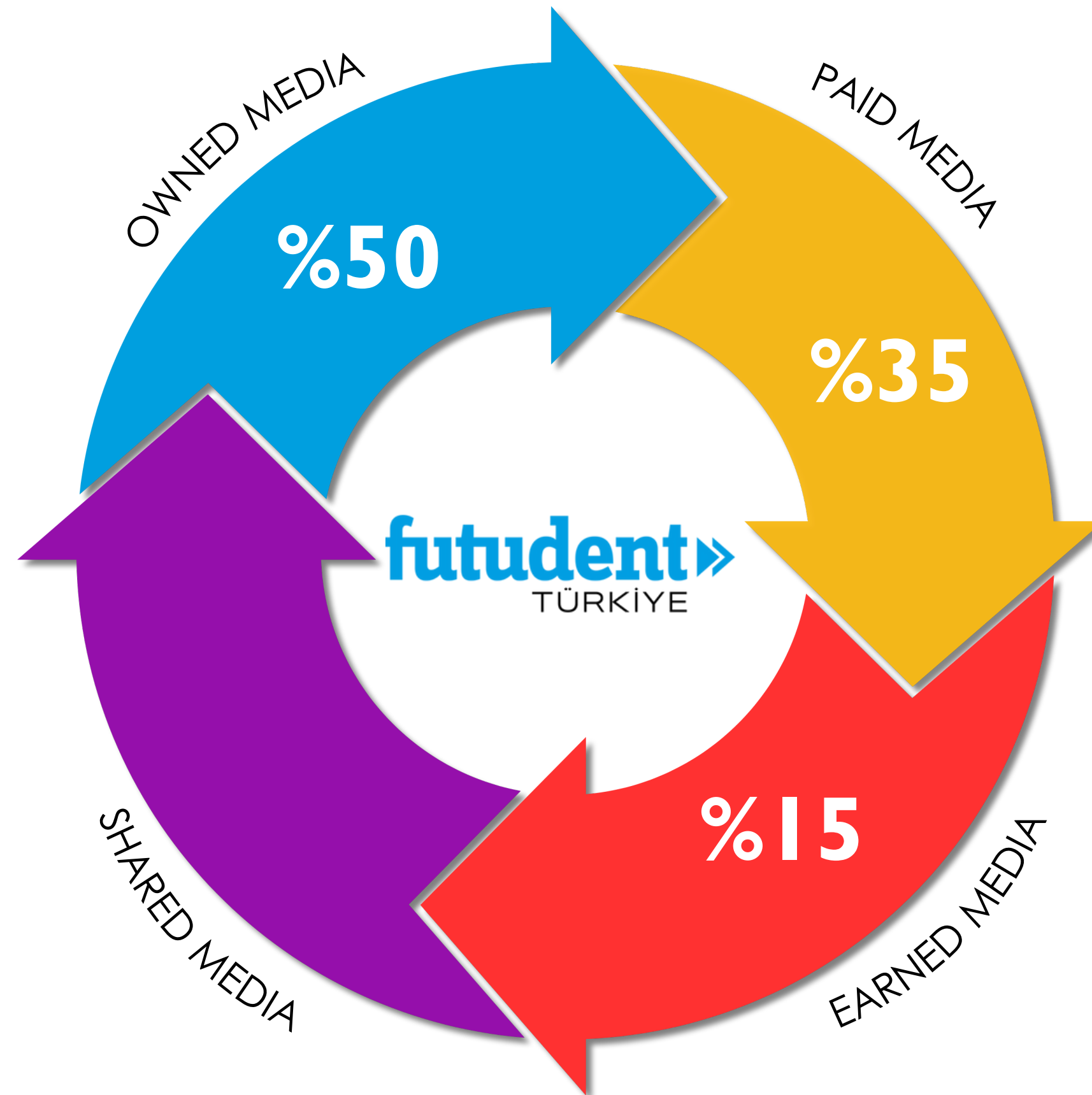
Futudent Türkiye's 6-month digital marketing campaign focuses on the brand awareness stage, which encompasses:

- Establishing a strong foundation for the brand's presence in Türkiye,
- Generating interest among the target audience,
- Increasing overall brand visibility and engagement,
- Effectively promoting product benefits and features, and
- Accumulating leads for medical camera sales to aim at further expansion in the later stages of the marketing funnel.

The dedicated marketing team plans to leverage powerful content marketing with a focus on social media, in addition to paid media (display ads, video marketing), search engine marketing (SEO, SEA) tactics and KOL collaborations in order to tap into the potential of the Turkish market.

# DIGITAL

# MARKETING MIX\*



## OWNED MEDIA

Futudent Türkiye website, mobile site, Futudent Türkiye Blog, SEO, social media channels (Instagram, YouTube, Facebook)

## PAID MEDIA

Facebook ads, Instagram ads, video marketing (YouTube ads), search engine advertising (SEA), display ads

## EARNED MEDIA

Blogger relations, KOL reviews, UGC, social media mentions

## SHARED MEDIA

Social media reshares, Futudent Türkiye Blog reshares

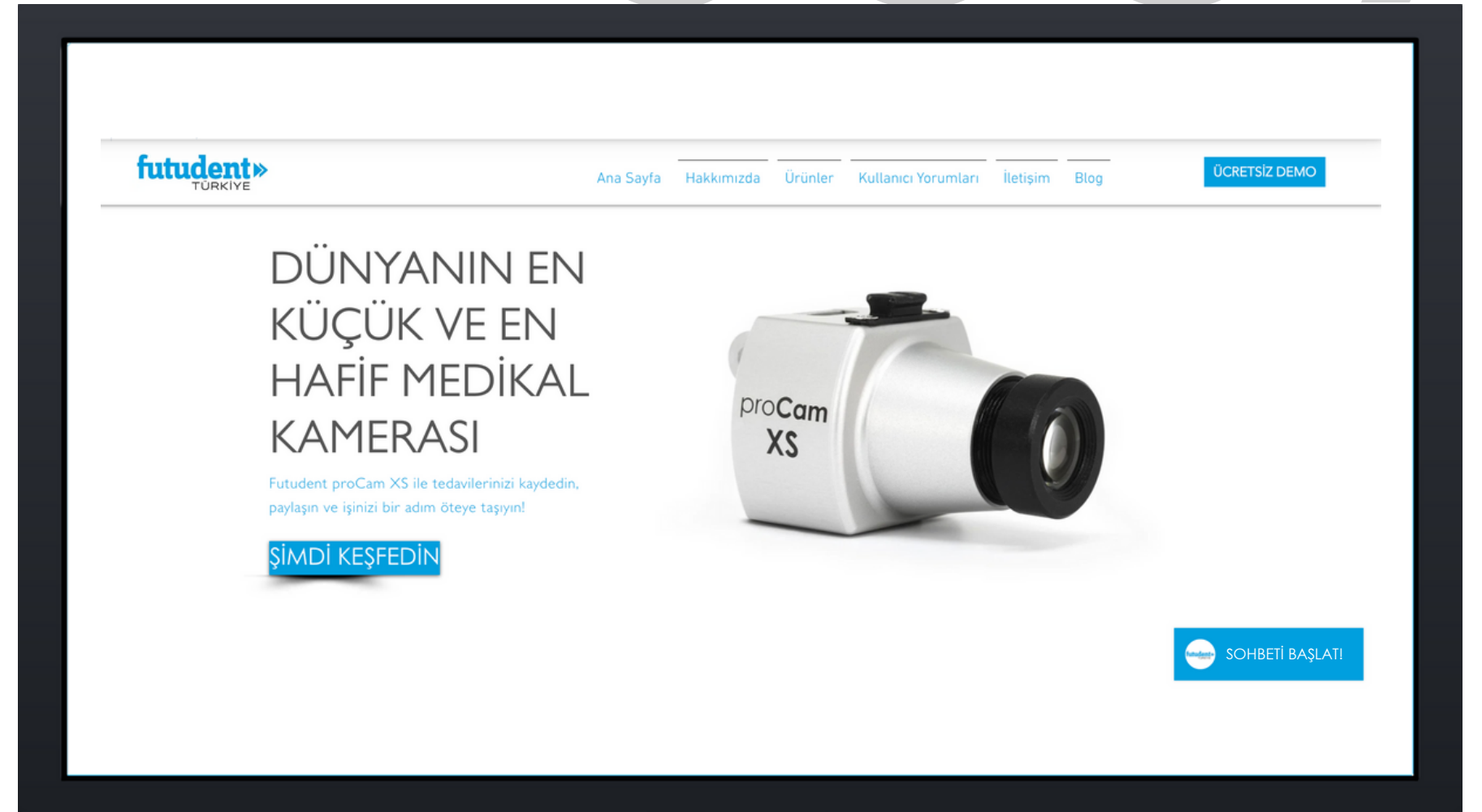
\*According to the PESO model

# FUTUDENT TÜRKİYE WEBSITE & SEO

New, sleek, minimal, responsive and SEO-powered. The landing page showcases the most popular Futudent product in Türkiye right now. Scrolling down, site visitors can easily explore product videos, offerings, technical specifications, and use cases.

The brand aims to increase website traffic by 300% within 6 months through a combination of content marketing, SEO and SEA, focusing on relevant short-tail and long-tail keywords and optimized landing pages. By using insights from tools such as Google Search Console, Google Trends, Google Analytics and Google Ads, the brand will drive effective results from organic (ranking at the top on SERPs) and paid search, increase online visibility and generate leads.

# +3000%



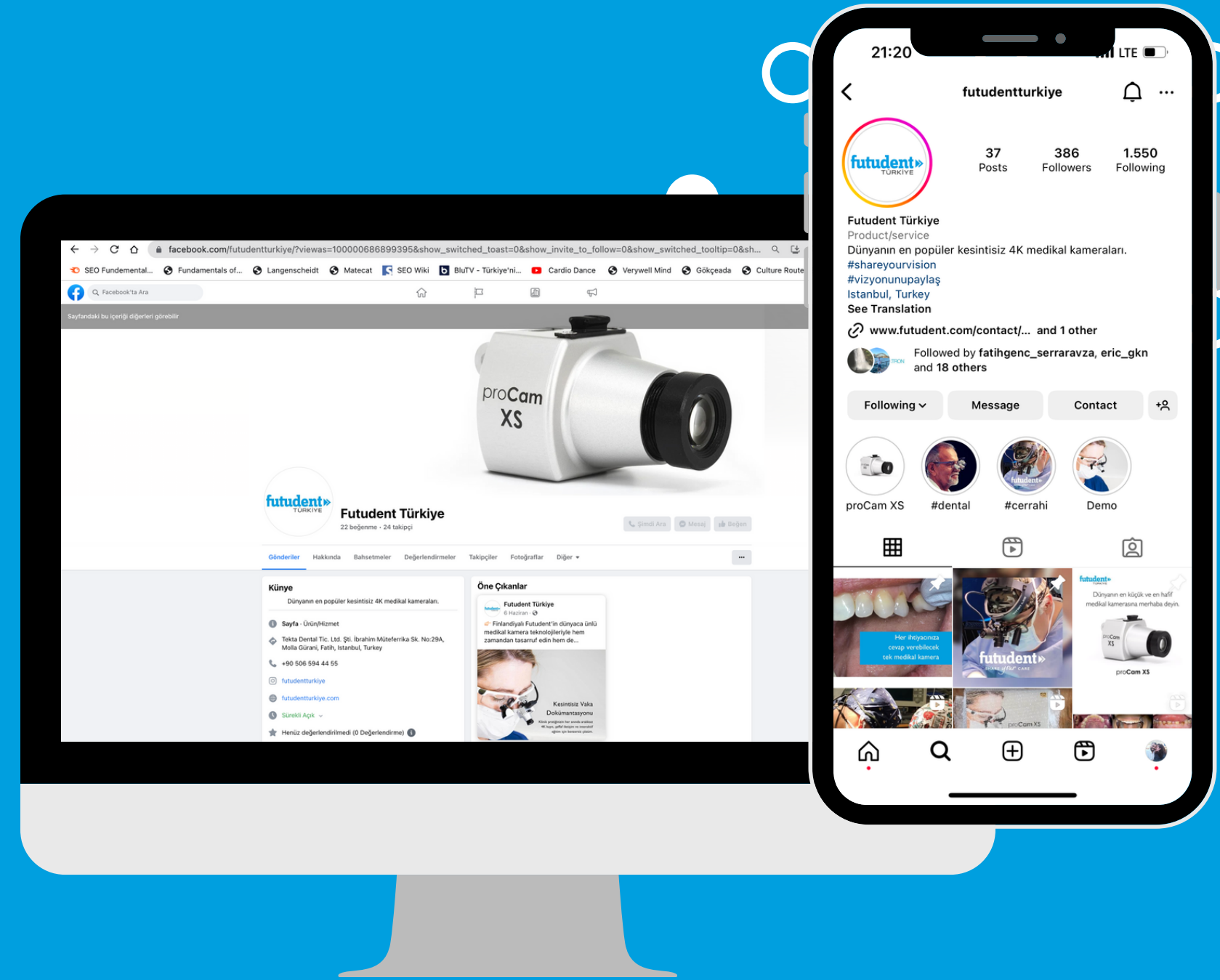
# FUTUDENT TÜRKİYE SOCIAL MEDIA PLATFORMS

## INSTAGRAM

Instagram is Futudent Türkiye's key social media platform for brand awareness, engagement, and building a community since the brand's target audience in Turkey predominantly uses this platform.

## FACEBOOK (BRAND PAGE)

Despite losing its popularity among younger generations, Facebook is still a resourceful tool for reaching Futudent's target audience.

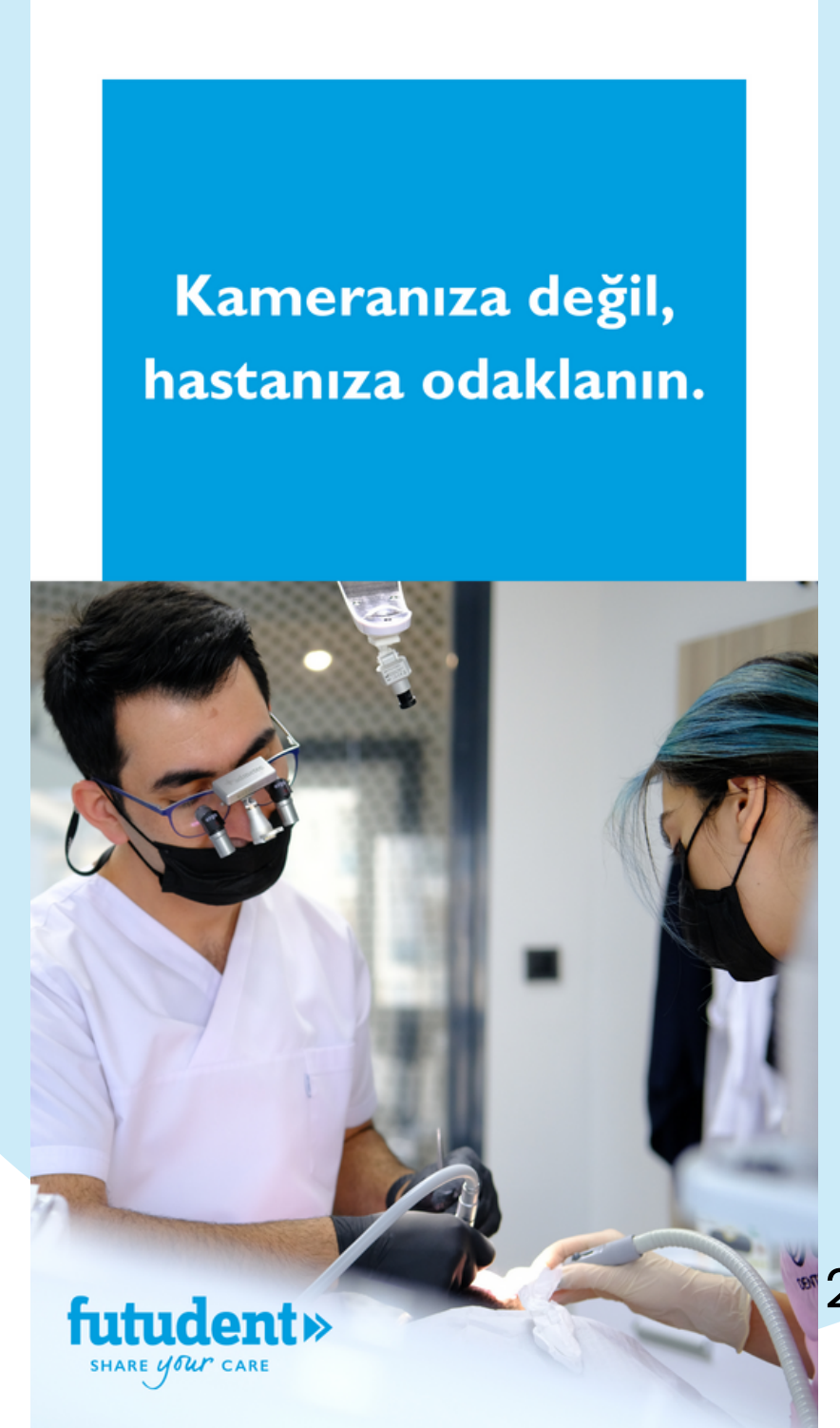


 @futudentturkiye

 Futudent Türkiye

# BUYER PERSONA-BASED SOCIAL MEDIA MARKETING

USP-informed and dentist buyer persona-based "Focus on Your Patient, Not Your Camera" social media visuals for Instagram post, Instagram and Facebook Story, and Facebook post formats. One of Futudent's early adopters Mahmut Güneş, DDS has collaborated with the brand.



# SEARCH ENGINE ADVERTISING

+3000%

## IN-DEPTH KEYWORD RESEARCH

Focusing on short- and long-tail keywords such as "loupe camera," "medical camera," "4K surgical video equipment for lamps," "high-definition overhead camera sellers," etc.

## CALL & SITELINK EXTENSIONS

Showcasing specific landing pages that provide more information about Futudent's medical camera products and offline purchase options or encouraging them to contact via phone

## BUDGET ALLOCATIONS

Allocating the advertising budget based on performance and prioritizing high-converting keywords and ad groups. Continually assessing Futudent Türkiye's return on investment (ROI).

## MONITORING

Monitoring key metrics such as click-through rates (CTR), cost-per-click (CPC), and return on ad spend (ROAS) to identify areas for improvement.

# VIDEO MARKETING (ORGANIC & PAID)

*For educating the audience on Futudent's latest non-interruptive medical cameras, the importance of high-quality video in dentistry and surgery, product demonstrations, and sharing know-how by experts...*



## Video SEO Optimization

All videos on YouTube will be optimized for search engines by including relevant keywords in video titles, descriptions, and tags. This will improve the visibility of Futudent Türkiye's videos in search results and attract organic traffic.

## Non-skippable Ads

Placing Bumper ads before trending YouTube videos, or within specific content categories that align with the interests of Futudent's target audience can increase the likelihood of capturing viewers' attention and driving brand awareness.

## TrueView In-Stream Ads

These ads are skippable after 5 seconds and can play before, during, or after other YouTube videos. TrueView In-Stream ads will be effective for Futudent's relatively long brand awareness videos, as you only pay when viewers choose to watch the ad fully or a significant part of it.

# DISPLAY ADS

+300%

## AD PLACEMENT SELECTION

Choosing medical and dental industry websites, online forums, and educational platforms that are related to the interests of Futudent's target audience and online activities.

## RELEVANT CALL-TO-ACTIONS

Incorporating captivating visuals, clear messages, and a strong CTA such as "Contact Us" or "Request a Demo" to entice viewers to click on the ad and learn more about Futudent.

## A/B TESTING

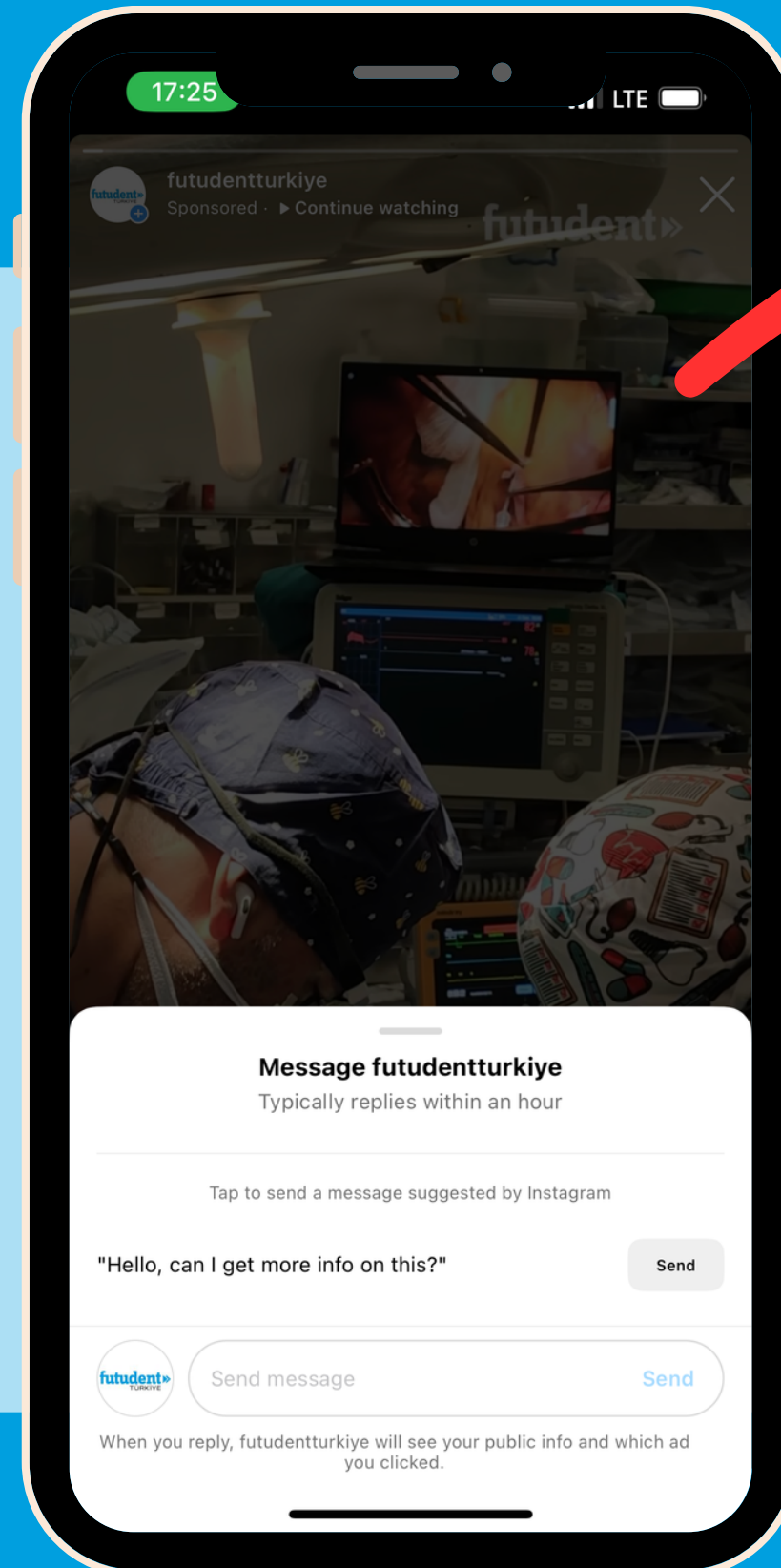
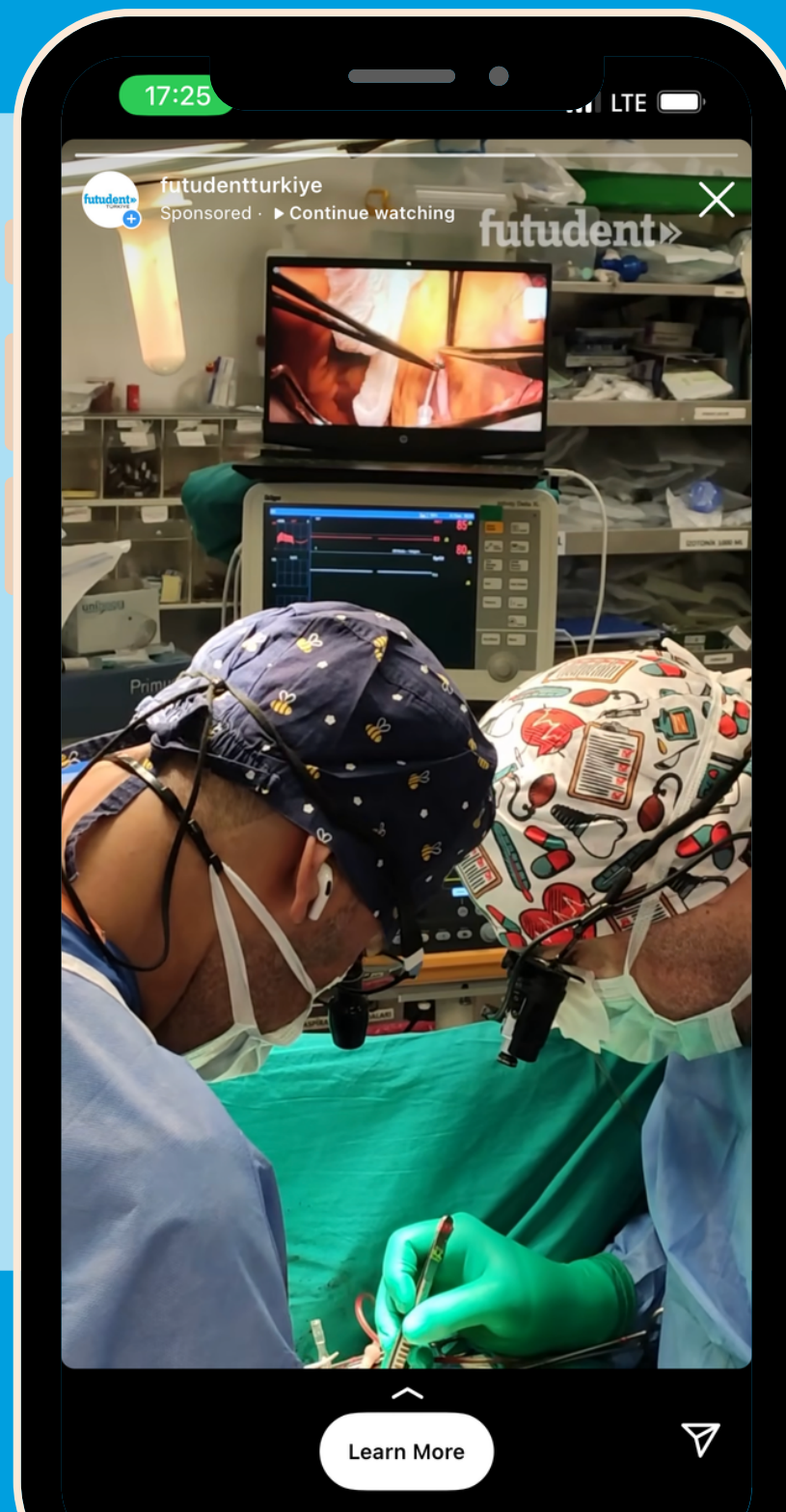
Conducting A/B testing with different visuals, headlines, messaging, ad formats, and CTAs to increase click-through rates, optimize performance and maximize campaign success.

## EFFECTIVE RETARGETING

Implementing retargeting campaigns for users who have previously visited Futudent Türkiye website or engaged with the brand. Displaying personalized ads to reinforce brand awareness.

# SOCIAL MEDIA ADVERTISING

THIS AD TARGETS SURGEONS



## Buyer persona- and insights-based ad targeting

- ✓ Call to Action: Learn More, Visit Website, Call Now
- ✓ Multiple formats: Feed, Posts, Reels, Stories, Explore, Multi-product ads, Recommended Videos, Messenger Inbox
- ✓ Budget: 70% for Instagram and 30% for Facebook

- 1 Raise awareness of the user problem
- 2 Showcase the Futudent experience
- 3 Create the need to seek a solution
- 4 Engage the audience to "Learn More"
- 5 Maximize reach & visibility
- 6 Generate leads for product demos

# THE POWER OF SOCIAL MENTIONS & WORD OF MOUTH

"Doctors trust other doctors the most."  
(Anonymous)



- ✓ Futudent's KOLs and satisfied users love producing content with their medical cameras and sharing their footage and experience on their social media accounts.



- ✓ Futudent Türkiye inspires dentists and doctors to advocate the brand, publish reviews, elevating word-of-interactions by exceeding expectations on its products and through close customer relationships.

# FUTUDENT TÜRKİYE BLOG

Futudent Türkiye Blog is an integral element of the brand's Search Engine Optimization (SEO) strategy. However, it is at the same time a User-Generated Content (UGC) platform, where KOL medical imaging experts, dental photographers, medical practitioners and educators share their know-how and clinical/surgical cases.

## Dental Fotoğrafçılık 101: Bölüm 2 - Temel Görünümler

2 Eylül 2022 11:00:00 AM / yazan Kirsty Happonen

[Tweet](#) [Paylaşmak](#) [Like 0](#) [Share](#)

Eller serbest, kesintisiz bir kamera kullanmak, tedaviye zaman ayırmadan her hastayla kapsamlı fotoğraflar çekilebileceği anlamına gelir.

- ✓ **Öncesi ve sonrası** fotoğrafları hastanın klinikten ve sonuçlardan genel memnuniyetini artırabilir<sup>1</sup>.
- ✓ **Kapsamlı temel görünümler**, her ziyarette hastaları göstermek, eğitmek ve motive etmek için kullanılabilir. Hastalar sorunların ciddiyetini ve gereken tedaviyi hafife alma eğiliminde olduklarından, bu tedavi başarısı için kritik öneme sahiptir<sup>2</sup>.
- ✓ **Rekonstrüktif ve kozmetik görünümler**, ortodontistlerin ve çene-yüz cerrahlarının patolojik lezyonların ilerlemesini, diş hareketini veya tedavi aşamaları arasında yumuşak doku iyileşmesini takip etmelerine yardımcı olur<sup>3</sup>. Karşılaştırma fotoğrafları, dejenerasyon, diş eti iltihabı, periodontitis gibi ince problemlerde erken müdahaleye izin verir.
- ✓ **Gerçek hayattaki bir fotoğrafı bir röntgen veya tomografi ile birleştirmek**, tıbbi görüntüleri okuma deneyimi olmayan bir hastaya iç yapıları açıklamaya yardımcı olur.

**Not** : Hasta mahremiyeti ülkeden ülkeye değişir. Bu gönderi tam yüz fotoğrafları içermez. Fotoğraf çekmeden önce hastanın onayını aldığınızdan emin olun. futudent gizlilik politikası web sitesinden indirilebilecek örnek bir [onay formu mevcuttur](#).

## Görünümlerden Önce ve Sonra

Hijyenistler, diştaşı birikintilerini temizlerken ve beyazlatma gerçekleştirirken hastalara göstermek için özellikle öncesi ve sonrası görünümünü faydalı bulurlar. futudent kamera sistemi ile doğru diş fırçası kullanımı ve diş arası temizliği videoları anlık olarak oluşturulup, daha sonra konsültasyon için hastaya e-mail olarak gönderilebilir.

Köpek dişine (kupid) odaklanan bir anterior veya bukkal lateral görüntü, hastaları memnun etmek için yeterli bilgiyi sağlar:



Son Popüler Kategoriler



**Aydınlatma 101: "Kaliteli ışık" nedir?**  
gönderildi Aralık 21, 2022



**Dental Fotoğrafçılık 101: Bölüm 3 - Hasta Deneyimi**  
gönderildi 13 Eyl 2022



**Gelişmiş iletişim, dokümantasyon ve eğitim için üstün dental kameralar**  
gönderildi 6 Eyl 2022



**Kesintisiz diş kameralarıyla daha iyi bakım ve iş**  
gönderildi 6 Eyl 2022



**Dental Fotoğrafçılık 101: Bölüm 2 - Temel Görünümler**  
gönderildi 2 Eylül 2022

## Konuya Göre Gönderiler

[Diş Hekimleri \(59\)](#)  
[Haberler \(39\)](#)  
[Videoları neden kullanmalı \(37\)](#)  
[Diş hijyenistleri \(20\)](#)  
[Bilgi Bankası \(19\)](#)

[hepsini gör](#)

# KEY PERFOR MANCE INDICA TORS



# KPI DASHBOARD: WEBSITE & TRAFFIC

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
WEBSITE & TRAFFIC METRICS	TOTAL VISITS/SESSIONS (MONTHLY)	Units	20,000	5,000	+300%
WEBSITE & TRAFFIC METRICS	RETURNING VS. NEW VISITORS (MONTHLY)	%	19%	17%	+11.7%
WEBSITE & TRAFFIC METRICS	AVERAGE TIME ON PAGE	Seconds	79	77	+2.59%
WEBSITE & TRAFFIC METRICS	CONVERSION RATE FOR "REQUEST A PRODUCT DEMO" CALL-TO ACTION	%	3%	1%	+200%
WEBSITE & TRAFFIC METRICS	PAGES PER VISIT	Pages	4	2	+100%
WEBSITE & TRAFFIC METRICS	BOUNCE RATE	%	26%	40%	-35%

# KPI DASHBOARD: SEO OPTIMIZATION

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
SEO OPTIMIZATION	INBOUND LINKS TO WEBSITE	Units	20	5	+300%
SEO OPTIMIZATION	TRAFFIC FROM ORGANIC SEARCH (MONTHLY)	Units	5,000	1,000	+400%
SEO OPTIMIZATION	NEW LEADS FROM ORGANIC SEARCH (MONTHLY)	Units	300	100	+200%
SEO OPTIMIZATION	PAGE AUTHORITY	Points	50	40	+25%
SEO OPTIMIZATION	GOOGLE PAGERANK	Points	2.8	2.4	+0.4
SEO OPTIMIZATION	KEYWORDS IN TOP 10 SERPS	Units	6	2	+4
SEO OPTIMIZATION	PAGE LOAD TIME	Seconds	2.5	3.5	-1

# KPI DASHBOARD: SEARCH ENGINE ADVERTISING

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
SEA	CLICK-THROUGH RATE (CTR)	%	5	N/A	N/A
SEA	IMPRESSIONS	Units	100,000	N/A	N/A
SEA	COST PER CLICK (CPC)	TRY	N/A	N/A	N/A
SEA	AD POSITION	Points	4	N/A	N/A
SEA	RETURN ON AD SPEND (ROAS)	Ratio	3:1	N/A	N/A

# KPI DASHBOARD: SOCIAL MEDIA MARKETING (ORGANIC-IG & FB)

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
SM MARKETING (ORGANIC)	TOTAL NUMBER OF FOLLOWERS	Units	2500	500	+400%
SM MARKETING (ORGANIC)	ENGAGEMENT RATE (LIKES, COMMENTS, SHARES)	%	5%	2%	+150%
SM MARKETING (ORGANIC)	REACH GROWTH RATE (MONTHLY)	%	20%	10%	+100%
SM MARKETING (ORGANIC)	IMPRESSIONS GROWTH RATE (MONTHLY)	%	20%	10%	+100%
SM MARKETING (ORGANIC)	WEBSITE CALL-TO-ACTION CLICK-THROUGH RATE	%	5%	2%	+150%

# KPI DASHBOARD: SOCIAL MEDIA MARKETING (PAID-IG & FB)

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
SM MARKETING (PAID)	REACH (MONTHLY)	Units	55,000	10996	+400%
SM MARKETING (PAID)	IMPRESSIONS (MONTHLY)	Units	218,500	43,731	+400%
SM MARKETING (PAID)	ENGAGEMENT RATE (LIKES, COMMENTS, SHARES)	%	2%	0.5%	+300%
SM MARKETING (PAID)	COST PER MESSAGING CONVERSATIONS STARTED	TRY	N/A	N/A	N/A
SM MARKETING (PAID)	WEBSITE CALL-TO-ACTION CLICK-THROUGH RATE	%	2%	0.5%	+300%

# KPI DASHBOARD: DISPLAY ADVERTISING

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
DISPLAY ADVERTISING	IMPRESSIONS	Units	100,000	N/A	N/A
DISPLAY ADVERTISING	REACH	Units	50,000	N/A	N/A
DISPLAY ADVERTISING	CLICK-THROUGH RATE (CTR)	%	0.1%	N/A	N/A
DISPLAY ADVERTISING	VIEWABILITY	%	50%	N/A	N/A
DISPLAY ADVERTISING	COST PER THOUSAND IMPRESSIONS (CPM)	TRY	N/A	N/A	N/A

# KPI DASHBOARD: YOUTUBE VIDEO MARKETING (ORGANIC)

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
VIDEO MARKETING (ORGANIC)	VIEWS	Units	10,000	N/A	N/A
VIDEO MARKETING (ORGANIC)	WATCH TIME PER VIDEO	Seconds	60	N/A	N/A
VIDEO MARKETING (ORGANIC)	ENGAGEMENT (LIKES-TO-VIEWS)	%	2%	N/A	N/A
VIDEO MARKETING (ORGANIC)	ENGAGEMENT (COMMENTS-TO-VIEWS)	%	0.5%	N/A	N/A
VIDEO MARKETING (ORGANIC)	SUBSCRIBER GROWTH	Units	500	N/A	N/A

# KPI DASHBOARD: YOUTUBE VIDEO MARKETING (PAID)

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
VIDEO MARKETING (PAID)	VIEW-THROUGH RATE	%	25%	N/A	N/A
VIDEO MARKETING (PAID)	IMPRESSIONS	Units	50,000	N/A	N/A
VIDEO MARKETING (PAID)	CLICK-THROUGH RATE	%	3%	N/A	N/A
VIDEO MARKETING (PAID)	COST PER VIEW (CPV)	TRY	N/A	N/A	N/A

# KPI DASHBOARD: EARNED & SHARED MEDIA

SUMMARY DASHBOARD			END OF 6-MONTH CAMPAIGN OVERVIEW		
KPI GROUP	CRITERIA	UNIT	TARGET	ACTUAL	ACTUAL TO TARGET (VARIATION)
EARNED & SHARED MEDIA	NUMBER OF INFLUENTIAL USERS COLLABORATED	Units	3	N/A	N/A
EARNED & SHARED MEDIA	NUMBER OF SOCIAL MEDIA MENTIONS (MONTHLY)	Units	20	5	+400%
EARNED & SHARED MEDIA	NUMBER OF BLOG RESHARES (MONTHLY)	Units	20	N/A	N/A
EARNED & SHARED MEDIA	NUMBER OF EDUCATIONAL CONTENT PUBLISHED PER MONTH	Units	2	N/A	N/A

# GOOGLE SEE-THINK-DO-CARE FRAMEWORK

---

24-MONTH CAMPAIGN PLANNING FOR FUTUDENT TÜRKİYE



# 24-MONTH CAMPAIGN PLANNING STRATEGY FRAMEWORK

	SEE	THINK	DO	CARE
TARGET	Medical professionals: dentists, surgeons, medical educators, etc.	Medical professionals in need of imaging and video technology	Medical professionals who have already visited Futudent's website, saw the offers, but did not convert	Satisfied Futudent users who are interested in the brand's new offerings and might upgrade
OBJECTIVE	Raise brand awareness of Futudent's medical camera technology	Position the product on the market and elevate interest among the audience	Launch Futudent's online store, sell products	Increase customer retention and drive upgrades
COMMUNICATION MESSAGE APPROACH	Present Futudent's product line, benefits and USP	Communicate a heightened emphasis on specific use cases, USP and other competitive advantages	Focus on promotions and limited time offers	Present new camera line and limited upgrade offers and discounts to previous model buyers
PAID	DISPLAY 10% SOCIAL 40% SEARCH 40% VIDEO 10%	DISPLAY RETARGETING 15% SOCIAL RETARGETING 30% SEARCH 30% VIDEO 25%	DISPLAY RETARGETING 10% SOCIAL RETARGETING 20% SEARCH 35% VIDEO 15% EMAIL 20%	DISPLAY RETARGETING 5% SOCIAL RETARGETING 25% SEARCH 35% VIDEO 10% EMAIL 25%
OWNED	WEBSITE 55% INSTAGRAM 20% FACEBOOK BRAND PAGE 15% BLOG 10%	WEBSITE 30% INSTAGRAM 25% FACEBOOK BRAND PAGE 15% BLOG 30%	WEBSITE 50% INSTAGRAM 20% FACEBOOK BRAND PAGE 15% BLOG 15%	WEBSITE 20% INSTAGRAM 15% FACEBOOK BRAND PAGE 10% BLOG 55%
KEY KPIs	Web and SM Reach, Impressions, Views, /New Visits	+ Click-through Rates, Lead Conversion Rates, View-through Rates, Social Media Engagement Rate and Mentions, %Return Visits	+ Conversion Rates, Sales-Qualified Leads (SQL), Customer Acquisition Cost (CAC), Drop-off Rates	+Customer Retention Rate, Repeat Purchase Rate, Customer Lifetime Value, Net Promoter Score, Customer Satisfaction Score, Email Open and Click-through Rates
BUDGET	800,000 TRY	450,000 TRY	700,000 TRY	375,000 TRY
TIMING	October 2023-March 2024	April-September 2024	October 2024-March 2025	April 2025-September 2025

A hand holding a pen is positioned over a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Thank you." is centered in white, bold font.

**Thank you.**