

BMSW4006 Managing Enterprise in the 21st Century

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## Introduction

The goal of marketing is to create and distribute goods and services that meet the requirements and wants of a targeted audience (Grewal and Levy, 2021). Marketing is figuring out who you want to buy from you and how to get your goods in front of them. The promotion of a product and service via various forms of advertising is an essential part of any successful marketing strategy. The purpose of this report is to evaluate Dental Nurses Agency's public relations and marketing initiatives. It needs a solid marketing and public relations strategy to effectively communicate with its intended audience, increase its reputation and sales. The agency's ability to stand out from the crowd, grow its clientele, and strengthen its internet presence will all benefit from a well-thought-out marketing strategy.

## Target Market

The three pillars of STP analysis make up a marketing framework known as STP. When a market is segmented, it is broken down into subsets with similar needs and wants. Targeting entails making a decision on which market subset to emphasise. To successfully position a product or service, a distinct marketing mix tailored to the selected audience must be created (Moore and Pareek, 2009). By doing STP analysis, Dental Nurses Agency may better target its marketing efforts, learn more about its customers, and meet the demands of its most lucrative client base.

## Segmentation

Dental Nurses Agency provides qualified dental nurses to hospitals, nursing homes, and dental clinics throughout the United Kingdom. Some of the types of consumers that could be interested in this service are:

**Geographic:** Cities and areas in the United Kingdom such as London, Manchester, and Glasgow.

**Demographic:** All types of hospitals that has dental section and require dental nurses.

**Psychographic:** Affordable dental nurses are in high demand in healthcare facilities and residential care facilities. They need dental hygienists who won't break the budget but will yet give them excellent service.

**Behavioural:** Hospitals and nursing homes that have a consistent need for dental nurses. They want a staffing option that can adapt to their changing demands and always fulfil them.

## Targeting

Next comes targeting, or zeroing in on the most fruitful subset of the identified segments (Malhotra et al., 2009). The UK's hospitals and nursing homes are both new targets for Dental Nurses Agency. The agency will promote its services to commercial and NHS hospitals, as well as dentistry hospitals, through specific marketing and referral programmes. The organisation will focus on care facilities by capitalising on its established reputation for supplying trustworthy and adaptable dental assistants to care facilities.

## Positioning

Positioning is the last part of STP analysis, and it entails creating a special marketing blend to make an appeal to the selected audience (Grewal and Levy, 2021). Dental Nurses Agency aspires to become the UK's go-to agency for supplying qualified dental nurses to medical facilities and residential care facilities. The firm will provide a variety of services for dental clinics, including temporary as well as permanent employment, adaptable staffing options, and individualised education and training for dental nurses. The firm's mission is to establish lasting connections with its customers via responsiveness, adaptability, and competitive pricing. The firm will stand out from the crowd by providing a comprehensive suite of services, a variety of staffing options, and an unwavering commitment to quality and dependability. Through social media, reviews on the internet, and search engine optimisation, the agency will work to establish a robust online presence as well as reputation for its clients.

## Pricing Strategy

Porter's generic pricing tactics are the three primary methods through which a company may differentiate itself from the competition and boost its bottom line (Sammut-Bonnici, and Channon, 2014). The three tactics in question are price leadership, differentiation, and concentration.

## Cost Leadership

The goal of a cost leadership pricing strategy is to provide an item or service at the lowest feasible cost to the customer. To achieve this goal, we optimise production by decreasing overhead costs and keeping other expenses to a minimum (Baack and Boggs, 2008). The goal is to provide services or products at a lower cost than rivals while preserving or improving upon quality. The 'Dental Nurses Agency' would do well to adopt a pricing strategy based on cost leadership. This is because many UK healthcare facilities, such as hospitals, care facilities, and dentistry clinics, are seeking for cost-effective staffing options in an industry with a lot of competition. The 'Dental

Nurses Agency' is able to keep their prices low without sacrificing the quality of their services by adopting a cost leadership approach that allows them to hire and retain highly trained dental nurses. In addition, "Dental Nurses Agency" can increase its competitive advantage through economies of scale enabled by adopting a cost leadership approach. The agency will be able to raise its profit margins as well as reinvest in its development and expansion if it is successful in cutting production and delivery expenses.

## **Marketing and PR Plan for Dental Nurses Agency**

### **Marketing Strategy**

#### **Search Engine Ranking (SEO)**

Dental Nurses Agency plans to employ search engine optimisation as one of its key marketing techniques. They want to boost their website's visibility in search results by focusing on dental nurse staffing-related keywords in the United Kingdom. Website visits and potential new customers will both rise as a result. Dental Nurses Agency has to do market research to identify high-quality keywords for use throughout the website, including in page titles, meta descriptions, and meta tags. They will also give attention to making search engine friendly material of high quality. They want to keep this information fresh and pertinent to their audience by updating it frequently (Odden, 2012). Because of the importance of search engine rankings, Dental Nurses Agency has to prioritise making their website user-friendly, mobile-friendly, and quick-loading.

#### **PPC (Pay Per Click) Marketing**

Dental Nurses Agency must also employ pay-per-click (PPC) advertising to increase website traffic and lead generation (Kapoor et al., 2016). They want to advertise to potential clients using Google plus social media sites like Facebook and LinkedIn. Dental Nurses Agency have to research their demographics in order to write persuasive ads. They'll keep tabs on everything and use the findings to refine their PPC ad strategies.

#### **Promotional Content**

Dental Nurses Agency plans to use content marketing to expand their brand and attract more customers to their website. They will create valuable material for their audience, such as articles and blog entries. To raise awareness for the brand and attract more visitors to the site, those materials will be optimised for search engines as well as distributed via social media (Odden, 2012). In order to organise and arrange their material in advance, Dental Nurses Agency also will make a content calendar. The information they provide will be useful and interesting, while also

addressing the problems faced by their intended audience. As a result, the agency's credibility and standing in the market will increase.

### **Advertising in Social Media**

Dental Nurses Agency recognises the importance of social media in today's marketing mix. They will set up and keep up social media profiles on sites like LinkedIn, Instagram, and Twitter to network with clients, distribute useful information, and advertise the firm's offerings. Dental Nurses Agency have to use social media to communicate with their audience and attract new patients. They will promote their services while also disseminating news and blog entries pertinent to the sector. Social media will be used for targeted advertising efforts, consumer praise, and feedback solicitation.

### **PR Strategy**

#### **PR With the Media**

The Dental Nurses Agency places a high priority on cultivating positive relationships with the media. To promote the agency's services as well as successes, they will network with healthcare journalists and media sources. Leads will be generated and brand recognition will rise as a result. Dental Nurses Agency must investigate and locate news organisations, reporters, and editors who focus on the healthcare sector. They will compile a list of potential outlets and create a media kit complete with press releases, business history, and data (Dwivedi et al., 2015). The effectiveness of Dental Nurses Agency's public relations activities will be measured in part by the amount of attention they receive in the media.

#### **Marketing with Influencers**

The company will also use influencer marketing as a public relations tactic. They plan to team up with well-known bloggers, social media personalities, and professionals in their field to expand their following and boost their reputation (Leung et al., 2022). It will investigate the healthcare market and find key opinion leaders, such as dentistry bloggers as well as healthcare influencers. They will network with these opinion leaders and work together on promotional content like guest blog articles and social media campaigns. In addition, Dental Nurses Agency will track and analyse data from their influencer marketing efforts so that future decisions can be made with confidence.

#### **Promotional Events**

The company will attend trade shows, conventions, and other gatherings within the healthcare business to promote the agency's services and build relationships with prospective clients.

Through word-of-mouth advertising, Dental Nurses Agency will ask happy clients to recommend the agency's services to their friends and colleagues. Incentives like price reductions for future services will be used to achieve this goal.

## **7P Analysis**

### **Product**

Dental Nurses Agency provides a service that fills open positions in dental clinics, nursing homes, and hospitals. Dentists often need help with patient care, documentation, and other clinical tasks; the agency may offer qualified and professional dental nurses for these tasks and more.

### **Price**

Dental Nurses Agency uses a price strategy based on becoming the industry low-cost provider. As a result, the agency will be able to undercut its rivals on price without sacrificing quality (Sammut-Bonnici and Channon, 2014). The agency will have a straightforward pricing structure, with itemised costs broken down by service and geographic area.

### **Place**

Healthcare facilities, residential care facilities, and dentistry offices around the UK will all be service points for the agency's offerings. Clients may be certain that the agency will do all it takes to tailor the staffing solution to their unique requirements.

### **Promotion**

Dental Nurses Agency will advertise its services to the public via a variety of public relations and advertising campaigns. Search engine optimisation (SEO), pay-per-click (PPC) advertising, content marketing, as well as social media marketing are all part of the plan. Public relations tactics will include press releases, social media, and special events (Dwivedi et al., 2015).

### **People**

Dental Nurses Agency's personnel consists of highly qualified as well as professional dental nurses who can solve customers' staffing needs. The organisation will vet its nursing staff to guarantee that they have the appropriate education and expertise to care for its patients.

## **Process**

Using Dental Nurses Agency's personnel service will be a simple and open approach. Clients may reach the agency through phone or its website, where they will be assisted in finding the most suitable staffing option for their requirements (Moore and Pareek, 2009).

## **Physical Evidence**

Dental Nurses Agency's ability to provide a high-quality staffing solution is backed up by concrete data. The firm will vet its nurses to make sure they have the expertise and credentials to give their patients the best care possible. The agency will show how efficient their staffing solution is by using case studies and quotes from satisfied customers.

## **Marketing Samples**

- "Do you need dependable dental hygienists for your medical centre? Dental Nurses Agency is the place to go! If you need assistance caring for your patients, our skilled nurses are on call and ready to help."
- "Here at Dental Nurses Agency, we know how crucial it is to have a skilled dental nurse working with you. So we ensure you the best services from the hands of pure professionals who are always delighted to help others."

## **Conclusion**

Long-term success for Dental Nurses Agency depends on a solid marketing and public relations campaign that builds and sustains a great image for the business, broadens its audience, and boosts sales. With the right marketing plan in place, the agency can more clearly articulate its value offer, set itself out from the competition, and connect with its ideal customers. At the same time, a well-executed PR plan may facilitate the development of fruitful connections with important stakeholders like influencers, along with industry experts, who can lead to the production of favourable media coverage that boosts the credibility and trustworthiness of the business in question.

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