



connect · create · communicate

Executive Director: Leslie Mendez

Account Executive: Carly Allen

Account Coordinator: Vivian Chan

Case Study: Braces America

Titan Public Relations, California State University, Fullerton's student-run public relations firm, partnered with Braces America in Spring 2018. Braces America wanted to unify its branding on social media and create a more active online presence.

Titan Public Relations' goal for Braces America was to build a consistent brand for Dr. Dayani and encourage people to go to him for their orthodontics needs.

Research

Braces America is an orthodontist practice based in both Los Angeles and Irvine. Owner Nader Dayani received his PhD at New York University-College of Dentistry Department of Orthodontics in 1980. He has an expansive knowledge of dentistry and began using invisalign technology in 1998, only one year after it was created.

Braces America provides the following services to their clients:

- Invisalign
- Teen Invisalign
- Clear braces
- Traditional braces
- Teeth whitening
- Wilkodontics
- Mini braces
- Retainers
- Lingual Braces

Braces America has a wide range of patients of all ages in the Los Angeles and Orange County areas. Originating in Los Angeles, there were so many patients Dr. Dayani expanded the practice to Irvine as well.

Planning

- Prepared a communications plan in order to achieve social media goals.
- Communication with the client through email and conference calls regarding:
 - Website changes
 - His social media goals
- Crafted deck to present during first meeting
 - Included: SWOT analysis, objectives and case study report

Execution

- Presented deck to Dr. Dayani
 - Met at the Irvine location with entire team
- Took photos of practice
- Edited photos
- Planned out social media posts using scheduling apps
 - Created hashtags and action seeking captions to generate likes and comments
- Looked up articles about oral care

Timeline

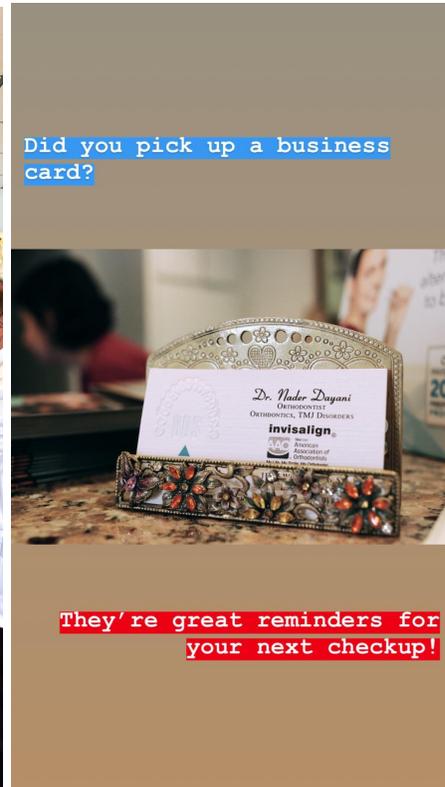
| Braces of America | | |
|-------------------|----------------------------------------------------------------------|----------------|
| Due Date | Description | Responsibility |
| 02/05/2018 | Complete Client Contract | Carly |
| 02/05/2018 | Recreate Timeline | Vivian |
| 02/07/2018 | Finish COMM Plan and work on timeline | Both |
| 02/09/2018 | Research on other DDS websites and Socials for inspiration | Both |
| 02/16/2018 | Schedule visit at dentist's office to take photos | Both |
| 02/23/2018 | Research best time to post on his social channels | Both |
| 03/02/2018 | Post content on Social Media (Facebook, Twitter and Instagram) | Both |
| 03/05/2018 | Create Deck | Both |
| 3/12/2018 | Finalize deck | Both |
| 3/16/2018 | Met with Dr. Dayani at his office to take photos | Both |
| 3/19/2018 | Worked on Social Calendar | Both |
| 4/2/18 | Posted on Instagram | Both |
| 4/4 | Posted on Social Media and research hashtags | Both |
| 4/4 | Research articles to post on Facebook | Both |
| 4/9 | Posted on Social media, Went through hashtags | Both |
| 04/10/2018 | Utilized Preview app to integrate photos into a beautiful experience | Both |
| 04/16/2018 | Posted on Social media, Went through hashtags | Both |
| 04/17/2018 | Looked up the latest news relating to teeth and orthodontics | Both |
| 04/23/2018 | Posted on Social media, Went through hashtags | Both |
| 04/30/2018 | Worked on Case Study | Both |

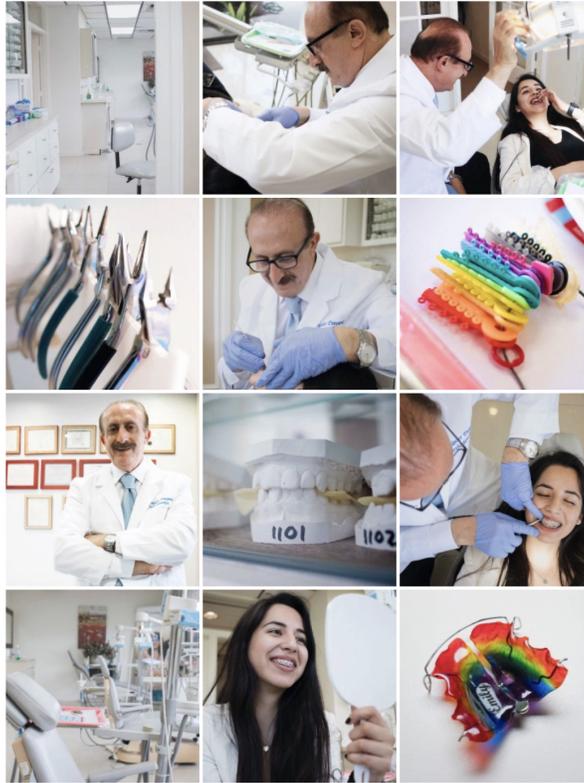
Results

- Gained followers and likes on all accounts
 - Instagram: 74 followers, 25 average likes
 - Twitter: 7
- Increased brand awareness through online platforms

- Reached an average of 63% of the audience through the use of hashtags
 - [#bracesamerica](#) [#southerncalifornia](#) [#social#ortholove](#) [#braces](#)
[#orthodontics#orthodontist](#) [#brightersmile#brightersmilebrighteryou](#)
[#ortho#invisalign](#) [#invisalignteen](#) [#la](#) [#losangeles#irvine](#)
[#orangecounty#invisalign#InvisalignTeen](#) [#invisalignsmile#orthodontist](#)
[#orthodontists#smile#losangeles](#)

Appendix:





Braces America

Published by Vivian Chan [?] · April 23 at 5:39pm · 🌐



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Tea stains teeth more than coffee, expert claims

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Nader Dayani DDS @bracesamerica · Apr 23



What made you smile today?



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Did you know toothpaste can be used for more than just cleaning your teeth? It can also help clean, deodorize and shine products.

