



Product Catalog

A beautifully designed marketing product is only great when it achieves the desired result.



Call for a FREE Consultation
1-888-401-0650

www.DentalBranding.com



The antidote to the status quo.

"Dental Branding has been pivotal in the transition and growth of my practice. My Marketing Strategist has worked with me from the ground up, starting with creating a beautiful logo and ironing out the brand that I wanted for my practice. Over the years, we have completed many projects suitable for the age of my practice and the growth that I have wanted to see, utilizing internal and external marketing systems. The advice and guidance in marketing for my practice has proved invaluable."

—Dr. Lindsay Spears

Carolina Crossroads Dental Care





PRODUCT TYPES & PURCHASE OPTIONS

DISCOVERY

If you don't want generic messaging or cookie-cutter strategy, a Dental Branding discovery phase is critical. Unique in the dental marketing industry, the discovery phase ensures we have a proper understanding of your unique needs and patient experience so we can develop your brand message and marketing plan.

SYSTEMS

If you are looking to build sustainable, predictable and ever-improving marketing systems within your practice(s), a Dental Branding system is the best option. All systems come with the four components of a system, 1) A marketing tool, 2) Related staff marketing training, 3) Accountability, and 4) Tracking and improvements.

STAND ALONE TOOLS/TRAININGS

If you are simply looking for stand alone options, they are listed by category and under each related system.

TRACKING AND STRATEGY

To get the most out of your marketing, tracking and strategy are the answer. These should be added to any of the above options.

We recommend talking to a Dental Branding Marketing Specialist to best understand what mix of these services are best for your practice.

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05 SYSTEMS AND TOOLS OFFERED

01 DISCOVERY

Your Brand Definition and Marketing Plan

No marketing relationship or strategic campaign should ever begin without a discovery phase to develop a correct understanding of the marketing landscape. A marketing company that does not understand its client correctly, will be shooting in the dark at best. **It is critical that a marketing company correctly understands the following:**

1. Your Unique Experience
2. The Current State of Your Marketing Systems
3. Your Goals and Budget

“Dental Branding helped us create the correct perception we wanted to portray of our practice and every marketing project we did with them was in line with our goals. They literally hit the nail on the head with everything!”

— Dr. Frank Fuscaldo,
Holly Beach Dental



01 DISCOVERY

Our discovery phase will do an in-depth analysis of your unique experience, your marketing systems and budget in order to provide you with two documents.

1 Brand Definition

WHAT'S INCLUDED -

We will send you a questionnaire that asks the right questions about your vision, why you're different, what makes you great, what kind of experience you offer, who your audience is and about your competition.

With your answers, we will develop a brand definition that will:

- Establish Your Vision & Values
- Define Differentiation
- Provide a Competitive Analysis
- Identify Your Audience

2 Marketing Plan

WHAT'S INCLUDED -

You will be sent a questionnaire that will ask about your primary and secondary growth goals, help you plan an appropriate budget, and then dive into an in-depth analysis of all of your marketing systems as well as your marketing foundation, including your website.

Based on the information we receive we will, develop a marketing plan that includes the following:

- Your Growth Goals and Budget
- An Analysis of Your Current Marketing & Systems
- Proposed Solutions

02 FOUNDATIONAL MARKETING

Foundational marketing tools are integral to all of your marketing systems. Everything else you do is either enhanced or diminished by the strength of your foundational tools.

“The marketing brochures and other materials they created for us were customized specifically for our practice. They followed up their materials with staff trainings, teaching us how to most effectively use each material and maximize our return on investment”

— Dr. Jay Nitzkin
Livonia Dental Care



02 FOUNDATIONAL MARKETING

LOGO DESIGN

As the cornerstone of your visual brand, a logo is an essential element of marketing. Typical logos used by dental practices often include the extracted molar, a toothbrush with a blob of toothpaste, or the dental insignia. It's not to say that these images are wrong, they're just done and overdone. By having Dental Branding create your logo, you will be given a logo that stands out and represents your practice in a way that is different and more compelling than your competition. Your logo will reflect your brand correctly, confidently and boldly.

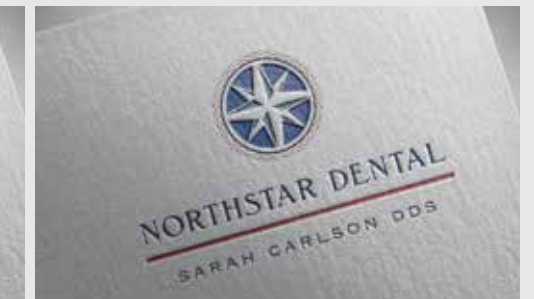
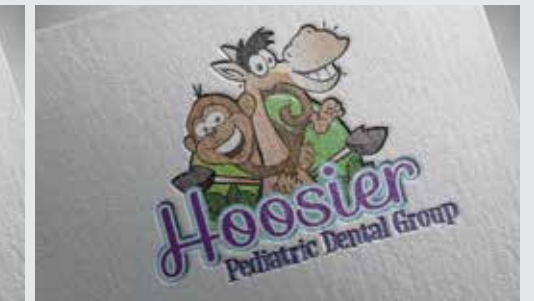
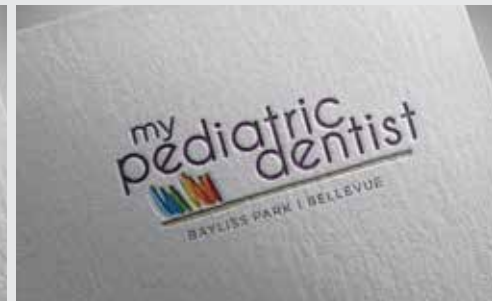
WHAT'S INCLUDED -

You will be provided 4-6 initial logo concepts based on your brand messaging. You then have up to 5 rounds of revisions to perfect your logo. This includes a session with your Art Director to discuss your ideas and how best to achieve them.



02 FOUNDATIONAL MARKETING

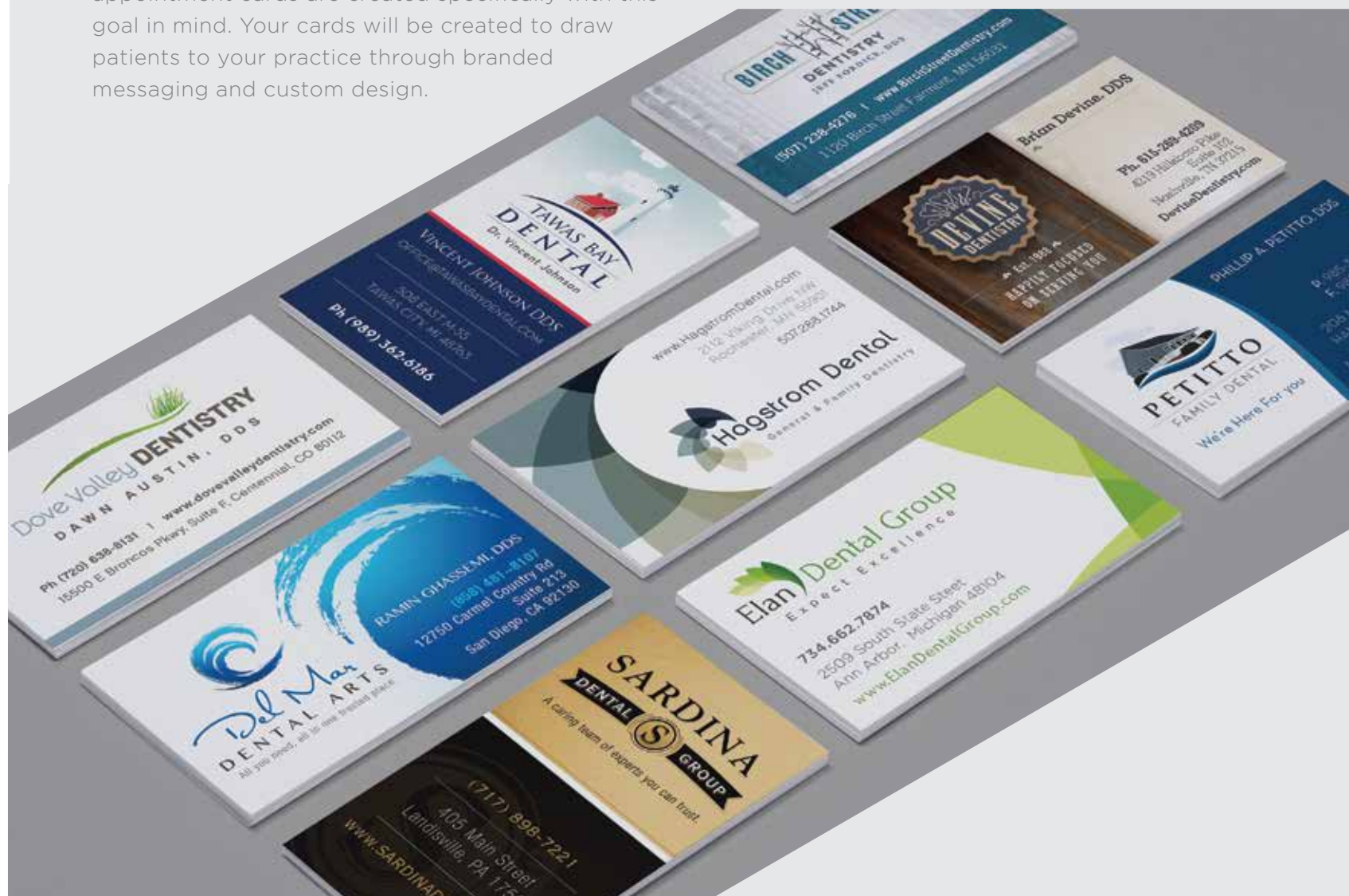
LOGO DESIGN CONTINUED



02 FOUNDATIONAL MARKETING

Business Cards/Appointment Cards

Traditional business cards and/or appointment cards are key in introducing others to your practice and reminding patients about their existing appointment. However, the look and feel of your card makes a difference in how effectively your card brings in new patients. Dental Branding business and appointment cards are created specifically with this goal in mind. Your cards will be created to draw patients to your practice through branded messaging and custom design.



Letterhead

While it might seem unimportant, having full color letterhead designed to match your brand shows consistency and professionalism within your practice. Your letterhead will be professionally designed by an experienced graphic artist and created with your practice goals in mind.



02 FOUNDATIONAL MARKETING

Responsive Websites

A Dental Branding website is designed to automatically adapt itself to the size and dimensions of the users mobile and desktop devices. This method of building a website creates a better experience for the viewer and it also makes it simpler for search engines to catalog and rank the site. Every website is designed to improve the users experience while moving patients and potential patients through the site and ultimately help in “pushing” the patient to content that elicits a phone call to the practice or to book an appointment. Choosing Dental Branding to create your website will truly set it apart.



“Creative, personalized, A+ customer service is what Dental Branding has to offer your practice. I came to Dental Branding with a logo in 2011 and they developed a website that expressed my practice philosophy and defined my “brand.” I relocated my practice in 2016 and contacted Dental Branding to manage the update and freshen up the website’s design. They recommended a responsive website that can be navigated from a smart phone or any mobile device. The result is even better than I expected, and I’m a tough customer. Thanks for helping my message shine.”

— Dr. Lori Henderson
Lori Henderson, D.D.S.



02 FOUNDATIONAL MARKETING

Marketing Trainings

ON-SITE TRAINING PACKAGE

OVERVIEW - To increase the effectiveness of the Dental Branding trainings or for a more powerful retraining session to better instill correct habits, consider on-site training. Additionally, it is a great way to build on the relationship between your Dental Branding strategist and your team.

WHAT'S INCLUDED - On-site training with practice to include one day of observation, training, review and analysis. Travel expenses. Phone report of findings to further discuss analysis and recommendations for improvement. Additional re-training by phone as necessary. Includes either the initial or a review training of your choice of 4 trainings.

For a description of each training see the individual trainings on the next page.

OFF-SITE TRAINING PACKAGE

OVERVIEW - Marketing training is the best way to get more out of your internal and external marketing efforts. We'll help your team build correct habits and understand their roles in the sales and marketing process.

WHAT'S INCLUDED - Off-site training is done over the phone while sharing our computer screen with your team. These trainings are very effective and help your team build correct habits at a lower cost than on-site training. You may choose 4 trainings from a list provided that best suit your specific needs.

For a description of each training see the individual trainings on the next page.

INDIVIDUAL TRAININGS

REFERRAL TRAINING -

Focuses on increasing patient referrals through a consistent effort to educate current patients on the benefits of the practice referral program. The staff will be trained on how to better assess the satisfaction of the patient for increased confidence, as well as daily and monthly accountability techniques to ensure consistency. Includes training on how to use the referral card as part of the process.

PATIENT EXPERIENCE TRAINING -

Focuses on increasing sales of ancillary items to existing patients, thereby increasing per patient revenue. This is accomplished by helping team members both recognize perceived needs/wants with current patients and then educating them on available options. Includes training on how to use the promo cards as part of the process.

REACTIVATION TRAINING -

Focuses on improving communication with past patients in order to improve reactivation efforts. Includes training to use the reactivation materials.

SMILE SAVINGS TRAINING -

Focuses on increasing fee-for-service patients both internally and externally. Internally you will, learn how to increase loyalty and treatment plan acceptance. Externally we will, focus on reaching out to small businesses as a means of adding value to their employees and bringing in new patients. Includes training on how to use the brochure and flyer.

PRACTICE BRAND TRAINING -

Focuses on helping the team better understand the practice brand and implement it into their daily tasks. We will go over exercises to better implement both your company vision and values. The end result will be a team more dedicated to the vision of the practice and more likely to help potential patients understand the unique reasons to choose your practice.

CASE ACCEPTANCE TRAINING -

Focuses on increasing both the closing rates of your case presentations as well as improving the amount of the accepted plan. You will learn proven sales strategy to assess the perceived need/want, align the correct solution, assess understanding, confirm acceptance and close the sale. Includes training on how to present the inserts.

CALL CONVERSION TRAINING -

Focuses on improving phone skills and increasing appointments. The team will be trained on 12 Key Performance Indicators (KPI) that help to increase closure rates by 50%. Includes listening to recorded phone calls and grading each call based on alignment with the KPIs. Also includes re-training after listening to the phone calls after the first mailing. (Call tracking # required)

03 INTERNAL MARKETING SYSTEMS

Internal marketing tools are integral to improve your per-patient revenue and grow your practice. The greatest potential growth of a practice begins with the patients you already have.



“Dental Branding helped me start a referral program that has been extremely helpful for my practice. Dental Branding does not only help create marketing materials, they also train your staff on how to use them and they help you track the results.”

— Dr. Dudley Beaty
Dentistry on Broad

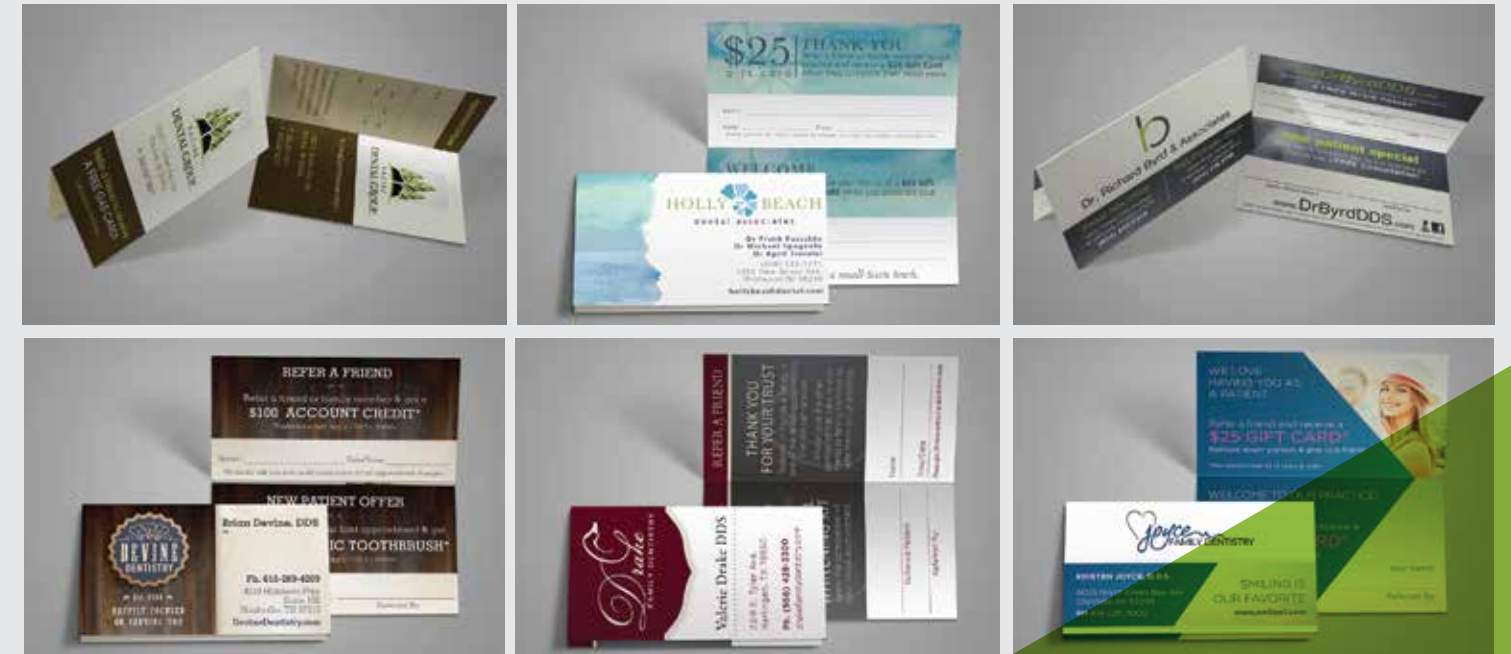
03 INTERNAL MARKETING SYSTEMS

Patient Referral System

The referral system is your most critical marketing system. New patients that come from patient referrals are generally worth more in per-patient revenue. As part of this system, Dental Branding will teach your staff how to properly and effectively ask for referrals, as well as track where your referrals are coming from. The ultimate goal is to bring in a steady flow of new, loyal patients, and with the help of Dental Branding, you can make that goal a reality.

WHAT'S INCLUDED -

1. Folded Referral Cards
2. Referral Training & Re-Training
3. Monthly Follow-Up
4. Staff & Patient Tracking



03 INTERNAL MARKETING SYSTEMS

Promo Cards—Improve Per-Patient Revenue System

Cross-selling is the practice of helping patients first understand the full range of options available to them in your practice and then allowing them to take advantage of those options that fill a perceived need or desire. Keep in mind, the main reason many patients don't purchase more ancillary services from you is that they simply don't know about them. These promotion cards are designed by our professional graphic artists in a way that encourages patients to purchase additional services, allowing you to receive more revenue per patient.

WHAT'S INCLUDED -

1. 5X7 Promotion Cards
2. Patient Experience Training
3. Monthly Follow-Up
4. Monthly Revenue Tracking



Services Brochure Cross-Sell System

The services brochure is a key cross-sell system that provides another way for you to introduce your current patients to additional services you provide. The brochure, designed by our experienced graphic artists, will act as a menu that will be reviewed with a patient by an appropriate member of your staff. This brochure will generally focus on services that are outside of a typical visit. By increasing sales of elective services with this brochure, you will increase revenue per patient and overall profitability.

WHAT'S INCLUDED -

1. Trifold or 8 Page Brochure
2. Patient Experience Training
3. Monthly Follow-Up
4. Staff & Patient Tracking



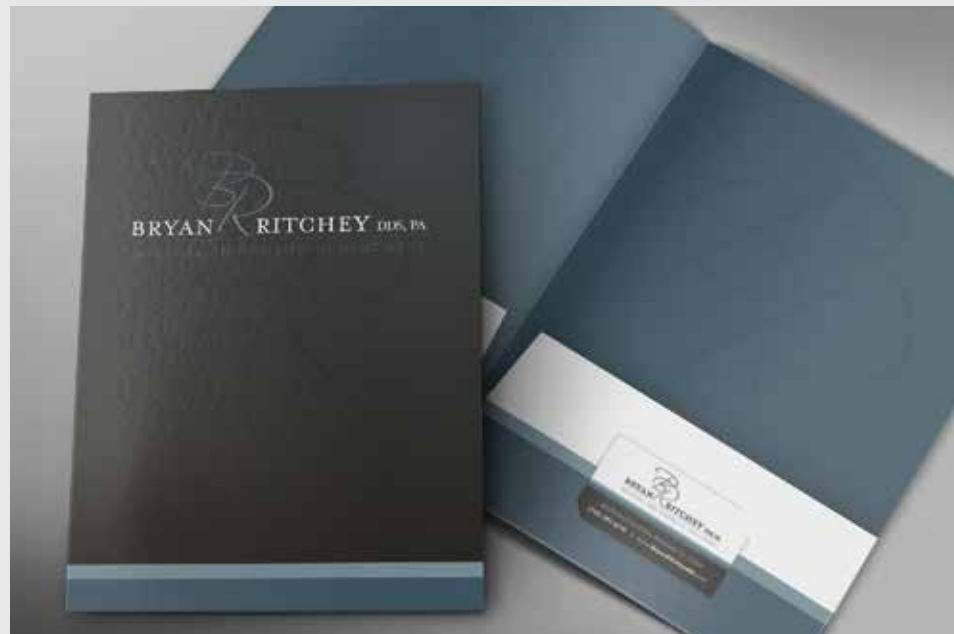
03 INTERNAL MARKETING SYSTEMS

Case Acceptance System

The most effective way to increase per-patient revenue, collections and your overall profitability is by increasing both your case acceptance rate and the amount of each case accepted. We focus on improving the understanding and perceptions of the patient and aligning them to their optimal solutions. We will give you the tools and training to improve case acceptance and help your patients achieve optimum health.

WHAT'S INCLUDED -

1. Presentation Folder & Inserts
2. Case Acceptance Training
3. Monthly Follow-Up
4. Monthly Revenue Tracking



Case Acceptance System

PRESENTATION FOLDERS AND INSERTS

The presentation folders add value and professionalism to your overall presentation. The inserts are designed to help patients better envision their future if they don't accept the prescribed treatment, and the benefits if they do. The system comes with a branded folder and your choice of branded inserts.



03 INTERNAL MARKETING SYSTEMS

Patient Reactivation

It is more cost effective to reactivate former patients than find new patients. If you have significant numbers of patients who are more than a year past due for an appointment, then implementing a patient reactivation system will be an effective marketing tool for your practice. This system is strategically designed with messaging and incentives that will catch your patients' attention and bring them back in for an appointment.

WHAT'S INCLUDED -

1. Reactivation Cards/Letters
2. Reactivation Training
3. Monthly Follow-Up
4. Monthly Revenue Tracking

"Their skilled team has helped me develop marketing systems both internally and externally. We've created various marketing tools such as recall cards, reactivation cards, direct mail campaigns and case presentation materials that work! It's made a significant difference in my practice growth."

— Dr. Evan Robbins
Keystone Dental



04 EXTERNAL MARKETING

Traditional marketing is anything that deals with print media. Tried and true, traditional marketing works to increase new patient flow. Understanding that there are a finite number of ways to reach out to local residents, traditional marketing efforts are a critical part of any expanding practice.



"By allowing Dental Branding to take care of my marketing and advertising, all of my designs, ads, and cards are clean, consistent, high-quality pieces that match my brand. Everything works synergistically and allows for more powerful advertising. Since working with Dental Branding, we have averaged more than 100 new patients a month -- many of whom were brought in by the Direct Mail Postcard."

— Dr. Ross Quartano

04 EXTERNAL MARKETING

Smile Savings Program System

A smile savings program is a great way to increase new fee-for-service patients, patient loyalty and case acceptance, and by working with Dental Branding, you will be able to do just that. We recommend providing a package that includes a year's worth of maintenance (i.e. 2 exams, x-rays and cleanings) and a discount on all other services. We will also help you determine pricing that allows you to be profitable but gives the patient a clear and significant discount. Your Dental Branding Strategist can help you with strategy for this program.

WHAT'S INCLUDED -

1. Flyer, Brochure
2. Smile Savings Training
3. Monthly Follow-Up
4. Staff & Patient Tracking



04 EXTERNAL MARKETING

Direct Mail Systems

Direct mail is an effective and relatively quick way to increase new patient counts. When measured over a 5-year period, direct mail returns a profit over 80% of the time. Because different areas have different demographics and because it is good to refresh your contact method and message on a regular basis, **we offer 4 direct mail options. Traditional Postcards, Insert Postcards, Minizine Mailers and Door Hangers.**

WHAT'S INCLUDED -

1. Mailer, Call Tracking Number
2. Call Conversion Training
3. Call Review and Grading
4. Monthly Revenue Tracking

Direct Mail Systems

By using the direct mail in a system, you will generate better results and more understanding of its effectiveness. We will work with you to design a correctly branded postcard with an appropriate offer and use a push strategy to move potential patients to the website. We will identify appropriate dates and target locations to send the cards and train the staff to answer the phone correctly to maximize closing rates. We also record the phone calls review them for you and grade the staffs performance according to the training. If needed, we'll re-train the staff to seek continued improvement.



04 EXTERNAL MARKETING

Advertising Systems

If there are local publications in your area that target your desired audience, then running an ad in those publications can be a great way to generate awareness and attract new patients. Your Dental Branding Strategist will help you effectively plan and execute each advertisement and your Art Director will create a uniquely branded, beautiful design.

WHAT'S INCLUDED -

1. Ad Design, Call Tracking Number
2. Call Conversion Training
3. Monthly Follow-up
4. Monthly Revenue Tracking



“I am beyond grateful for the team at Dental Branding! They have played an integral role in growing my practice over the past 4 years. Our relationship began when they created a fabulous, unique brand and logo for my practice, which perfectly portrayed the look and feel I wanted. We then moved into a number of marketing systems that were in line with not only my new brand, but my practice goals. Each material, from direct mail postcards and local ads to referral and business cards, has been professionally done and properly implemented. The results have been extremely successful and have exceeded my expectations.

The rapid growth of my practice led to the addition of an associate and the consistent growth of my fee-for-service practice. Thanks to Dental Branding, I also see additional operatory rooms, additional associates and even the purchase of a second practice in my near future.

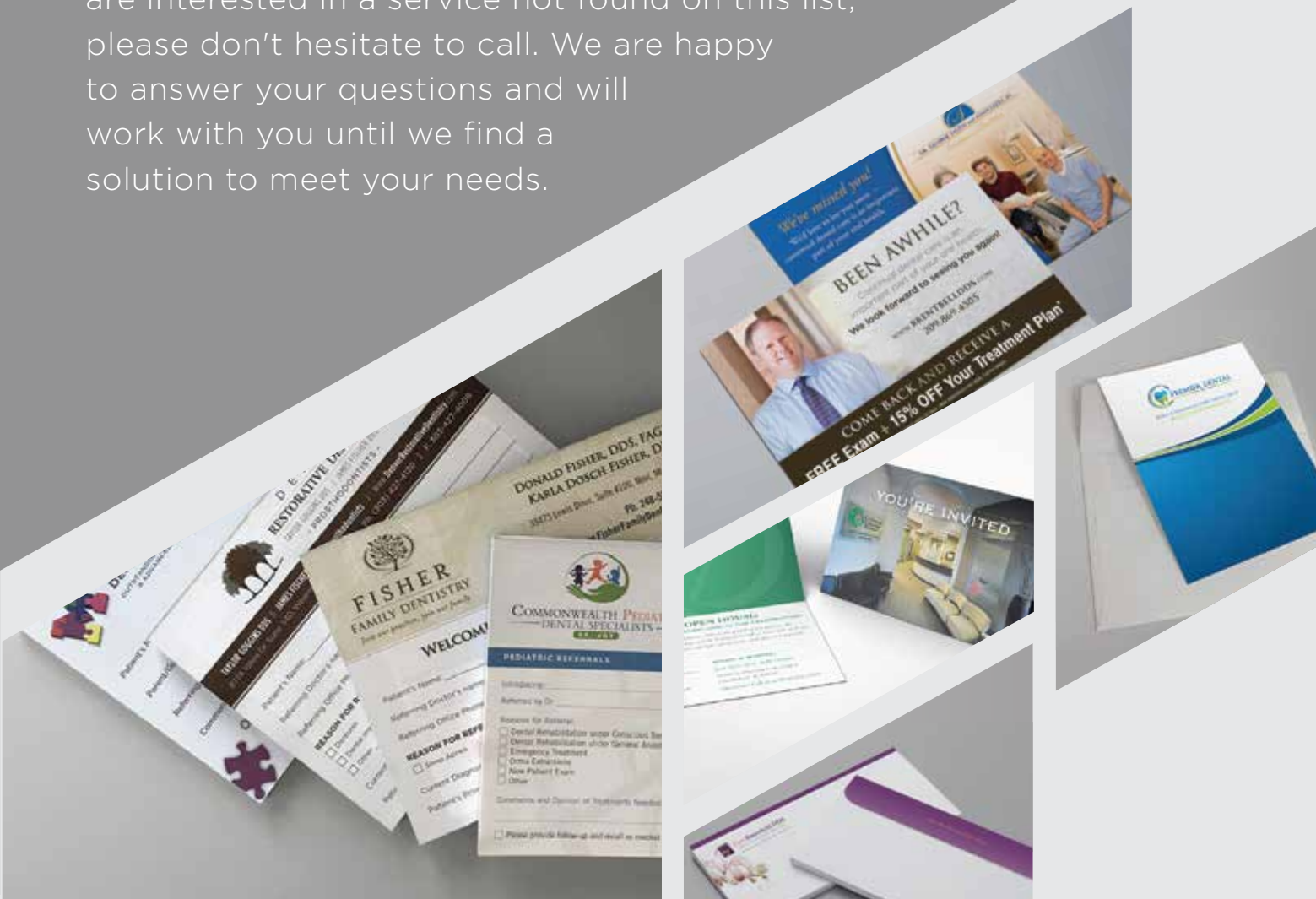
With the help of my Marketing Strategist, my entire team receives the training and materials needed to continually increase my new patient numbers and patient referrals. We also started implementing a Smile Wellness Plan, which received 50 memberships in the first few months of its initial launch. I have nothing but high regards for my strategist and the entire Dental Branding team and look forward to a continued relationship with them for years to come.

— Dr. Chad Brantly
Brantly Dental



05 SYSTEMS AND TOOLS OFFERED

As your marketing professional, we are always seeking to improve and expand the list of services and products we provide. Below you will find additional Dental Branding products; however, our range of services extends far beyond this list. If you would like more information on a specific product or are interested in a service not found on this list, please don't hesitate to call. We are happy to answer your questions and will work with you until we find a solution to meet your needs.



1. DISCOVERY

- Brand Definition
- Marketing Plan

2. FOUNDATIONAL MARKETING

- Logo
- Business Papers
 - Business/Appointment Cards
 - Envelopes - Color
 - Envelopes - Black Print
 - Letterhead
- Websites
 - Responsive Websites
 - Mobile Websites
- Videography
- Staff Marketing Training
 - On-site Training
 - Off-site Training

3. INTERNAL MARKETING

- Patient Referrals
- Cross-Sell—Improve Per-Patient Revenue
 - Hygiene Bag Cross-Sell System
 - Ancillary Services Cross-Sell System
- On-Hold Messaging
- Case Acceptance
- Patient Reactivation

4. EXTERNAL MARKETING

- Traditional Marketing
 - Direct Mail
 - Smile Savings
 - Advertising
 - Radio
 - Movie Theatre Advertising
 - Referral Pads
 - Open House Event Bundle
 - Feather Flags
- Digital Marketing
 - Search Engine Optimization
 - Internet Review Cards
 - Search Engine Marketing
 - Email Marketing
- Social Media Marketing

5. TRACKING & STRATEGY

- Standard Tracking
- Automated Tracking
- Marketing Strategy

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