A planned approach to achieving your marketing goals.
We want to build a long-term relationship.

Our Goal: Dental Branding was designed to build synergy with our clients through shared interests. This means that our success depends on your success. We work smart and hard to help you become successful, in return we hope you will continue to work with us.

Schedule a complimentary consultation.

What’s next? Our complimentary consultation will expound on our three step process and help you know if we are a good fit for your needs. We can help you understand costs and answer any other questions you might have. Dental marketing is all we do. We know the industry and know what works. We believe after a few minutes talking to us you will see your marketing in a new light.

888-401-0650
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What is the secret to building an ideal patient base that allows you to achieve your growth and profitability goals?

It has everything to do with consistently executing correct marketing systems. The problem is, most dental marketing companies only offer “silver bullet” solutions. These are single marketing tools that promise to solve all your needs. In reality, no one tool is the answer. Great marketing involves comprehensive thinking, understanding, consistency, and effort. It requires the correct implementation of the Dental Branding 3 Steps to Successful Marketing.

This brochure will introduce you to the Dental Branding three step process. Careful consideration of these three steps will change the way you think about marketing.
Dental Branding 3 Steps to Successful Marketing

Our 3 step process is a proven and strategic approach that is tailored to the unique needs of your individual practice. Correct implementation of these steps will allow you to achieve your growth goals and become the practice you have always envisioned.

1. **Step**
   - Tell a compelling story.

2. **Step**
   - Develop a marketing plan.

3. **Step**
   - Execute, track and adjust.
Marketing is the process of influencing perceptions.

The quantity and quality of your patient base depends on the perceptions you create.
Step 1 self-assessment—ask yourself:

- Have you defined a compelling story (message) that differentiates you from your competitors?
- Do you, your staff and all of your marketing efforts tell the same story?
- Visually, do all of your marketing efforts tell the same story and do they match the feel of your office?

If you answered “no” to any of these questions, it’s time to look at how you tell your story.

Why is it important to tell a compelling story?

1. **Good messaging will differentiate you from your competitors.**
   People make choices based on the differences they perceive. It is important your differences are clear and persuasive.

2. **It is the message that converts, not the medium.**
   The perceptions you create with your marketing tools determine if, and more importantly why, someone chooses you, not the tools themselves—it’s all about perceptions.

3. **You will be more likely to attract ideal patients.**
   A message that truly portrays you will attract patients who are looking for the type of experience that you provide. This means happier patients who are more likely to be loyal.

**The result?**

- More effective marketing
- More ideal patients

Once you understand how to communicate who you are, it is important that every touch point that patients and potential patients may encounter conveys the right perceptions about your practice.

We can’t overstate the importance of this step. Defining a great brand may be the most important thing you can do for your practice.

**Step 1**

"The **quality** and **quantity** of your patient base is a direct result of the perceptions you create as you tell your story."
Develop a marketing plan

Can you think of anything in business that works better when it's not planned?

A marketing plan keeps your marketing consistent, improves tracking and keeps you on budget.
Step 2 self-assessment—ask yourself:

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<thead>
<tr>
<th></th>
<th>Y</th>
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<tbody>
<tr>
<td>1</td>
<td>Do you have a marketing plan?</td>
<td></td>
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<tr>
<td>2</td>
<td>Do you know what your monthly marketing budget is?</td>
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<tr>
<td>3</td>
<td>Do you know how much you should be spending on marketing?</td>
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<tr>
<td>4</td>
<td>Do you know what type of marketing tools are ideal for your practice?</td>
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If you answered “no” to any of these questions, you need a plan.

**Why is a marketing plan important?**

1. **It allows you to plan a budget.**
   A planned budget allows you to better control your finances. It also helps you track results more easily and with more accuracy.

2. **It keeps you consistent in your efforts.**
   Consistency is a critical part of generating effective results. Frequency increases recognition and keeps your practice top of mind. Also, it minimizes peaks and valleys in your cash-flow.

3. **It makes tracking and adjusting more effective.**
   Having a road map for moving forward also helps you better understand where you’ve been. It’s easier to interpret results which allows you to plan your future more confidently.

**Step**

“Can you think of anything in business that works better when it’s not planned?”

**How do we create your marketing plan?**

1. **We review your current and past marketing efforts with you.**
   We look at your current and past results from two perspectives: 1) How effective were they? and 2) Did they tell your story correctly? This provides insight into how we should move forward.

2. **We understand your growth goals.**
   We ask you to define your goals using key growth numbers that allow us to genuinely understand where you want to take your practice.

3. **We help you plan the right budget for you.**
   Your budget needs to be realistic and allow you to reach your goals. We can help you find a comfortable, yet productive, marketing budget that is aligned with your goals.

**The result?**

**More consistent marketing**

**Better budgeting**

You may have heard the old adage that when you fail to plan you should plan to fail. Nowhere is this more true than in marketing. Your marketing plan should act as a road map to guide you, keep you consistent and help you control your finances.

Dental Branding makes the process of creating a strategic marketing plan easy, which helps you feel more confident about your future.
Execute, track and adjust

Consistency in implementing correct systems is the key to achieving greatness.

Your marketing will improve over time as you continue to execute, track and make adjustments.
Step 3 self-assessment—ask yourself:

- Do you track your results?
- If you do track results, do you look at them regularly?
- Do you adjust your marketing plan based on the results you see?
- Are you consistent and confident in your marketing efforts?

If you answered “no” to any of these questions, it’s time to refine your systems.

Why is it important to execute, track & adjust?

1. **Good execution is key to consistency.**
   
   Inconsistent marketing leads to peaks and valleys in both patient flow and growth. Additionally, inconsistency leads to less effective marketing. Results improve with more consistent visibility.

2. **Correct tracking allows the understanding necessary to achieve goals.**
   
   Good information leads to good decisions. Bad information or assumptions lead to bad decisions. Tracking ensures confidence in deciding how best to market your practice.

3. **Adjusting your plan ensures effective and predictable results.**
   
   Adjusting your marketing based on results will lead to an understanding of what works and the revenue generated. This information will allow you to control the growth of your practice.

**Marketing improves over time** as you consistently execute, track and make adjustments.

How do we execute, track & adjust correctly?

1. **We will create and implement all of the tools you need.**
   
   Whether your plan calls for a website, logo, advertisement or any other marketing tool, our in-house art directors and designers ensure your brand is correctly implemented.

2. **Your account manager’s only job is to keep you on schedule and happy.**
   
   Once engaged, you will be assigned an account manager who works tirelessly to keep your plan on schedule. They review progress with you monthly to help you build good habits.

3. **We train you in correct tracking and hold you accountable.**
   
   We will train your staff to correctly track the number of patients and revenue per patient for each marketing effort. We will also look at how multiple marketing efforts work together.

4. **Our plans renew every six months to allow for frequent adjustments.**
   
   This is enough time to see patterns develop but is not too long that we can’t make adjustments. A six-month renewal allows you to hold us accountable which aligns our best interests.

The result?

**More patients**

**More revenue per patient**

The Dental Branding 3 Steps to Marketing Success is the right way to market your practice. If you are ready to build your practice the right way and achieve your growth goals, our three step process is the answer.
Intelligent strategy combined with world-class design.

Every touch point creates the perceptions that drive your patient’s purchase decisions.
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