

# **THE WOW MARKETING ACTION PLAN**

**Presented by John Dwyer, for:**

**DENTAL CARE**



**[www.theinstituteofwow.com](http://www.theinstituteofwow.com)**



# Overview

**1.1** You are a complete dental service practice offering specialist services in the areas of oral surgery and implants to predominantly middleclass clients in the 35 - 65 year age bracket.

You also offer orthodontic Invisalign treatment to adults, adolescents and children.

You create genuine smiles for people with missing teeth by providing high quality implants which provide your clients the confidence to smile again. Your Invisalign service straightens clients' teeth, creating healthy bites for children, teens and adults.

Whilst a lot of dental practices say they perform implants, your practice retains highly qualified dentists who possess the specialist skills and knowledge to provide a seamless service to your clients, ensuring their peace of mind and the best possible outcome.

Your Conebeam CT scanning, provides highly detailed images while emitting a very low radiation dose and minimising risk to your clients.

The scan provides a very accurate measurement of the available bone for implant placement so that important structures, such as nerves that run through the jaw bones, can be protected.

Your state of the art Cerec 3D CAD/CAM milling technology allows restorations, crowns and inlays to be made on the same day at your practice.

Benefits to your clients include:

- Clients are spared a further visit and another injection,
- Temporary restorations or messy impressions are generally not required,
- The dentist and client have full control over how the restoration will look, and;
- Most recent evidence shows that crowns made this way, are more durable and less destructive to healthy tooth tissue than traditional crowns.

## 1.2 Products and Services:

### Oral Surgery and Dental Implants:

You stated that dental implants normally retail for \$5,500 from start to finish for 1 tooth with incurred laboratory costs of \$1,200.

4 teeth on 2 implants can retail between \$13,000 and \$14,000.

### Orthodontics Invisalign:

Your Invisalign treatment retails for \$6k and incurs laboratory costs of \$3,000.

### General and Preventative Dentistry:

Same Day Crowns and Inlays.

Teeth Whitening.

Facial Wrinkles and Dermal Fillers Treatment

## 1.1. Main Competitors?

There are a LOT of dentists around you and about 10 competing dentists within a kilometre of your business including

- NIB Dental Care Centre,
- Community Dental,
- Nib Dental.

## 1.2. Target Audience?

- You have identified your most profitable target market as being clients requiring dental implants and this is the area of service you most want to increase. These clients can be male or female and are typically 35 - 65 years old and in some form of employment or recently retired.
- It would be good if I could receive a breakdown the percentage of income you receive by different age groups (0-10, 11-20, 21-30, 31-40, etc.) and then have those numbers categorised by male and female.

It may be that 60% of your income come from one segment (*eg: 35 - 45 year old females*).

That would obviously determine the social media strategy I would recommend and the message to market match (*a 20 year old male talks in a different language to a 40 year old woman*).

### **1.3. Upsells:**

You provide clients with a “one-stop-shop”.

All their treatment requirements for dental implants, for example, are provided at the same premises.

This prevents your clients from having to attend an appointment at another location or endure an additional injection.

You provide Teeth Whitening and Facial Wrinkles and Dermal Fillers Treatments.

These treatments could be packaged or bundled for clients who select an Invisalign or Dental Implant package.

### **1.4. Wow Factors:**

As stated, you offer your clients a “one-stop-shop” when it comes to dental implants.

You also offer Same Day Restorations, Crowns and Inlays.

You use a Conebeam CT scanner, providing greater accuracy whilst minimising the risk to your clients.

**You also offer:**

- Emergency appointments
- Dedicated parking
- Extended opening hours
- On the spot HICAPS claiming
- Gap free preventive dental (with eligible health fund) for children
- Medicare child dental benefits scheme

Nonetheless, I believe you might need to consider offering an “artificial wow factor” – to not only distinguish yourself from competitors, but to also take prospects’ eyes off the price.

One example of this could be providing your clients with interest free payment plans for Invisalign and implant treatments.

### **1.5. Are You Positioning Yourself As The Expert?**

You could definitely do more in this area – the only promotion I could find where you show your expertise is on your Facebook page, showing the before and after pictures of clients who have undergone Invisalign Treatment and Teeth Whitening.

Images of patients “before and after” dental implants could be very compelling and obviously the greater the difference in the “before and after” pictures, the more impact you’ll achieve.

The only issue with this approach as it relates to **Facebook advertising**, is that the Facebook policies and advertising guidelines prevent advertisers from promoting ads with “before and after” shots, and ads that focus on one body part.

### **1.6. Problems of Your Audience?**

The biggest problem facing your target audience is missing teeth which reduces client confidence and reduces their ability to smile.

Other clients have crooked or discoloured teeth requiring straightening and whitening.

### **1.7. Major Benefits of Your Service?**

People end up with a beautiful smile and increased self-confidence.

Missing teeth make people less confident, causing them to be afraid to speak to others, socialise or even smile.

Missing teeth can cause negative judgements to be made and have a very real impact a person’s success in receiving job offers, promotions and other significant opportunities in life.

Your clients simply want to have a smile worth showing. When people smile they feel happier and your services make this possible.

Many studies have shown that when people lack the confidence to smile, they are generally less happy.

## 1.8. Online Marketing?

You don't really feature a problem/solution demeanour to your homepage.

Looking at your website there is no compelling headline.

I'd suggest your website should exploit what I believe is a dramatic, emotional, and financial "**problem/solution scenario**."

I think you need to be considerably more upfront in order to enjoy an "instant impact" – but more about that in Section 2 and 3 of this paper.

I understand that within the dental profession, you need to be careful using video testimonials – but there are ways you can capture general comments from clients that are powerful and persuasive.

"Storytelling" is the name of the game!

I also recommend using a "data collection" facility on your homepage.

That way, you'll build a database of leads for potential email marketing, SMS marketing, outbound call marketing, and Facebook remarketing.

And on the topic of remarketing, I recommend that you ensure your Facebook pixel is embedded on your website too.

I'm confident that with the added direct-response components, the storytelling and putting your **interest free payment plans** (*for less than \$7 a day as an example*) on a pedestal, you'll not only see the bounce rate improve on your website but also your **conversions**.

I suggest we need to look into your SEO and the AdWords search terms you may have been bidding on previously, to make sure that you're bidding on the most popular terms that people are actually searching for.

It's interesting that most of the best internet marketers in the world say that SEO is their lowest return on investment and they prefer to simply purchase traffic through search, social, or lists.

Currently you're not engaged in any SMS marketing.

### 1.9. **Offline Marketing:**

From our discussions, it does not appear that you have used letterbox brochures, direct mail, newspapers or other offline marketing.

1.10. You mentioned that you have a reasonable sized database of prospective clients, but you are probably not utilizing it to its full potential.

1.11. We discussed offering a free health fund only consultation to your clients.

This Gap-FREE consultation includes a scan valued at \$250 and a dentist consultation valued at \$105 with no out of pocket expenses to your clients.

Again, I'd encourage you to considered offering Finance Options to expand your pool of potential clients.

### 1.12. **Referral Marketing/ Joint Ventures?**

We can discuss **school and club sponsorship** in relation to linking club and school benefits with actual appointments in the clinic.

This approach could definitely help you get promoted more enthusiastically through the various club and school newsletter ads.

e.g: For every new Implant or Invisalign client who comes from the school, the school receives a REWARD POINT – When the school reaches X reward points, it receives a FREE library computer from you (*or other incentive*).



# Website

## 2.1. Website Overview:

Your website provides clients with a lot of information to assist them in decision making, but no emotionally compelling content to convince them to use your services.

You highlight many of the features your service provides but do not highlight the benefits.

It is the benefits rather than the features that will compel your clients to use your services.

I recommend that you consider creating a new “Homepage” at the very least.

But if you’re open to a complete New site, I believe this would be a great “first move”.

I believe it’s important for you to showcase yourself more prominently as **(Suburb Name) #1 One-Stop Implant and Invisalign Dentist**, elevating your personal and professional “expert” status.

I believe it’s important to feature you personally on both your “Homepage” and “Staff” page – so that you are being effectively elevated to “trusted advisor/expert status.”

I understand that “specialist orthodontists” and dentists like you with some specialised skills and qualifications in general surgery and plastic surgery, are often frustrated with regular dentists stealing prospective clients by inferring that they have similar skills and qualifications to yourself.

So taking into consideration that your market share has most likely also been eroded by such dentists in recent years, I recommend that it’s time to quickly elevate your brand persona to that of a “Masterchef” –



where you are seen as the trusted “specialist” advisor and therefore theoretically people are prepared to pay more for your services.

I also believe a powerful tactic would be to cast doubt in parents’ minds - for example, about using a lesser qualified “regular dentist” for braces and other orthodontic needs.

Let’s face it, when the “health and safety” of one’s child comes into play, 99% of parents will be more than happy to “pay more” to an expert.

It’s this emotional direct-response marketing tactic that we need to give more significance to, so that you can hopefully extinguish the drain of prospects going to your “regular dentist” competitors.

And whilst your website is relatively comprehensive with its content, I believe **the homepage** needs more impactful “direct-response ingredients” that are more sales-focused.

At the moment, your homepage tends to be “information-focused” – I believe with the inclusions that I recommend in the next point, you can turn the homepage into a **24/7 Sales Centre** for your business.

And I recommend that the aerial pics of Newcastle Beach be replaced with more appropriate imagery.

And in terms of the proposed “Finance Options”, you might be able to cover much of this on your homepage?

Let’s not forget that in this online world, **your homepage** is your “Director Of First Impressions” – and therefore it is absolutely vital that you create the right overall image for your business on this page – so let’s make sure that you personally are projected as “the Gordon Ramsay” of your industry!

## **2.2. Homepage Recommended Inclusions:**

It goes without saying that your “homepage” is of course the most important page of your website.

Let’s face it, your “homepage” is essentially the “make or break” section of your entire website.

My advice is to give it the attention it deserves – and ensure that it has the appropriate “direct-response components” to firstly make visitors “sticky” and secondly, warm them up so that they will be enticed to view more pages on your website (*in other words, spend more time in your sales environment*).

***I have included herein a layout of my recommended homepage for your website, which has the following inclusions:***

**a) A Benefit Driven Headline (or Problem/Solution Headline):**

Remember, you have around 3 seconds to capture the attention of your website visitors and therefore your headline is vital to keeping them interested!

In your case, it might be something like either of these:

- ✓ ***“Here’s Why Many Regard Us As Newcastle’s Leading Expert For All Dentistry Needs”***
- ✓ ***“Here’s Why Dr Chris Is Newcastle’s #1 One-Stop-Solution Expert For Child & Adult Braces and Implants! Enjoy trusted orthodontic procedures by one of Newcastle’s most experienced Dental Experts, Dr Chris!”***

**b) A Welcome/Explanatory Video:**

There’s a number of options with the “style” of such a video.

- i. You present the video yourself and feature video snippets throughout.
- ii. You use a professional presenter to do the same thing (*see our Supplier List for a company that provides such presenters*).
- iii. You use a carousel of photographs with zooming and panning – so that it has “theatre and movement” - with appropriate music and voiceover.

To give you an example of this style of a website Welcome Video, here's a sample:

<https://www.youtube.com/watch?v=SkTI8dJ2jz8>

- iv. You can create a “video” with an on-site shoot version of option iii.

My personal preference is either the iii or iv option, where you create a “storytelling video” that highlights your benefits and expertise.

If you're interested in getting such a video produced, one of our suppliers is [www.bigpicturemedia.com.au](http://www.bigpicturemedia.com.au).

They provide the **production/editing, script, music and voiceover** for a packaged price – and provide a special deal for private clients.

**My vote goes to exploiting a “more storytelling” style of video & whilst the “carousel image format” is fine (Option iii), if budget permits, you might like to consider a “location shoot” version like the following:**

- <https://youtu.be/oqSqC8KhDDk>  
a Gold Coast “expensive” optometrist who wanted to make people feel comfortable about eye exams)
- <https://www.youtube.com/watch?v=SeyB3qOfvLA> (a Brisbane Burger Bar that wanted to communicate “the experience” of visiting their restaurant)

In both these cases, you'll note “the storytelling” style, taking the viewer through a process of “positioning” the business as “THE EXPERT” – both of these were produced by [www.bigpicturemedia.com.au](http://www.bigpicturemedia.com.au)

Nonetheless, you may have lots of contacts in this area yourself, so it's entirely up to you.

The great thing is that once you have a structured Welcome Website Video like this, you can actually create cut-down versions of 30 secs, 60 secs and longer - and use them as Facebook video ads.

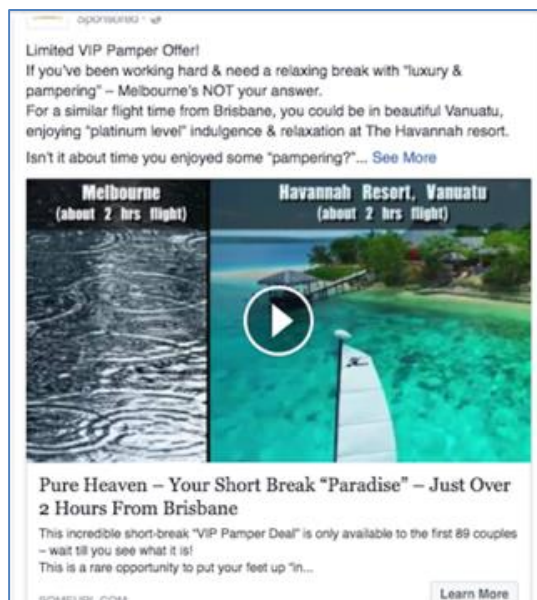
## Facebook video ads.

*(Obviously, within the rules of the industry body)*

Here's an example of a **Facebook video ad** that Big Picture Media put together for an upmarket Vanuatu resort. Because this ad was designed to concentrate on South East Queensland, the "creative" is highlighting to Brisbane and Gold Coast people that the flight time to "dreary Melbourne" is the same as the flight time to "exotic Vanuatu."

Just click the link below the screenshot to watch the advertisement.

Please keep in mind that whilst Facebook doesn't have any time limit for video ads, Instagram does have a 60 second limit.



Here's the link to watch this ad

<https://www.youtube.com/watch?v=yVAX-5OqRMU>.

### c) A Maccas Menu Board:

You do present your clients with a clear and concise menu which allows them to navigate to the topics:

- General & Preventive Dentistry

- Same-Day Crowns and Inlays
- Dedicated Hygienist
- Dental Implants
- 3D Conebeam X-ray
- Wisdom Teeth
- Invisalign Orthodontics
- Teeth Whitening
- Facial Wrinkles & Dermal Filler Treatment

I'd suggest that you have a more visually prominent display of your services with a graphic "menu board" on the homepage, with panels being devoted to each service.

In other words, what I personally label as a "Macca's Menu Board" of options.

**d) A Free Report (*in order to capture website visitor data*).**

The idea of providing a Free Report to website visitors is to capture as much data as possible – remember, the majority of people visiting your site are probably "shopping" and therefore comparing your offers with competitors.

So it makes sense to provide them with an incentive that leaves you with their contact details, so you can follow them up within 24 hours to try to convert them!

Your Free Report might be titled something like, *"The 3 Biggest Mistakes People Make When Choosing Braces For Their Children"*.

Please don't take my report title "too literally" – you might like to choose other subject matters.

I'm simply providing you with a thought-starter so that you can appreciate the logic and rationale behind this homepage inclusion.

**e) Finance Options:**

I recommend you consider providing "finance packages" to your clients.

Given the \$8,000 price tag for Invisalign braces and the \$5,500 to \$14,000 cost of dental implants, I think it's important that you devote a more prominence on your homepage to highlighting the possibility to:

*“Look And Feel AMAZING! Gain Greater Confidence With A Million Dollar Smile From Just \$5 A Day”.*

*Less than the cost of a cup of coffee.*

Let's grab the attention of a concerned parent when they are “on the homepage” – rather than risk them not seeing the “Finance Options” subpage should you consider devoting such a subpage for the financing options.

Of course, these details can be repeated on a “Finance Options” subpage.

#### **f) The 3 Biggest Benefits of Using You:**

You have listed the following as the major benefits of using your services:

- State of the art technology allowing restorations, crowns and inlays to be made on the same day using the amazing Cerec 3D CAD/CAM milling centre.
- Dental implants are conducted, from start to finish, at the surgery without referral.
- Conebeam CT scanning, which allows for very detailed images of the teeth and jaws with a very low radiation dose – hence minimising risk to patients.

But these don't exactly leap off the homepage and command the reader's attention.

The homepage is where you would condense your many benefits into the “three most valuable” – so that you are focusing your prospects' attention on other things rather than price!

I'd encourage you to consider amplifying the frustration of time wasted driving back and forth across town, booking multiple appointments, and sitting for countless hours in multiple waiting rooms, paging through the same outdated Woman's Weekly

magazines for the dentist, the scanner, the laboratory, the surgeon, and then back to the dentist again.

Invite your readers to “Say GOOD BYE” to all of that frustration and time wasted in dreary waiting rooms and offer them a simple and complete all in one custom solution.

And once again, this gives you the opportunity to reinforce your “expert and trusted advisor status.”

### **2.3. Website Construction:**

Of course, if you agree with my suggested homepage layout and other website recommendations, you can simply refer my ideas to any website designer you like.

However, I often refer Masterclass clients to our Rolodex of preferred suppliers including website design specialists.

You may care to speak with any of the website companies on our Rolodex.

For your needs I particularly recommend you consider our website contact in our preferred list.

If you'd like to see some of the example website transformations I've been involved with, simply go to the “website makeover page” of my website at: <http://www.theinstituteofwow.com/website-makeovers/>.

### **2.4. Creation of Free Report:**

Please don't get “stressed out” with regards to the workload behind putting together a Free Report.

I'm sure you would have numerous ideas of “subject matters” that you know would be of interest to your target audience – my earlier suggestion is just a “thought-starter.”

Generally, a Free Report is more appealing to one's prospects if it highlights "The X Number of Biggest Mistakes Made" - as people always are interested in "avoiding pain!"

*(Ha! I'm sure you know that!)*

Your Free Report only needs to be 2 or 3 pages (A4 size) – keep in mind, no-one should complain, as it's **FREE!**

If you choose to go down the path of "*The Three Biggest Mistakes*" – here are some common mistakes that people make in any purchase:

- a) They went to the wrong dentist or orthodontist – one with less experience and industry knowledge than you!
- b) They paid way too much and got way too little with a competitor!
- c) They didn't check out the credentials and reputation of the other dentist they chose! *(and suffered as a result!)*

You may have lots of other "client mistakes" that you know of in your industry and therefore you can expand your report if you want to.

But in my experience, a headline such as "*The Three Biggest Mistakes That Most People Make*" is one which the majority of one's target audience reacts to.



# Website Home Page Layout

**Dentist**

00-00 00 000

Here's **WHY** Many Regard Us As Newcastle's Leading Expert For All Dentistry Needs

Explainer Video  
(promoting Luc's expertise particularly)

**Professional Services**

Mace's Menu Board

Braces  
Invisalign  
Early Treatments  
Stop Snoring  
Complex Treatments  
About Dr. Papa

**FREE REPORT!**  
"The 3 Biggest Mistakes That Parents Make When Choosing Braces For Their Children"  
GET INSTANT ACCESS NOW!

**Need Finance - We Can Help With That**

Finance Explanation

**THE 3 BIGGEST BENEFITS OF USING US!**

1  
2  
3

Big Benefits

Contact & Social media





# Marketing

## 3.1. Direct Response Website:

Although I've covered this subject extensively in Section 2 of this paper, I think it's worth reiterating the importance of having a "direct-response website," given this is my **Marketing Recommendation Section** of the report.

I won't spend much time digging any deeper, as Section 2 provides you with the rationale for my recommended inclusions.

I hope you see the logic in my recommendations – your current homepage doesn't contain the "emotional direct-response inclusions" that I highly recommend – and therefore regardless of any valuable content on the page, the overall demeanour is somewhat "feature-driven" rather than "sales-focused".

My view is that a homepage should **not** simply be an "information portal", rather it should be a **24/7 sales machine** for your business.

My marketing mantra is all about creating measurable direct-response tactics both offline and online – hence you'll see that my recommended homepage inclusions are all based around very measurable "sales-driven" components.

And as I mentioned in Section 2, I think you should consider an entire website makeover.

And of course, given that your website is a vital part of your marketing communications, it's worth including it here as the first point in this **Marketing Recommendation Section** of my paper so that it is an agenda point for future discussions.

### 3.2. Wow Factors:

While a lot of dentists say, “we do implants”, they actually outsource many of the components of the process.

As I’ve mentioned before, I believe you can highlight more clearly how your clients benefit by your team providing all services from the one location with one practitioner overseeing every aspect of their treatment from beginning to end.

You’ve highlighted that your target audience stretches across a fairly broad age range - in some instances from children to seniors – and if you felt that a “Wow Factor Bonus” would help increase sales, perhaps **6 x Gold Class Movie Passes for Two** might be worth considering?

Movie passes are a classy way to reward customer loyalty.

A trip to the movies could be a reward for a senior couple who have their twice-yearly dental check ups completed.

Patients who acquire braces from you would be rewarded **6 x Gold Class Cinema Passes for Two** – meaning that they could go to the movies in style every couple of months on you!

In other words, regardless of age group, or service provided, patients could enjoy a pleasant bonus for using your service.

The reason a bonus such as this might be appropriate is that it suits all ages and demographics.

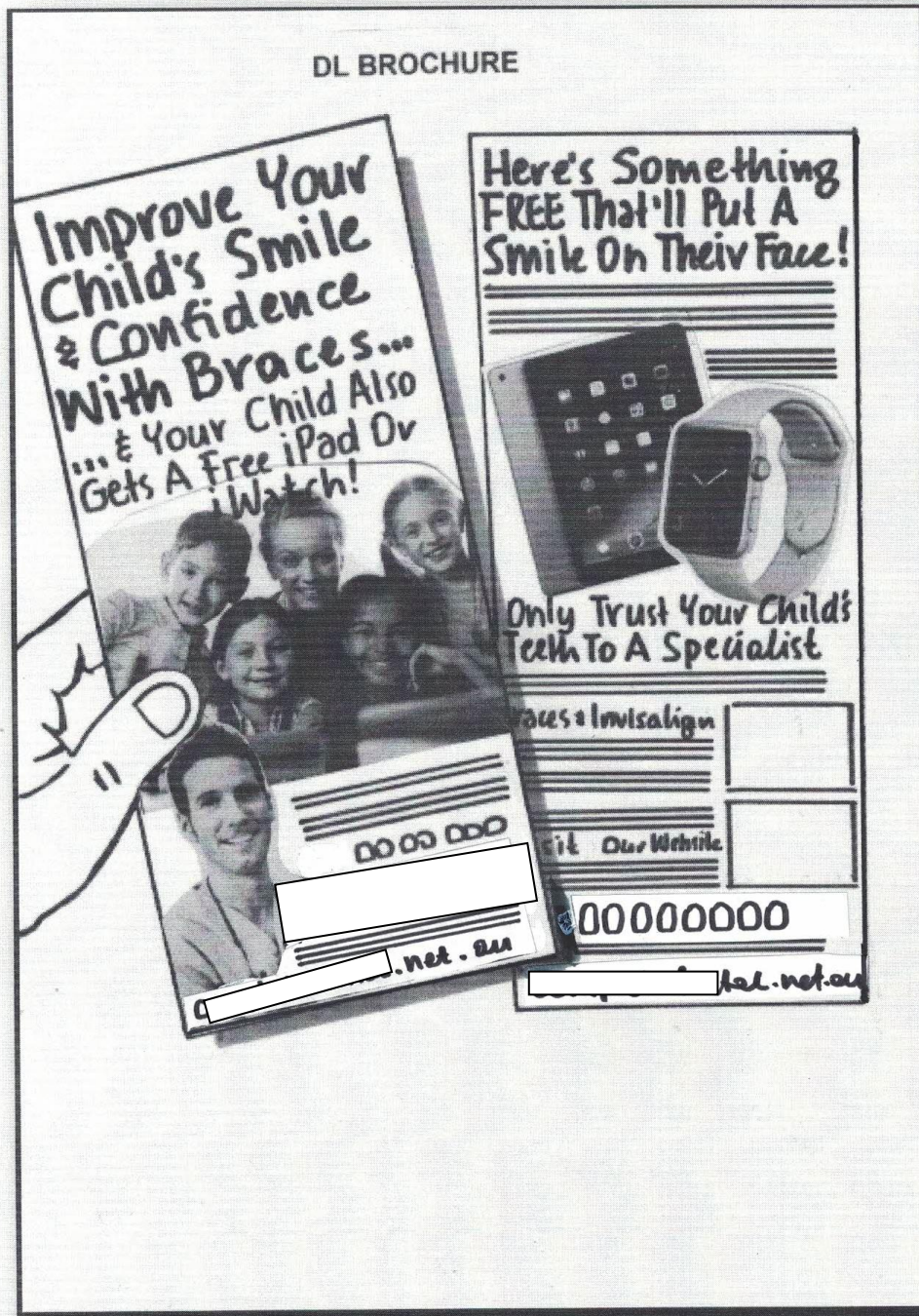
Let’s talk more about this if you would like to go down this path.

We can then design the “communication path” for promoting it.

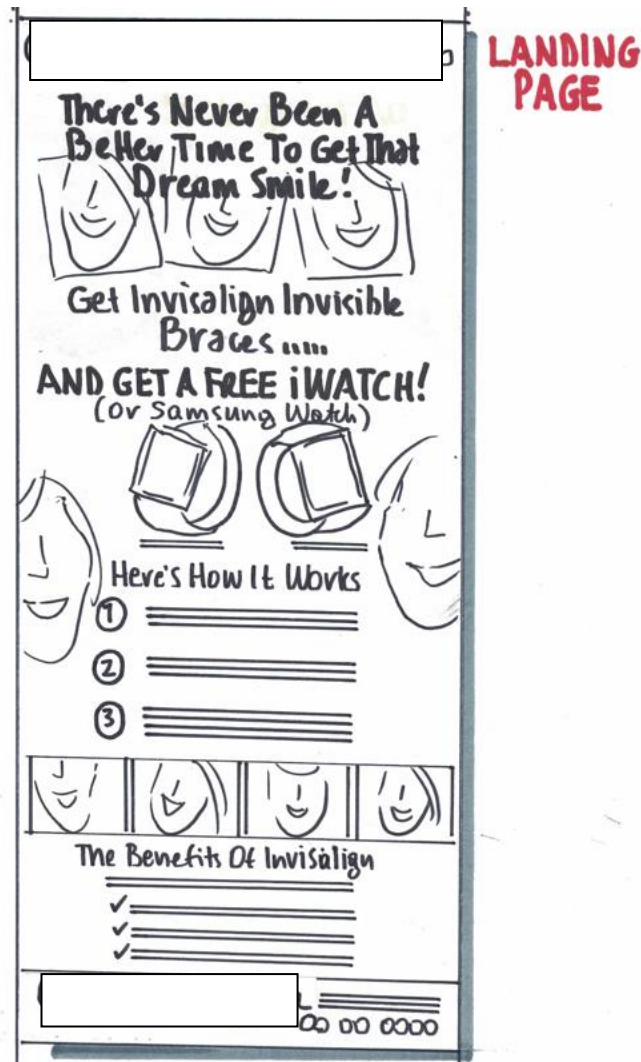


Another "WOW factor" bonus might be a free iPad or iWatch – targeted at the teenage market.

Suggested Brochure Layout







If these types of “incentives” are concepts you feel are worth testing, let’s talk more about them and work up some creative strategies.

### 3.3. ONLINE MARKETING:

#### a) Facebook Advertising:

Given that Facebook advertising is the “most laser-targeted form of marketing” in history, it makes sense for you to let us evaluate and improve your performance on this platform.

And the great thing with Facebook ads is that you can target prospects specifically to their “geo-demographic profile” – meaning that if you want to focus on a particular area and to a particular audience (*in your case Newcastle and local postcodes*) – you’re able to structure the campaign so that your ads only appear in front of those people.

You have stated that the area of your business you most want to grow is the provision of Dental Implants as this is the most lucrative service you provide. Consequently, you would be targeting 35 – 65 year old clients who are employed or retired and live in the vicinity of your clinic or just outside of this area.

And being a “pay per click” advertising model, you’re paying **on success** rather than sometimes spraying bullets and having a large wastage factor with traditional offline media (*e.g. newspapers, radio, TV, etc.*).

Facebook has approximately 400,000 data points for each of its users, so it’s a smart idea to upload your existing database to Facebook and create a “look alike audience” from this database that closely resembles the digital fingerprint of people who have already purchased from you.

In this way you are laser-targeting the right people.

Please find following a layout of what your Facebook ad might look like - my view is that you should use a Facebook **video ad** rather than a **photo ad**, as research shows this format is far more shareable, is better optimised by the Facebook algorithm as it engages people for longer on the platform and is simply more compelling.

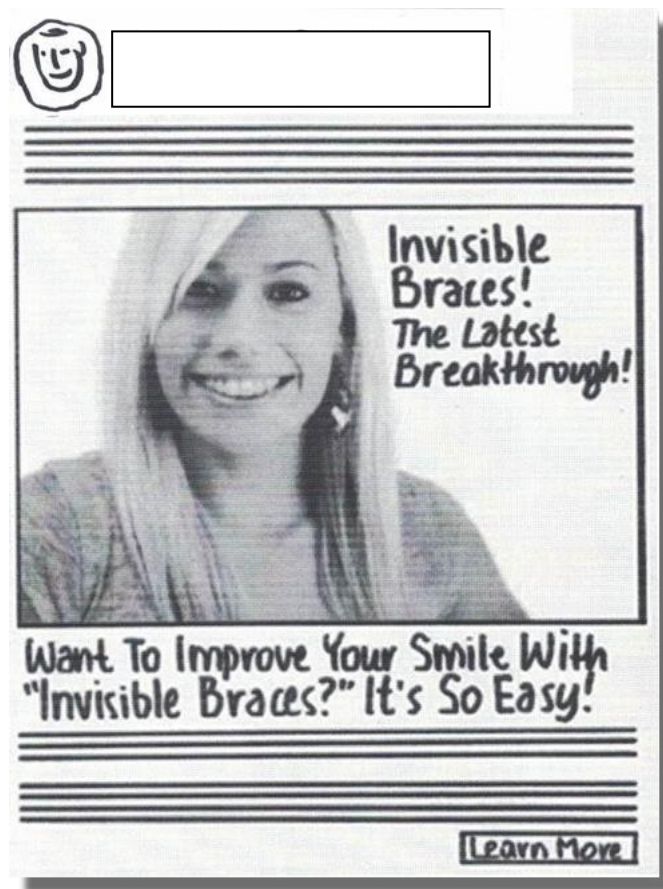
There are lots of videographers you can choose from of course – but if you were looking for a very cost-effective solution, you might care to speak to [www.bigpicturemedia.com.au](http://www.bigpicturemedia.com.au).

They specialise in putting together Facebook video ads for very competitive prices – see details on their website.

*(I’ve covered this in Section 2 of this report.)*

Nonetheless, if you already have a video supplier, I’d be happy to provide my thoughts to them.

## Suggested Facebook Ad



### b) Instagram Advertising:

There's no need to say too much here, because my advice is virtually a "carbon copy" of my recommended Facebook advertising.

You just need to take into consideration that Instagram has a "60-second cap" on its video ads.

### c) Remarketing:

I suggest that you also "test" remarketing – which is also known as "retargeting."

It's an online advertising strategy where your ad pops up in front of people after they've left your website without booking an appointment.

These days, most websites only convert 2% to 3% of traffic on the first visit – and remarketing is a tool designed to help you put your message in front of the 97% or 98% of website visitors who don't convert right away.

Essentially, all of your website visitors get “cookied” and then your ads follow them all over the web.

We use it ourselves for the Institute Of Wow and it has proven to be effective because it focuses the advertising spend on people who are already familiar with your brand and have recently demonstrated interest.

The price tag for PPC remarketing is normally much lower than a standard Pay Per Click search campaign like Google AdWords for example.

Whilst a “Google Pay Per Click search ad” might have an average cost per click of \$2 to \$3, a remarketing ad might have an average cost of just 25-50 cents.

*(Obviously these figures are "examples," as PPC costs differ widely across industries)*

Following is an example of one of my own remarketing ads on the next page – so that you have an idea of what I'm talking about.

Remarketing can also be done through Facebook.



If someone visits your website, and you have the Facebook pixel installed on it, you can then remarket these people through your Facebook Ads



**d) Search Engine Optimisation (SEO):**

You said you have already invested significantly in this– and that’s fine.

I recommend one of our suppliers give you an audit, where they can look at all aspects of the SEO work that’s been performed so far, and identify potential areas for improvement within your website.

If implemented, I believe these improvements will:

- Allow better indexation of the website pages within the search engines,
- Increase overall traffic, sales and conversions,
- Correct any issues that lower the sites overall performance, and;
- Provide thorough keyword research that will help boost highly targeted traffic to increase leads that potentially lead to sales conversion.

## e) Google AdWords

As you probably know, Google AdWords is a “pay per click” advertising model where you only pay when someone clicks on your ad.

I’m not sure what rankings your SEO has been able to achieve for you, but if you’re not on Page 1. of Google for various keywords, you may care to “test” Google AdWords?

After all, this form of advertising is pretty “laser-targeted,” as your ad is appearing in front of people when they are searching for dental services – and therefore they are presumably reasonably “warm prospects.”

## f) Email Marketing:

I recommend that you test some email blasts to your database of previous customers, highlighting to them that you appreciated their custom some time ago and would like to inform them of your special “Offer” with the “Wow Factor Bonus” – in case there may be others in the family (*or perhaps colleagues*) who may need Implants or Invisalign – or other treatments?

We need to talk to you about the offer and content of such a campaign, but here’s just an example of the sort of email you might like to send:

***Subject: Anyone Else in Your Family Who Might Need Braces?***

*Hi (Name),*

*Dr. (name) here from (Dental) Surgery and Implants.*

*You might recall that you used my Orthodontic services for gaining Braces (put approximate date here) – I trust you were pleased with my expertise and the ultimate outcome of a wonderful smile!*

*The purpose of this note is to invite you to contact me if perhaps other members of your family or friends might need similar Orthodontic assistance with Braces or perhaps Invisalign (invisible braces) and here’s some extra exciting news about a very special “bonus” that we have on offer at the moment.*

*Anyone who gains Braces from us before (date) will receive 6 x Gold Class Movie Passes for Two (worth \$100 each) to use at any time.*

*We've been able to partner with the Hoyts Cinema Chain to do a deal, and this Free Gift comes as a thank you with every set of Braces.*

*So, if a member of your family or perhaps a friend might need Braces, give my office a call and they can come in for a free check and I'll provide them with my professional opinion.*

*My office number is (phone number) or email me at (email address) and we can schedule a suitable time.*

*Look forward to hearing from you or one of your family in this regard.*

*Kind Regards*

*Dr. (name)*

### **3.4. OFFLINE MARKETING:**

#### **a) Direct Mail Campaigns:**

Some of the previous dentists we have worked with have a presence in schools (*which typically can be difficult to penetrate – as principals are somewhat wary of giving a leg-up to any commercial entities*).

I'm not sure if you've pursued this avenue for your business or not, but if you do consider it in the future, just be sure that any benefits you give to schools and sporting clubs are linked to Appointments or Bite Correction etc. so that the paid sponsorship program is incentivised and profitable rather than just simply being an unfruitful "Branding Exercise".

I wonder if it would be worth testing a direct mail campaign to sporting clubs and the likes of Dance Eisteddfod Organisations – particularly aimed at female children and teenagers (*or the "parents" of!*)?

Particularly in the dancing arena, one would imagine the opportunity is significant if you can convince "the list gatekeeper" to give you access to their database?

Every Mum wants their daughter to look terrific when performing, so this might be a ripe arena for communicating with such parents?

In terms of getting a database of such Junior Sport and Leisure Clubs, you might care to speak to a List Broker.

They will probably be able to provide you with **school lists** as well.

Perhaps the “angle” that should be used for getting access to these organisations’ parental databases might be to mirror the “Coles Computer Program” from some years back – where schools received free computers from Coles based on the expenditure of their students’ parents.

So, in the instance of gaining access to parental databases, you might lower the value of the “Happy Meal Toy” to the actual child – and share the “bonus reward” to the school or sporting/leisure organisation?

In other words, if you were going to devote 10% of the \$8,000 braces fee to a “wow factor bonus,” you might split that 50/50 between the child and the school.

*(i.e. Bonus Gift to child & \$400 to school.)*

Let’s talk more about this, because there may be some sensitivities we need to consider before crafting the appropriate direct mail letter to send to these organisations and schools.

It may also be worth testing direct-mail campaigns (*snail mail*) of a letter and brochure **to professionals** in the area where your clinic is located.

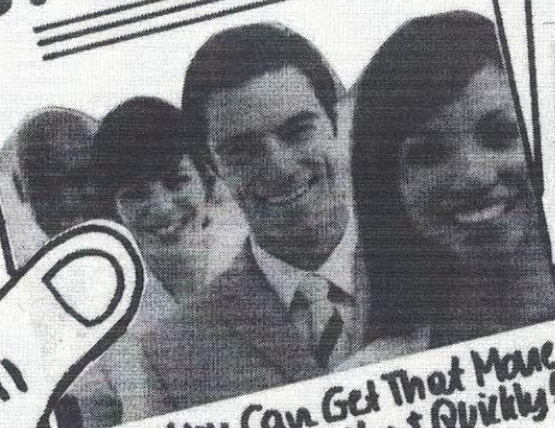
Given that professionals (*Accountants, Lawyers, Conveyancers etc.*) tend to have the need for a nice smile – and they have a reasonable income – they might be worth sending a specific invite letter and brochure to?

Again, the list broker would be able to help you procure a list of those professionals.


Please find following a layout of the sort of brochure that would accompany an introductory letter.



**Crooked Teeth An Embarrassment?  
As A Professional,  
You KNOW the  
Importance  
Of A Smile!**



**Now You Can Get That More  
Star Smile Easily & Quickly!**



**Why We're Regarded As  
The Leading Braces Experts  
In Newcastle**

Experts



DR. Joe AM    Dr. Scott AM

**Enjoy Invisible Braces!**



**Invisalign**  
Choose From Lots Of Options

## b) SMS Marketing:

Similar to the email campaigns, I suggest you might like to consider testing SMS marketing to your database, reminding them of the “wow factor bonuses” you are offering with braces treatment.

Similar to the email campaign, you would send traffic to an explanatory Landing Page where people can see how the offer works.

Given that most “email blasts” to large lists result in just a 15% or 20% open rate, **SMS marketing** is considerably more powerful, given that text messages **normally get a 94% open rate within 3 minutes!**

And you may care to join two text messages together so that you have a longer message – keeping in mind that the normal SMS message is just limited to 160 characters.

**An example of the type of text message you might like to send would be something like:**

*“Hi, Its Dr. xxxx of xxxx Dental Oral Surgery and Implants  
– I had the privilege of providing Braces to you some time ago and the purpose of this message is to invite you to accept a free consultation for any of your family who might need braces.*

*We are also providing 6 x Gold Class Movie Passes for two people with every Braces treatment – Contact us on (phone number) if you would like to discuss anything or schedule an appointment at (insert link).  
Regards, Dr. xxxx”.*

## c) Letterbox Brochures:

Despite the fact we live in the “online world,” it stands to reason that **letterbox brochure campaigns** should be part of your menu of marketing communications.

After all, the vast majority of your audience are going to be within that 10-15km radius of Newcastle – so it makes sense to test letterbox brochures to your local market perhaps on a monthly or bi-monthly basis.

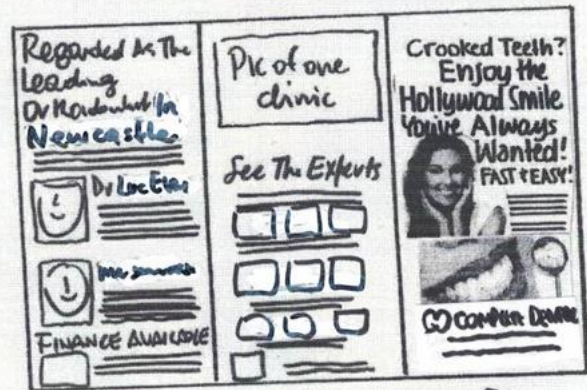
Following is an idea of what the brochure might look like.



A4 BROCHURE  
FOLDED TO 6 x DL PANELS



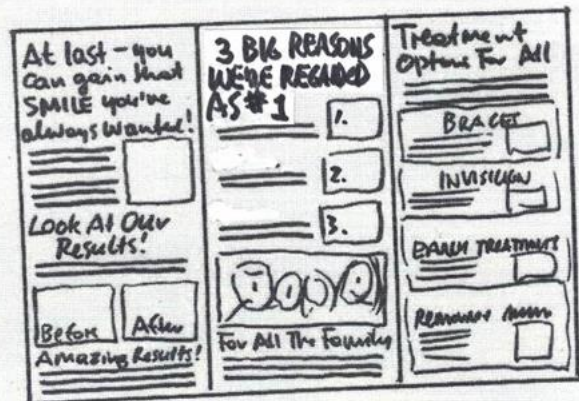
P.1



P.5.

P.6

P.1



P.2

P.3

P.4

And it's a perfect way of showcasing the "free wow factor bonuses" that I've discussed throughout this paper.

As a result of the National Census happening every 4-5 years, the Australian Government gets a clear indication of the "geo-demographic profile" of the Australian population.

Australia's population is broken up into about a dozen categories, the likes of:

- ✓ Northern Suburbs in Sydney = Champagne and Chardonnay Audience.
- ✓ Blacktown/Mt Druitt in Sydney = V8's and Videos!
- ✓ Southern Suburbs of Sydney Like Cronulla = Macca's and Little Tackers!
- ✓ Sanctuary Cove, Gold Coast = Grey Nomads.

The great thing about getting access to this “geo-demographic profiling” information is that you can laser-target your letterbox distribution to geographic areas that have a large representation of your target audience.

A good example of this would be a previous client of mine in Sydney, namely Parramatta Leagues.

This “poker machine club” was predominantly interested in attracting Asians and Arab nationalities, due to their propensity to gamble on the poker machines.

Therefore, we used geo-demographic profiling statistics to identify “streets” that had a 70% occupancy of those demographics – therefore laser-targeting our brochures and minimising wastage.

I suggest that you consider “testing” this targeted letterbox brochure marketing so that you can compare the ROI against other forms of marketing you are experimenting with.

There are two letterbox distribution companies that can assist you with providing such information.

These companies generally charge somewhere between \$40-50 per thousand for the letterbox distribution, including giving you access to their valuable “geo-demographic profiling” software.

### **3.5. Family Bundle Deal:**

Simeon brought up the “Family Deal” possibility just after you got off the call to attend to your appointment that was waiting for you, so we ran out of time to discuss it further with you.

So I’m simply including it here as an “agenda point” for our future discussions.

Let’s still discuss if there’s any merit in **bundling** (*ie: Family Deal*)?

### **3.6. Disney Plush Toys Incentive:**

Another “incentive” we spoke about during our call was the “Fluffy Toy” giveaway.

With this concept, you get to exploit the massive equity of the “Disney brand!!”.



The promotion includes a FREE GIGANTIC DISNEY PLUSH TOY as a bonus giveaway to children (up to say 10yrs) who get braces from you?

We ran out of time on the call, so I'm simply including it here, so we can "brainstorm" further!





# Conclusion

Hopefully this Marketing Action Plan provides you with plenty of “food for thought” regarding the marketing of Dental Oral Surgery and Implants.

Please appreciate that I still have had only a relatively small exposure to your business and therefore I’m hoping that you can digest my suggestions herein and choose “Marketing Options” which you believe would be the most important to initially focus on.

The whole idea of being involved with The Institute of Wow is that we initially assist in pointing you in the right direction – and then we provide you with advice when it comes to implementing your chosen tactics.

Please look upon the Marketing Action Plan somewhat as a “smorgasbord of ideas”, giving you the opportunity to choose which ones you believe are most do-able in the first instance.

Once you have determined this, the idea is that you can use my coaching environment to fast-track the execution of such marketing initiatives.

Because your website is your “Director of First Impressions”, it’s no surprise that I have recommended various actions in this regard.

These days, one’s website is the first port of call for prospective customers - and therefore it’s sensible to give this important marketing tool the attention it deserves.

After all, your marketing communications will be driving traffic to your website, so it makes sense to ensure that your website has the appropriate direct-response inclusions.

Once again, welcome to our “Private Consult Program” and I look forward to helping you grow your business throughout your membership.

Kind Regards

JD