

DIGITAL MARKETING

Dental Practices

We know that every dental office is unique and one size does not fit all when it comes to your marketing. That is why we created a flexible marketing system focused on building and growing your dental practice.

It builds the foundation you need, but provides the flexibility to select and implement only those digital marketing activities that will help improve and grow your business.



- No more catch-all packages with too many things that you don't need or aren't ready for in your business.
- No more being tied to a single system – use the tools that work the best for your goals.
- No more feeling like just an “account” – connect with an experienced team that cares.

Our system consists of two parts: Builder and Add-on. First, you select the Builder Level that fits your needs, then add modules that make the most sense to help reach your marketing goals. Pay for only what you need.

FEATURES:

	STANDARD	PRO
	\$5,997 + \$599/mo.	\$14,997 + \$1499/mo.
Marketing CRM Setup	✓	✓
Point-and-click ease of use	✓	✓
Contacts	500	2000
Users	1	3
Import Contact List	✓	✓
Setup Email Templates and Branding	✓	✓
Lead Capture Document	1	2
Lead Capture Page	1	2
Five-touch lead follow up campaign	✓	✓
Training	1.5 Hours	3 Hours
Technical and Marketing Support	1 Hour	3 Hours
Strategy/Consulting Calls	-	1.5 Hours / month
Promotional Email Blasts	-	1 / month
Dashboards - Standard	1	3
Dashboards - Custom	1	4

CAMPAIGNS:

Utility Campaigns (email verif, phone verif, etc.)	1	5
Patient Welcome	1	1
Product/Service Marketing Sequences - general	2	6
Product/Service Marketing Sequences - recommended	1	6

Additional users can be added for \$29/mo

Additional contacts can be purchased at \$100/mo per 500 contacts

Additional Utility Campaigns or Product Marketing Sequences can be purchased for \$49/mo

Pricing is listed in US Dollars

Add-On Modules



LOCAL SEO

Increasing visibility for your practice to reach patients locally within a geographic area close to your office.

Setup \$899 / \$499 mo.



ORGANIC SEO

Increasing visibility for businesses who don't have a local focus and want to generate leads and customers through their website and online marketing.

Setup \$899 / \$799 mo.



BLOGGING

Keep engaged with your patients through regular postings (4 per month) on valuable topics related to dental care or services.

Setup \$399 / \$799 mo.



ONLINE ADVERTISING

Use Facebook or Google to reach new patients with online ads focused on target keywords and patient demographics.

Setup \$499 / \$999+ mo.



EMAIL PROMOTIONS

We will create one email broadcast per month that will promote time-sensitive specials and promotions.

Setup \$597 / \$297 mo.



ADDITIONAL PATIENT CAPTURE PAGE

We will create one additional PDF and data capture page that can be used to capture new potential patients.

Setup \$697 / \$97 mo.