



Marketing Plan

“Get the word out!”, you have a NEW clear aligner program! The following marketing strategies have been shown to increase case starts. We recommend working your way through the list one by one, until all are implemented. Start at the top and work your way down, as they are listed in priority order. For your convenience, we’ve included locations within the downloadable document to list a responsible team member for each strategy.

1. **In-office Marketing** (Lead team member:_____)

There are many ways you can promote your new aligner program in the office:

- ★ Display brochures & pass-along cards
- ★ Use your customized **New Patient Intake Form** for every new patient
- ★ Ask your patients to help you get the word out. People love to help when it’s for a good cause.
- ★ See the full **In-Office Marketing Guide** for recommendations on how to best maximize your My Smile Choice™ marketing materials throughout the office.

2. **General Announcement by Email & Text** (Lead team member:_____)

When you first implement My Smile Choice™, you’ll want to announce this new program to everyone! Here are the key materials you need for a successful announcement:

- ★ **[Step-by-Step Announcement Guide](#)**
- ★ **[Your Custom Flyer](#)**

3. **Text Price-Shoppers** (Lead team member:_____)

When you receive an inquiry (call or text) from a potential new patient, you want to let them know you have a new clear aligner program that makes it affordable for everyone. Ultimately, you can text them the link to your custom My Smile Choice™ micro-site.

NOTE: *If you cannot find your link, please contact your BrilliantDoc Representative or email us at help@brilliantdoc.com.*

4. **Promote Tandem Treatment™** (Lead team member:_____)

When a new patient consult is scheduled for a child, make sure the parent knows about Tandem Treatment™. This is when a parent is incentivised to start treatment at the same time as their child(ren). This can be done in many ways. You'll need to choose the method that's right for your practice. Here are some examples:

- ★ Put a brochure in the welcome packet for all new patients. If you mail out a folder of information to all upcoming new patient consults, then it is a great idea to include one of your custom My Smile Choice™ brochures in each one to promote Tandem Treatment™.

TIP: To make sure the parents know that the brochure is for them, we recommend putting a handwritten Post-It note on the front distinguishing it for them.

- ★ Send your custom My Smile Choice™ micro-site link in a welcome email. If you send a welcome email with links to online patient forms, add some verbiage about your new aligner program for adults and mention there are "...extra discounts for doing treatment with your child(ren)."
- ★ Mention it in the consultation. Make sure parents know about the extra discount on comprehensive/Complete treatments if they start treatment at the same time as their child(ren).

NOTE: It's mentioned at the bottom of the new patient intake form that should be used on all new patients.



5. **Social Media** (Lead team member:_____)

Use the My Smile Choice™ images & captions on your practice's Facebook, Instagram & Twitter accounts:

- ★ **Social Media Post Images**
- ★ **Copy & Paste Social Captions**

REMEMBER: Social media is a free window into your community! People love to engage online. Make sure to respond back to any comments or shares!



6. **Smile Choice Day(s)** (every 6 months) (Lead team member:_____)

Typically pending patients are in the system for about 8 weeks and it's noted that after that time they likely won't start. That means there's a long list of inactive patients in your practice management system just waiting for a new reason to start treatment! After all, they made the effort to come into your office at some point, so you know they want to do something to enhance their smile. We have found that announcing My Smile Choice™ to all adults who never started has generated quite a few new starts!

We recommend this event be done, initially, to all past consults of record and then every 6 months after that. Follow these steps for a successful event:

- ★ Determine the date/time of your event. You want to plan 6 weeks out to give you adequate time to plan & promote the event.

TIP: We recommend the first event be on a specific date/time to do back-to-back consults/starts as repetition helps establish comfort with the new program. From there, you can just fit them into your regular schedule.

- ★ Pull a list of all emails & phone numbers of all past adult consults who never started treatment.

- ★ Follow the **Smile Choice Event Guide** to organize & promote the event.

IMPORTANT: While the Smile Choice events are focused on past consult recovery, they are open to any potential patients looking to enhance their smile.

7. **Social Media – Paid Ads** (optional) (Lead team member:_____)

Paid advertising is a quick way to get the word out and increase leads. However, having never had contact with these people before, it takes a bit more effort to convert these leads into case starts. Therefore, we recommend that you follow through with the prior marketing recommendations first. By the time you get through the strategies listed above, you should be really familiar and comfortable with the My Smile Choice™ program and therefore get a better ROI on your ads.

NOTE: We can add a Facebook pixel to your custom My Smile Choice™ landing page so that if or when you are ready to advertise you already have a custom audience to advertise to. Just provide us your Facebook pixel code.

**DISCLAIMER**

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