

ALL-IN-ONE LAUNCH MARKETING FOR YOUR NEW PRACTICE

90
DAY
PACKAGE



Everything you need to successfully launch your new practice from the dental marketing experts



IT'S ALL COVERED FOR YOU

From your launch action plan and fantastic marketing campaign to stand out branding and getting your practice online with web and social media, we provide everything you need in one package.



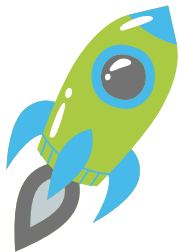
REDUCE THE STRESS

With so many things to focus on when opening a new practice - we'll take care of all your marketing.



WORK WITH DENTAL EXPERTS

We've helped over 150 UK dental businesses of all shapes and sizes, spanning all treatments and have a unique combination of dental sector & marketing expertise that we can bring to your new business



FIXED INVESTMENT

Are you struggling to set your marketing budget? We have your launch marketing covered - no hidden costs or surprises



EXCLUSIVE 10% DISCOUNT

This package has been created for Patient Plan Direct clients and includes a **special 10% discount** on our standard package price!



WHAT OUR CLIENTS SAY

"I've just opened a new squat dental practice and from the outset, Steve and the team at Smile Marketing were instrumental in helping me launch successfully using their planning skills and marketing expertise."

Dr Mike Lloyd Hughes, Principal

PatientPlanDirect

smilemarketing
for dentists



7 STEPS TO A SUCCESSFUL PRACTICE LAUNCH

Turnkey Marketing Solution – In One Affordable Package

LAUNCH PLANNING

- 90 day launch action plan
- Launch event checklist to ensure a successful practice opening
- Clear actions, responsibilities and priorities
- Key milestones & KPIs

BRANDING

- Clarify your brand values
- Logo, colour palette, fonts, icons
- Positioning – so your practice stands out from competitors
- Core messaging – to effectively promote your practice
- Brand guidelines

SIGNAGE

- Head-turning designs for all your important signs
- Includes fascia, entrance, patient lounge & interior
- Up to 4 design layouts
- Coordination of signage company

WEBSITE

- 'Mobile first' – up to 5 pages
- Design & build – all content (dental compliant)
- 3 month FREE hosting
- Email set-up
- Initial SEO (incl. Google Business Profile)

INTERNAL MARKETING

- A5 patient leaflet & PDF
- e-Newsletter template
- Practice letterhead
- Email footer
- Appointment & Review Cards
- Treatment posters x2 (e.g. teeth whitening, implants)

SOCIAL MEDIA

- Set-up 2 social channels of your choice (Instagram, Facebook, LinkedIn or YouTube etc)
- Header design
- 3 month content calendar plan

4 WEEK LAUNCH CAMPAIGN

- Google Display ad set up, planning and optimisation*
- New advertisers may be eligible for £400 Google ads bonus#
- Press Release announcement (300-400 words) & Blog
- A5 flyer for door drop and/or on-street leafleting*
- A board unit & A1 posters (x2)
- Includes print costs for all posters and leaflets (up to £500)
- Membership Plan promotion
- Creation of x16 social posts (2 per week x 2 channels x 4 weeks)
- Social media engagement – targeting local businesses & consumer groups

YOUR INVESTMENT

3 MONTHLY INSTALMENTS
OF JUST

£2,695 ^{+VAT} Incl. 10% Discount

Book an initial chat with Steve to discuss how we can help launch your practice

Steve Davey
Growth Consultant



07974 748 550



steve@smiledentalmarketing.co.uk



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£400 bonus is only available for new Google Ad customers and is on a matched funding basis.

* Package does not include advertising click budget (which is payable directly to Google) or leaflet distribution costs.