



smilemarketing  
for dentists

# PRIVATE INCOME BUILDER

The All-In-One Marketing package for any dental practice looking to generate more revenue and profit from private patients



## TRANSFORM YOUR PRIVATE REVENUE

Boost the income and profit of your practice by attracting more private patients



## LESS RELIANCE ON YOUR NHS CONTRACT

Ideal for owners seeking a change of focus and looking to reduce their reliance on UDAs or maybe those planning to withdraw from their NHS contract



## INCREASE LONG-TERM VALUE OF YOUR PRACTICE

Building a thriving private income stream both improves short-term profitability and creates long-term value for potential exit



## DENTAL PRACTICE GROWTH EXPERTS

We've helped over 150 UK dental businesses of all shapes and sizes to flourish with or combination of dental sector & marketing expertise



## MARKETING CAMPAIGNS BUILT FOR YOU

This all-in-one package includes the first THREE campaigns to help fast track your private income



## FIXED FEE

Are you struggling to set your marketing budget? We have your income generation covered - with no hidden costs or surprises!



## WHAT OUR CLIENTS SAY

*"With their help, we have implemented a more professional and effective marketing strategy which has seen the private gross of the practice more than double."*

Joe Dwyer, Principal

*"We have been working with Steve and Trevor from Smile Marketing for the past 5 years. We find them to be professional and dedicated, in terms of helping to generate new business through different marketing strategies, as well as the maintenance of the existing client base."*

Dee Ford, Business Manager



# EVERYTHING YOU NEED TO START GENERATING MORE PRIVATE INCOME



## Patient List Analysis & Marketing Plans

### Data & Planning are key to success

- In depth analysis of your existing patients to identify growth opportunities
- 12 month road map including 90 day launch action plan
- Phased budgets & KPIs
- Clear actions & responsibilities

## Brand Refresh

### First impressions really count

- Review your current brand identity and proposition
- Positioning and messaging – to set your practice apart and attract private patients
- Brand guidelines – to ensure consistency

## Treatments & Pricing

### Your offering assessed

- Review your existing and proposed treatment offering and pricing
- Compare how you match up against local competitors
- Provide independent insight into how you can win more business

## Website

### Ensuring your website is working hard for you

- Provide actionable 'quick wins' to drive more private revenue from your website
- Long term improvements to drive future growth
- Make sure you are found more by potential patients

## In Practice Patient Comms

### Ensure patients know about the treatments available

- A5, 6 pg practice leaflet & PDF
- A board unit & A1 posters (x2)
- e-Newsletter template
- A5 private treatment leaflets (x4) – e.g. Invisalign, implants, teeth whitening, composite bonding, etc

## THREE monthly marketing campaigns

### Create high ROI campaigns incl.

- Promo emails to your patient list
- Posters & flyers for your practice
- SMS campaigns to your patients
- Promo pop-ups for your website
- Review all patient touch points to identify additional sales opportunities

## Membership Marketing

### Create campaigns to grow your membership incl.

- Emails to the patient list
- In practice posters, leaflets and POS items
- Training & guidance to ensure the team introduces membership options to patients

## Social Media

### Improving your online voice

- Review your current social channels & make improvements
- 12 month content calendar
- Create TWO social posts per week for first 3 months
- Facebook & Insta engagement – reaching out to consumers, local businesses, influencers, etc

## YOUR INVESTMENT

3 MONTHLY INSTALMENTS  
OF JUST

**£1,750** +VAT

*Incl. 10%  
Discount*

*Book a chat with Steve to discuss how we can help grow your private treatment income*



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Steve Davey  
Growth Consultant

