

# MARKETING ADVANTAGE

## Developing A Customized Campaign For Your Lab

Combining Direct Connect with our Marketing Advantage Customized Campaign designs is the perfect way to boost your business.

For AmericaSmiles Network Members



**We have developed three aggressive campaigns that are sure to have a positive impact on your business. This program builds awareness, puts you in front of prospective dentists with a consistent message over a 13-week period, and is designed to generate face-to-face sales call opportunities for you to gain more customers.**

The AmericaSmiles Marketing Advantage Program is an excellent way to boost your marketing activity and grow your business. As a member of the AmericaSmiles® Network you have direct access to a marketing team available to help develop a customized campaign for your lab.

Marketing has been described as a "contest for people's attention". Your customers are inundated with messages, advertisements, and noise. Cutting through the clutter can be difficult, and so can getting past the gatekeeper in order to secure an appointment. The best way to do this is to consistently communicate with your customers and prospects.

We have developed campaigns to build brand awareness and leverage this attention to secure appointments for you to meet with the doctor. Our program incorporates the "Rule of Seven" promoted by marketing expert, Dr. Jeffery Lant, which claims a minimum of seven touches are required to effectively gain attention. The 13-week marketing campaign includes six mailings scheduled every two weeks. After the first three mailings, calls will be made to each dental office. A slightly different mailer is then sent three times over the next six weeks with a second call made after the third mailing.

The 13 week campaign can target any number of dentists in your area, but we have put together three basic packages for you. All you need to do is to decide how many new clients you would hope to have at the end of the campaign: 1-2 clients, 2-3 clients, or 3-4 clients.

When our mailings and calls are combined with your direct sales call follow up, this program should generate one or more new clients for each 100 dentists targeted.

Campaign Target:	1-2 New Clients	2-3 New Clients	3-4 New Clients
Targeted Dentists:	100	200	300
Length of Campaign:	13 Weeks	13 Weeks	13 Weeks
Postcard Designs:	2	2	2
# Mailings:	6	6	6
Total Pieces Mailed:	600	1,200	1,800
Direct Connect Sessions:	2	4	6
Total Investment:	\$1,400.00	\$2,600.00	\$3,800.00
Payment Schedule:	\$350 Down 3 Payments of \$350 (weeks 3, 7, 13)	\$600 Down 4 Payments of \$500 (weeks 2, 6, 9, 13)	\$800 Down 4 Payments of \$750 (weeks 2, 6, 9, 13)

#### What's Included:

- Dentist Mailing/Calling List
- Graphic Design Work
- Printing and Postage\*
- Two Direct Connect Call Sessions per 100 dentists

\* All costs are eligible to be paid in Star Rewards Points EXCEPT for Printing and Postage.

#### What You Can Expect:

- Increased Brand Awareness
- 6-10 Scheduled Appointments for you to meet with dentists, and one or more new clients per 100 dentists targeted
- Multiple Requests for Additional Information.

**With up to 50% of all dentists changing their primary lab every five years, there are significant opportunities in your market. The mailings and calls can have a long lasting impact on your business**

**For more information call (708) 367-1207, or visit [www.AmericaSmiles.net](http://www.AmericaSmiles.net)**