

Successful Marketing For Dental Laboratories of All Sizes



//AMG
C R E A T I V E



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Brand Identity

Clients Won't Care What You do if They Have No Idea Who You Are

A carefully crafted and executed brand can do far more than simply increase your lab's recognition. Having a professionally designed brand will influence potential and current clinical partners to trust your team and choose your lab over and over again. Consistent branding makes your laboratory memorable, and when a patient needs a restoration, that is when you want the clinician to remember you.

Brand Identity by the Numbers

77%

of B2B marketing leaders say branding is critical to growth.

Circle Research

5 TO 7

brand impressions are necessary before someone will remember your brand.

Pam Moore

80%

of consumers recognize brands through color.

University of Loyola

Necessary Brand Components



Logo

The target audience and mission you have chosen will be the basis of your lab's identity, which can inform tangible assets like your logo. Through the design of this integral mark, you can decide the colors and typography that will be used in your brand and marketing efforts.



Target Audience

Pinpointing your audience requires you going deeper than age or profession. The main question you need to ask is what kind of dentist you want your lab to attract. Whether you are interested in DSOs or solo clinicians (to name a couple) will determine how you brand your lab.



Mission Statement

Once you have chosen your target audience, you can move on to creating your mission statement. This brief message typically ranges from a single sentence to one or two paragraphs. It should be geared toward internal use only and used to align your team with your goals.



Brand Guide

A brand guide is the best way to ensure your team is on the same page regarding your brand standards. This guide can simply include your colors, typography, and logo, or go more in-depth if you prefer. This is an especially great resource if you outsource to one or more agencies.

Need Inspiration?

Check out amgci.com/our-work for examples of professionally designed brand identities we have cultivated for some of our clients!

Social Media

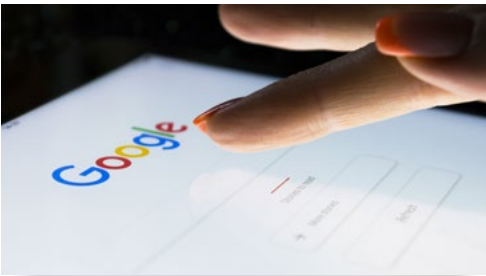
Meet Your Clients Where They Stand by Putting Your Laboratory in the Palm of Their Hand

Times are changing fast, and social media has quickly become a vital aspect of any brand, including B2B businesses like dental laboratories. Despite being a little over a decade old, Facebook is a major player when it comes to the purchasing decisions of clients. Whether you're a boutique, mid-sized, or large production laboratory, having an active social media presence can boost brand awareness and sales.

Social Media Tips

- ✓ Keep a ¼ ratio of promotional posts to personal/news posts.
- ✓ Maintain your brand's logo, colors, and typography throughout your social media platforms.
- ✓ Your logo is the best choice for every social media profile picture.

Social Media for Any Sized Lab



Google Business

- Up-To-Date Information
- High-Quality Photos & Videos of Facility, Team, and Restorations
- Request Honest and Positive Reviews from Clients



LinkedIn

- Detailed Company Page
- Post at Least Once a Month
- High-Quality Cover Image and Logo
- Connect with Employees



Instagram

- Use Photos of Your Team, Restorations, Events, and Lab
- Keep Highly Personalized
- Keep Promotional Posts to a Minimum – Unless if Offering a Special

Making Facebook Work for Your Lab

SMALL — 1-10 EMPLOYEES

Facebook

- ✓ Up-To-Date Information
- ✓ High-Quality Profile & Cover Photo
- ✓ Focus on Personalized Posts Including Photos of Team and Restorations
- ✓ Post at Least 1-2 Times a Month

MID-SIZED — 10-25 EMPLOYEES

Facebook

- ✓ Up-To-Date Information
- ✓ High-Quality Profile & Cover Photo
- ✓ Combine Personalized Posts with Industry News & Product Promotion
- ✓ Have a Designated Person to Monitor Facebook and Respond to Any Messages or Comments
- ✓ Post at Least 1-3 Times a Week

LARGE-SCALE — 25 PLUS EMPLOYEES

Facebook

- ✓ Up-To-Date Information
- ✓ High-Quality Profile & Cover Photo
- ✓ Focus on Product Education & Promotion
- ✓ Have a Designated Person to Monitor Facebook and Respond to Any Messages or Comments
- ✓ Invest in Professionally Designed and Written Posts
- ✓ Post Every Day

Ready to Promote Your Lab on Social Media?

Visit **amgci.com/social** to download our social media flyer that will tell you all about the pricing and social media services our team provides!

Attract More Clients with an Eye-Catching, Online Presence

Cultivating an online presence through a company website has become one of the most important aspects of marketing. It is vital that interested prospective clients have an easy way to learn more about your laboratory on their own time. A well-designed site will help increase brand recognition and establish your business as an up-to-date and professional dental laboratory partner.

Websites by the Numbers

0.05
seconds

for a visitor to solidify an opinion of your website.

38%

of visitors will leave a site if it has an unattractive design.

75%

of consumers base their opinion on a company off their website.

Key Features of an Optimized Website



Send a Case Process

An online send a case feature makes the most important aspect of your partnership with a practice as easy as possible, which in turn encourages clinicians to send their case to you instead of a competitor. A send a case feature on your website may include a step-by-step process, shipping label generator, digital impression protocols, local pick-up request forms, and more.



Continuing Education Calendar

Continuing education events are a constant in the life of a clinician. If your lab frequently sponsors or hosts CE events, it would be a good idea to incorporate a calendar that covers upcoming events and allows for online registration and payment. This feature will help increase the number of attendees to your events and situate you as a resource for CE events.



Blog

To outlast the rapid consolidation and innovation of the dental lab industry, it is important to situate yourself and your lab as an industry leader and resource. An online blog that is frequently updated with advice and insight is a great way to move your lab into the higher echelons of industry authorities.



Live Chat

Having a member of your laboratory team available to help clients throughout the day is an excellent way to increase trust with clinicians. In this phone-phobic culture, many dentists, especially the younger generation, are more likely to email than call. Having a live chat feature on your website is a way to increase communication and success for every case.

**IS YOUR WEBSITE
OPTIMIZED?**

Visit amgci.com/free-seo-report to request a free SEO audit report. Our team will take a look at your website and compile a report that will provide valuable insight into your strengths and weaknesses.

PRINT MARKETING

Get Your Laboratory Front & Center with the Most Trusted Marketing Method

Traditional advertising is an extremely important staple in any marketing strategy. Through postcards, case stuffers, and more, you can keep your lab front of mind for current and prospective clients. Despite the digitization of the industry, the experience and tangibility of print media cannot be replaced. Print coupled with an effective marketing strategy can be a powerhouse in generating new business.

Print Marketing by the Numbers

39%

of first-time clients come from direct mail.

56%

of clients trust print marketing more than alternatives.

13-1 ROI

Return on Investment ratio for direct mail.

Harnessing the Power of Print Media

There are a variety of print media pieces you can use to market your laboratory. The following examples are the most widely used print collateral used by dental laboratories that can be sent through the mail, in case boxes, or along with cases.



Direct Mail

Personal, targeted, and tangible. Direct mail ends up in the hands of customers directly where they work or live, and it may be viewed multiple times by multiple people.



Case & Statement Stuffers

In addition to case boxes, case stuffers promote whatever product or service you want to boost and can be included in every case you send out of your lab. Statement stuffers can also be included in hard copies of statements mailed out to clients.



Sell Sheets & Brochures

If you want to get a message directly in front of a lot of people, sell sheets and brochures are a great option. This type of advertising is a key element in any direct marketing campaign and inspires immediate action.



Case Boxes

Typical case boxes are simple brown cardboard containers, however that is a wasted opportunity. Case boxes offer a dynamic means to market popular products, innovative services, and more.

See How Our Clients Have Used Print Marketing!

Visit amgci.com/our-work to see a variety of print materials we have created for clients throughout the country, including postcards, tradeshow materials, case boxes, and more.

EMAIL CAMPAIGNS

Keep New and Old Clients Up to Date with Every Aspect of Your Laboratory

Targeted email campaigns allow you to market your products and services to clinicians who would be most inclined to partner with your lab. Using personally identifiable information databases, email campaigns can be hyper-targeted, so you can get high engagement results. These relevant and unique emails will cause potential clients to respond better and more frequently than if they were generic.



Email Campaigns by the Numbers

86%

of business professionals prefer email communication.

59%

of B2B marketing gain greater traction with emails.

2.9

billion email users worldwide.

Email Platforms to Consider



Ready to get an email campaign up and running?

Contact our team today and we will strategize and create the content for a campaign that will draw in prospectives or retain current clients! Visit amgci.com/contact to get started!

Key Steps for Your First Campaign

The following are key steps you need to take when you start down the path of email marketing.

1

LIST CREATION AND VETTING

Creating your contact list can take barely any time or a lot of time, depending on your chosen audience. If you are reaching out to current clients, you hopefully already have a list of their contact information. If you are reaching out to potential clients, gaining their information can be done through the following methods:

- // Email Sign-Up on Website
- // Networking at Tradeshows
- // Cold Call
- // Entice with Content Through Social or Print Media

2

PLAN AND STRATEGIZE

An email campaign requires thorough planning. An email is not a lone entity, instead every aspect of the campaign should work together to guide the recipient to the end goal, whether that be sending a case or contacting your team. Before copy or graphics starts, have your entire campaign laid out, including the amount of emails and the topic and offer or call to action associated with each email.

3

CONTENT CREATION

There are several aspects you need to focus on when creating your email.

- // **Subject Line:** Keep it within 30-50 characters. Use action verbs. Include value proposition.
- // **Body Copy:** Keep it short and simple. Utilize bullet points.
- // **Graphics:** Use sparingly. Limit to one, eye-catching graphic.
- // **Call to Action:** Limit to just one CTA that draws in prospectives.
- // **Unsubscribe:** Make sure your email includes an unsubscribe option at the bottom.

4

SCHEDULE

It is important to schedule your emails in a consistent manner. At a minimum, you will want to have one email going out a month. Never spam your clients. The best time to send out emails for dental clinicians is Tuesdays in the morning. If you are looking to go twice a week, which is the maximum emails we would recommend, have the following email go out on Thursdays.

5

FOLLOW-UPS

Opens: A great way to follow up with an email, is to reach out to the prospective client via phone or by visiting their practice. This provides a personalization that can help convert a prospective into an active client. Another way is to send a follow-up email that is shorter and focuses more on the CTA.

Non-Opens: Sending a follow-up email to non-opens is very easy. Simply replace the subject line with something that is more enticing, such as more focus on the CTA. Your goal is to get the prospect to read the email, once that is done you can follow up with something more personal.

PPC ADVERTISEMENTS

Put Your Lab Where Clinicians Are Searching

Pay-Per-Click (PPC) campaigns offer the opportunity to reach clinicians actively searching for dental laboratories around them. PPC campaigns also carry the risk of wasting time and money if the strategy fails. In order to ensure success for your efforts, it is important to take the time and research, strategize, and test your ad.

PPC Ads by the Numbers

43%

of new customers make their 1st purchase through ads.

86%

of Americans utilize internet searches to find new businesses.

50%

more conversions with PPC than organic web traffic.

Tips for PPC Campaigns

- ✓ Keep Track of Your Ad's Success by Enabling Conversion Tracking on Your Website
- ✓ Utilize Ad Extensions to Increase Success and Optimize for Different Audiences
- ✓ Geotargeting Ads Are Valuable for Insight into Your Current Ad Audience
- ✓ Target the Correct Audience by Incorporating Negative Keywords
- ✓ Find the Best Strategy with A/B Split Testing

Ready to Get Started on a PPC Campaign?

Contact us today at amgci.com/contact to get our team started on your PPC campaign strategy.

Reach Out with an Eye-Catching Post

Facebook ads are unavoidable for every user scrolling through the social platform. There are an estimated 1.49 billion daily active users on Facebook and tapping into this audience can be as simple as a single image or as complex as a video ad. Facebook ads are tracked using the Facebook Business Manager. Keeping an eye on each ad you are running is easy and straightforward.

Facebook Ads by the Numbers

8

ads clicked every month by the average Facebook user.

67%

increased brand awareness with mobile-optimized Facebook videos.

500%

per time spent on videos than static posts on Facebook.

Using the Different Facebook Ad Types



Video

Get the most out of your ad with an eye-catching video showing your lab and products.

- ✓ Choose an Attention-Grabbing Video
- ✓ Keep Brand Consistency with Colors and Logo
- ✓ Choose an Engaging Title and Description
- ✓ Keep Copy in Video to an Absolute Minimum

SPECS: 5-15 SECONDS LONG, 9:16 TO 16:9 RATIO, 4GB MAX.



Image

Highlight the product or service you're currently promoting with a single image ad.

- ✓ Show Your Restoration in Action
- ✓ Emphasize the Value Proposition
- ✓ Use Images with Faces
- ✓ Keep Copy in Image to an Absolute Minimum

SPECS: JPG OR PNG, 1.91:1 TO 4:5 RATIO, 400X500 MINIMUM.



Carousel

Showcase 2-10 images or videos within a single ad that a prospective client can scroll through.

- ✓ Tell a Story with Your Images
- ✓ Keep Brand Consistency with Colors and Logo
- ✓ Highlight Multiple Products or Services
- ✓ Strategize the Layout of Your Images

SPECS: JPG OR PNG, 1080 X 1080PX MINIMUM, 1:1 RATIO.

Ready to get started with ads on Facebook?

Visit facebook.com/business/ads-guide to view all of the recommendations & get started creating a mockup!

Choosing AMG As Your Marketing Partner

Let's Create a Relationship

AMG Creative is a full-service marketing agency in the vibrant, scenic city of Fort Collins, Colorado. As an agency focused on dental laboratory marketing, we understand the uniqueness of your business and the challenges facing dental laboratories today.

Our Available Services



Optimized Websites



Print Marketing



Brand Development



Customized Social Media



Email Campaigns



Online Advertisements

And Everything Else Imaginable!

Partner with the AMG Creative Team Today!

Visit amgci.com/contact to reach out to us and get started on your marketing journey.