

CULTIVATING CONNECTIONS

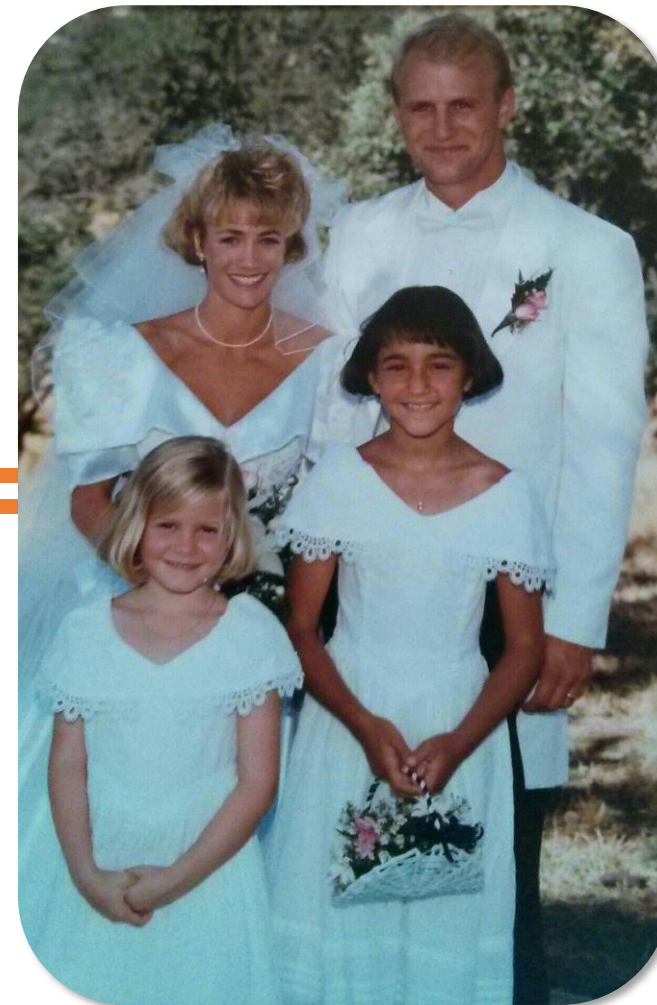
Through Digital Marketing Channels

Terry Fine
President, AMG Creative



Born or Married

Two ways to get into the industry



The AMG Timeline

How we got here



Dental Lab Group (DLG)
1970 - 1984



PTC

Productivity Training Corp
1985 - 1992



Almaden
marketing group, inc

almadenmarketing.com

Almaden Marketing Group
1992 - 2004



AMG
CREATIVE

amgci.com

AMG Creative
2004 - present

Wishing You the Best from Hawaii



Industry Challenges

- ✓ DSOs
- ✓ Group practices
- ✓ Off-shore
- ✓ Lack of dental technicians
- ✓ Cost of technology
- ✓ Inability to raise prices



Dental Service Organizations



Walmart Dentistry



Direct to Consumer



SmileDirectClub wins in courtroom, dental offices

SmileDirectClub is having yet another news-filled week, announcing it will begin selling its teeth-straightening products to dentists and orthodontists....



SmileDirectClub expands into Hong Kong

SmileDirectClub has brought its clear-aligner therapy to Hong Kong.



SmileDirectClub, Walmart team up to sell new oral care line

Direct-to-consumer orthodontics company SmileDirectClub is disrupting the industry again, debuting a new, complete line of oral care products that will...



Teledentistry, SmileDirectClub stay in spotlight for good, bad

Fresh off its filing of a harassment lawsuit against the Dental Board of California, SmileDirectClub finds itself thrust in the news again with investigations...



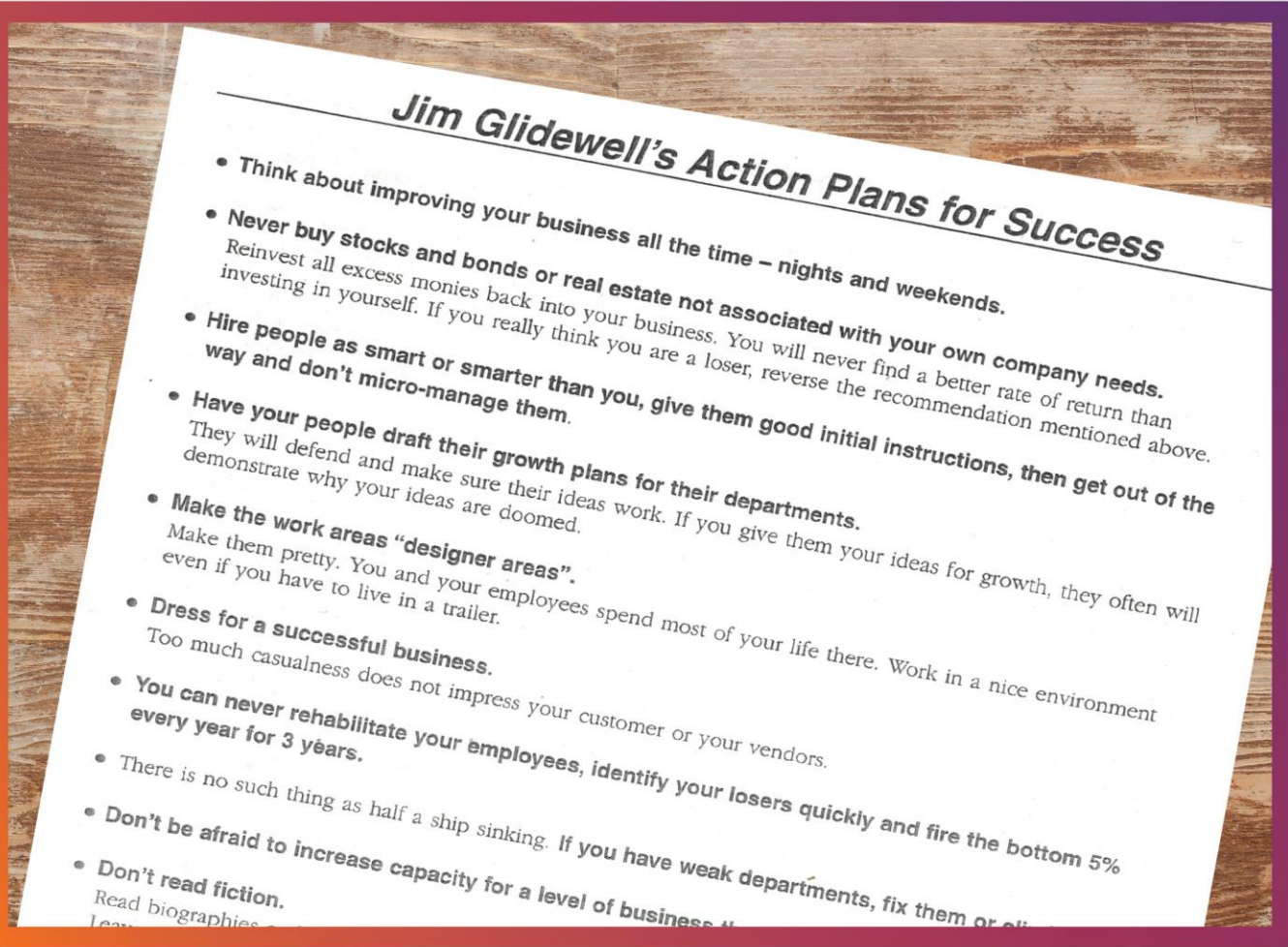
SmileDirectClub sues Calif. dental board for harassment

SmileDirectClub has filed a lawsuit against the Dental Board of California, alleging it intentionally harassed the direct-to-consumer clear-aligner company's...

smile

DIRECT CLUB

Jim Glidewell's Action Plans for Success



Jim Glidewell's Action Plans for Success: Relationship Marketing



• Hire a way a
• Have you
They will
demonstrate
• Make the work
Make them pretty. You
even if you have to live
• Dress for a successful business
Too much casualness does not help
• You can never rehabilitate your employees
every year for 3 years.
• There is no such thing as half a ship sinking. If you have weak departments, fix them or eliminate them.
• Don't be afraid to increase capacity for a level of business that doesn't yet exist.
• Don't read fiction.
Read biographies and business magazines like Forbes and The Wall Street Journal.
Leave your fiction time to the movies.
• Sell the products that have large marketing budgets behind them.
Don't sell "me-to" products that have no marketing.
• Utilize vibrating pagers with numerical read outs instead of overhead paging for phone calls.
Cut down on the noise.
• Put together an unbeatable system for following up on a new doctor's first cases.
Knock yourself out on quality, as you haven't cemented your relationship yet.
• Don't advertise products or services that have not been proven.
If it's a service like fast turn around just do it and your customers will notice it. Don't advertise it.
Or you are held to it every time.
• Take advantage of cooperative advertising.
Manufacturers want to help you push their products.
• Encourage your technicians with cash rewards or some form of recognition for passing the CDT
exams. That program is the only one we have. Support it.
• Treat every case going through the lab the same as you would if it was your closest friend or relative.
(But do include an invoice!)

Jim Glidewell's Action Plans for Success

Relationship Marketing

Relationship marketing is a catch phrase that is used a lot now a days by marketing consultants. I believe for the most part that they are on the right path. But, relationship marketing does not mean that you should have dinner with your customers. In fact, a face to face meeting with your customers is not necessary for a successful lab. it is contraindicated. Your successful relationships should be formed by you creating positive images and your professional ability to deliver high quality restorations in a timely manner and at a reasonable price.

I'm not the first lab manager to suggest that your most successful professional relationship will be with customers who are at least 500 miles away. Remember, your average dental customer already has plenty of friends. He doesn't need a new, one. If he does, you don't want to be it! If you need more friends, go to a ball game, there are guys sitting everywhere. Knowing your customers intimately will not help you grow your lab, it will only slow you down.

Customizing your services to give your individual customers the highest level of service possible, will make you a hero, but it will not grow your lab. You are simply serving filet mignon while your customer is paying for hamburger. And believe me, your customer does want filet at fast food prices. Your real job is to deliver high quality fast food at fast food prices.

Every time you attend a seminar that includes both dentist and technicians you have an opportunity to meet dentists face to face and obtain their business. Good, one on one relationships with your customers implies that you will go the extra distance, and put in the extra effort on his behalf.

This is all just another step in the direction of reactionary management. You are all going to follow the directions of most all of our marketing consultants. They are determined to make you successful even if it takes every last dime you've got.

Eliminate Turnover

I felt as rejected as a leper at a hand shaking convention. Eliminate turnover. Key people cost you \$10,000 minimally just in training. Key people production. (Sorry doctor, I can't accept...)

Business Outlook by Lab & Size Type

Laboratories describing their outlook



BLEAK



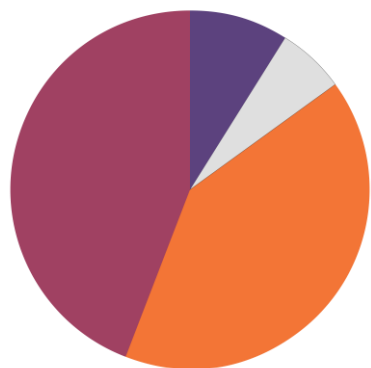
CHALLENGING BUT GOOD



STATUS QUO



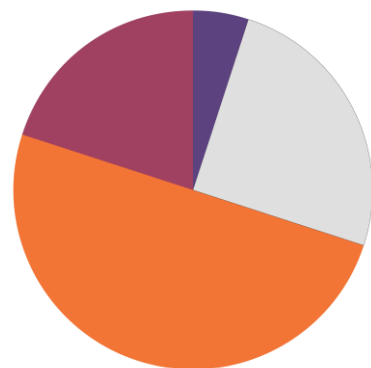
BRIGHT



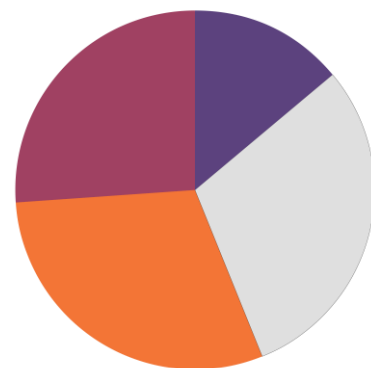
OWNERS OF
6-20 PERSON LABS



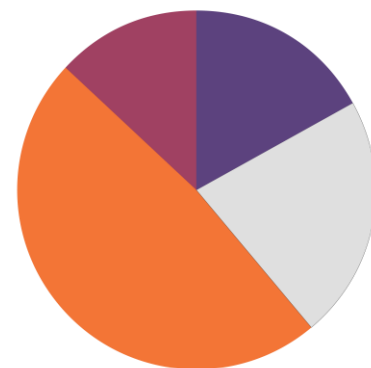
OWNERS OF
1-2 PERSON LABS



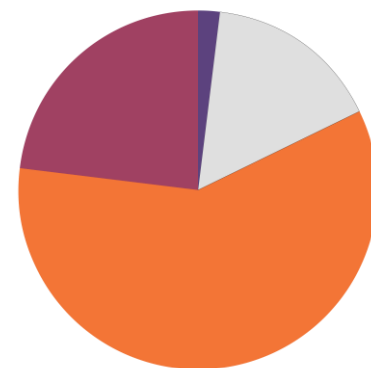
OWNERS OF
ORTHODONTIC LABS



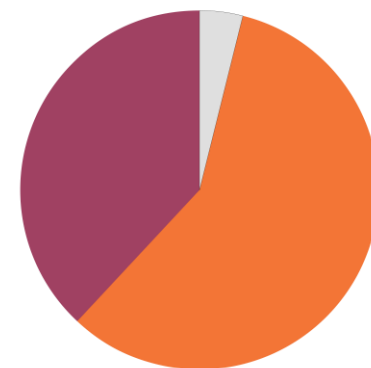
OWNERS OF
REMOVABLE PROSTHETICS LABS



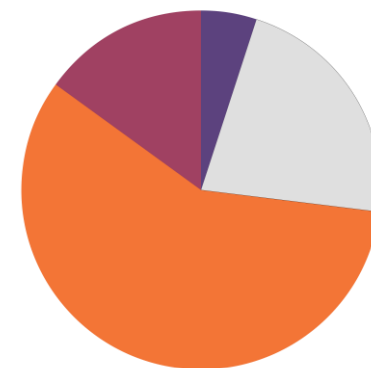
OWNERS OF
C&B LABS



OWNERS OF
FULL SERVICE LABS



OWNERS & MANAGERS OF
21+ PERSON LABS



OWNERS OF
3-5 PERSON LABS

Variability in Performance

Why are dentists changing labs?

Approximately one in three dentists has changed labs in the last two years due to the following:

Inconsistent Lab Quality
and Technical Problems

66%

High Prices

26%

Delayed/Late
Case Turnaround

25%

Poor Communication/
Relationship Satisfaction

22%

Most Important Growth Strategies for the Next Five Years

Expanding
Dentist-Client Base

54%

Getting More Business from
Current Customers

46%

Cutting Costs through
Better Operating Efficiency

41%

Investing in
Digital Technology

37%

Diversifying
Products/Services

27%

Tapping into New
Geographic Markets

20%

Hiring More
Technicians

18%

According to LMT - State of the Industry 2020

What is a lab owner to do?

SOLD!



What is a lab owner to do?



“We made the decision to remove ourselves from the arena of just being a ‘crown maker’ and now that we’ve done that, it doesn’t concern us where or how the dental practice restores the single molar crown; we’re not in that business,”

Nick Ragle
President and General Manager

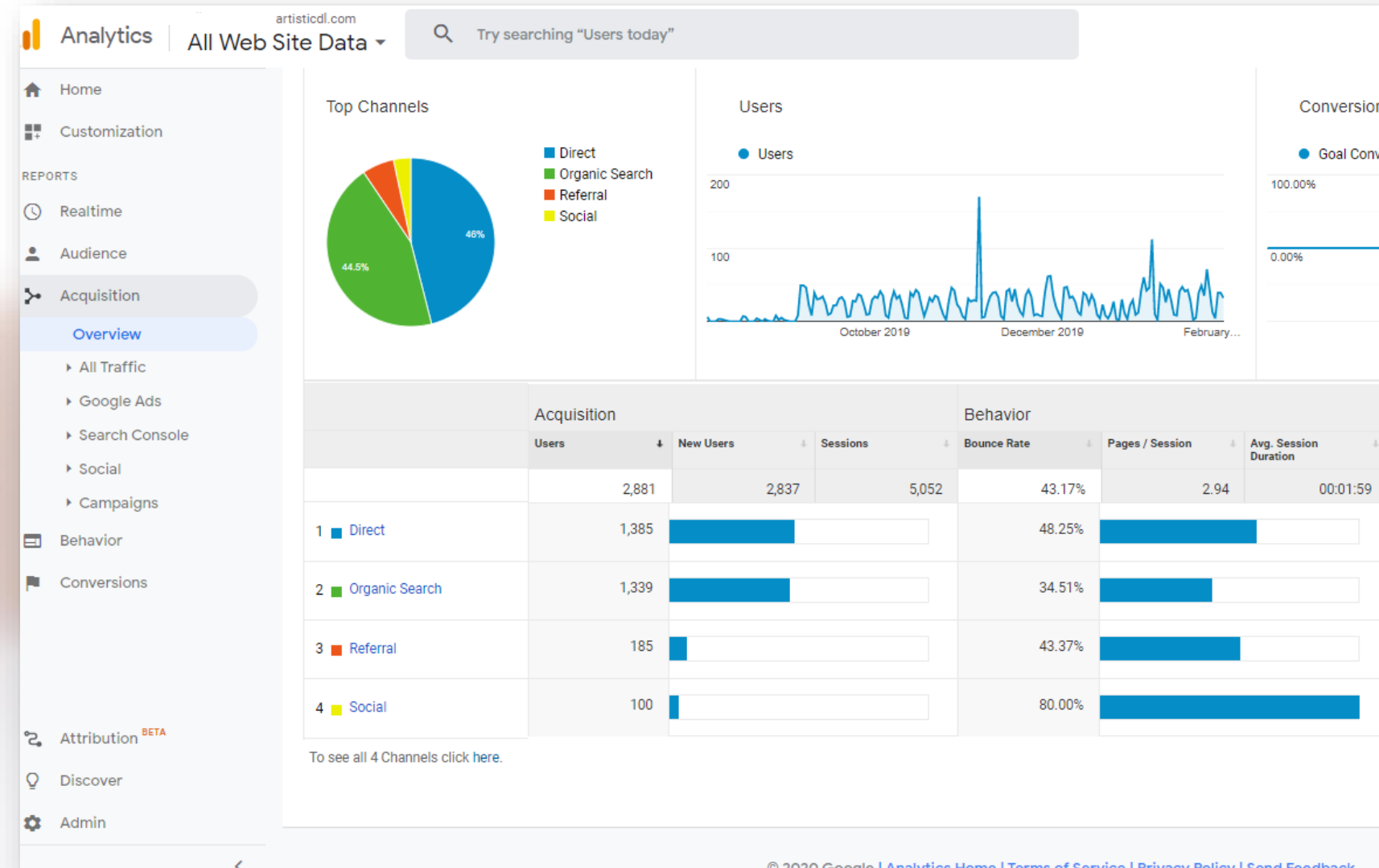
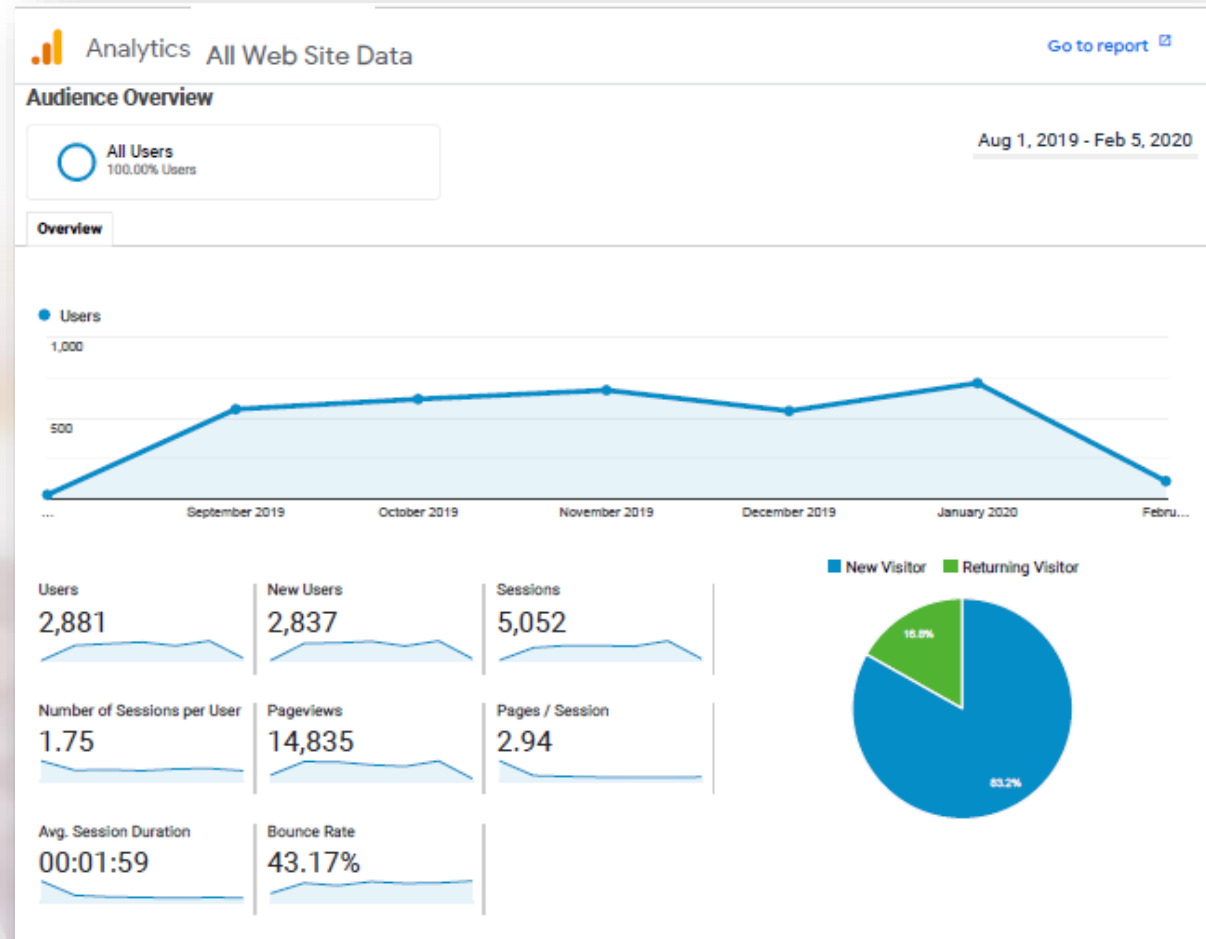


It all starts with your Website

- ✔ A strong domain name
- ✔ Resource Driven
- ✔ Easy navigation
- ✔ Fast page loading
- ✔ Search engine optimization
- ✔ Clear brand identity
- ✔ A good online reputation
- ✔ Website security



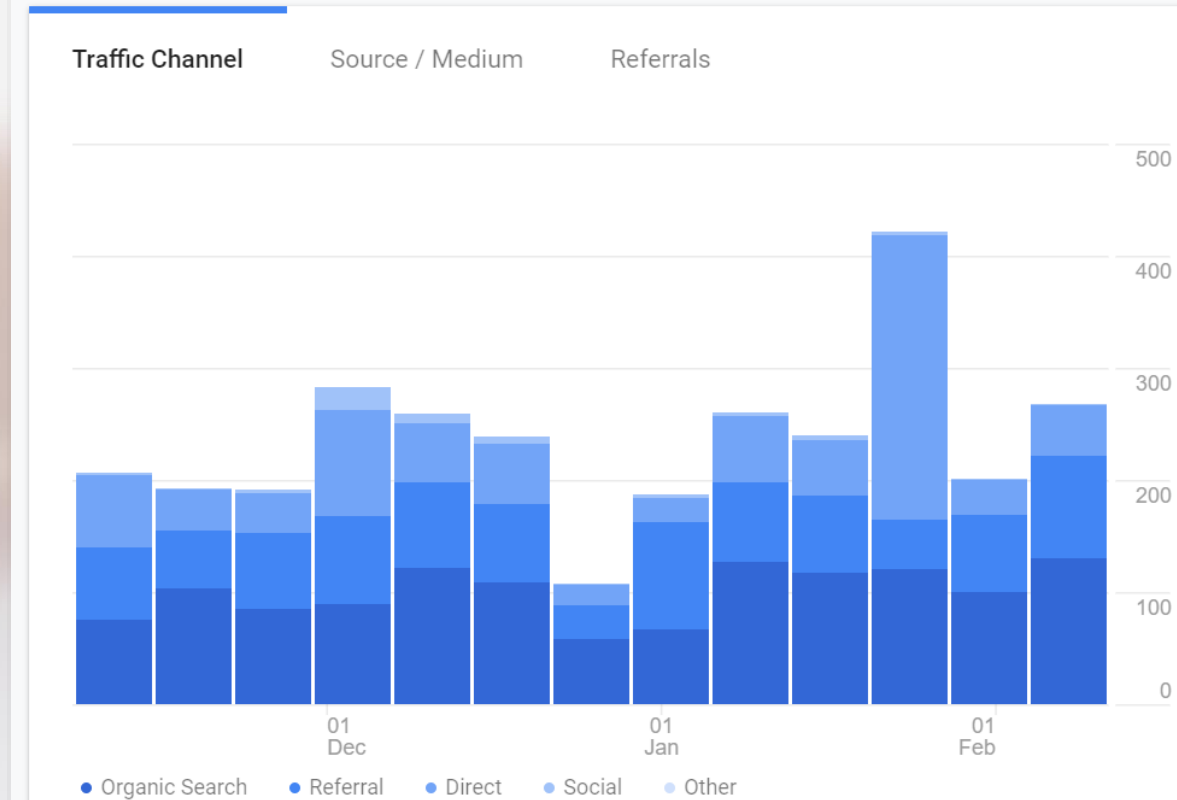
Initial Website Stats



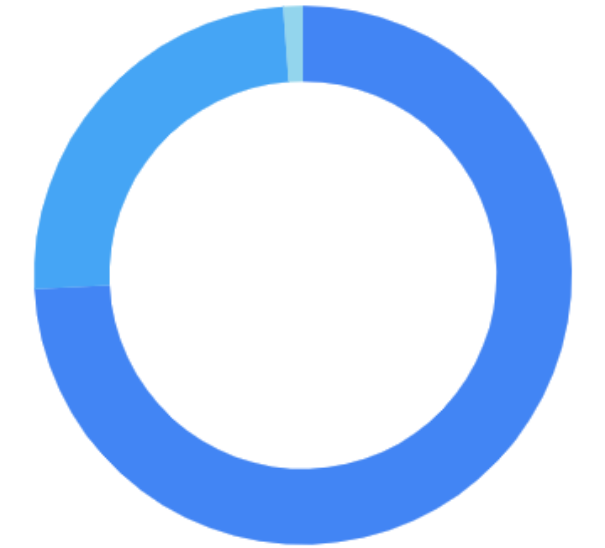
Initial Website Stats: Continued



How do you acquire users?



Sessions by device



Desktop

74.2%

↓ 5.1%



Mobile

24.6%

↑ 8.3%



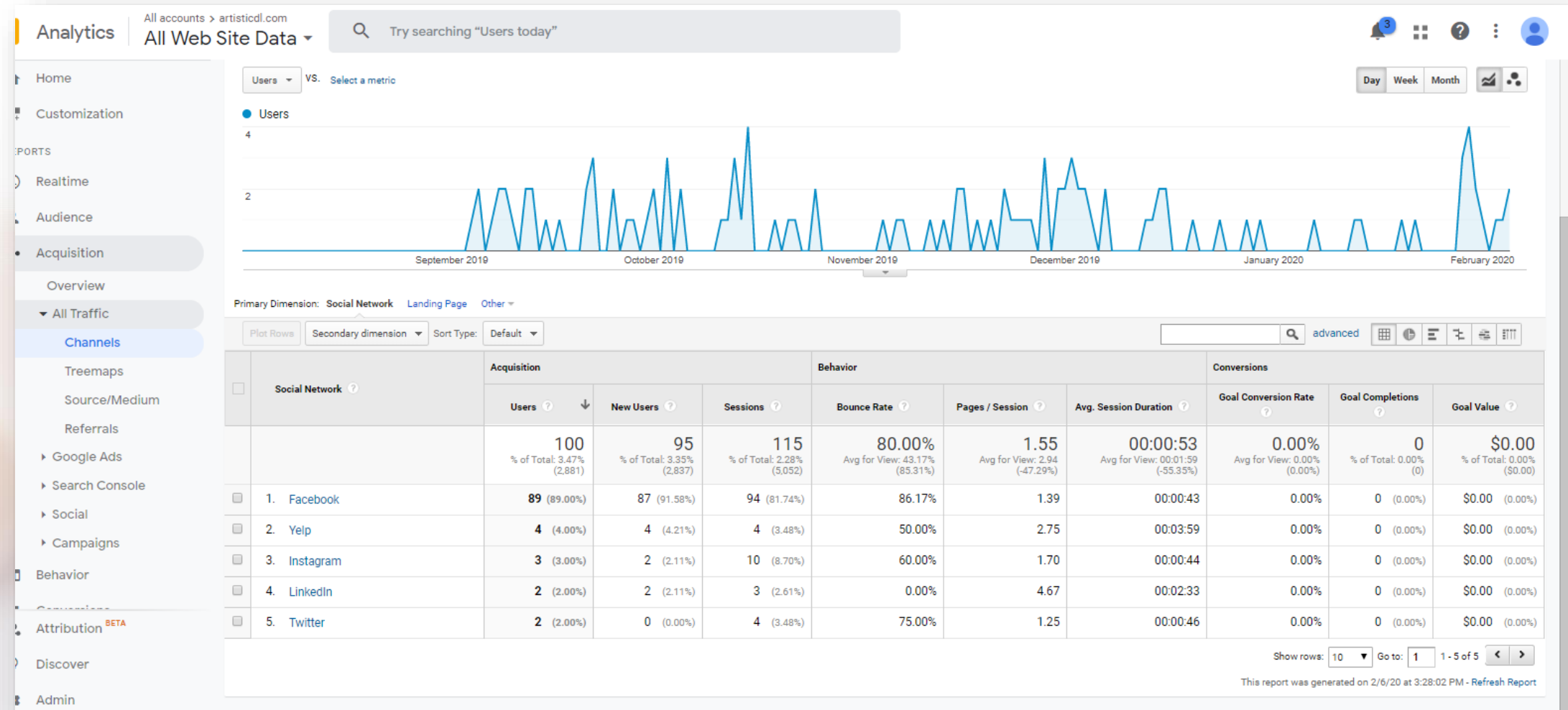
Tablet

1.2%

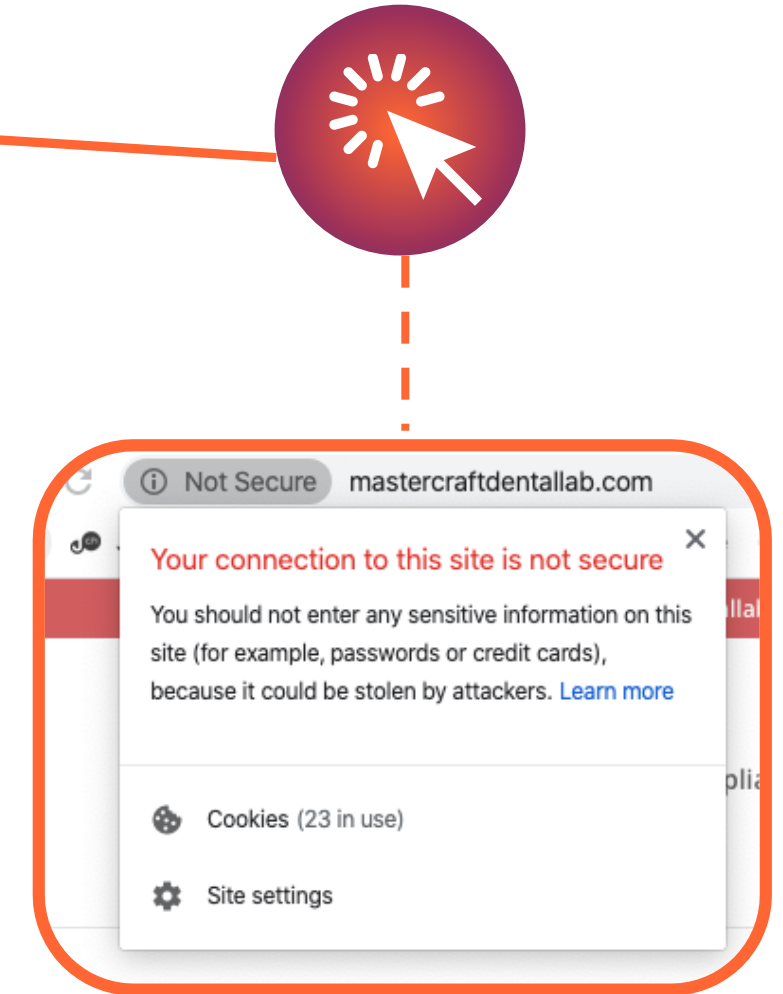
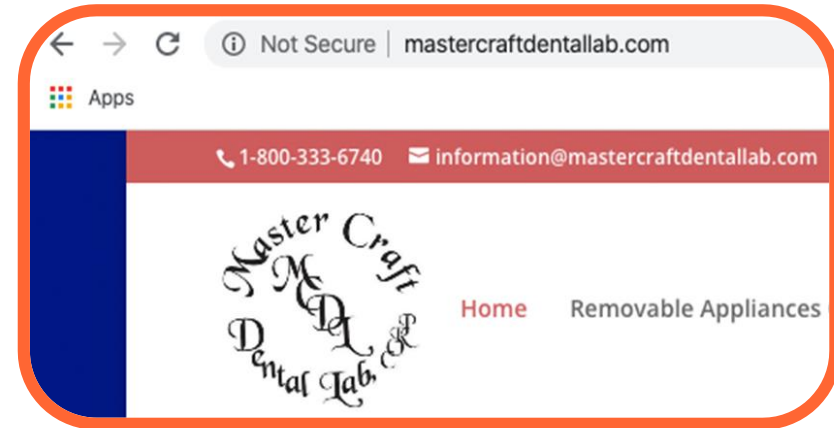
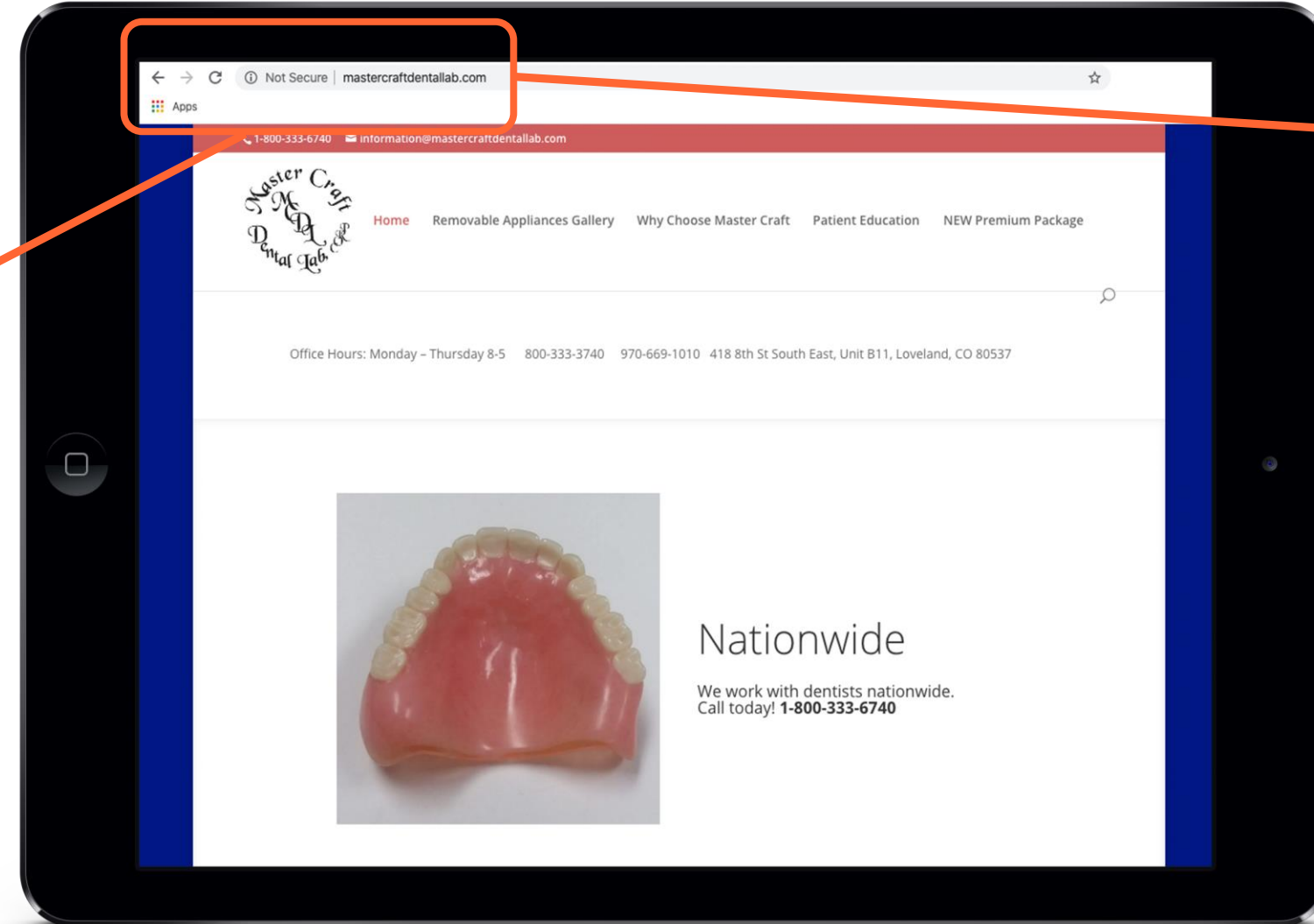
↓ 41.9%

Initial Website Stats: Continued

Browser	Users	% Users
1. Chrome	139	54.94%
2. Safari	49	19.37%
3. "	22	8.70%
4. Firefox	16	6.32%
5. Edge	9	3.56%
6. Internet Explorer	7	2.77%
7. Safari (in-app)	4	1.58%
8. Mozilla Compatible Agent	2	0.79%
9. Opera	2	0.79%
10. Samsung Internet	2	0.79%



Not Secure Status



Value Adds for Your Website

Make doing business with you easy

- ✓ Send A Case
- ✓ Digital Impression Protocols
- ✓ Drag-and-Drop File Uploader
- ✓ Schedule Online Local Pickup
- ✓ Print UPS/FedEx Shipping Label & Schedule Pick Up



SEO Breakdown

93%

Of all website traffic comes through search engines

Acquisition			
	Users	New Users	Sessions
	2,881	2,837	5,052
1 Direct	1,385		
2 Organic Search	1,339		
3 Referral	185		
4 Social	100		

To see all 4 Channels click [here](#).



Paid Vs. Organic



Paid Vs. Organic



Google

dental laboratory near me that does digital dentures



All Shopping News Videos Maps More Settings Tools

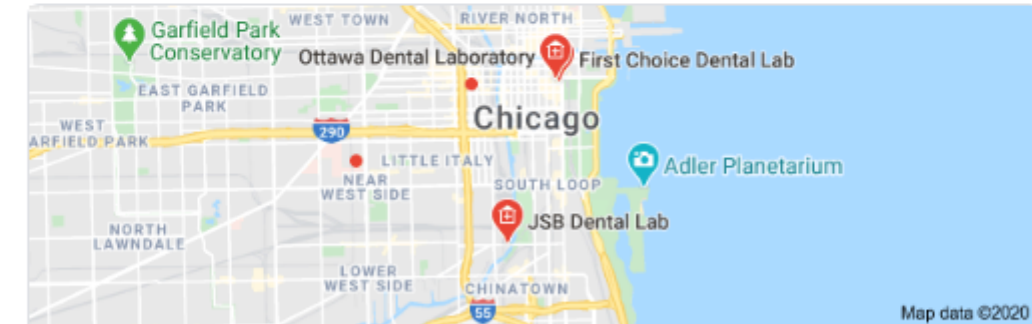
About 6,400,000 results (0.62 seconds)

Ad · www.dynamicdigitaldental.com/ (248) 919-7929

Dynamic Digital Dental Lab | Your Digital Dentistry Experts

Digital-only Dental Lab Offering Quality Products At A Great Price with Quick Turn Around. Contact Us Today To See How We Can Make Your Digital Impression System Better. Best Products & Prices. All Digital Lab.

[Dentist Preferences Forms](#) · [View Benefits](#) · [Products Available](#) · [Customer Portal](#)



JSB Dental Lab

4.6 ★★★★★ (9) · Dental laboratory

329 W 18th St #915

Closed · Opens 9AM Fri · (312) 818-1459

"Hand's down This place does amazing work two thumbs up the staff ..."



DIRECTIONS

Paid Vs. Organic

best lab for digital dentures

All Shopping Images Videos News More Settings Tools

About 854,000 results (0.52 seconds)
www.thompsonsuburban.com › maryland-digital-dentures

Digital Dentures | Thompson Suburban Dental Laboratory
Thompson Suburban **Dental Lab** offers the latest in **denture** technology with **Digital Dentures**. We are excited to offer you and your patients the latest and most innovative solutions that **dental** science has to offer. We proudly specialize in two top **digital denture** options, AvaDent and Pala **Digital Dentures**.

rdentlab.com › Products › Removables
AvaDent® Digital Dentures – R-Dent Dental Laboratory, Inc.
Dentures can be difficult for patients to get used to—not anymore. AvaDent®, the world's first completely **digital denture** system, marries the precision of CAD/

lmtmag.com › products › topics › digital-dentures
Digital Dentures | Products - LMTmag
Unidesa odiGITAL **Digital Denture** System from Uhler **Dental Supply** ... **Labs** mill the base using idodentine BASE material and can either mill the arch using the ...

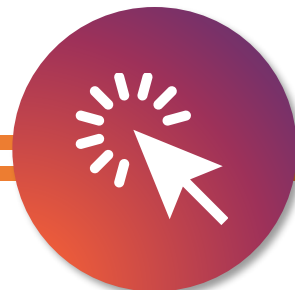
Searches related to best lab for digital dentures

- digital dentures cost
- do digital dentures fit better
- thompson suburban dental lab
- digital dentures near me
- how are digital dentures made
- vita digital dentures

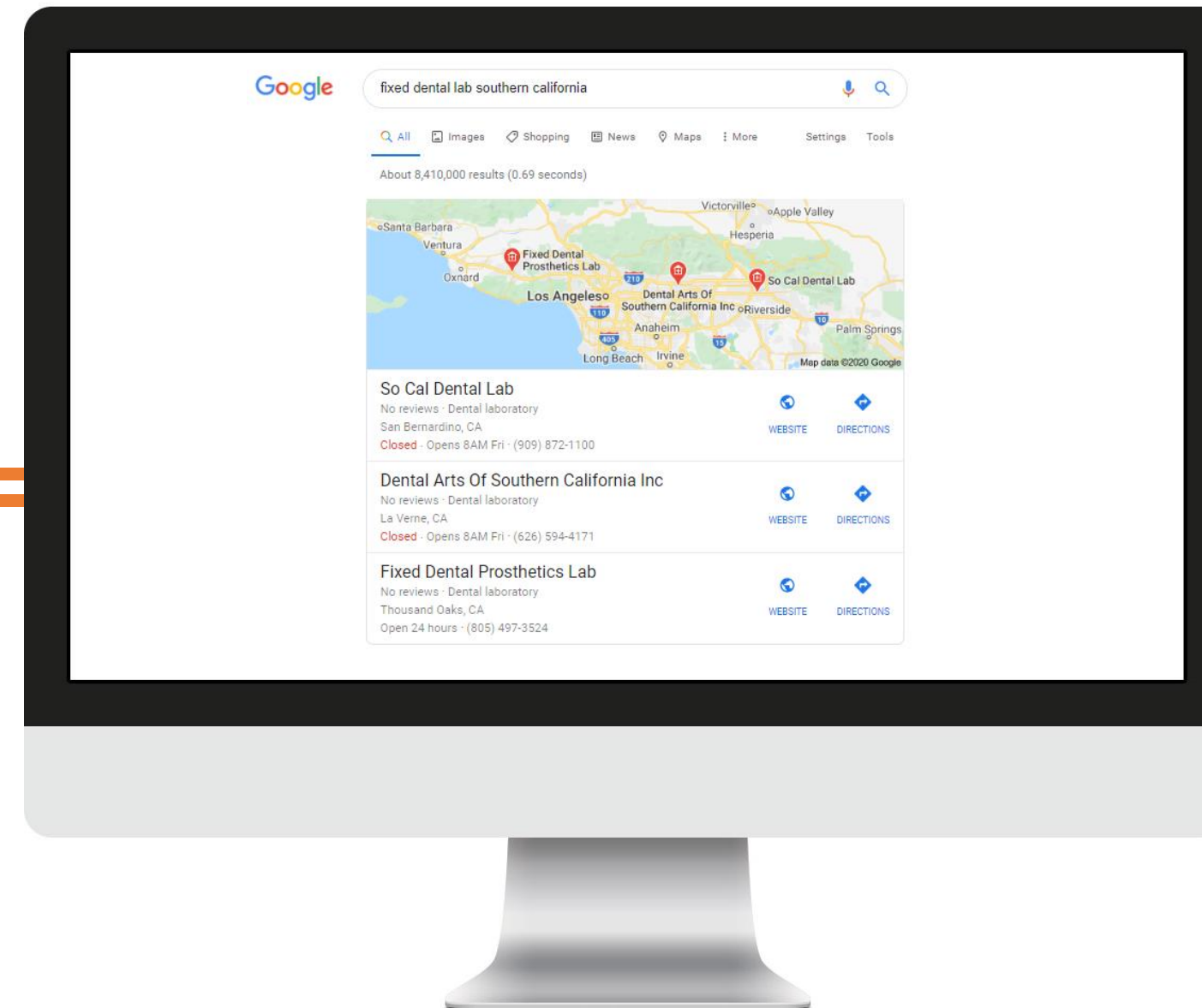


Why Does Off-Site Search Matter?

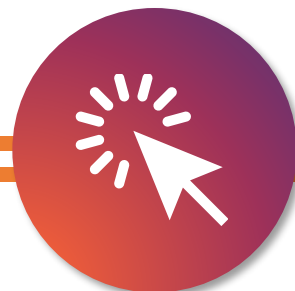
Optimizing your site to show up in local search results



Search:
Fixed Dental Lab
Southern California



Local Search Listing



Search:
Fixed Dental Laboratory
Denver, Colorado

Google
fixed dental lab denver colorado

All Images Shopping News Maps More Settings Tools

About 5,700,000 results (0.69 seconds)

Map data ©2020

Open and Affordable Dental at Hudson ▾
Ad • 5.0 ★★★★★ (59) • Dentist
Hudson, CO
Closed • Opens 7:30AM Fri - (720) 613-7066
WEBSITE DIRECTIONS

Auraria Dental Lab
3.3 ★★★★★ (7) • Dental laboratory
Denver, CO
(303) 892-0359
DIRECTIONS

Pro Dental Laboratory
5.0 ★★★★★ (2) • Dental laboratory
Denver, CO
Closed • Opens 8AM Fri - (303) 283-8126
WEBSITE DIRECTIONS

peeblesdentallab.com ▾

Peebles Prosthetics Inc. - Full Service Dental Lab

Behind every top dentist is a top **dental laboratory** ... **Fixed**. Peebles Premier Ceramics believes in offering the latest in ceramic ... Dr. Parkinson, **Denver, CO**.

[Contact](#) · [Company](#) · [Get Started](#) · [Services](#)

aurariadentalceramics.com ▾

Dental Lab Denver CO | Dental Laboratory Denver | Digital ...

dental-lab-denver-co Our **dental laboratory** is widely recognized in providing dental health professionals with custom designed dental restorations. We have a ...
[Services](#) · [Products](#) · [About Us](#) · [Gallery](#)

www.gcd-lab.com ▾

GCD Dental Laboratory: High-end Fixed and Implant ...

GCD is a digital **dental laboratory** in Broomfield, **CO**. Our mission is to benefit clinicians through every phase of the restorative process. Send your case today.
You've visited this page many times. Last visit: 2/10/20

pdacolorado.com ▾

PDA Colorado: Home

PDA is an independently owned and operated **dental laboratory** located in ... Esthetic Crowns

Local Search Listing

Google My Business

Dental Laboratory

3,589 PEOPLE FOUND YOU ON GOOGLE

Here are the top search queries used to find you:

Dental Lab used by 77 people	quick bites used by 17 people	Dental Lab used by 15 people
---------------------------------	----------------------------------	---------------------------------

65 asked for directions
-3.0% FROM OCTOBER 2019

49 visited your website
-28% FROM OCTOBER 2019

39 called you
-39% FROM OCTOBER 2019

Stand out to customers with a post about your business.
CREATE A POST →

Auraria Dental Lab

Directions Save

3.3 ★★★★★ 7 Google reviews
Dental laboratory in Denver, Colorado

Address: 1214 Santa Fe Dr # A, Denver, CO 80204
Phone: (303) 892-0359


[Suggest an edit](#) · [Own this business?](#)

Add missing information
[Add business hours](#)
[Add website](#)

Know this place? [Answer quick questions](#)

Questions & answers

Be the first to ask a question [Ask a question](#)



Auraria Dental Lab

1214 Santa Fe Dr # A, Denver, CO

[Write a review](#)

3.3 ★★★★★ 7 reviews [Sort by: Most relevant](#)

Francis Castle
1 review
11 months ago
★★★★★
The only accurate review here is the first one from Dr. Burson. The others are all for the ceramic lab across the street and the last review is from a current employee. This lab has very poor quality work with multiple remakes. It has terrible management with employees that don't speak English. If you need work done find any other lab in the state. If you are a dentist and need a lab, unless you want patients to be unhappy because of the shotty work. FIND ANOTHER LAB!!
1 Like

Barotz Dental
11 reviews · 5 photos
a year ago
★★★★★
We have worked with Auraria for years and they take excellent care of our office and our patients. Arsen runs a class organization and their lab does magnificent work for our patients. They always work with our schedule and sometimes rigid ... [More](#)
Like

T Wise
2 reviews
6 months ago
★★★★★
They do not care
Like

Melissa Adams
2 reviews
5 years ago
★★★★★
Arsen is amazing! He won't give up until your tooth looks perfect! Thank you Arsen for all your hard work, i really appreciate your talents and help!
1 Like

Kenneth Burson DDS, MS
Local Guide · 12 reviews · 6 photos
2 years ago
★★★★★

Local Search Listing

Auraria Dental Lab

1214 Santa Fe Dr # A, Denver, CO

3.3 ★★★★★ 7 reviews

Write a review

Sort by: Most relevant



Francis Castle

1 review

★★★★★ 11 months ago

The only accurate review here is the first one from Dr. Burson. The others are all for the ceramic lab across the street and the last review is from a current employee. This lab has very poor quality work with multiple remakes. It has ... [More](#)



1

Auraria Dental Lab

1214 Santa Fe Dr # A, Denver, CO

Write a review

3.3 ★★★★★ 7 reviews

Sort by: Most relevant



1



Kenneth Burson DDS, MS

Local Guide · 12 reviews · 6 photos

★★★★★ 2 years ago

Piss poor lab, unprofessional lab owner, and horrible product. They won't even stand by their shottie work! Save yourself the heartache!



2



Stephanie Rose

7 reviews

★★★★★ a year ago

Always contributes to our Veterans Day Event! Thank you for your service!



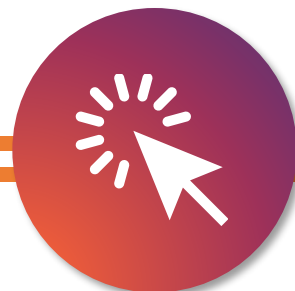
Like



Angelica Garcia

★★★★★ 2 years ago

Local Search Listing



Search: Artistic Dental Lab

artistic dental lab

All Shopping Maps News Images More Settings Tools

About 3,410,000 results (0.65 seconds)

www.artisticdl.com

Artistic Dental Laboratories, Inc.: Perfection Without Compromise

Our team of expert dental technicians utilize years of experience and insight to fabricate high-quality fixed, removable, and implant restorations.

You've visited this page many times. Last visit: 9/2/19

Our Team

Our team of expert dental technicians utilize years of ...

CE Events

Below you will find all the CE events we currently have ...

[More results from artisticdl.com »](#)

Directions

Please follow the directions below if you need to visit either of our ...

Local Pickup

We are happy to provide free local pick-up and delivery for all ...

www.facebook.com > Places > Bolingbrook, Illinois > Campus Building

Artistic Dental Lab - Home | Facebook

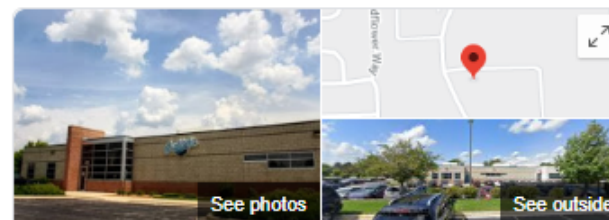
★★★★★ Rating: 4.6 - 6 votes

Artistic Dental Lab - 470 Woodcreek Dr, Bolingbrook, Illinois 60440 - Rated 4.6 based on 6 Reviews "Artistic Dental Lab has been serving my offices and...

voyagechicago.com > interview > meet-jerry-ulaszek-danny-ulaszek-a...

Meet Jerry and Danny Ulaszek of Artistic Dental Laboratories ...

Sep 6, 2017 - Dentists throughout the Chicago area turn to Artistic Dental Laboratories, a full service Certified Dental Laboratory that has been making ...



Artistic Dental Laboratories, Inc

Directions Save

4.4 ★★★★★ 8 Google reviews

Dental laboratory in Bolingbrook, Illinois

Address: 470 Woodcreek Dr, Bolingbrook, IL 60440

Phone: (630) 679-8686

[Suggest an edit](#)

Add missing information

[Add business hours](#)

[Add website](#)

Events

Fri, Mar 6 9:00 AM FirstFit Guided Prosthetics Delivery System ...

www.indeed.com > cmp > Artistic-Dental-Laboratories,-Inc.-1 > reviews

Working at Artistic Dental Laboratories, Inc. in Bolingbrook, IL ...

★★★☆☆ Rating: 2.6 - 5 reviews

Reviews from Artistic Dental Laboratories, Inc. employees about Artistic Dental Laboratories, Inc. culture, salaries, benefits, work-life balance, management, job ...

lmtmag.com > articles > artistic-dental-laboratories-inc

Artistic Dental Laboratories, Inc. - LMTmag

Jun 13, 2017 - Artistic Dental Laboratories, Inc. (ADL), a full service laboratory in Chicago, IL, is thankful for its entire team.

artistic.rupload.com

Artistic Dental Laboratories, Inc.

Artistic Dental Laboratory Logo. 470 Woodcreek Drive Bolingbrook, Illinois. P) 630.679.8686. F) 630.679.8680. T) 800.755.0412. About Us · Our Team · Digital ...

www.glassdoor.com > Overview > Working-at-Artistic-Dental-Studio-...

Working at Artistic Dental Studio | Glassdoor

★★★★★ Rating: 4 - 6 reviews

See what employees say it's like to work at Artistic Dental Studio. Salaries, reviews, and more ... "Unlike most Dental Labs in the Best Ways". StarStarStarStarStar.

Create Relevant and Quality Content

- ✓ Update Your Website
- ✓ Newsletters & Blogs
- ✓ CE Events
- ✓ Technical Tips



SEO Is Not Just Keywords

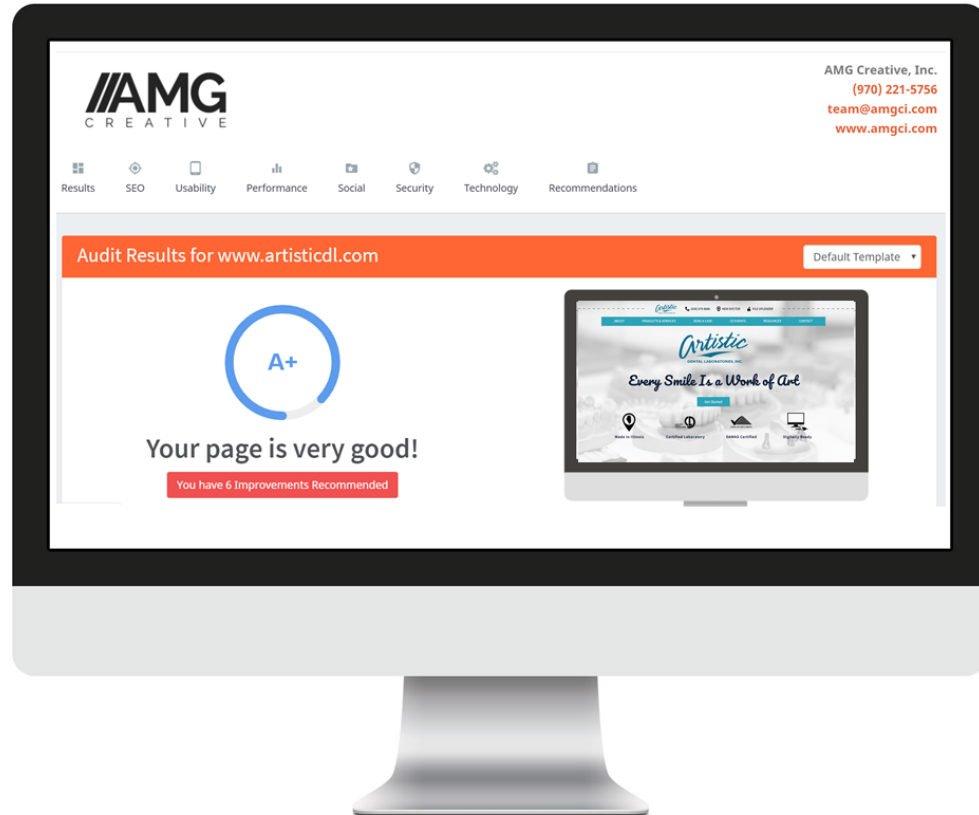
Optimizing your website

- ✓ What is your site speed?
- ✓ Beware of duplicate content
- ✓ XML sitemap: Google's guide to your website

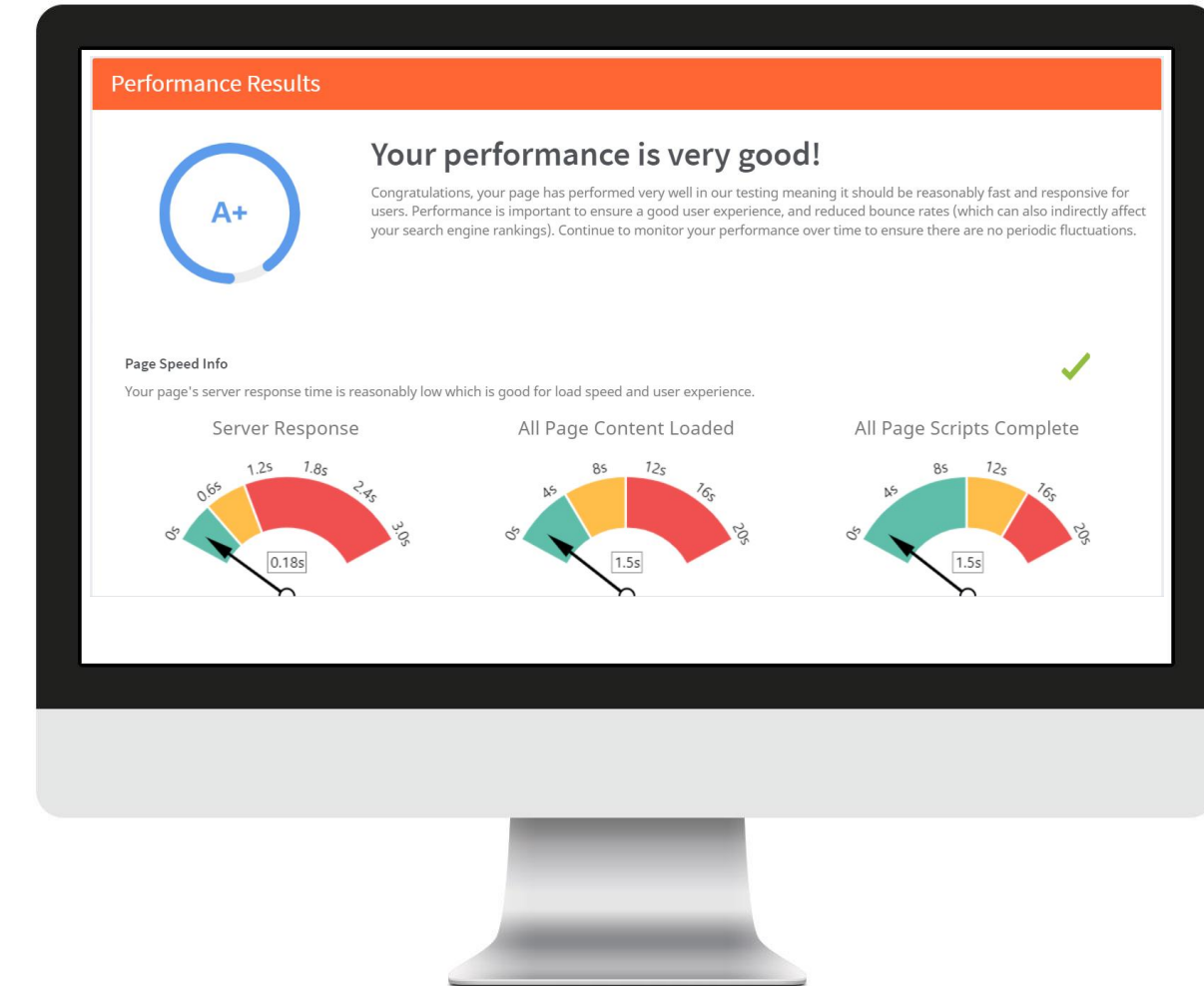
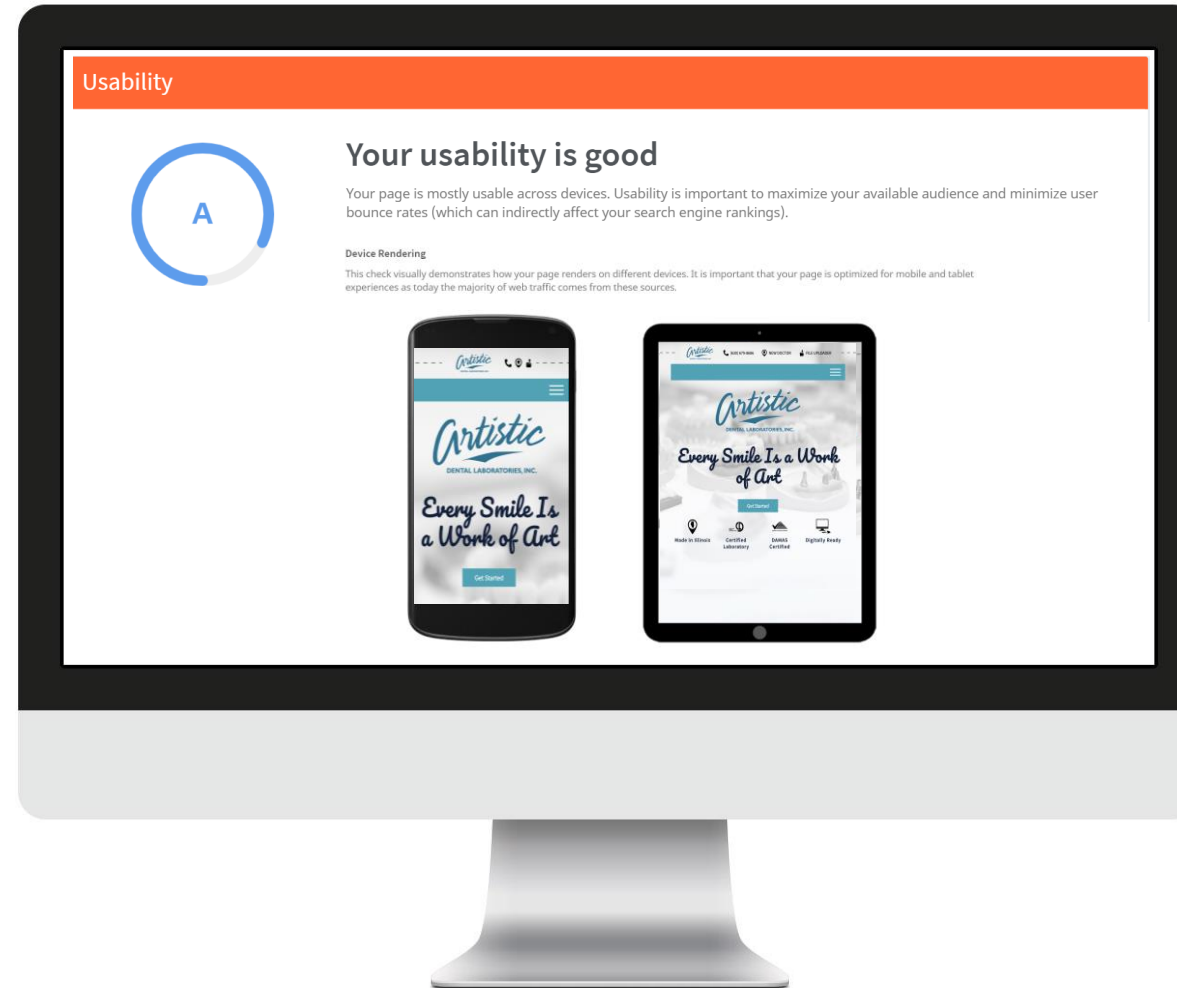
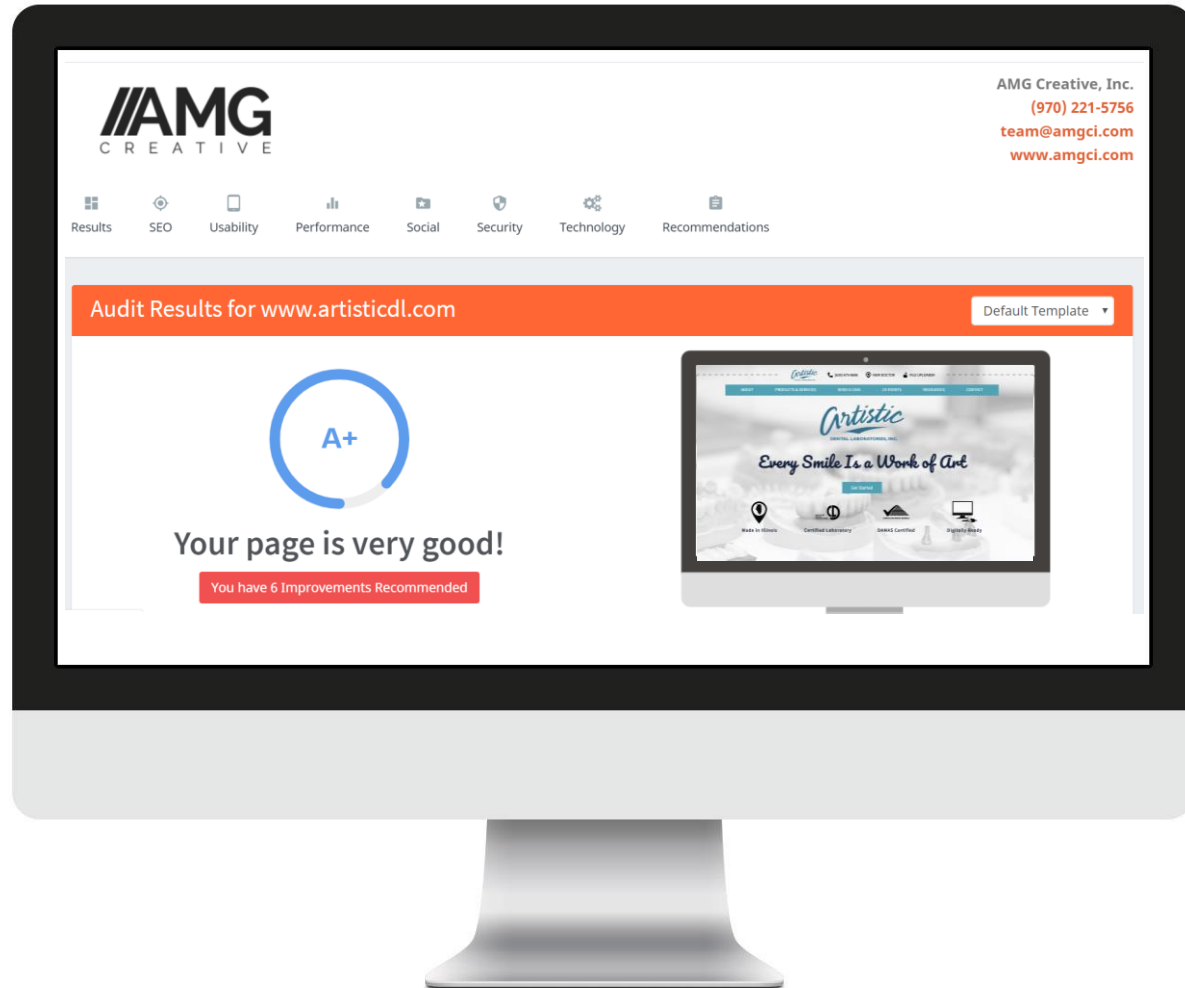


Google Audits: Example

Optimizing your website



Google Audits: Example



I Have a Great Website Now What?

- ✓ Determine Goals and Objectives
- ✓ Choose Target Audience
- ✓ Assign Ownership
- ✓ Establish Budget
- ✓ Pick Appropriate Channels
- ✓ Review Progress
- ✓ Adjust as Indicated
- ✓ Rinse and Repeat



Understanding Your Target Audience

“Once you know your target audience, you can look at the social media landscape and see which social media platforms will work with your message and will reach your audience. It’s a combination of your goals and where your audience spends their time.”

-Peg Fitzpatrick



Developing Your Ideal Customer Profile & Buying Personas



Highest and Lowest Paying States for Dentists

HIGHEST

- | | |
|-----------------------------|------------------------------|
| 1. Delaware: \$264,440 | 6. Connecticut: \$213,390 |
| 2. Alaska: \$259,350 | 7. Wisconsin: \$213,210 |
| 3. Rhode Island: \$254,190 | 8. North Dakota: \$212,380 |
| 4. Minnesota: \$227,280 | 9. North Carolina: \$212,160 |
| 5. New Hampshire: \$226,300 | 10. Nevada: \$210,710 |

LOWEST

- | | |
|-----------------------------|----------------------------|
| 1. Louisiana: \$124,020 | 6. California: \$151,490 |
| 2. Wyoming: \$125,120 | 7. Maryland: \$151,950 |
| 3. Nebraska: \$135,080 | 8. Mississippi: \$153,810 |
| 4. Utah: \$138,970 | 9. Pennsylvania: \$153,950 |
| 5. West Virginia: \$139,170 | 10. Kentucky: \$154,230 |

Social Media Drives Value Across the Customer Lifecycle

Listen and respond to your audience across channels

Awareness



Engagement



Purchase



Retention & Loyalty



Growth



Advocacy



Social Media for Brand Research

% of active users who say they use social platforms to research products



44%



39%



39%



39%



38%



38%



37%



36%

What Does it Take to do Social Media Marketing Well?

Check that all of your bases are covered when starting or improving your social media strategy

- ✓ Create clear goals
- ✓ Have dedicated individual
- ✓ Produce enough relevant, quality content
- ✓ Understand the social platforms and sites your audience prefers
- ✓ Commit to making every campaign social
- ✓ Equip your other channels with the ability to share social
- ✓ Track metrics to get insights about your social media campaigns

The Power of Visuals: Photos

Increase the visibility of your brand

Images Appeal to Emotions



Images Create Intimacy



Images Engage



“People following directions with text and illustrations do **323%** better than people following directions without illustrations”
- NeoMam

“Visual content is more than **40X** more likely to get shared on social media than other types of content”
- Buffer

“Content with relevant images gets **94%** more views than content without relevant images”
- KISSMetrics

The Power of Visuals: Videos

Create winning social media strategies

- ✔ Use customer-centric titles
- ✔ Include video descriptions with targeted keywords
- ✔ Encourage comments
- ✔ Increase social shares



Choosing the Right Platform: Facebook

Learning to use automated marketing platforms

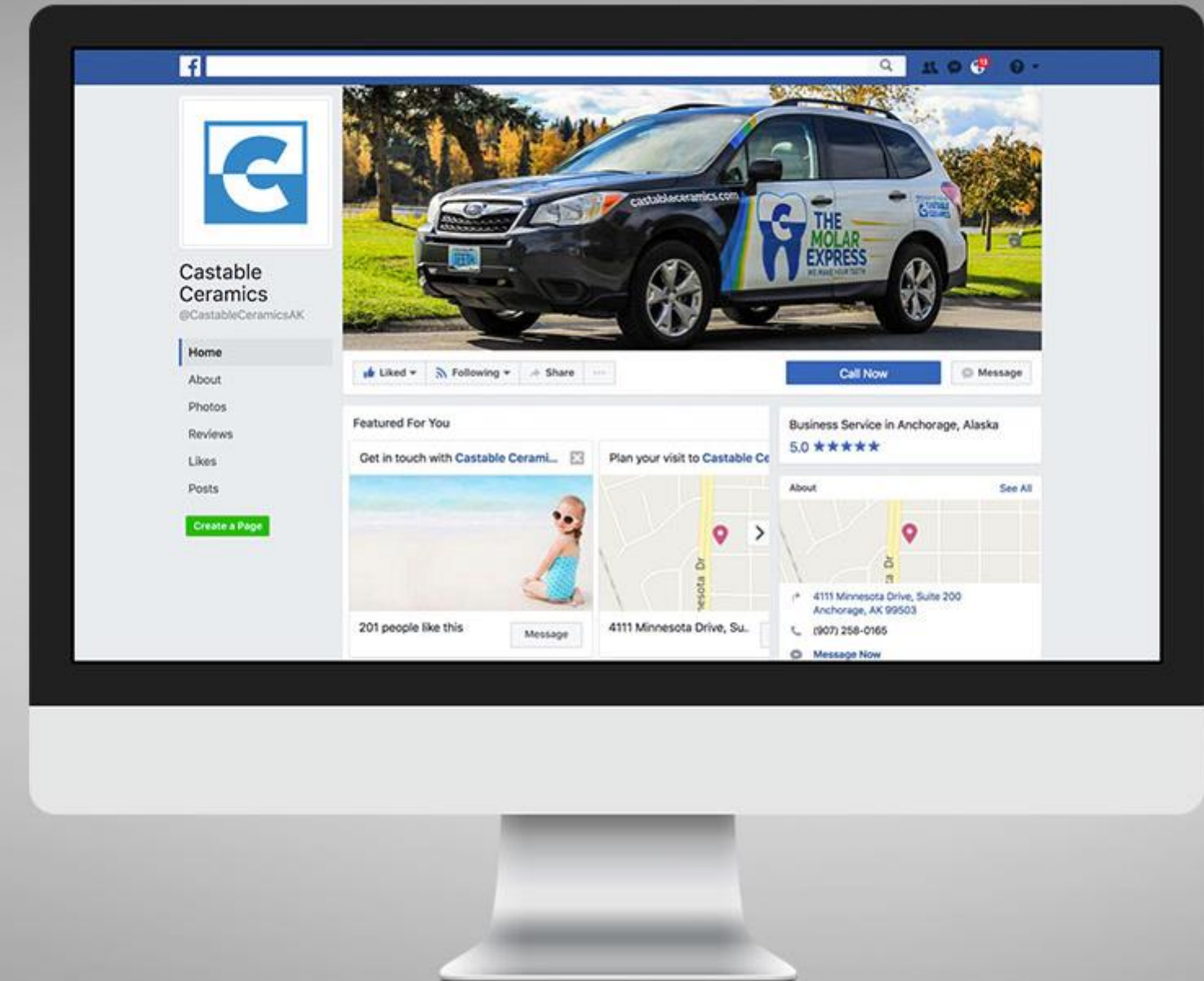
- ✓ Facebook groups
- ✓ Live videos
- ✓ Tips and tricks
- ✓ Paid advertising



Quality Facebook Setup

Castable Ceramics

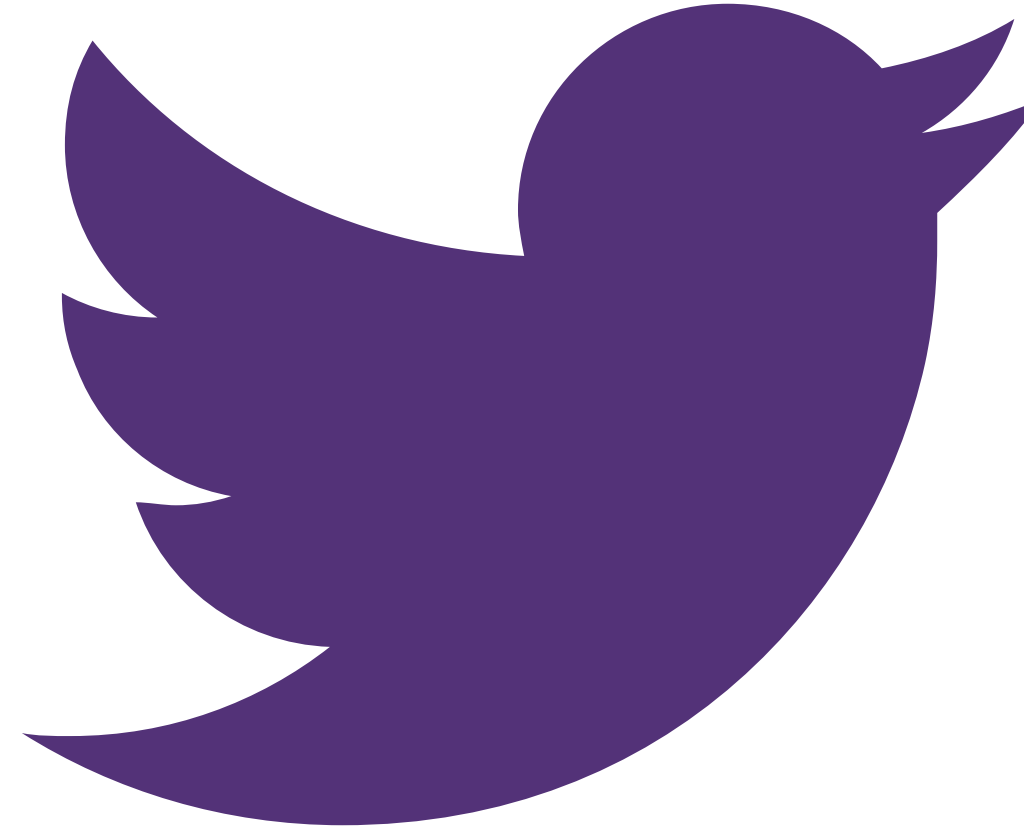
- ✓ A recognizable profile picture that represents your brand
- ✓ An engaging cover photo
- ✓ A custom URL
- ✓ A thorough About section
- ✓ Engaging, consistent posts
- ✓ Videos



Choosing the Right Platform: Twitter

An optimal network for corporate growth and development

- ✓ Grow your following
 1. Create engaging tweets
 2. Use Twitter lists
- ✓ Remember the 4-1-1 rule



60%

**of Twitter users purchased
from a business because
of something they
saw on twitter**

Choosing the Right Platform: LinkedIn

The worlds largest professional network

Build your brand presence:

- ✓ Profile page
- ✓ Content sharing
- ✓ Showcase page
- ✓ Groups



Encourage Employees to Participate



Create a Group for Your Customers



Optimize SEO on Your Page



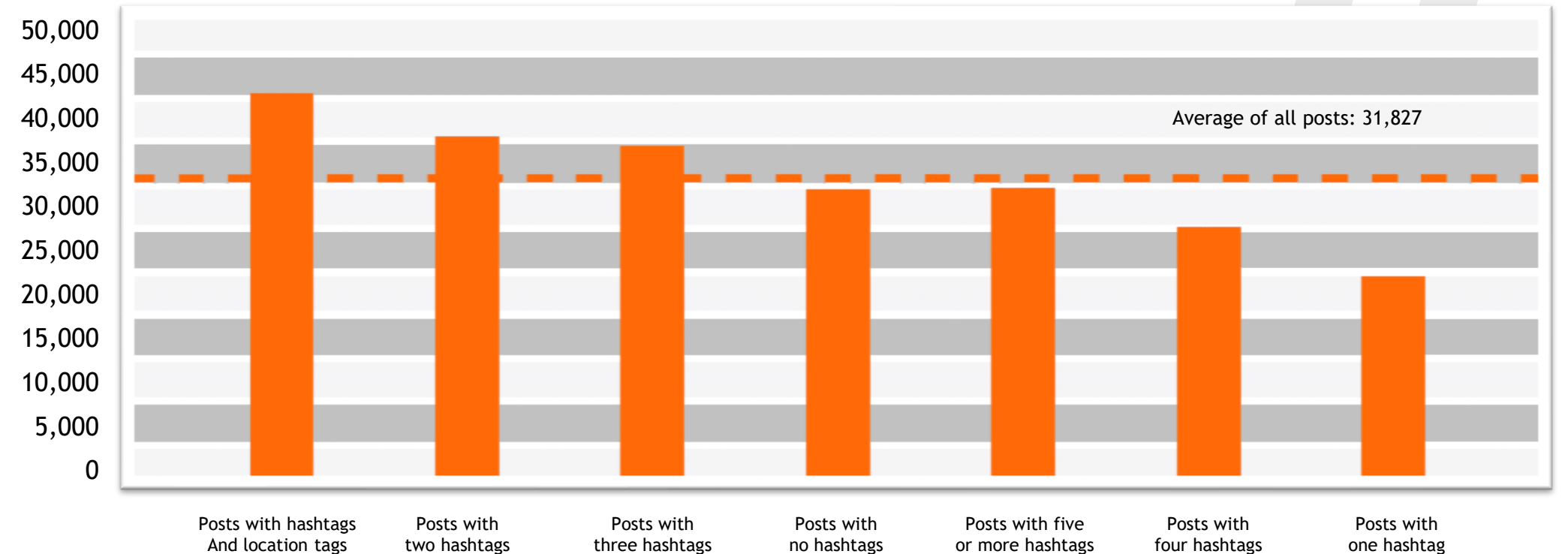
Track Industry News

Choosing the Right Platform: Instagram

Showcase products and engage your audience

- **Plan:** before sharing photos
- **Capture:** create and share content
- **Hashtag:** to engage new viewers
- **Engage:** to share with your customers

Hashtags and Average Engagement Per Post



The Power of Instagram: An Example

- ✓ **2nd Most Engaged Platform**
After Facebook
- ✓ **71% of US Businesses**
Promote Themselves on Instagram
- ✓ **53 Minutes Per Day**
Is the Average Time Spent on Instagram
- ✓ **83% Users Discover New Products & Services**
Through Instagram Posts & Ads

Source Oberlo.com



FD FRONTIER DENTAL
LABORATORIES

Choosing the Right Platform: YouTube

Relevant videos to connect with your consumers

Tips and tricks for sharing:

- ✓ Use keyword-rich descriptions
- ✓ Post new instructional or technical videos consistently
- ✓ Include CTAs in your videos
- ✓ Broadcast live, then host the recording



Consider Using YouTube Paid Advertising to Connect with Target Audiences

Integrating Social Media: Nurture

Listen and respond to your customers

- ✔ Nurture the lead across multiple channels
- ✔ Learn the process of your consumer
- ✔ Make it easy to download assets & get information



Posting Frequency on Social Networks

Content should match the expectations of the audience



Facebook

No more than
twice a day



Instagram

Test what works best,
approximately 3-7 posts
per day for stories,
& one image post a day



LinkedIn

One to two
times a day



Twitter

As many times as possible
without overwhelming
your audience

Avoiding Social Media Mistakes

Important pitfalls to avoid when reaching for your goals

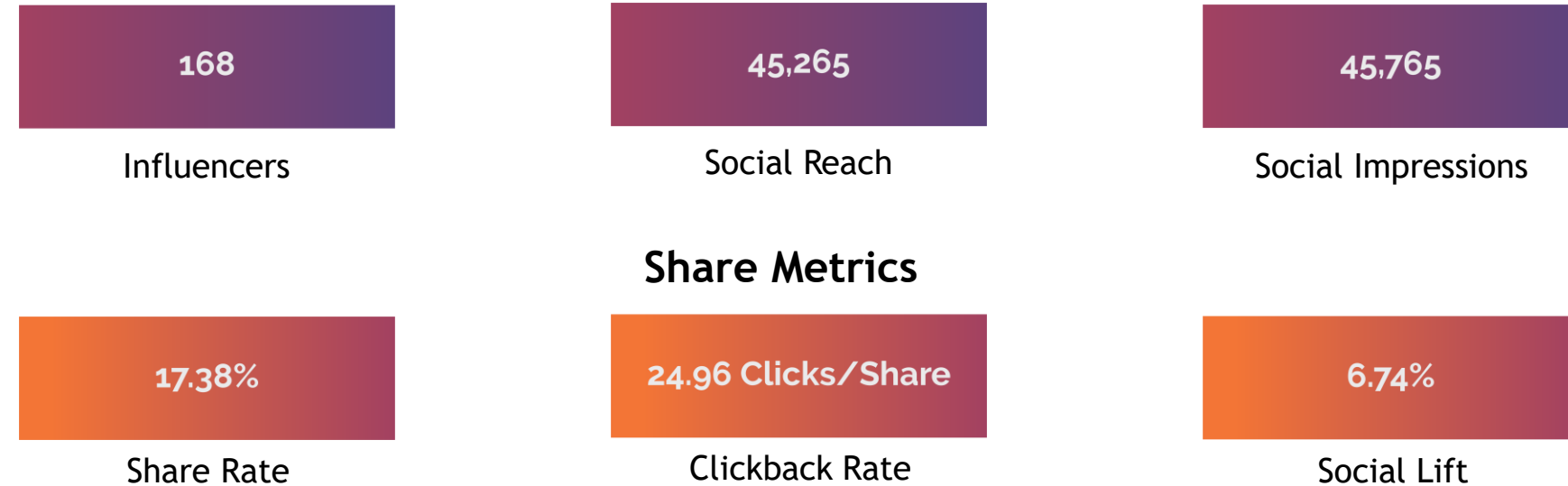
- ✔ Don't go in without goals
- ✔ Don't just brag or sell
- ✔ Don't overlook measuring your ROI
- ✔ Don't assume every social media site fits your business
- ✔ Don't create a presence, then abandon it



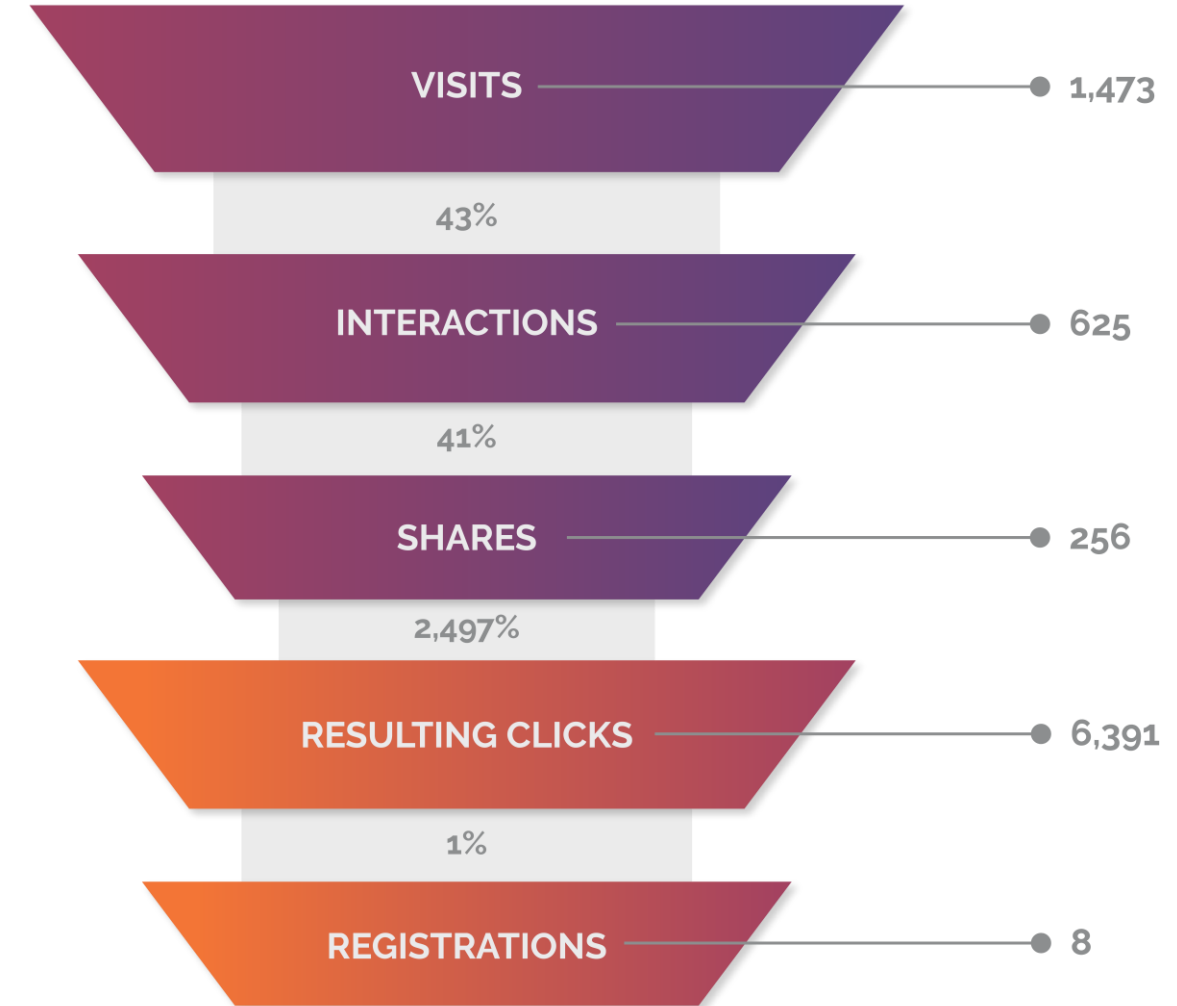
Web & the Social Funnel

The master view that should fuel your communication

Audience (Total Profiles: 0)

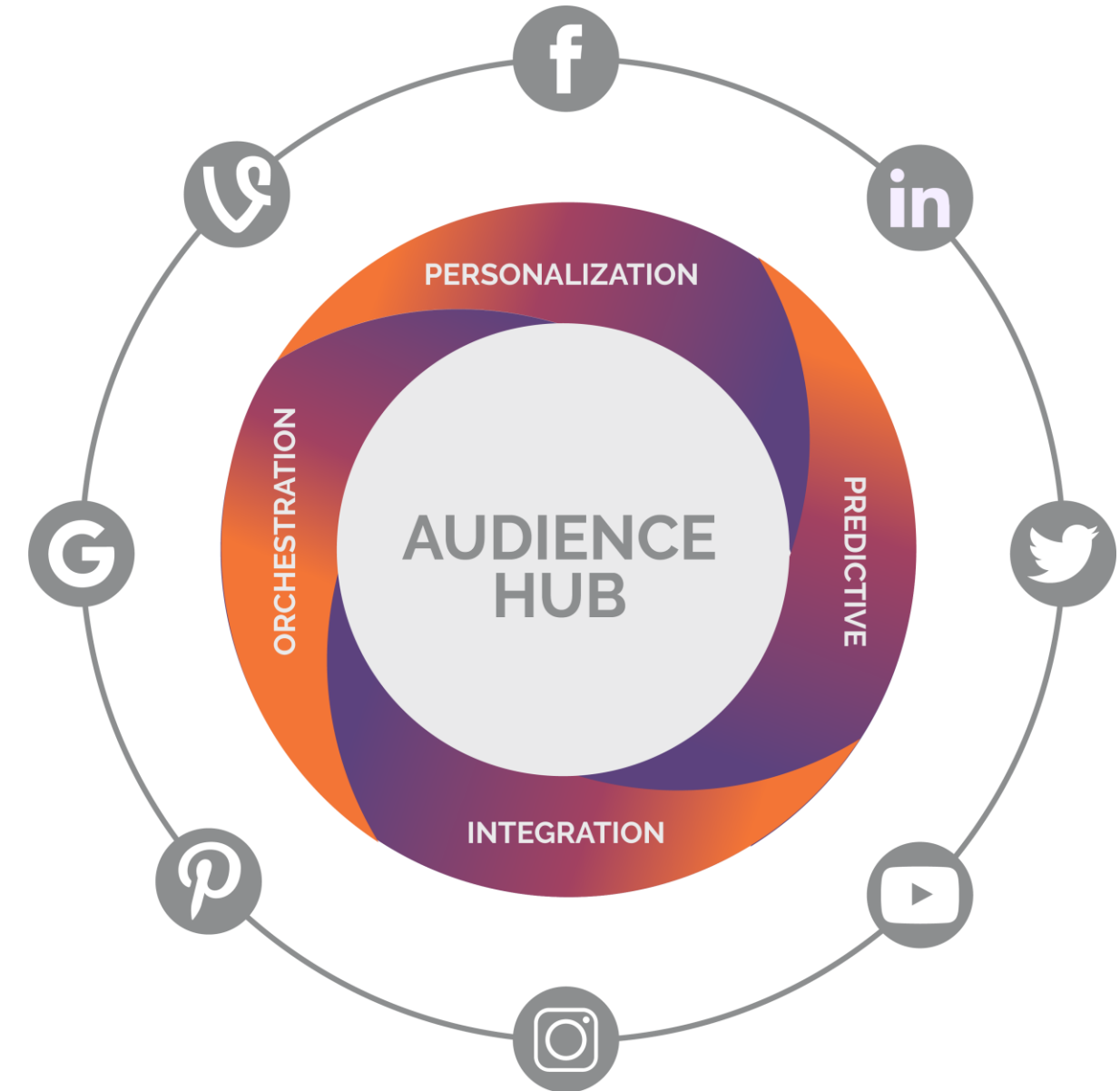


Social Funnel



Cross-Channel Social Media Marketing with Marketing Automation

Communication with customers should not repeat, rather they should inform each other and enable you to listen and respond appropriately. Automation platforms, such as Marketo, give you access to an Audience Hub with customer profiles based on demographic & behavioral data.



Integrating Social Media into Your Omnichannel Strategy

Mobile

Track mobile website visits, emails opened, apps installed, and other details to inform your other marketing campaigns.

Email

Integrate your email campaigns using social connecting, social sharing, and social promotion. Feature connections to other social media platforms for your consumers to engage other places.

Offline

CE event marketing is a powerful way to stand out offline. In-person interactions go a long way in gauging your dentist's interactions and creating connections.

What Does it Take to do Social Media Marketing Well?

Check that all of your bases are covered when starting or improving your social media strategy

- 1.** Put yourself in their shoes
- 2.** Write like you talk
- 3.** Forget the introduction
- 4.** Get to the point
- 5.** Keep it short
- 6.** Personalize what you can
- 7.** Put contact details in SIG
- 8.** Avoid images
- 9.** Include a postscript
- 10.** Close with a question
- 11.** Keep following up
- 12.** Test your messages
- 13.** Consistency
- 14.** Conclusion



Learn the Customer Types

Know how they are different

- ✓ New
- ✓ Current
- ✓ At-Risk
- ✓ Prospect
- ✓ Lost



The Six Stages of the Customer Lifecycle

Keep your customers' journey in mind

1. Awareness

2. Engagement

3. Purchase

4. Retention/loyalty

5. Growth

6. Advocacy

The probability of selling to a prospect is less than

20%

The probability of selling to an existing customer is greater than

60%

Marketers that say they achieve a Higher ROI by focusing on engagement

49%

Repeat customers spend more than new customers by as much as

67%

Learn the Customer Types

Customizing your marketing according to your audience

NEW

Formalized on-boarding plan

Automated workflow
to support follow-up
communication

CURRENT

Dentist or practice that
has been sending work
consistently to your laboratory
for the past
three to six months

AT-RISK

Make a game plan

Automated solution:
we miss you

PROSPECT

Initial marketing such as email
campaigns, print material, or
hosting CE events

Field sales representative

LOST

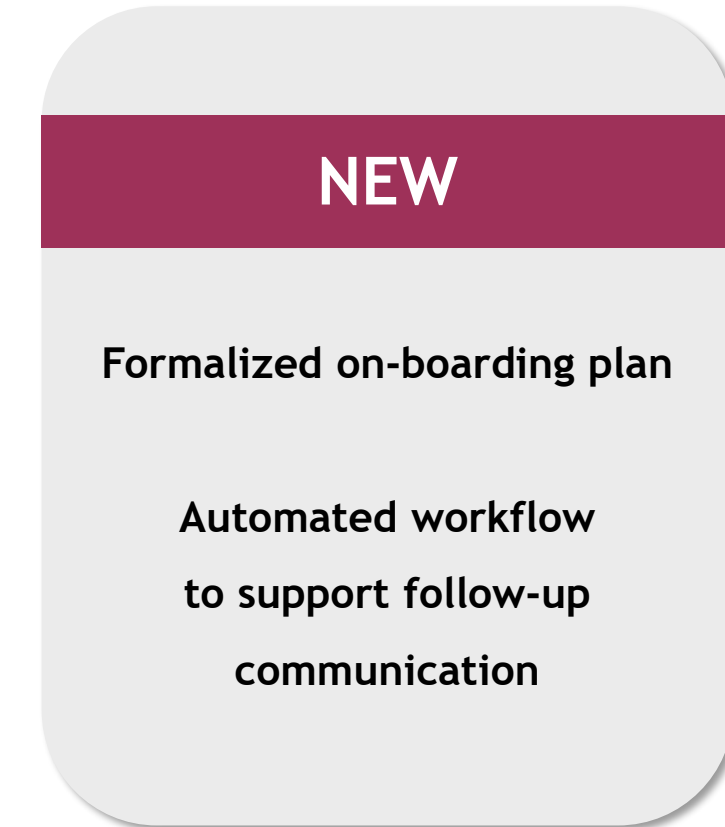
Sent materials from
different brands

Direct mail letter & “we want
you back” campaign

New Customer Onboarding: Example

Institutionalize twelve-week plan

- ✓ Direct Mail
- ✓ Bi-weekly email
- ✓ Invoice communication
- ✓ Phone call from dedicated contact
- ✓ Case stuffer
- ✓ Statement stuffer
- ✓ Special offer for cross-selling
- ✓ Loyalty/rewards program
- ✓ CE events
- ✓ Automated solution with the right technology stack



Dental Laboratory Starter Kit

Example: R-Dent

- ✓ Can be physical or virtual
- ✓ Usually includes:
 - Dr Preference Guide
 - Rx Forms
 - Formal Written T&Cs
 - Prepaid Shipping Labels
 - First Case Incentive



Current Customer Onboarding: Example

Institutionalize evergreen plan

- ✓ Bi-weekly email
- ✓ Invoice communication
- ✓ Case stuffer
- ✓ Statement Stuffer
- ✓ Excellent cross-selling opportunity
- ✓ Referral program
- ✓ Loyalty/rewards program
- ✓ Automated solution with the right technology stack

CURRENT

Dentist or practice that
has been sending work
consistently to your laboratory
for the past
three to six months

At-Risk Customer Onboarding: Example

Institutionalize evergreen plan

- ✓ Determine criteria for at-risk
- ✓ Personalized phone call to discuss why volume has dissipated
- ✓ Special incentive for win-back
- ✓ Automated solution with right technology stack

AT-RISK

Make a game plan

Automated solution:
we miss you

Prospect Onboarding: Example

Institutionalize evergreen plan

- ✓ Direct mail
- ✓ Bi-weekly email
- ✓ Personal visit
- ✓ Case stuffer
- ✓ CE Events
- ✓ Statement Stuffer
- ✓ Loyalty/rewards program
- ✓ Automated solution with the right technology stack

PROSPECT

Initial marketing such as email campaigns, print material, or hosting CE events

Field sales representative

Lost Customer Onboarding: Example

Institutionalize evergreen plan

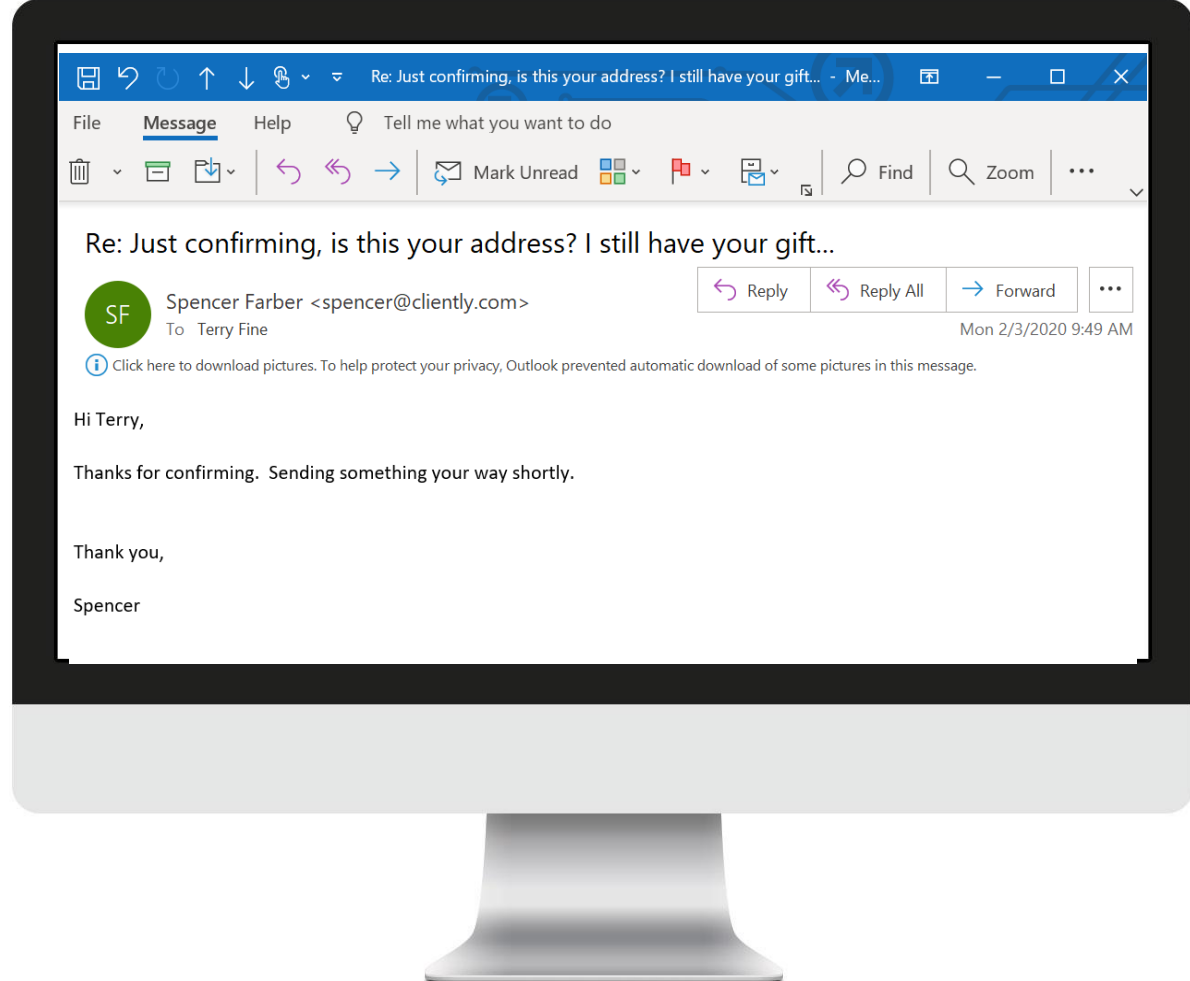
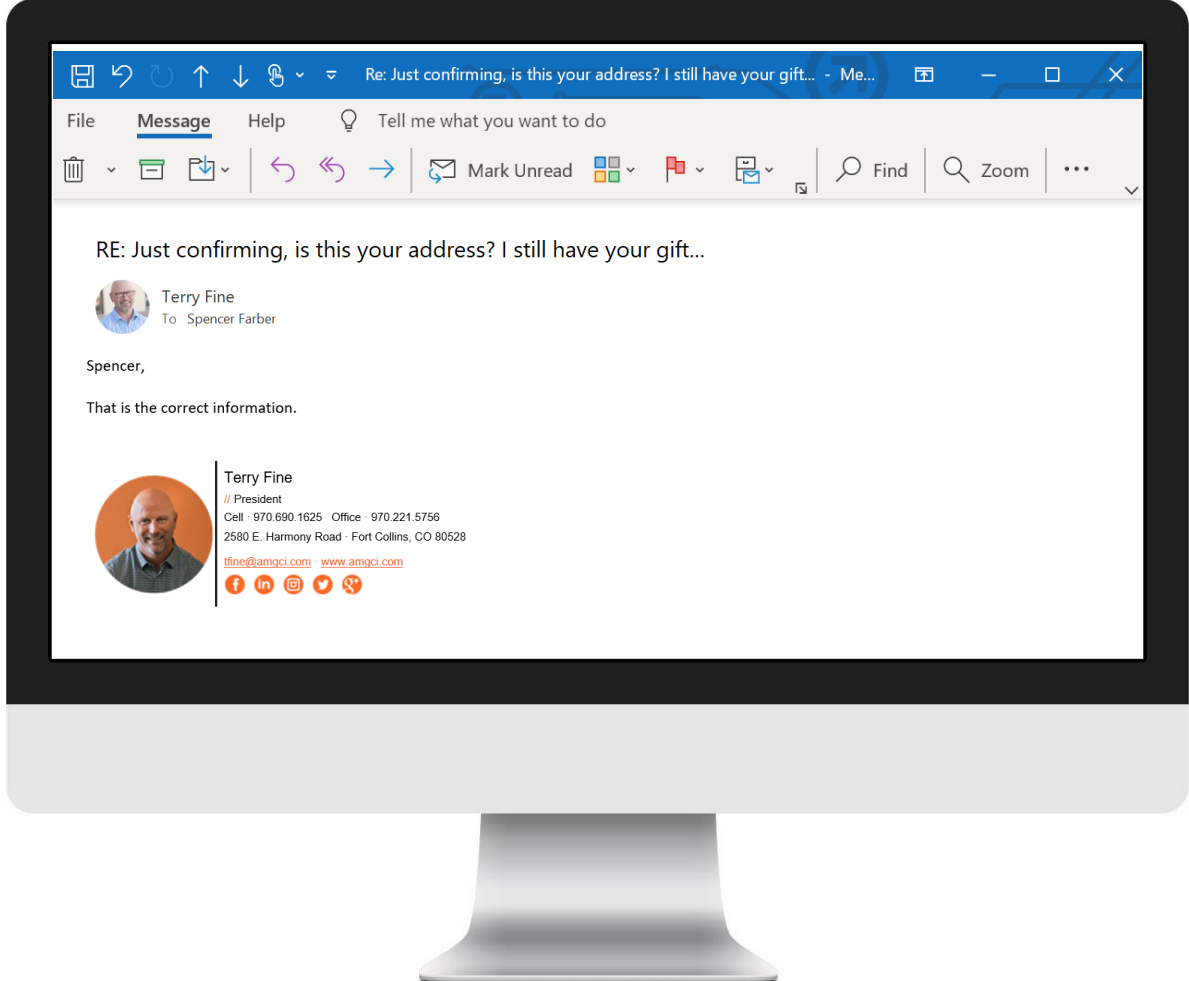
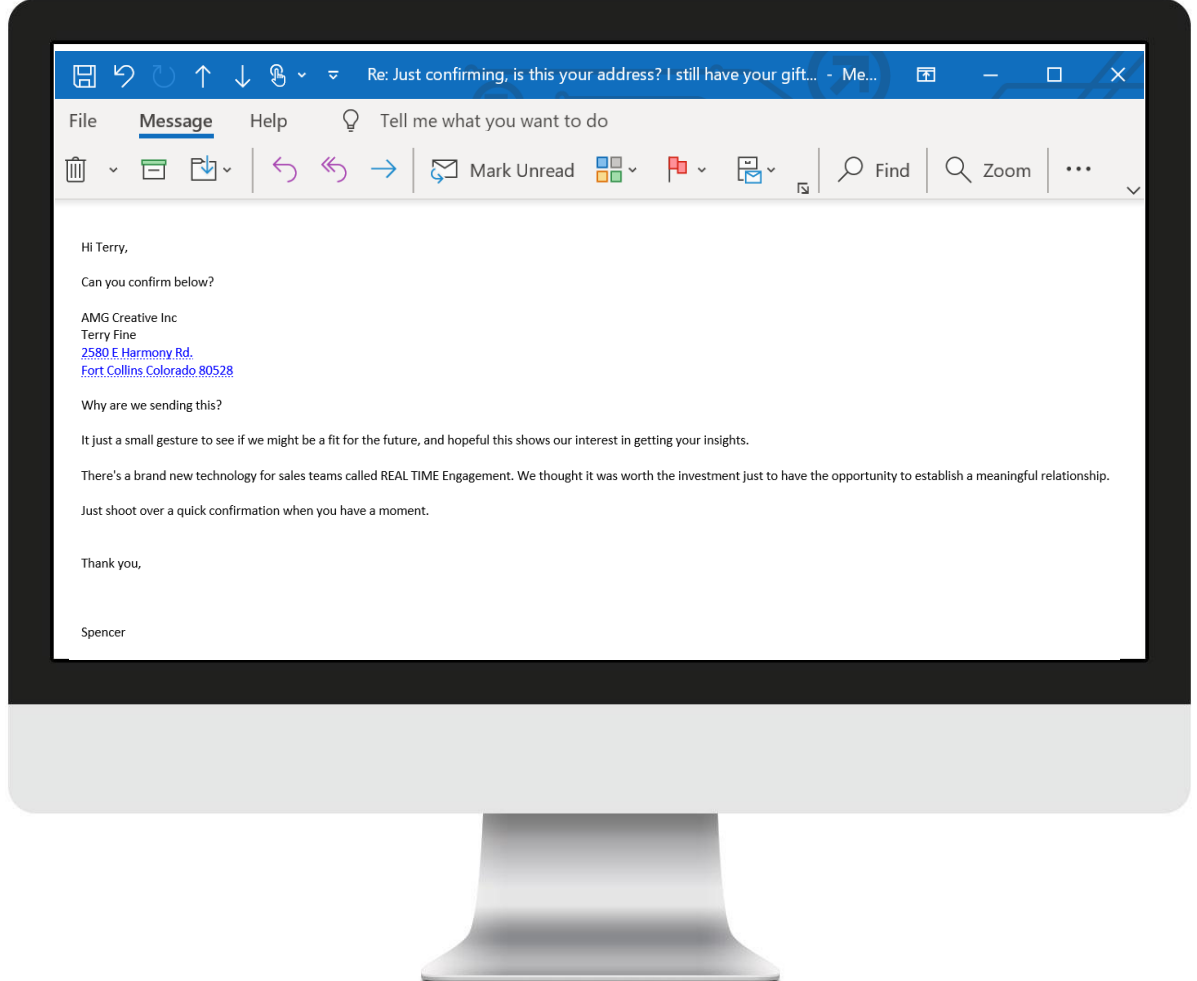
- ✓ Determine criteria for lost
- ✓ Personalized phone call
- ✓ Special incentive for win-back
- ✓ Automated solution with right technology stack

LOST

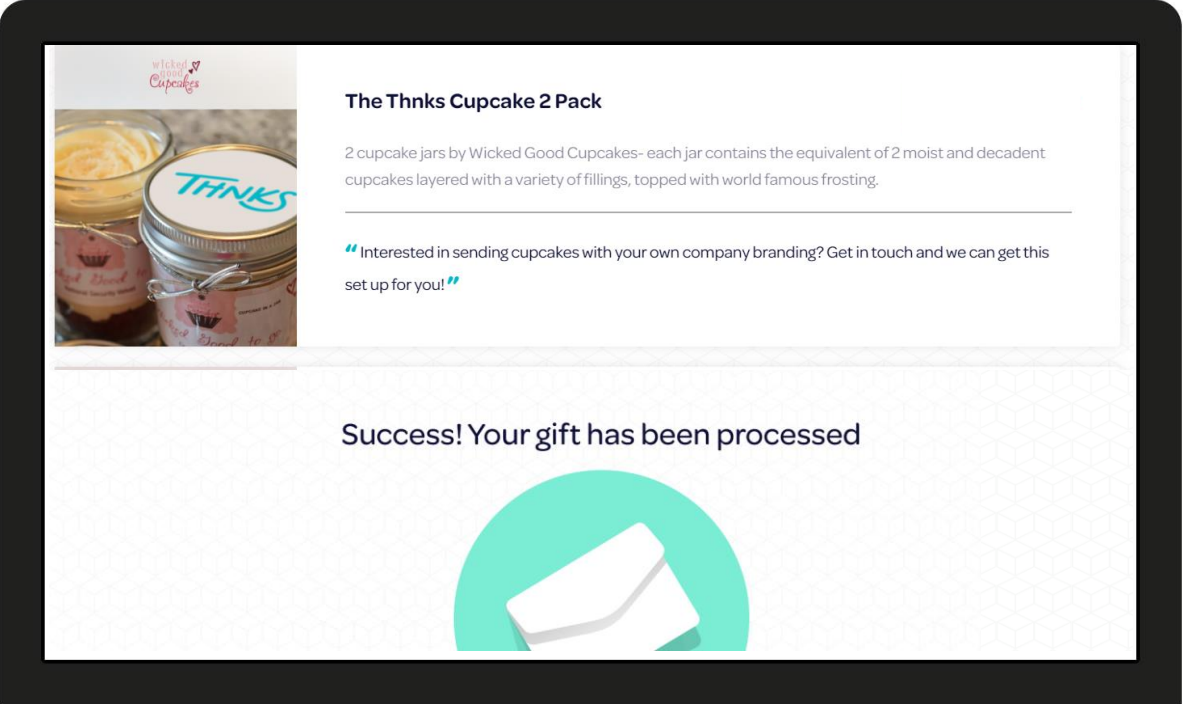
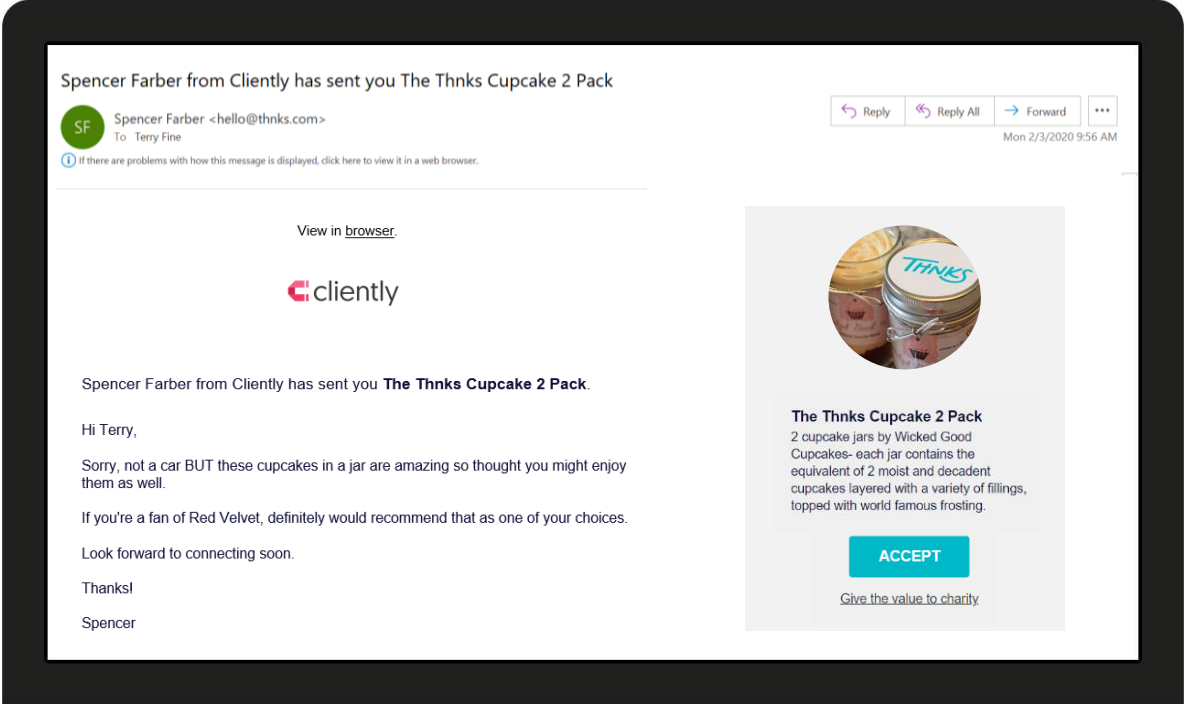
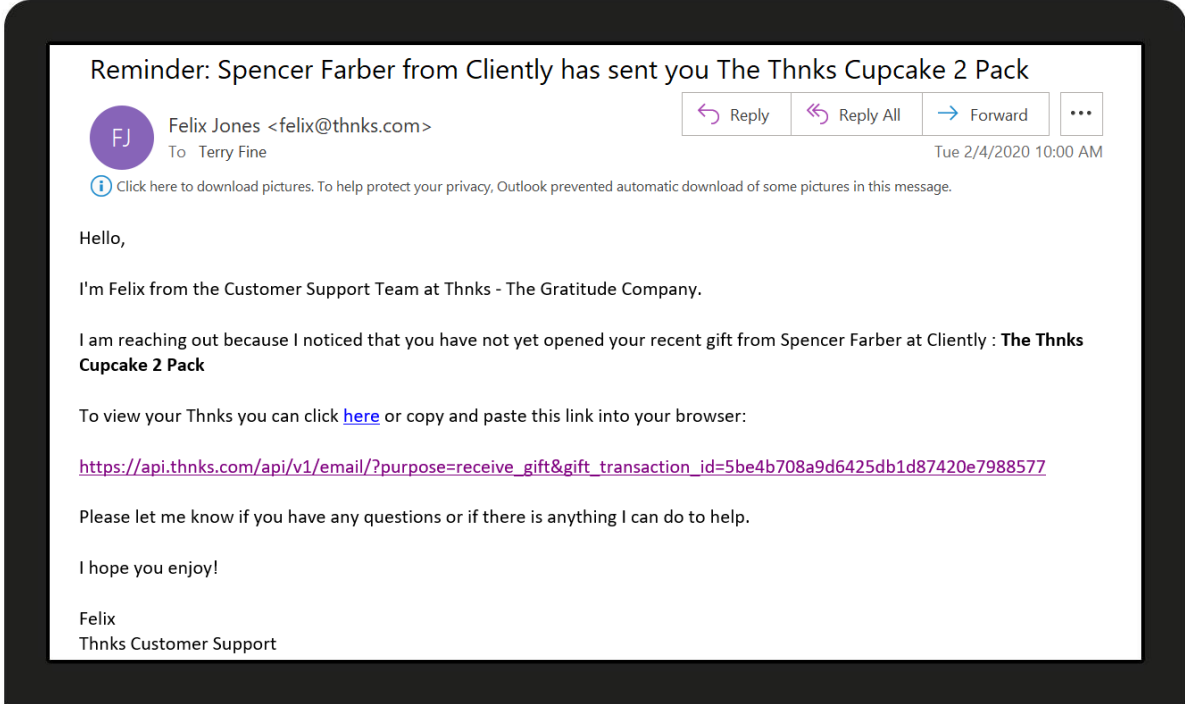
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New Ways to Show Appreciation: THANKS



New Ways to Show Appreciation: THANKS



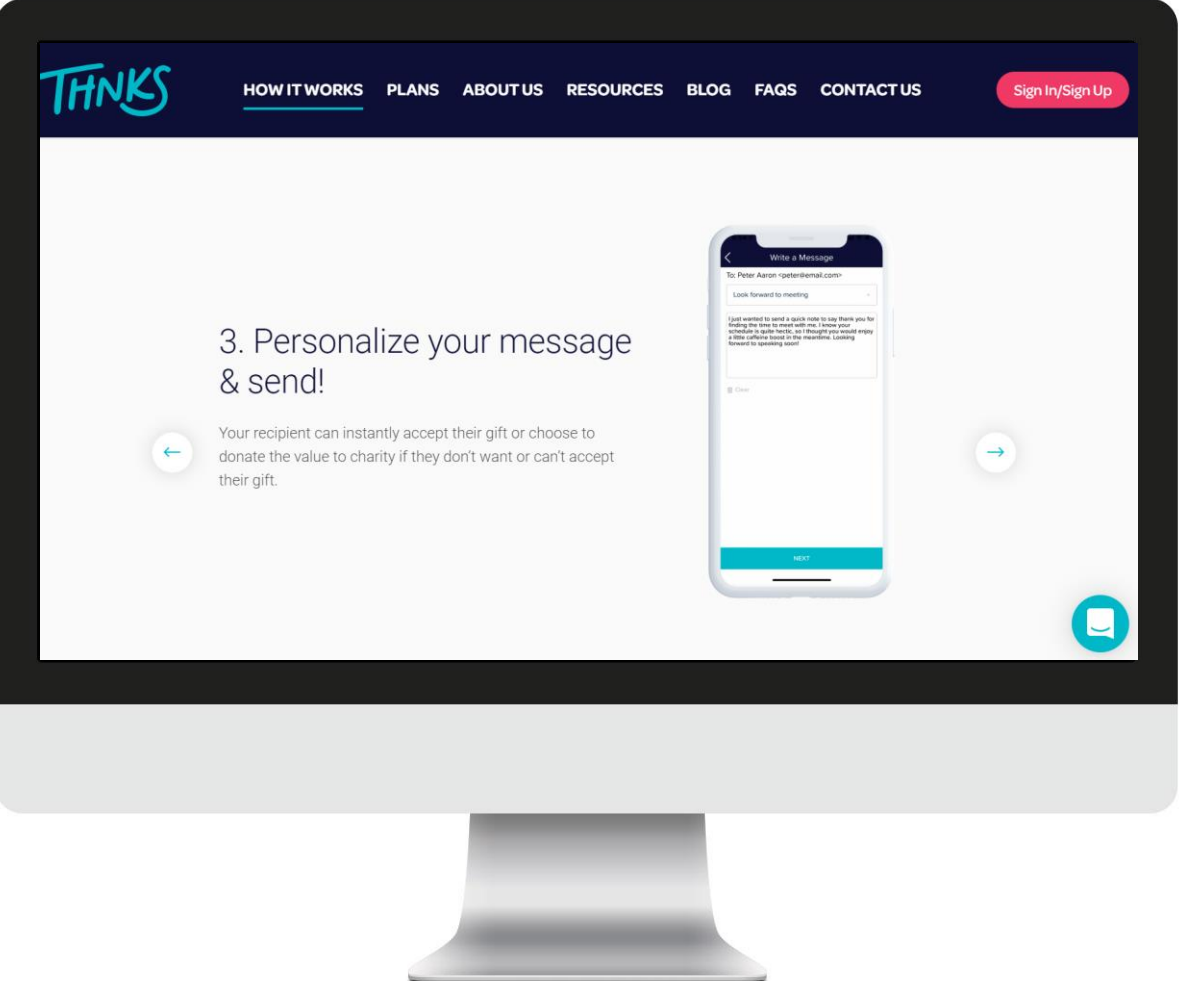
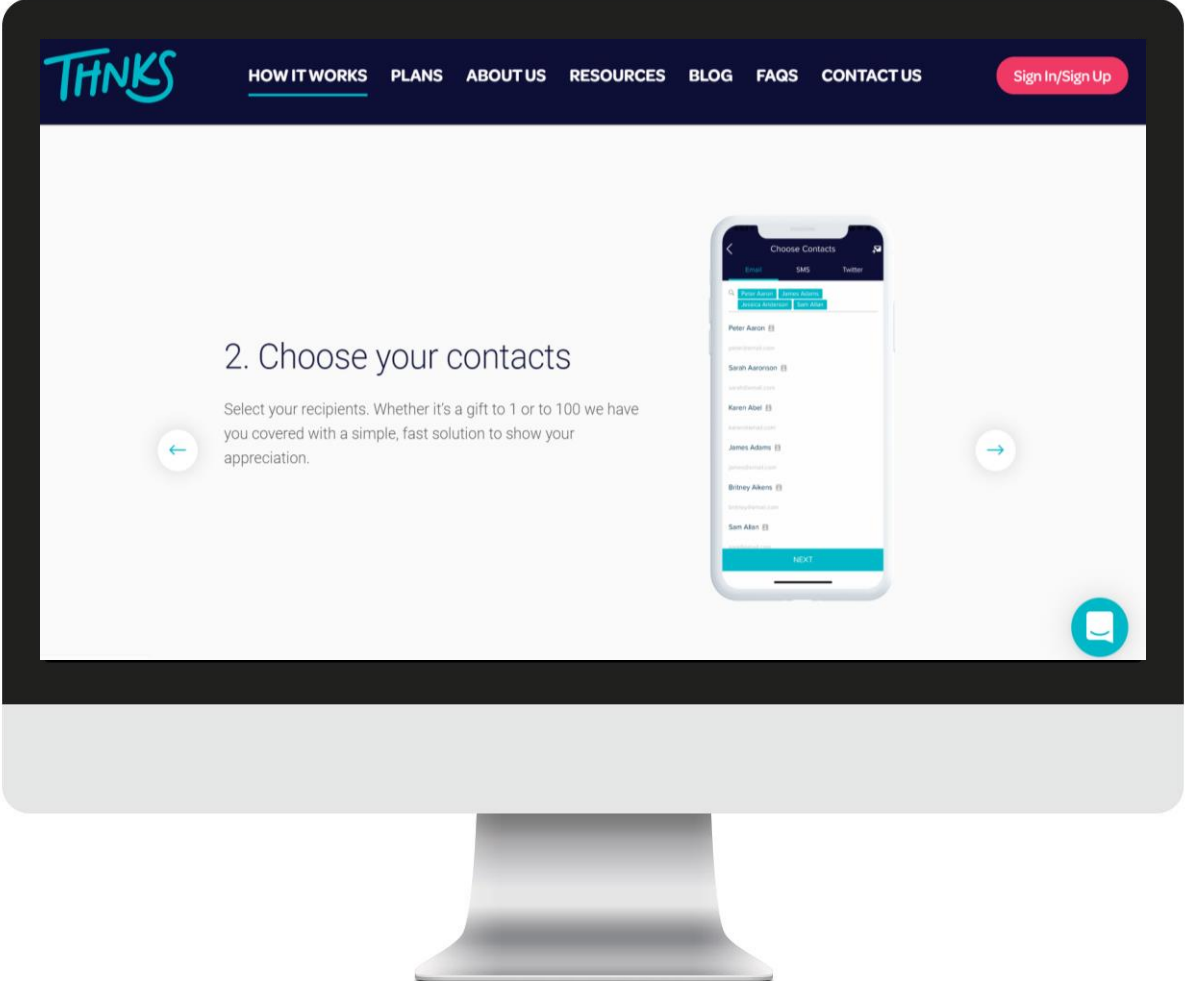
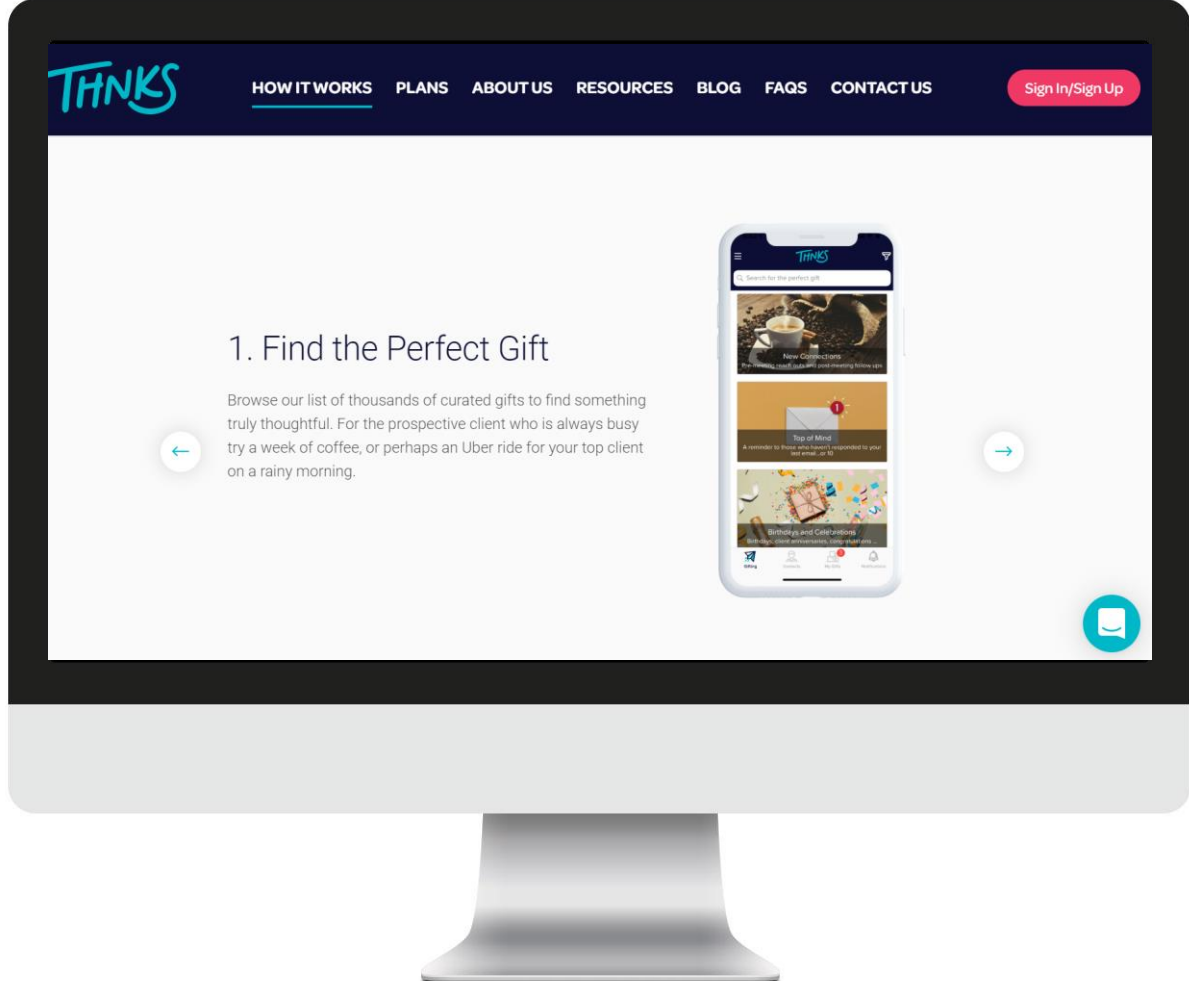
New Ways to Show Appreciation

THANKS

the gift

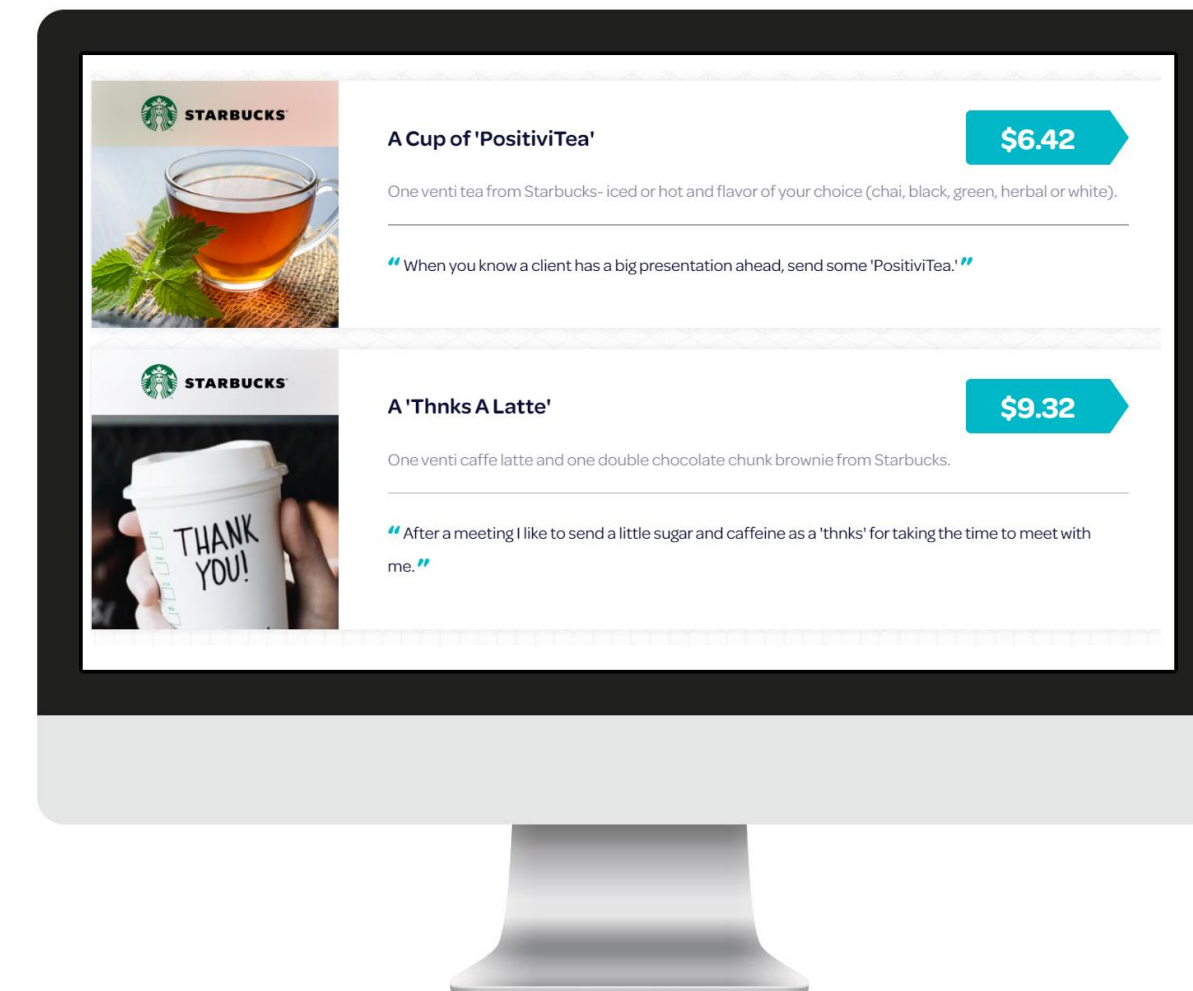
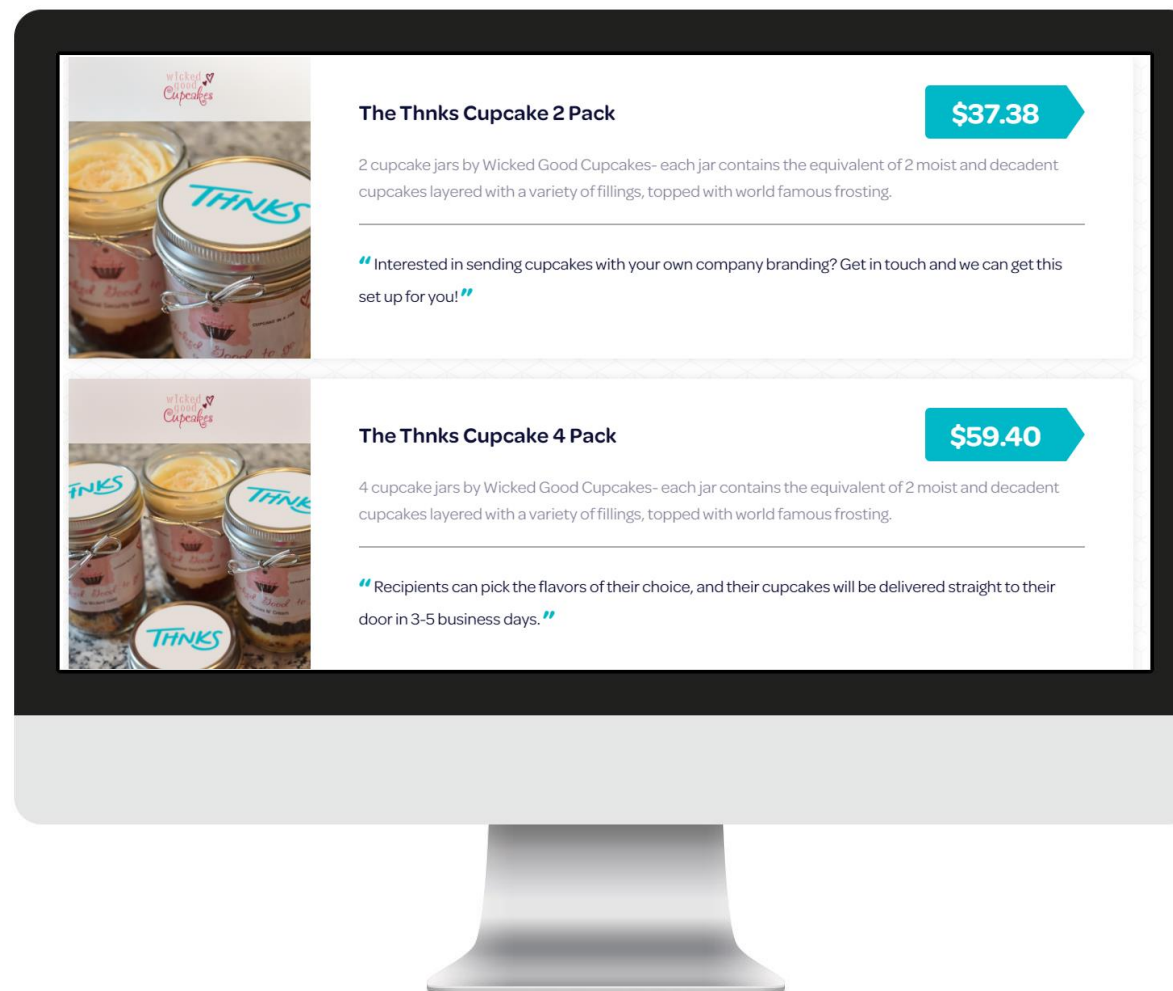


New Ways to Show Appreciation: THANKS



New Ways to Show Appreciation: Final Thoughts

- ✓ Easy to Use
- ✓ Cost Effective
- ✓ Automated
- ✓ Trackable



Email Marketing: Intro





CAN-SPAM

- Addresses spam only
- Applies only to email, contains SMS domain opt-out
- No prior permission required - **Consent Not Required**
- No private right of action, available to ISPs and Government to bring lawsuits



CASL

- Address a broad range of internet issues - digital channel
- Applies to all forms of electronic messaging
- Prior permission based - **Documented Consent Required**
- Private right of action available to anyone
- Individuals, business etc. - **effective 2017**



Email Marketing: Cold Emails



Spam Vs. Cold Emails

Outreach

SPAM EMAIL

- 👎 Uses a Fake Name
- 👎 Misleading Subject Line
- 👎 Not Identified as Ad
- 👎 No Address Shown
- 👎 No Opt-out Option

GOOD COLD EMAIL

- 👍 Uses Your Real Name
- 👍 Uses a Conversational Style
- 👍 Opt-Out Option in P.S.
- 👍 Appropriate Subject Line
- 👍 Address Shown



Cold Email

A real-world example

- Set up a separate email account for outbound
- Warm up new email accounts
- Verify the reputation of your domain and IP
- Send only to business addresses of individuals
 - Never send to role-based emails such as “info@” or “sales@”
- Check you email provider limits
- Add personalization
- Keep the form of the email as simple as possible
- Polish your Html signature

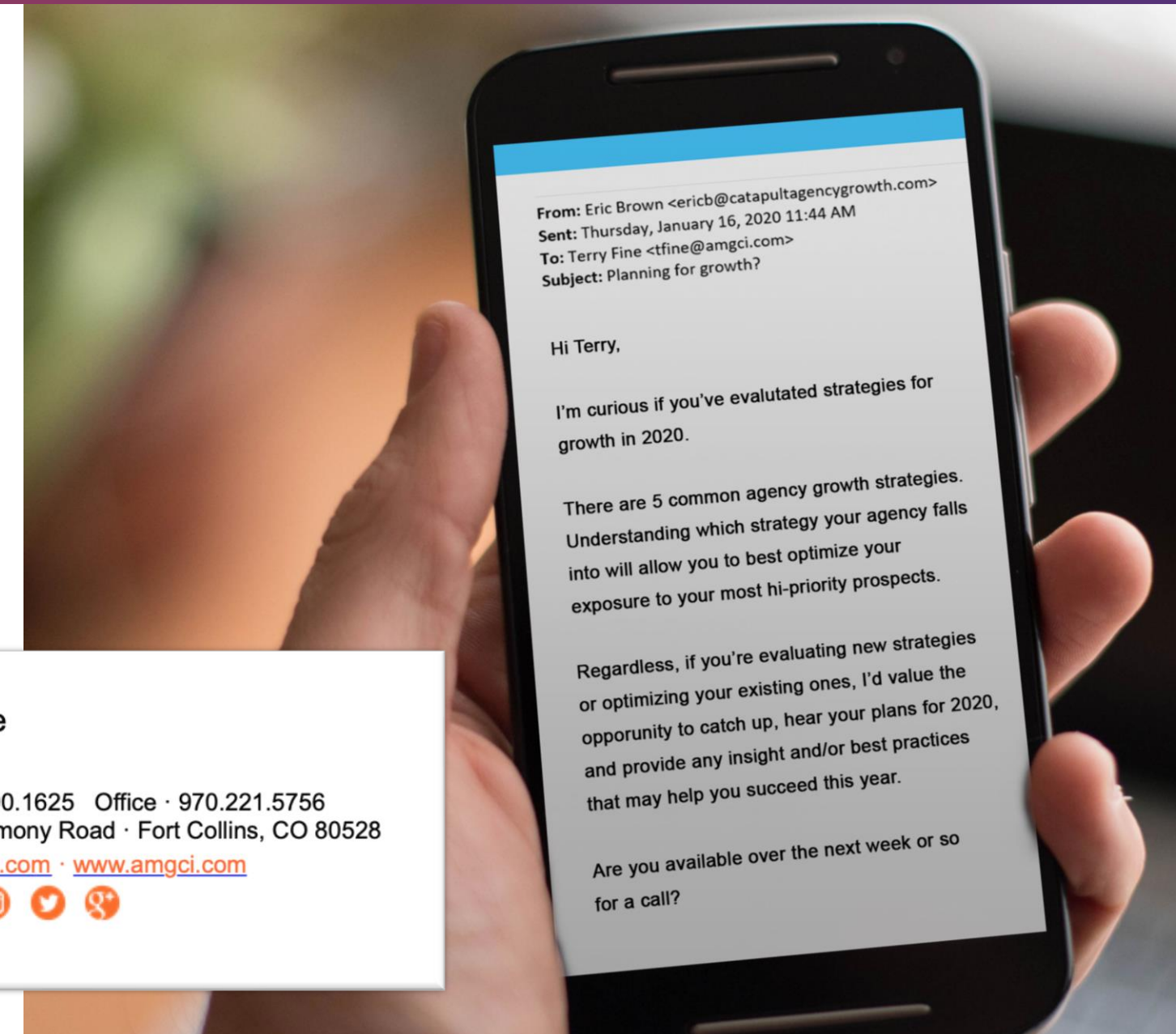


Terry Fine

// President

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tfine@amgci.com · www.amgci.com



Cold Email Leads: Platforms

Clickback MAIL 1.866.684.4932

Clickback MAIL is the #1 Cold Email Platform.

Deliverability Variables Monitored: 287
Emails Sent Per Month: 110M
Customer Satisfaction: 97%

Our Software was Built for Top-Notch Deliverability.

Cold email is a powerful strategy for lead generation. Clickback MAIL provides everything you need to create campaigns that hit the inbox and convert cold contacts to warm leads.

(It's also 100% CAN-SPAM, CASL and GDPR compliant.)

Fill out the form for a free 1-on-1 demo.

What It Is

- Clickback MAIL is email lead generation software, built specifically to enable you to run powerful, effective cold email campaigns.
- It lets you send 100% CAN-SPAM (US Anti-Spam Law) compliant email campaigns to your cold or purchased B2B contacts. Clickback MAIL also filters out detected Canadian and

What You Get

- Automatically removes bad data from your list.
- Drag-and-drop editor lets you design emails that look great.
- Advanced HTML editor lets you create your emails directly using HTML.

1-on-1 Demo Details

- When you fill out the form above, you'll receive a link to a calendar where you can schedule your demo at a convenient time.
- One of our experts will give you a 1-on-1 live demo. You'll get a walkthrough of the features and learn some strategies and benefits of using it.

How It Works Features Industries Pricing Customers About Blog

COLD EMAILS & FOLLOW-UPS
sent automatically from your mailbox

Type email for 14-day free trial... GET STARTED

Cold Emails: Before-After-Bridge (BAB)

BEFORE

Here is your world now.

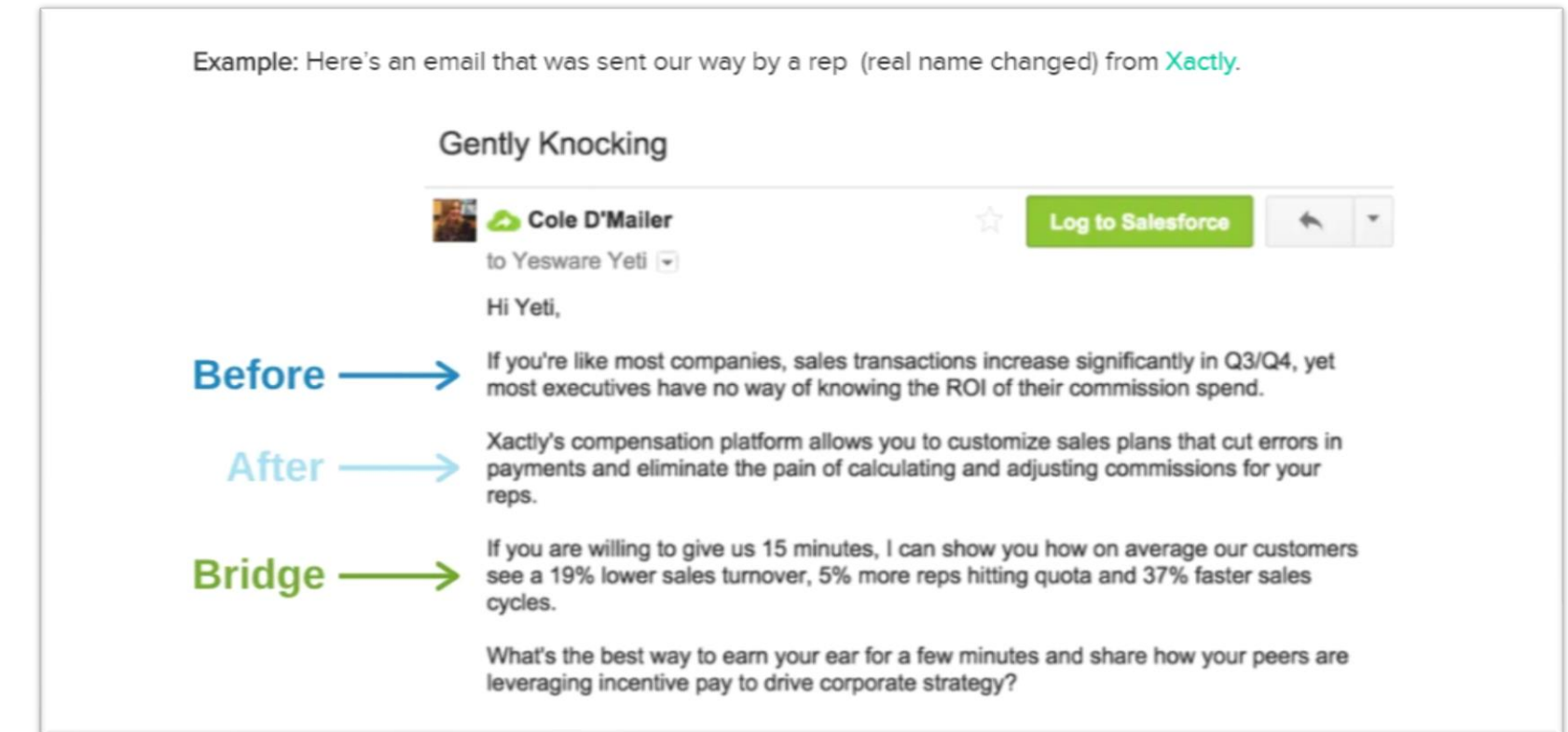
AFTER

Imagine what the world would be like if you solved this problem.

BRIDGE

Here is how to get there.

Open by describing a problem relevant to your prospect, then describe how the world would be different if that problem didn't exist. Close by explaining how your service can help them get there.



WHY IT WORKS: Humans are motivated to take action when triggered by either pleasure or pain. The BAB formula uses this trigger to compel readers to respond.

Cold Emails: Problem-Agitate-Solve (PAS)

PROBLEM

Identify a pain point.

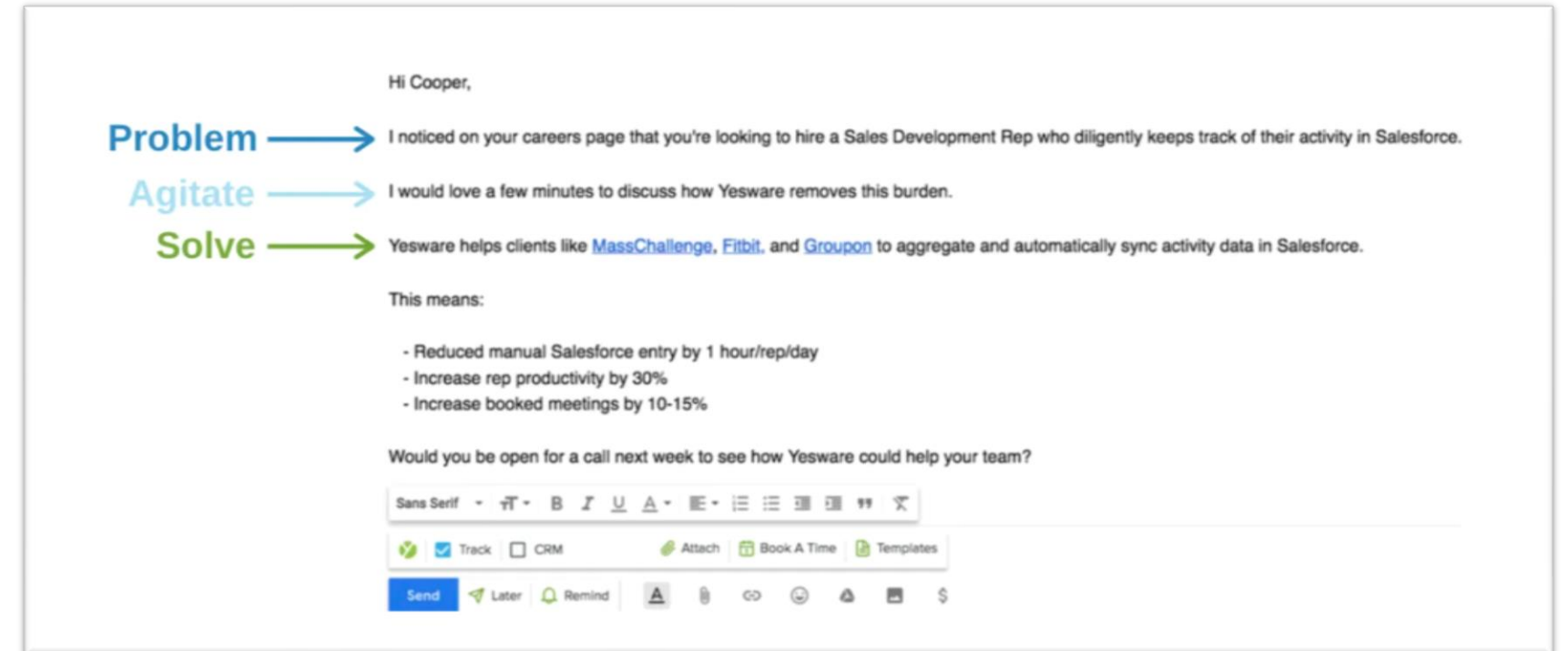
AGITATE

Agitate that pain point.

SOLVE

Offer a solution.

Instead of imagining life without the problem, PAS calls out the dangers that might appear between points A & B and explains how your product can mitigate those dangers.



WHY IT WORKS: Pain is more motivating than pleasure, humans want to avoid problems and unnecessary burdens.

Cold Emails: But You Are Free

GIVE THEM AN OUT

You're looking at one of the most effective persuasion techniques out there. Make a request, then tell your prospect, "but you are free" to do what they'd like.

Example:

Hi Yesware,

First off, thanks for the epic product - you've made the internet a better place!

I'll be brief - I'm sure you're busy. We are an early-stage tech startup, and we are trying to build our blog. We've been working hard on the articles to make it awesome for fellow entrepreneurs and people who love productivity.

In the article "[10 crucial guest blogging tips: our story...](#)" we referenced your company. Without such a great service our advice to our readers would not be as useful as it is. I was more than happy to endorse it in my article, and I also recommend it to anyone I know looking for such a solution!

My request: tweet our article to your community. It would make a world of difference to us if you helped us get off the ground.

Here's a quick tweet link, ready to go: <http://ctt.ec/33Rx>

If you'd rather not, I understand. I appreciate you reading this far!

With gratitude,

BYAF →

WHY IT WORKS: If you give someone a way out, it doubles the chance that they will say yes. A practical persuasion tactic is supported

Cold Emails: Star-Chain-Hook

STAR

The big idea.

CHAIN

A series of facts, sources, reasons, and benefits.

HOOK

The call to action.

Introduce your idea with an attention-grabbing opening. Create a chain of supporting facts, sources, and benefits to build credibility and transform attention into interest. Then, hook them with a call to action that makes it easy to take the next step.

WHY IT WORKS: Concentrate on the chain by introducing proof points that lend credibility to your argument, you will have a better chance at convincing them to follow through.

Example: This cold email was sent to us by someone (real name changed) at [Conga Composer](#).

Conga Composer – Ready for a Free Trial? / Yesware

Inbox x    Tracking

 Cole D'Mailer
to me 

Good Afternoon Dakota,

Star → Small businesses, Fortune 100 companies, government entities and nonprofit organizations all have one thing in common.

They save a whole lot of time and money by using Conga Composer.

Chain → Check out [some of our case studies](#) to see for yourself. I've also included a couple of links that provide more information about the product:

- [Conga Composer Data Sheet](#) (PDF)
- [Conga Composer Functionality Overview](#) (PDF)

Hook → You can start a [free 30-day trial today](#) to see how Conga Composer can help streamline document generation and reporting for Yesware. There's no obligation to subscribe, and free technical support is included during your trial.

If you have any questions about how to get started, please don't hesitate to reach out.

Cold Emails: Attention-Interest-Desire-Action (AIDA)

ATTENTION

The big idea.

INTEREST

Make it personal to engage their interest.

DESIRE

Build desire for what you're offering.

ACTION

Ask for a response.

Example: This cold email was sent to us by someone (real name changed) at [Conga Composer](#).

Conga Composer – Ready for a Free Trial? / Yesware

Inbox x Tracking ON

 Cole D'Mailer

to me

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If you have any questions about how to get started, please don't hesitate to reach out.

WHY IT WORKS: The subject is pulled in by relevant information, convinced by statistics, and called to action to avoid missing out on their desire..

Email Marketing: Bulk

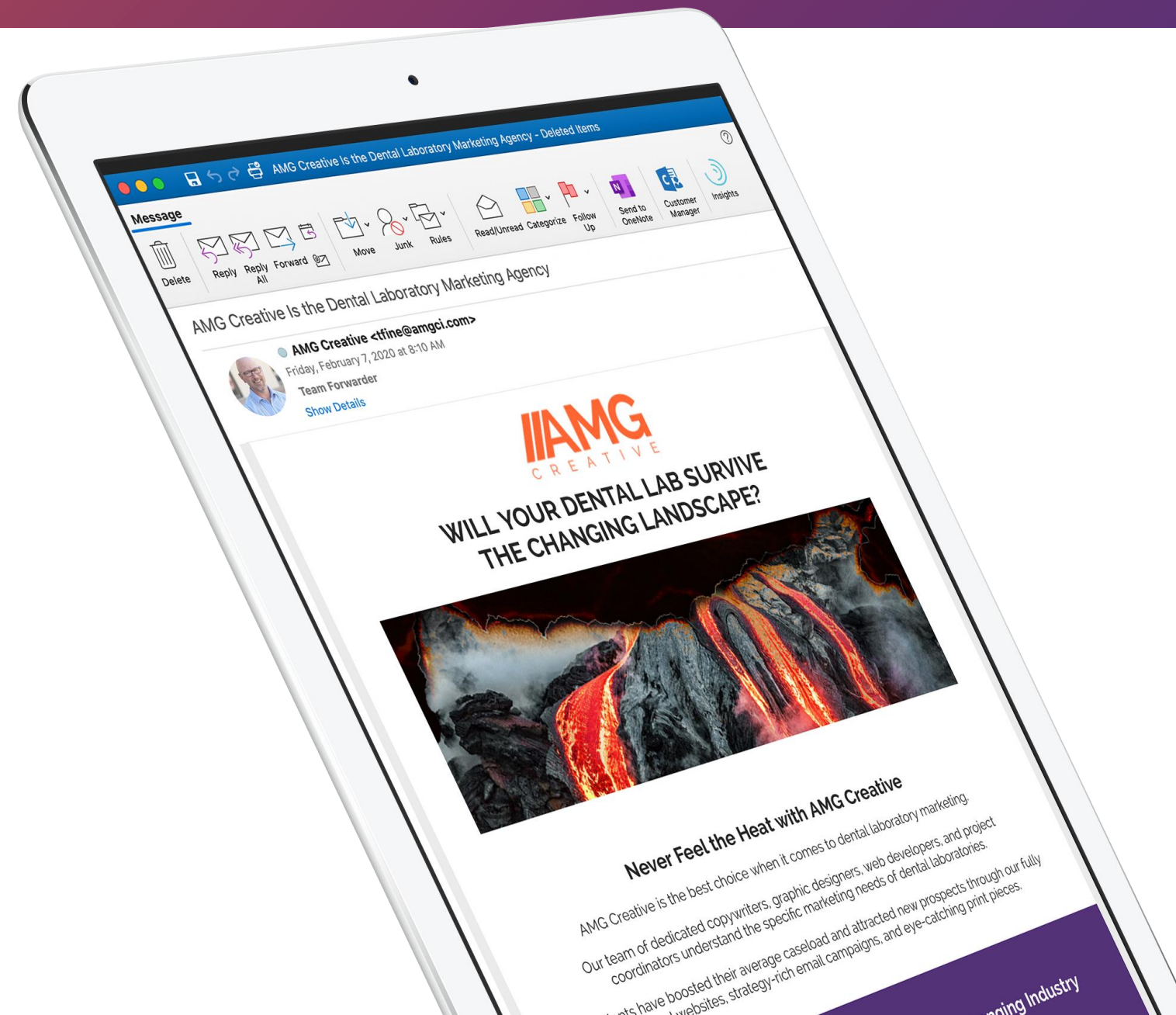
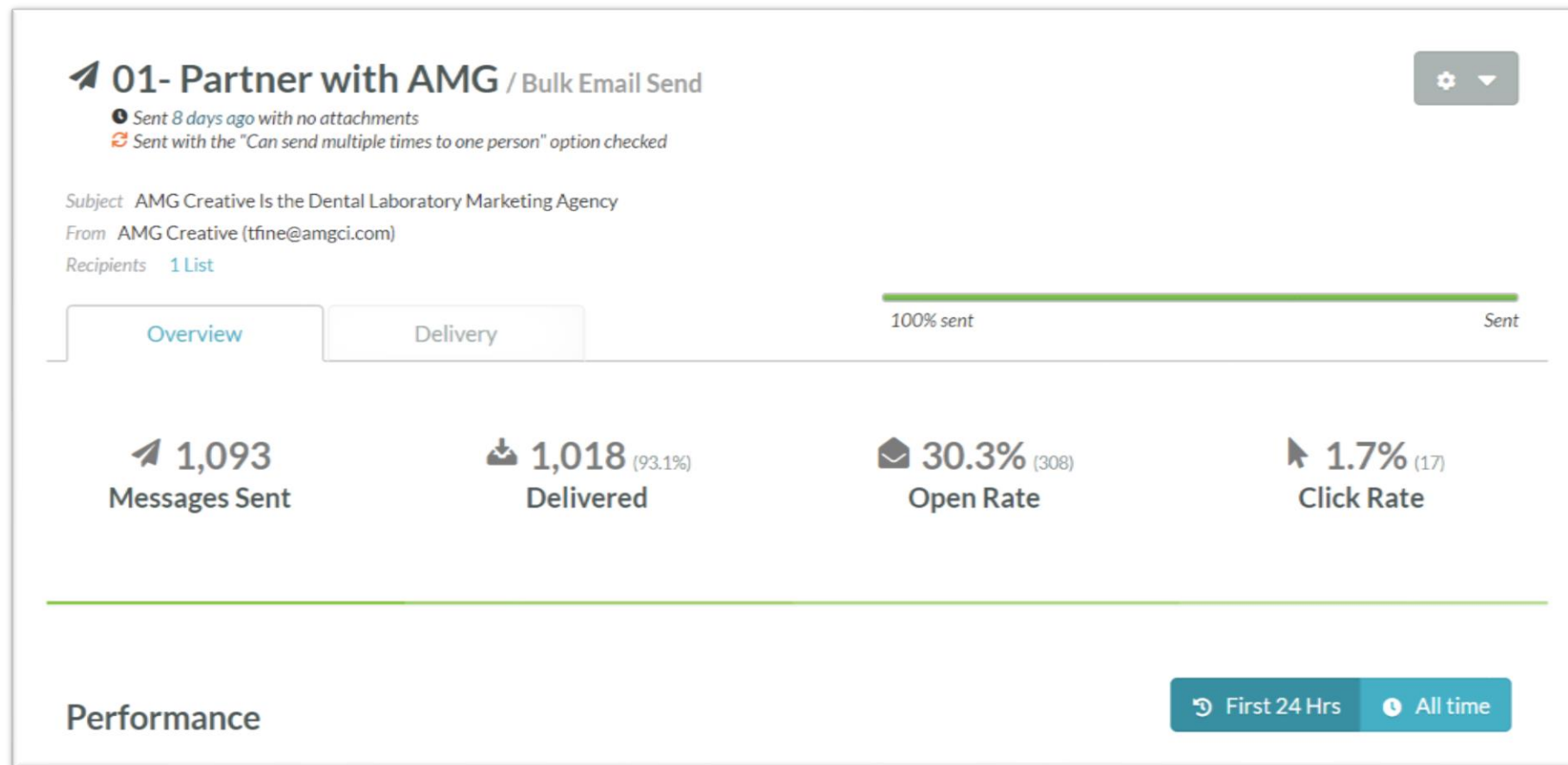


Best Practice for Organic List Building

- ✓ E-Newsletter
- ✓ Monthly promotions and specials
- ✓ CE Events
- ✓ Industry trade shows
- ✓ Field sales representatives
- ✓ Customer service representatives
- ✓ Nightly summary email



Email Marketing Stats: AMG Creative



Best Practice for Bulk Emails



Special Pricing

\$79 Per Case
From Digital Impression.
Minimum Volumes Required.

Z-SOLID™

Now Made with Multi-Layered Zirconia

[CLAIM NOW](#)

**A Smart Choice for Combining
Esthetics and Durability.**

Zirconia UTML is so translucent that light reaches the original tooth color, bringing you the natural result you need. This zirconia has one of the highest translucency levels on the market, as well as a natural color gradient.

KATANA™ Zirconia

Multilayered Technology
Multilayered zirconia is the standard when it comes to gradual coloring. It makes your restorations look natural and make them unnoticed.

[LEARN MORE](#)

Zirconia UTML
Enamel-like translucency

Zirconia STML
Well-balanced Translucency and Strength

Zirconia ML
Achieving the Strongest and

Z-SOLID™ Made with Kuraray Zirconia

BAYSHORE DENTAL STUDIO
A Better Lab Experience

Choose Z-Solid From Bayshore

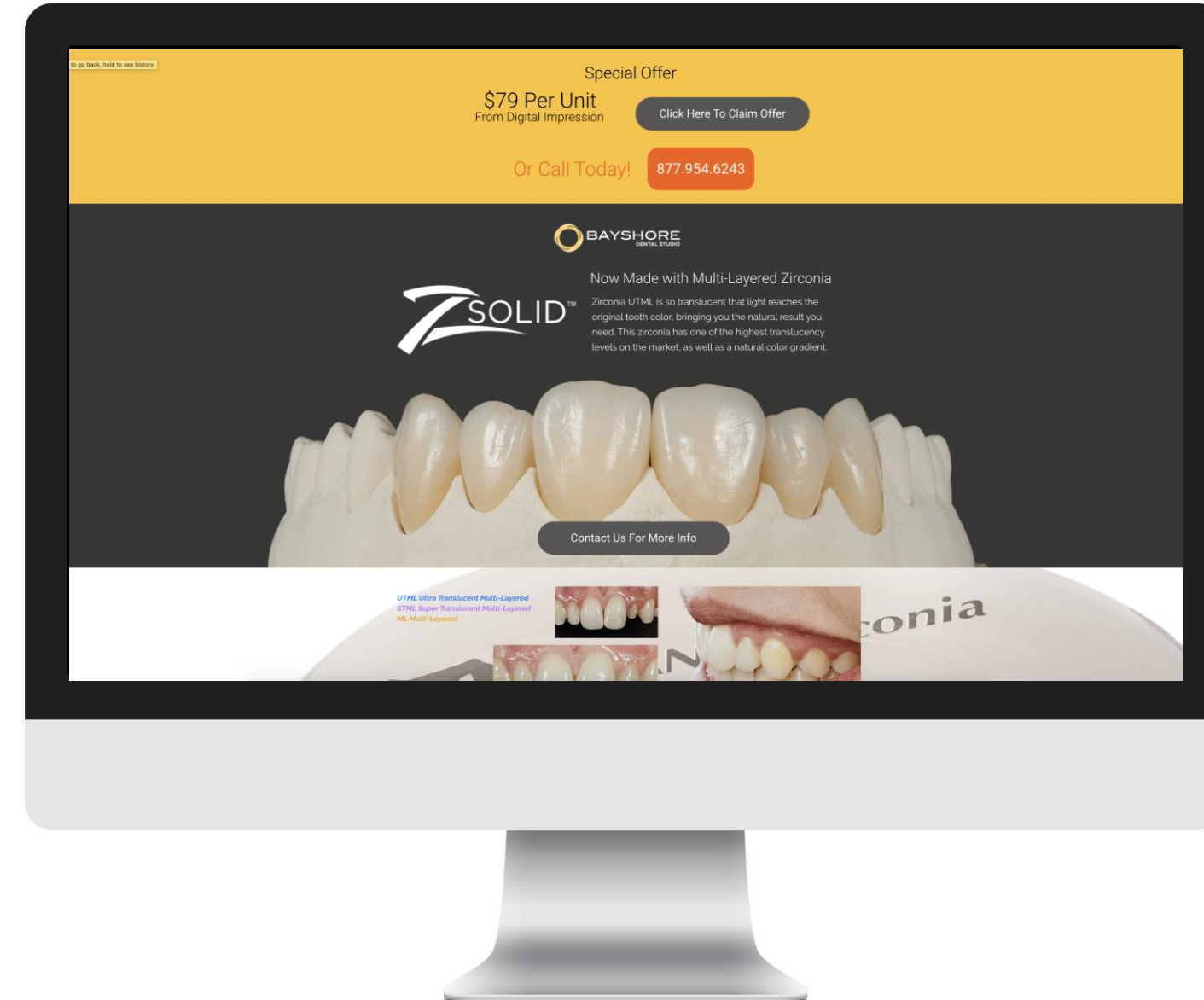
[CLICK TO VIEW OUR VIRTUAL CATALOGUE](#)

Bayshore Dental Studio
877.954.6243
501 E. Jackson St.
Tampa, Florida 33602
United States of America

[Unsubscribe](#)

Best Practice for Bulk Emails


- ✓ Dedicated sending domain
- ✓ Strong CTA
- ✓ Special offer
- ✓ Unique landing page for tracking
- ✓ One click unsubscribe
- ✓ One click forwarding



Items to Avoid: Bulk Emails

- ✓ Reply email using gmail
- ✓ Weak CTA
- ✓ No immediate redemption
- ✓ Missing dedicated landing page
- ✓ Price not listed


----- Forwarded Message -----
Subject: Switch to Crown Dr Dental Lab and get a Smart Watch
Date: Mon, 02 Dec 2019 14:01:01 -0500
From: Crown Doctor Dental Laboratory <Marketing@crowndoctordentallab.com>
Reply-To: Crown Doctor Dental Laboratory <crowndoctor@gmail.com>



Crown Doctor Dental Lab

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ABOUT US



Discover what hundreds of dentists already know! Nobody beats our quality and nobody beats our customer service.

Since 1982, Crown Doctor Dental Lab has had a well founded reputation for excellence by combining state of the art dental technology with the expertise and outstanding skills of our highly talented and motivated dental technicians.

At Crown Doctor Dental Lab we believe that there are no shortcuts in providing natural looking, high quality restorations to our clients. This continuous drive for perfection ensures that we remain at the cutting edge of aesthetic dentistry. We work closely with our clients and know that every client is as individual as their patients.

Welcome Gifts for all of our New Customers



CDD Dental Lab
6239 Berkeley Avenue · Baltimore, MD 21209
443.929.3339

It's TIME to SWITCH!



Order 5 cases and get this SMART Watch!

Crown Doctor Dental Lab / 6239 Berkeley Ave, Baltimore, Maryland 21209 / United States / 443-929-3339 / crowndoctor@gmail.com



The Power of Print



The Perfect Content Cocktail

- ✓ Create connected content
- ✓ Have multiple touch points
- ✓ Add value for your audience
- ✓ Be Consistent

A TWIST OF PRINT

A SHOT OF SOCIAL

A SPLASH OF WEB



Thank You!

Download Terry's Cal-Lab Presentation at:
amgci.com/cal-lab

