

CULTIVATING CONNECTIONS

Through Digital Marketing Channels

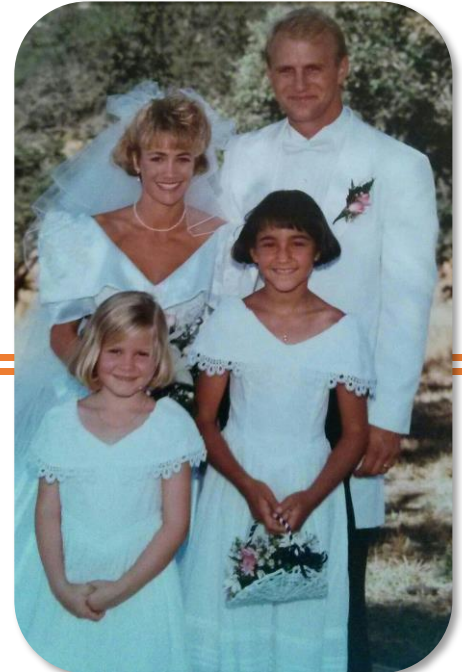


Terry Fine

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
1992 - 2004



AMG Creative
2004 - present

amgci.com

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

6,300 employees

Founded in 2014, **SmileDirectClub** now represents 95% of the doctor-directed at-home clear aligner industry. We've helped over a million people transform their **smiles** – their before and happily ever after photos speak for themselves. We **have** grown to more than 6,300 **employees** with 391 SmileShop locations and counting.

Chairside Dentistry



Free Scanner?



best intra oral scanner



All



Shopping



Images



Videos



News



More

Tools

About 1,760,000 results (0.68 seconds)

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Dandy: The Fully Digital Lab - Get A Free TRIOS Scanner

We provide practices everything they need to go digital, including an **intraoral scanner**. Dandy is the fully digital **dental** lab for dentists who want to grow their practice. Faster turnaround time. Get started for free. 89% reduction in remakes. Real-time tracking.

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Ad · <https://www.tridentlab.com/> ·

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Deemed Editor's Choice for **Intraoral Scanners** by **Dental Products Report**. Empowering A...

<https://www.meetdandy.com> · [Blog](#) ·

Intraoral Scanner Comparison 2022: Pros and Cons of the ...

May 18, 2022 — The iTero is the classic **intraoral scanner**—it has a **great** software user interface, user-friendly touch screen, and is a slick overall package.

[Itero Element](#) · [Primescan](#) · [Medit](#)

Free Scanner?

DANDY

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[Go digital](#)

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[Get started](#)

Break the mold. Go Digital.

Dandy was created with one goal in mind: to modernize the dental lab process.

[Get started](#)



On average, Dandy practices see:

\$30k

saved upfront

76%

faster delivery

89%

reduction in remakes



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



Jim Glidewell's Action Plans for Success:



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.

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.

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.

Jim Glidewell's Action Plans for Success

- **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!)

Business Outlook by Lab & Size Type

Laboratories describing their outlook

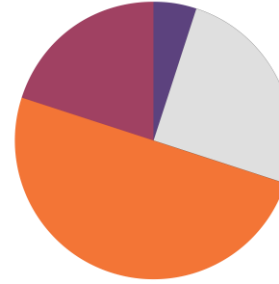
According to LMT – State of the Industry 2020



OWNERS OF
6-20 PERSON LABS



OWNERS OF
1-2 PERSON LABS



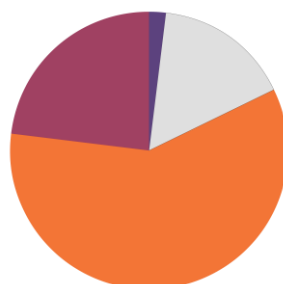
OWNERS OF
ORTHODONTIC LABS



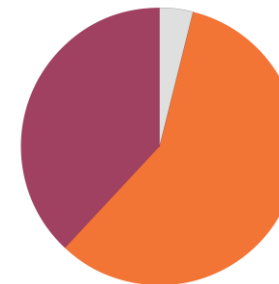
OWNERS OF
REMOVABLE PROSTHETICS LABS



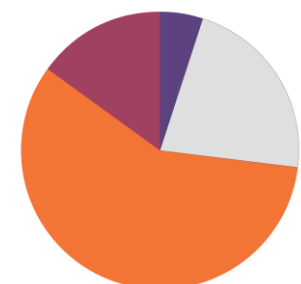
OWNERS OF
C&B LABS



OWNERS OF
FULL SERVICE LABS



OWNERS & MANAGERS OF
21+ PERSON LABS



OWNERS OF
3-5 PERSON LABS



BLEAK



STATUS QUO



CHALLENGING BUT GOOD



BRIGHT

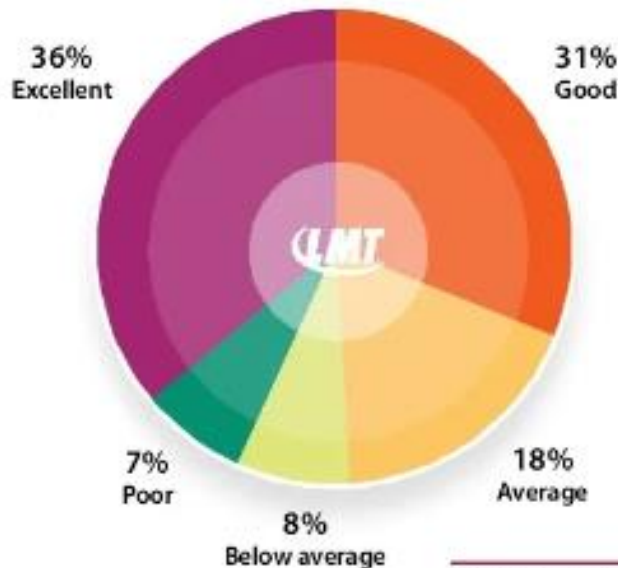
Business Outlook by Lab & Size Type

Laboratories describing their outlook

According to LMT – State of the Industry 2022

More Than Two-Thirds of Lab Operators Say Economic Health is Excellent/Good

LMT asked laboratory operators to rate the financial health of their businesses; here's what they had to say:



SOURCE: LMT Research Dept. ©2022

More than Half of Lab Operators Optimistic about Remainder of 2022



58%
of lab operators
are optimistic



34%
of lab operators
are unsure



8%
of lab operators
are pessimistic

When it comes to lab type, removable lab operators are the most positive about the financial status of their businesses: 58% say their economic health is "excellent" compared to only one-third of C&B and full service 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%

Delayed/Late
Case Turnaround

25%

High Prices

26%

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%

Diversifying
Products/Services

27%

Tapping into New
Geographic Markets

20%

Investing in
Digital Technology

37%

Hiring More
Technicians

18%

It all starts with your Brand

- ✓ A brand is more than a name, logo or an advertising campaign
- ✓ A brand has personality & Style – expressed via emotional attributes
- ✓ Today consumers feel loyalty towards brands that share their value system



It all starts with your Brand

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What does your logo say about you?

The 7-Step-Logo-Test uses the descriptors below to assess a logo.

1. Is it distinctive?
2. Is it visible?
3. Is it adaptable?
4. Is it memorable?
5. Is it universal?
6. Is it timeless?
7. Then, when you have said "yes" to everything above, ask this final question: **is it simple?**

What does your logo say about you?



The logo color choices of top companies

What does your logo say about you?

amazon.com

FedEx®



pepsi

Google

Coca-Cola



3M



IBM



VISA

Walmart

Disney



What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



1971



1987



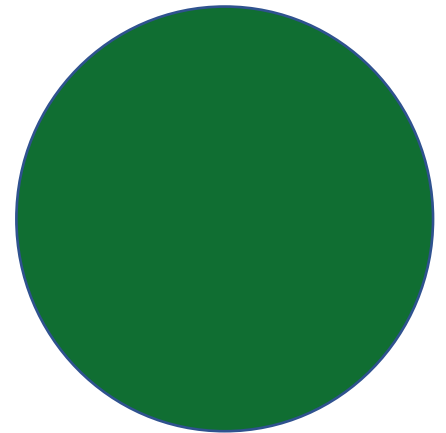
1992



2011



2035



2041

What does your logo say about you?

amazon.com[®]



What does your logo say about you?

amazon.com[®]



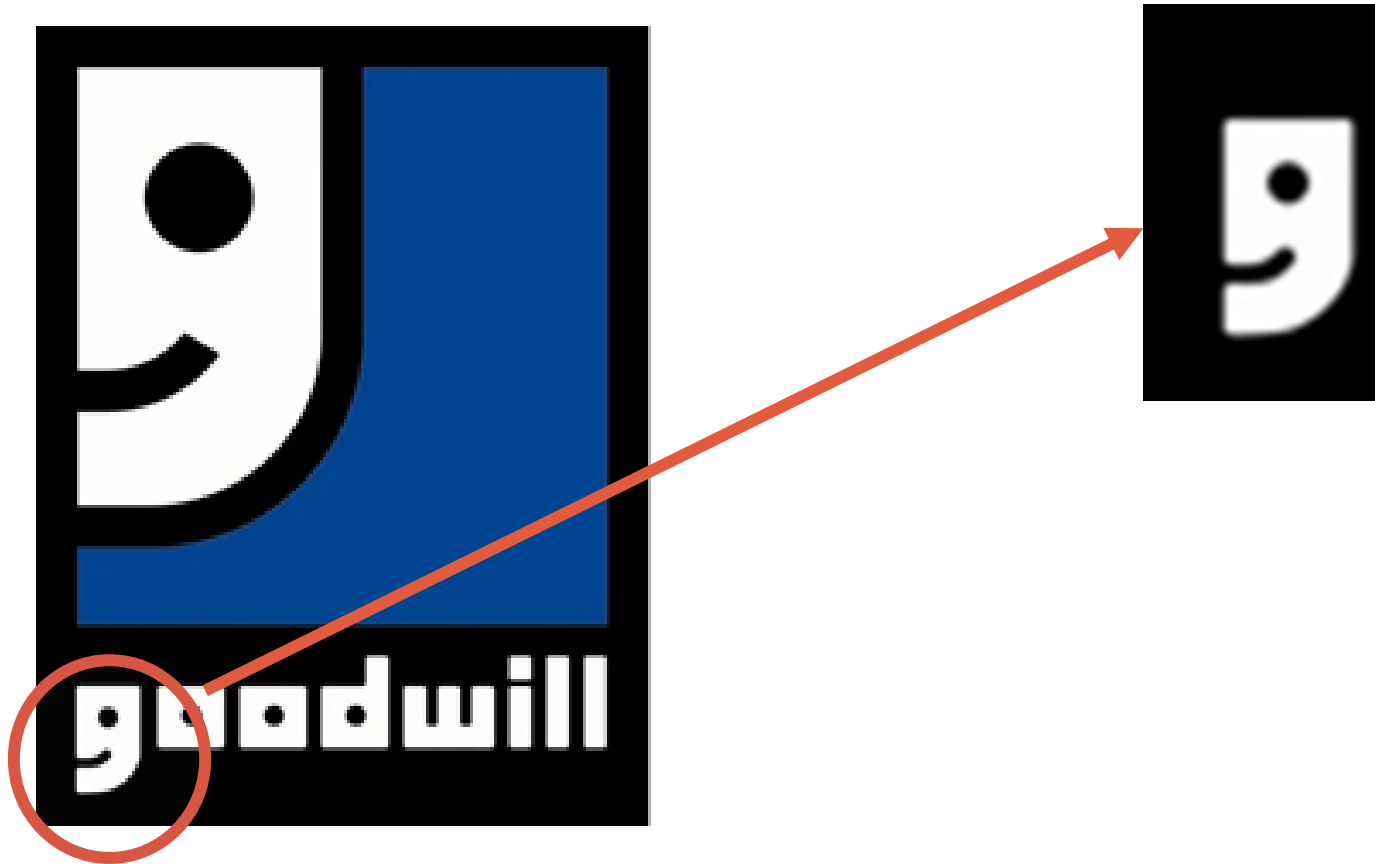
amazon



What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



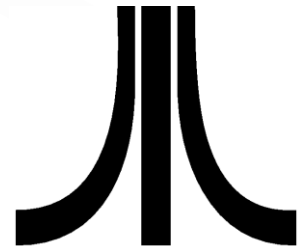
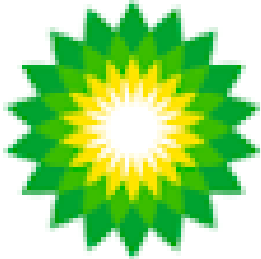
What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



What does your logo say about you?



It is all about 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



Website metrics to pay attention to

- Website Traffic
 - New User vs Returning Visitor
- Bounce Rate
- Pages per visit
- Pages visit versus Session
- Conversion Rate
- Traffic Source



Website Stats – Dashboard

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

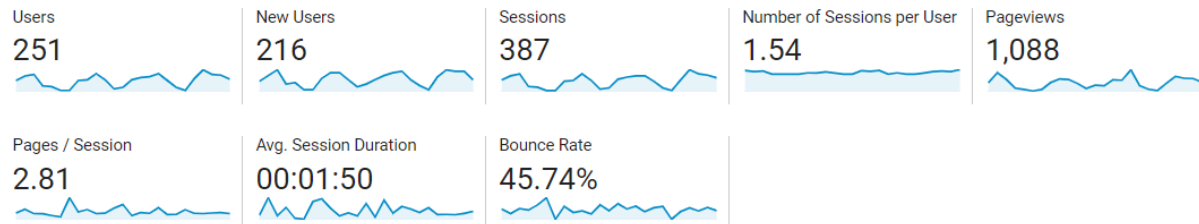
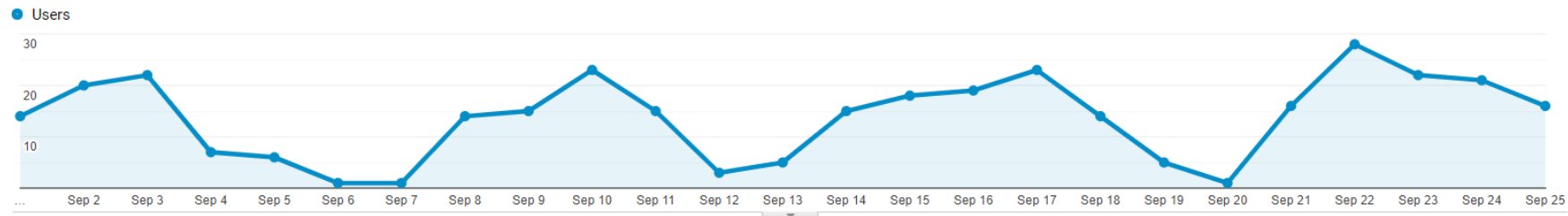
+ Add Segment

Sep 1, 2020 - Sep 25, 2020

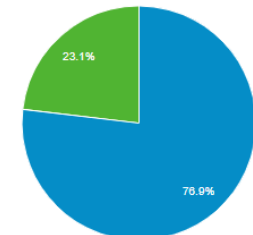
Overview

Users VS. [Select a metric](#)

Hourly Day Week Month



New Visitor Returning Visitor



Demographics

Language










Language

1. en-us

Users % Users

205 81.67%

Website Stats – Browser Type

Browser	Users	% Users
1. Chrome	166	 66.14%
2. Safari	36	 14.34%
3. Edge	20	 7.97%
4. Firefox	12	 4.78%
5. Internet Explorer	9	 3.59%
6. Mozilla Compatible Agent	5	 1.99%
7. Android WebView	1	 0.40%
8. BublupBot	1	 0.40%
9. Samsung Internet	1	 0.40%

Website Stats – Dashboard

What are your top devices?

Sessions by device



Desktop

88.8%

↑ 24.7%



Mobile

10.4%

↓ 31.6%



Tablet

0.8%

-

Last 7 days ▾

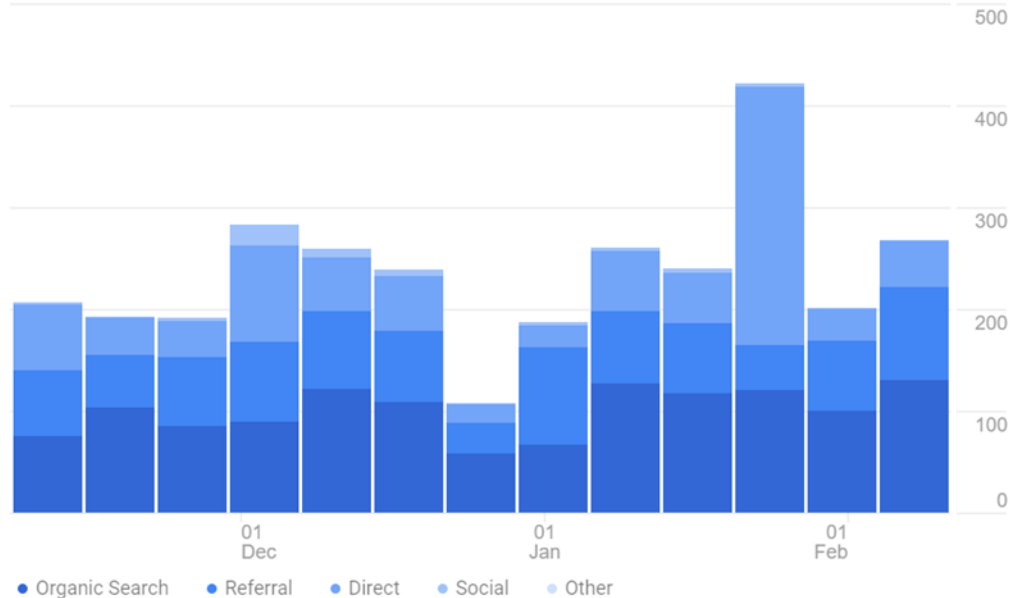
[MOBILE OVERVIEW](#) >

How do you acquire users?










Traffic Channel

Source / Medium

Referrals

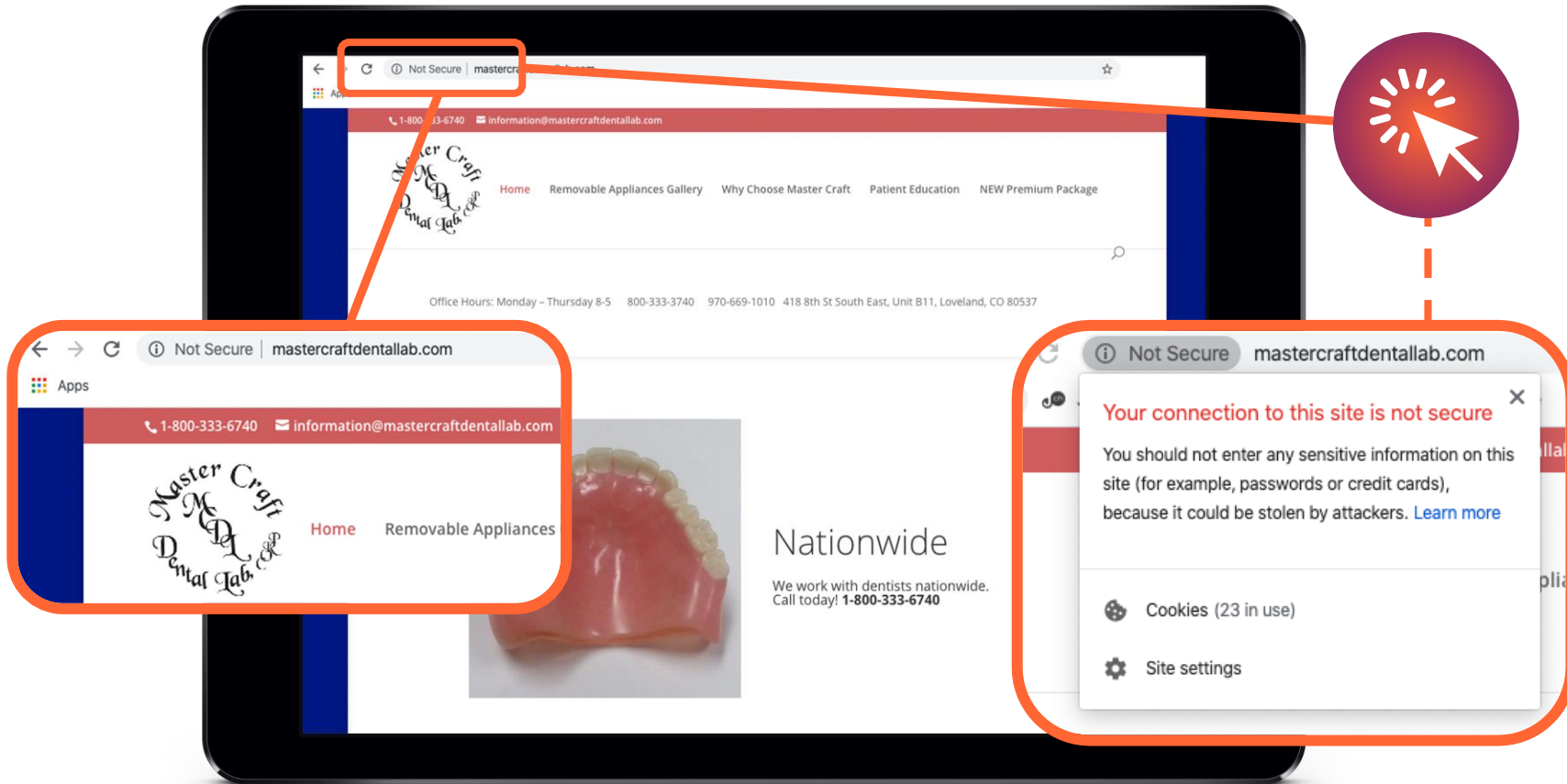


Website Stats – Dashboard

Country ?	Acquisition			Behavior	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	251 % of Total: 100.00% (251)	217 % of Total: 100.46% (216)	387 % of Total: 100.00% (387)	45.74% Avg for View: 45.74% (0.00%)	2.81 Avg for View: 2.81 (0.00%)
1.  United States	205 (81.67%)	170 (78.34%)	338 (87.34%)	43.79%	2.83
2.  China	8 (3.19%)	8 (3.69%)	10 (2.58%)	60.00%	2.00
3.  India	7 (2.79%)	7 (3.23%)	7 (1.81%)	57.14%	2.00
4.  Egypt	6 (2.39%)	6 (2.76%)	6 (1.55%)	66.67%	1.67
5.  United Kingdom	3 (1.20%)	3 (1.38%)	3 (0.78%)	33.33%	1.67
6.  Netherlands	3 (1.20%)	3 (1.38%)	3 (0.78%)	66.67%	1.33
7.  Argentina	2 (0.80%)	2 (0.92%)	2 (0.52%)	100.00%	1.00
8.  Canada	2 (0.80%)	2 (0.92%)	2 (0.52%)	50.00%	1.50
9.  Germany	2 (0.80%)	3 (1.38%)	3 (0.78%)	0.00%	18.33



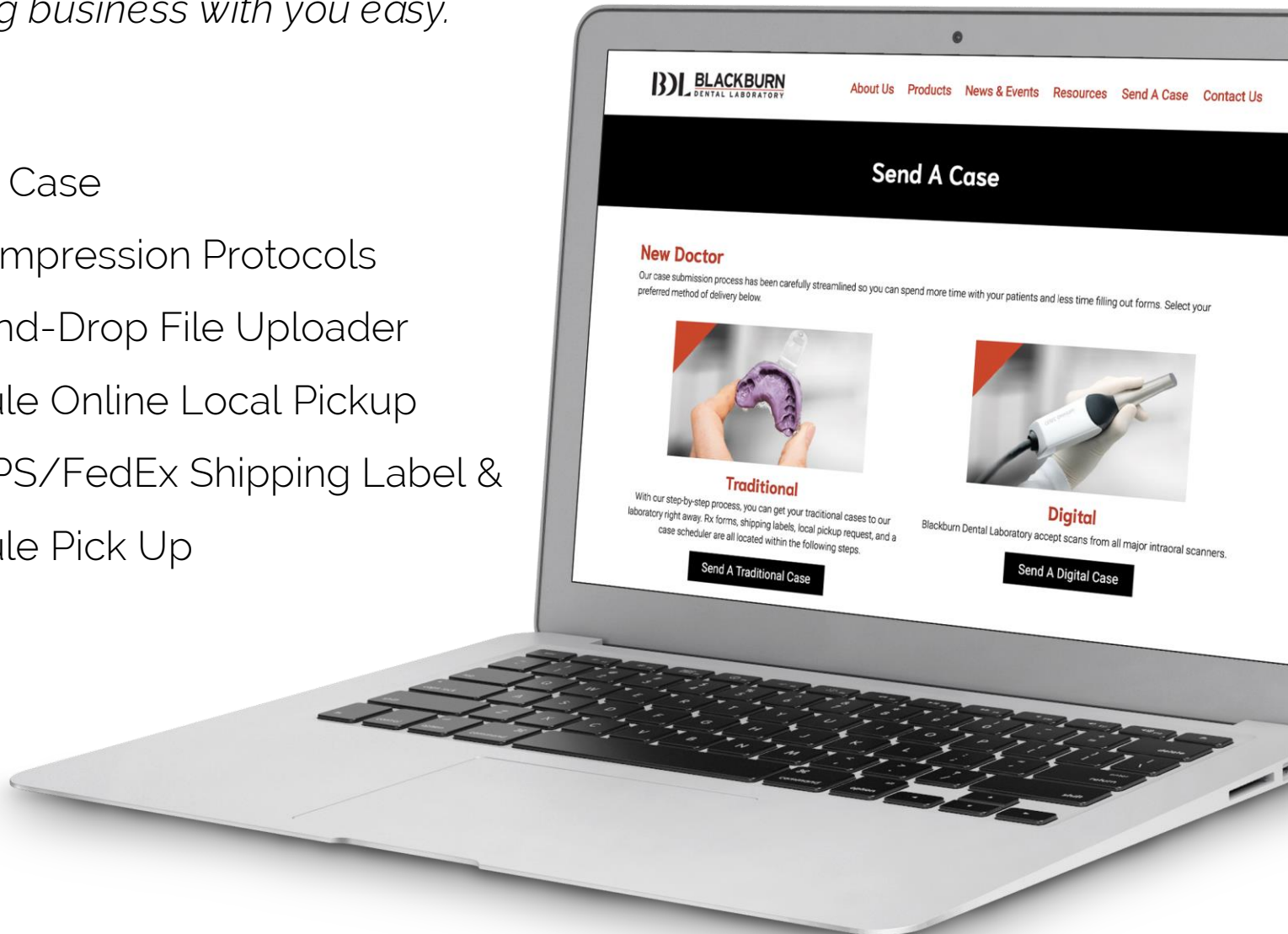
Not Secure Status



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



Website Stats – Dashboard

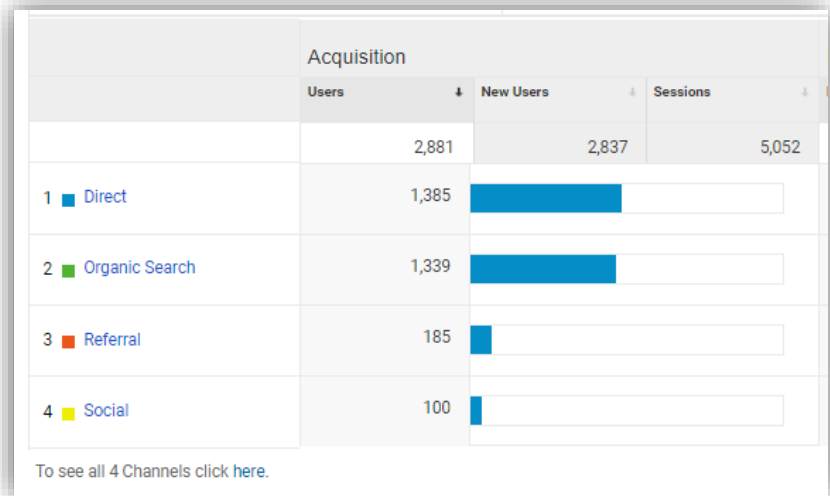
What pages do your users visit?

Page	Pageviews
/	1,414
/send-a-case/	459
/send-a-case/upload-files/	312
/contact-us/	156
/send-a-case/send-a-traditional-case/	153
/send-a-case/print-ups-label/	149
/send-a-case/send-a-digital-case/	116
/about-us/	105
/resources/	91
/about-us/portfolio/	87

SEO Breakdown

93%

Of all website traffic comes through search engines



SEO



Website



Analysis



Content



Backlinks



Keywords



Social Media



Ranking



Optimization

Paid Vs. Organic



Paid Vs. Organic



dental laboratory near me that does digital dentures



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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



digital dental lab near me



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COVID-19 safety info

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About Us

Get To Know Us Before You Even Meet Us. We Put Time And Effort

Orthodontics

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Affordable Denture Lab - TempeDentalCare.com

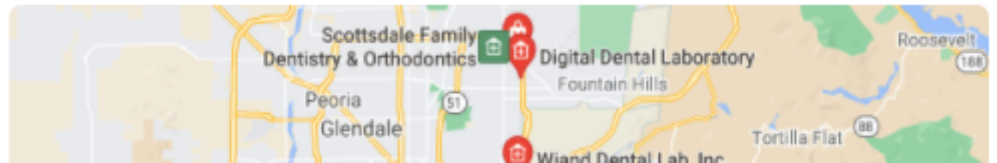
Denture Lab On-Site. Get custom dentures immediately. Denture repairs & relines. Call for an appt now. New Patient Specials. Same Day Appts Available! Ask about our Dental Plan.

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Dental Laboratories






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Google


best lab for digital dentures


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<https://www.thompsonsuburban.com> › [maryland-digital...](#)

Digital Dentures | Thompson Suburban Dental Laboratory

The lab examines the dentures and sends it to the dentist who places it with that patient. Once approved, the end product can be created and reach the patients ...


People also ask

What are digital dentures made of?

Do digital dentures fit better?

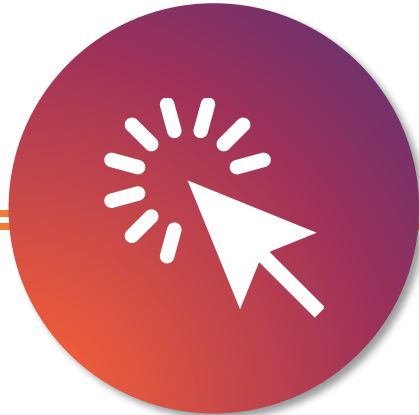
What is the most natural looking denture?

Who makes the most realistic looking dentures?

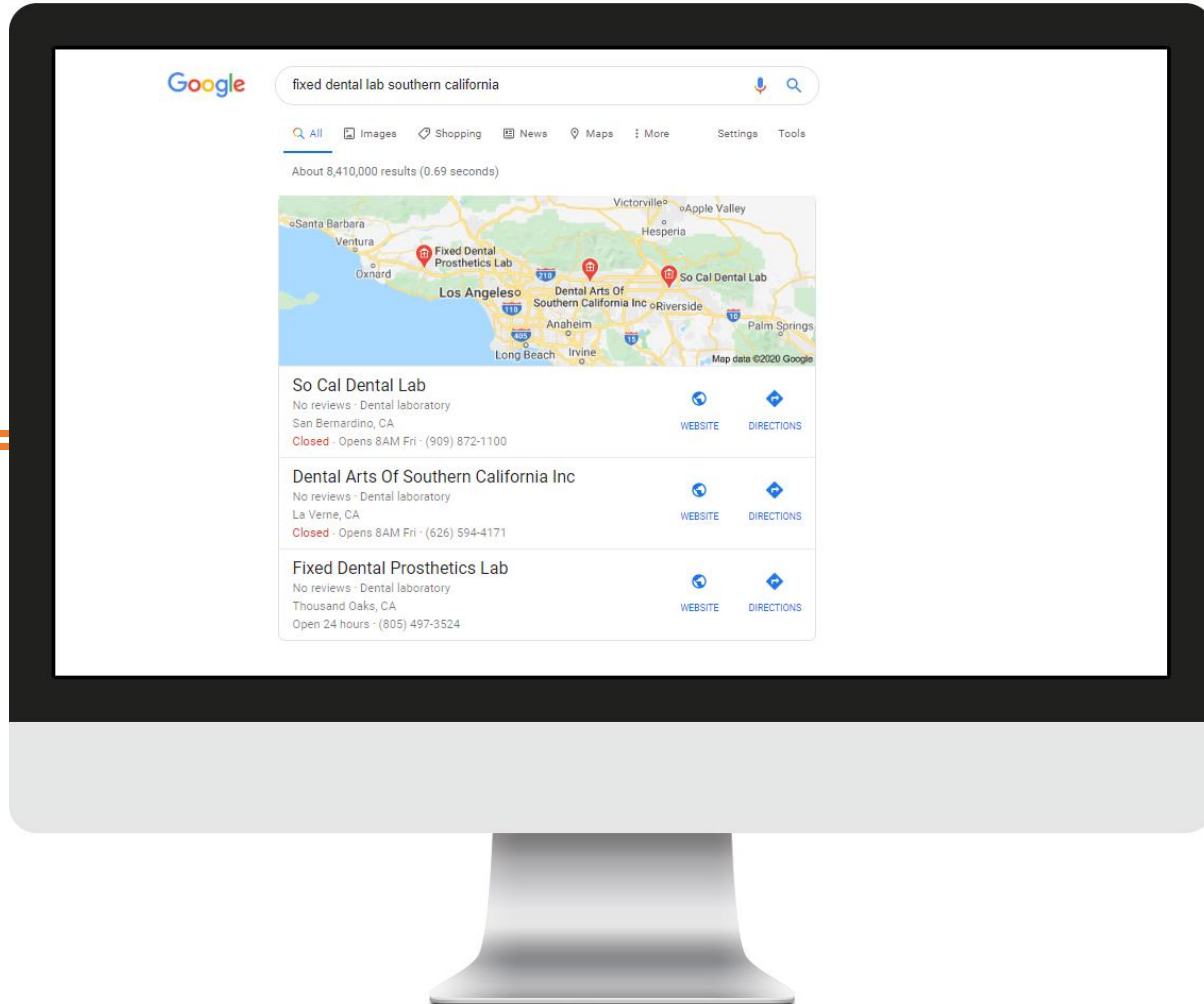
A close-up photograph showing a pair of hands gently cupping a small, vibrant green seedling with two leaves. The seedling is growing out of a mound of dark, rich soil. The background is a soft-focus green field, suggesting a natural, organic environment. The image is framed with rounded corners.

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


Google

fixed dental lab denver colorado

Google

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Open and Affordable Dental at Hudson

Ad • 5.0 ★★★★★ (59) • Dentist

Hudson, CO

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WEBSITE DIRECTIONS

Auraria Dental Lab

3.3 ★★★★★ (7) • Dental laboratory

Denver, CO

(303) 892-0359

DIRECTIONS

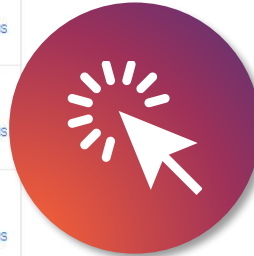
Pro Dental Laboratory

5.0 ★★★★★ (2) • Dental laboratory

Denver, CO

Closed • Opens 8AM Fri • (303) 283-8126

WEBSITE DIRECTIONS



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Denver, Colorado

peeblesdentallab.com ▼

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

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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 ...

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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.

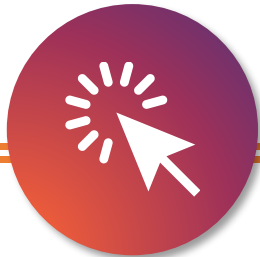
You've visited this page many times. Last visit: 2/10/20

pdacolorado.com ▼

PDA Colorado: Home



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

Local Search Listing



Search:
Artistic Dental Lab

artistic dental lab



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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 ...

Directions

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

CE Events

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

Local Pickup

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

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Artistic Dental Lab - Home | Facebook

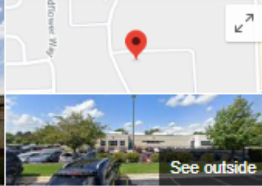

★★★★★ Rating: 4.6 - 6 votes

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 ...



[See photos](#) [See outside](#)

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

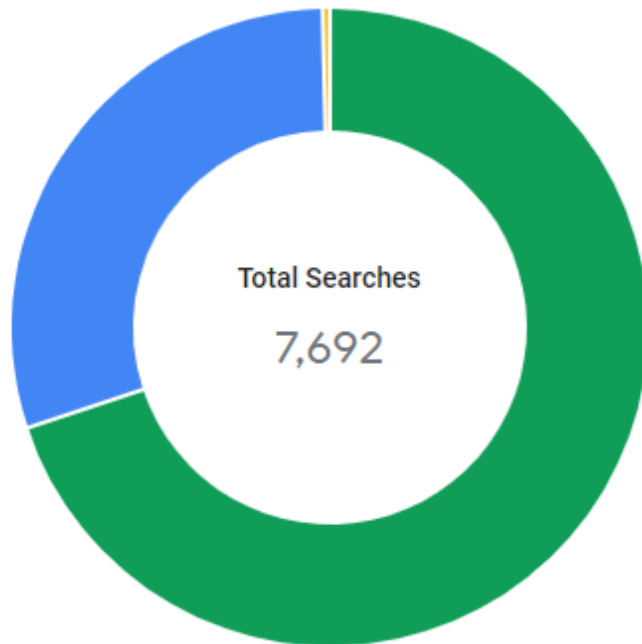
FirstFit Guided Prosthetics Delivery System ...

Local Search Listing

How customers search for your business



1 quarter ▼



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product, or service



Branded

Customers who find your listing searching for a brand related to your business

Local Search Listing

Queries used to find your business • [Send feedback](#)



The most popular queries for your business by unique users

1 month ▾

- | | Query |
|----|---------------------|
| 1 | burdette dental lab |
| 2 | dentures near me |
| 3 | dental labs near me |
| 4 | dentist near me |
| 5 | advantage dental |
| 6 | apple dental |
| 7 | burdette |
| 8 | burdette's |
| 9 | clinical laboratory |
| 10 | cosmetic dental lab |

LATEST REVIEWS



4.2

★★★★★
5 Reviews



Brant Gentry

★★★★★ 41 weeks ago

Easy to work with! Competitive pricing. Good, quality work that make me happy and most importantly takes care of my patients!

[Reply](#)

[Skip](#)

[Manage reviews](#)

<10

<10

Local Search Listing

Dental Laboratory

Auraria Dental Lab

Directions

Save



Kenneth Burson DDS, MS

Local Guide · 13 reviews · 6 photos



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

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 parents lab.

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



Kenneth Burson DDS, MS

Local Guide · 12 reviews · 6 photos

★☆☆☆☆ 2 years ago

Create Relevant and Quality Content

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



SEO Is Not Just Keywords

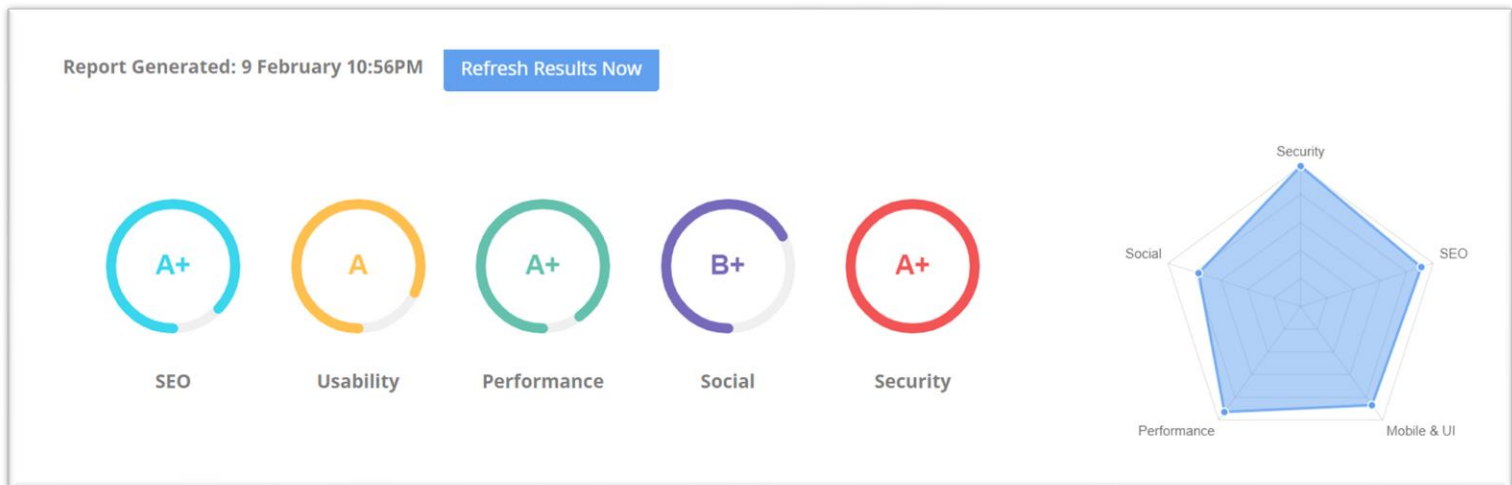
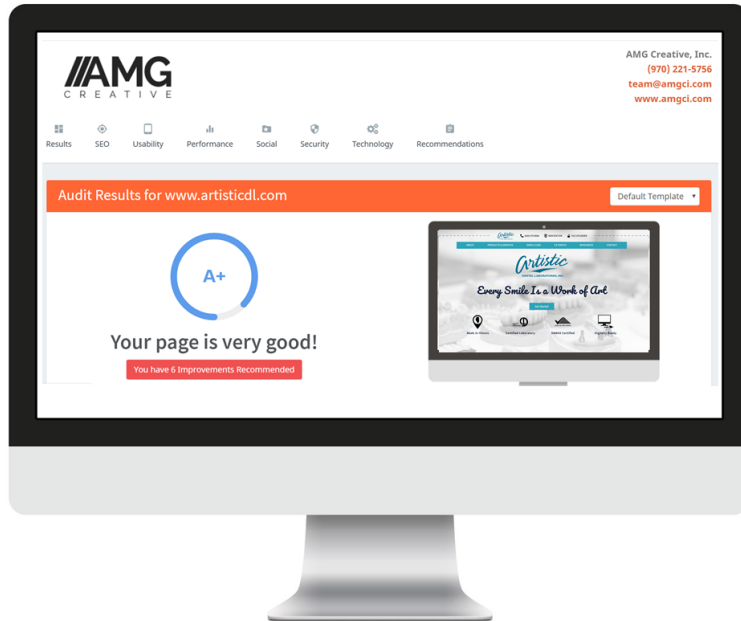
Optimizing your website.

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

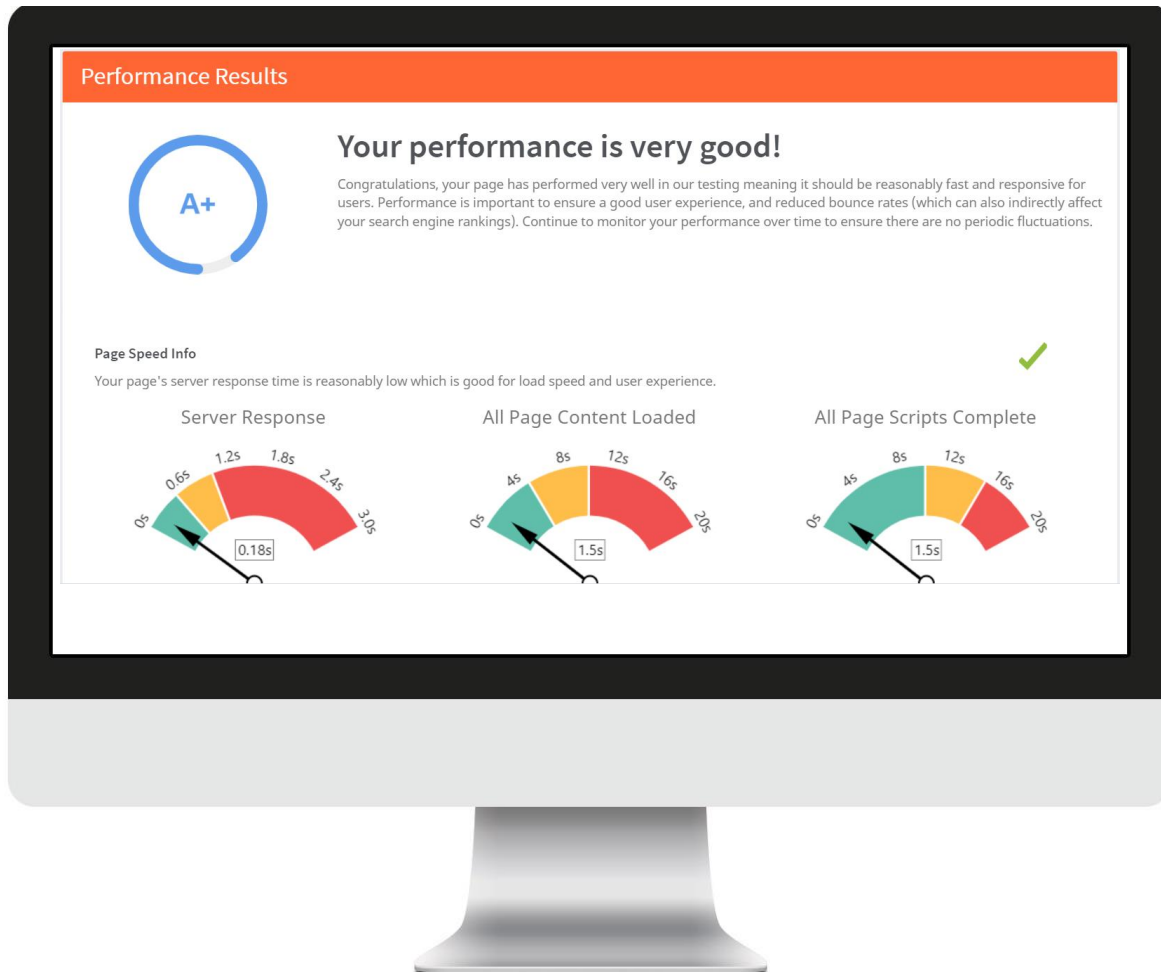


Google Audits: Example

Optimizing your website.



Google Audits: Example

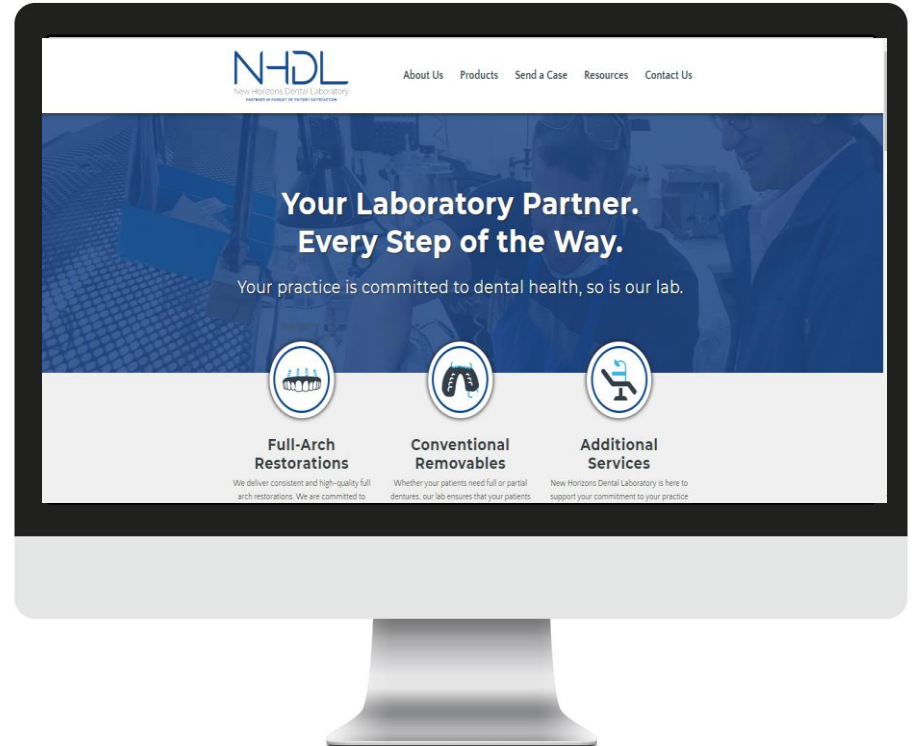


SEOoptimizer


www.seoptimizer.com

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



Problem Doctor?



Sign in



Create Account

[Our Story](#)

[Dental List for Patients](#)

[Dental List for Labs](#)

[Live Chat](#)

[FAQs](#)

[Contact Us](#)

[Add A Complaint](#)

Patient

Have You Ever Had
A Bad Experience
With A Dentist?

Lab Owner

Have You Ever Had
A Bad Experience
With A Dentist?

Dental Blacklist

Labs That Have Complaints On Dentists

The goal of the Dental Blacklist is to make laboratories aware of the potential, problem dentists in nationwide that would negatively impact workflow and revenue.

[View Full List](#)



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.

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

"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

Images Appeal to Emotions



Images Create Intimacy



Images Engage



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.

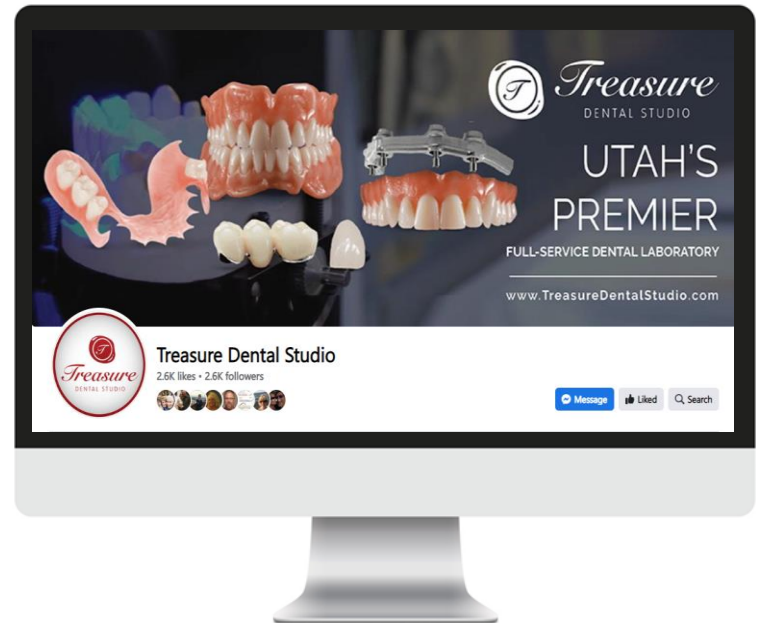
- ✓ Facebook groups
- ✓ Live videos
- ✓ Tips and tricks
- ✓ Paid advertising



Quality Facebook Setup

Castable Ceramics

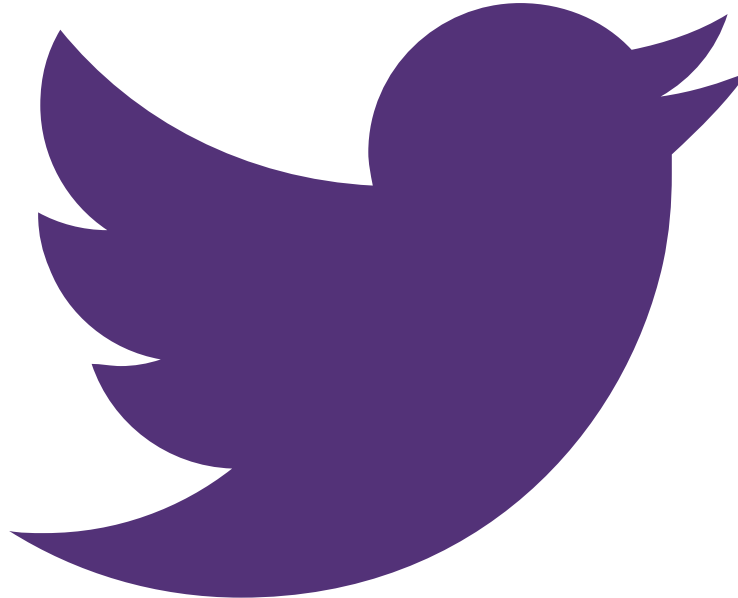
- ✓ A recognizable profile picture that represents your brand
- ✓ An engaging cover photo
- ✓ A custom URL
- ✓ A thorough About section
- ✓ Engaging, consistent posts
- ✓ Videos



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

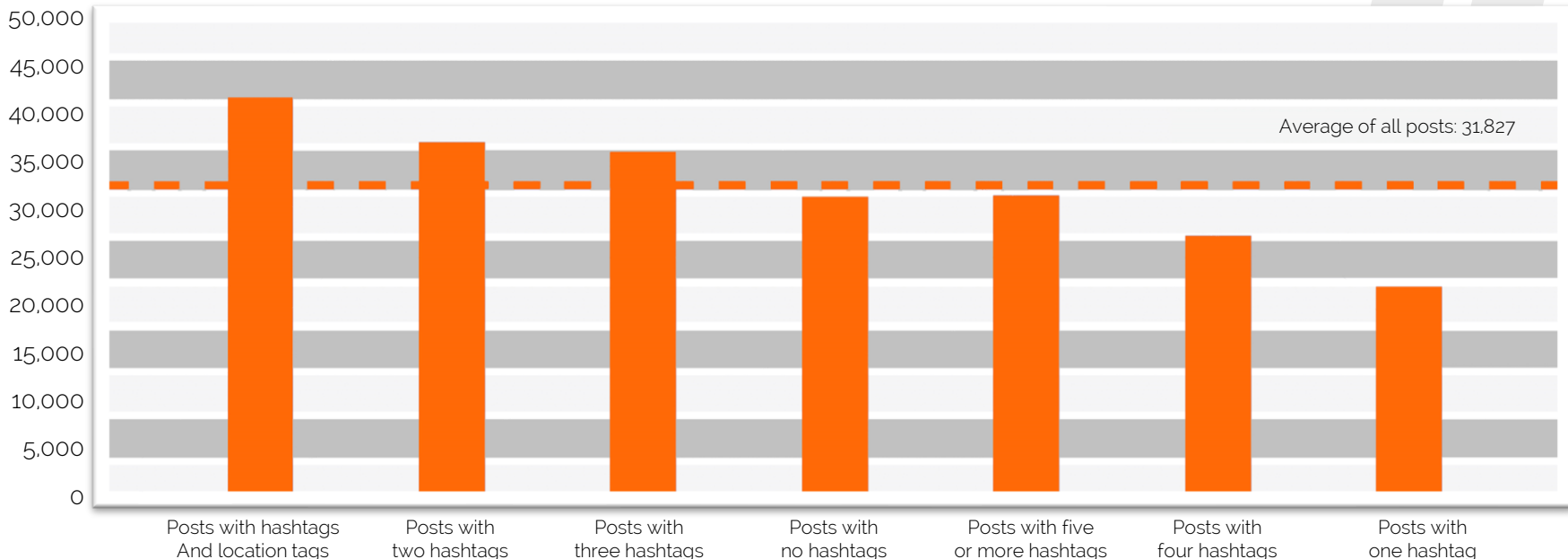


Choosing the Right Platform: Instagram

Showcase products and engage your audience.

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

Hashtags and Average Engagement Per Post



The Power of Instagram: An Example



 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

 YouTube



171

11

 SHARE SAVE

• •

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



LinkedIn

One to two
times a day



Instagram

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



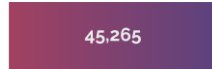
Web & the Social Funnel

The master view that should fuel your communication.

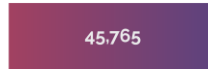
Audience (Total Profiles: 0)



Influencers

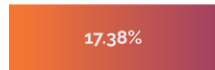


Social Reach



Social Impressions

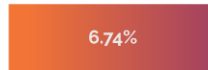
Share Metrics



Share Rate

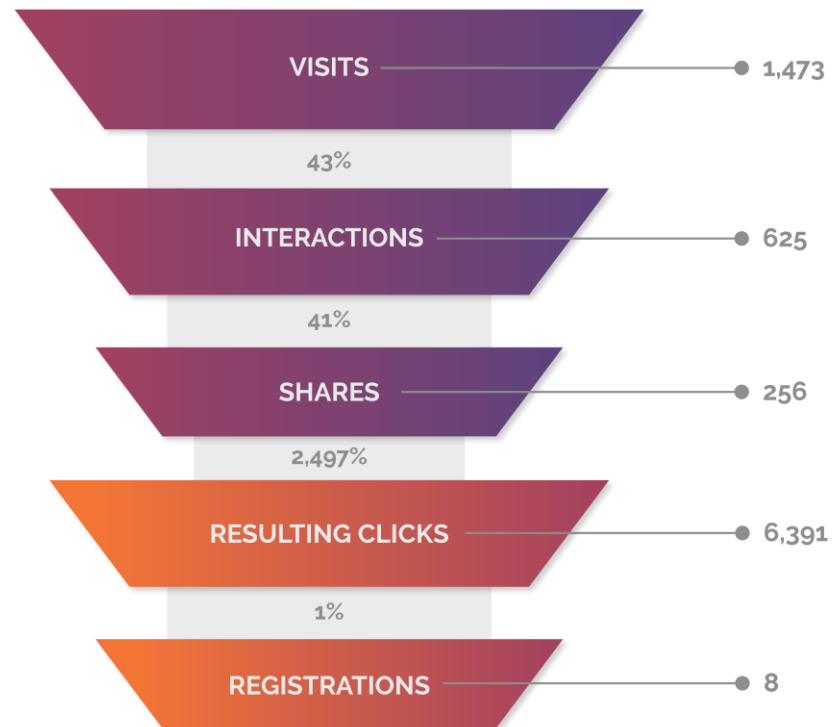


Clickback Rate



Social Lift

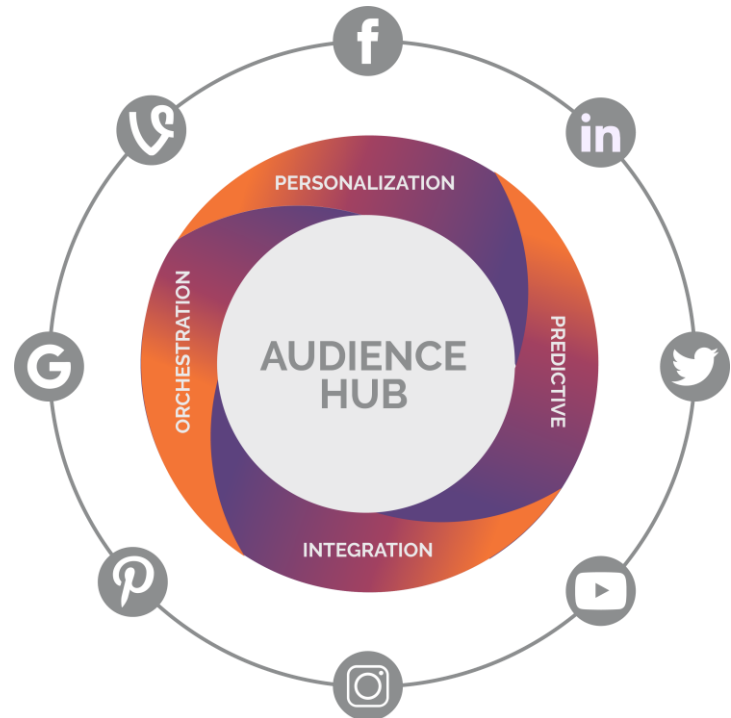
Social Funnel



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 SharpSpring, Marketo and HubSpot 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 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%

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

49%

The probability of selling to an existing customer is greater than

60%

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

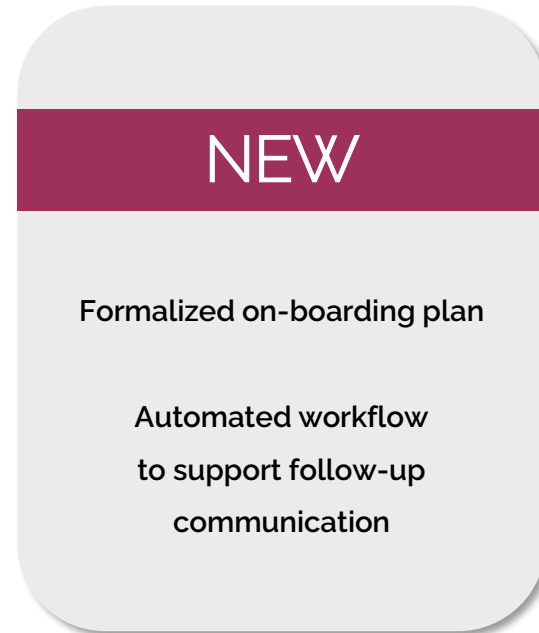
Sent materials from
different brands

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

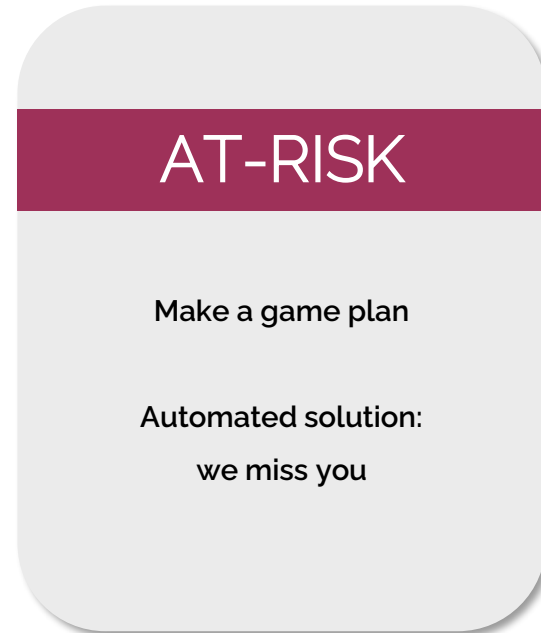
CURRENT

**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.

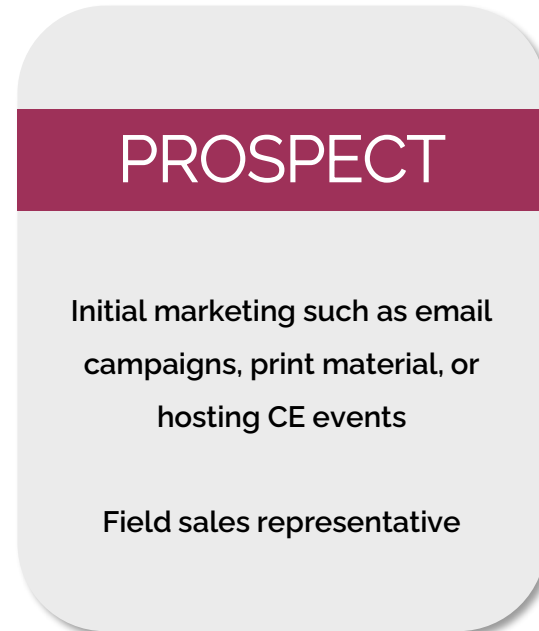
- ✓ Determine criteria for at-risk
- ✓ Personalized phone call to discuss why volume has dissipated
- ✓ Special incentive for win-back
- ✓ Automated solution with right technology stack



Prospect Onboarding: Example

Institutionalize evergreen plan.

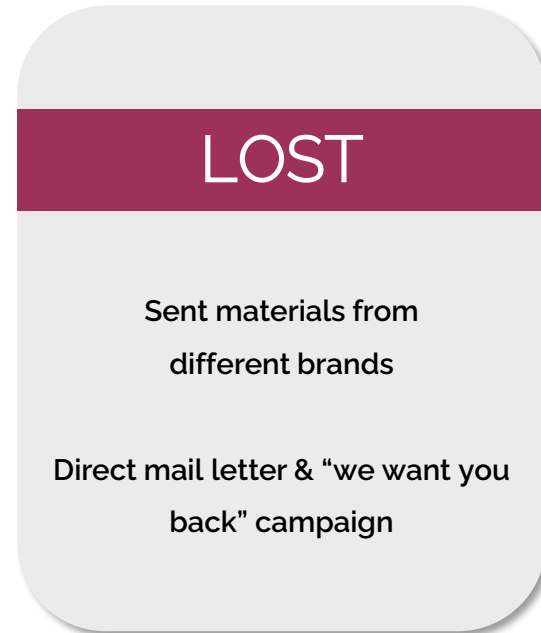
- ✓ Direct mail
- ✓ Bi-weekly email
- ✓ Personal visit
- ✓ Case stuffer
- ✓ CE Events
- ✓ Statement Stuffer
- ✓ Loyalty/rewards program
- ✓ Automated solution with the right technology stack



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



New Ways to Show Appreciation: THANKS



Hi Terry,

Can you confirm below?

AMG Creative Inc

Terry Fine

[2580 E Harmony Rd.](#)

[Fort Collins Colorado 80528](#)

Why are we sending this?

It just a small gesture to see if we might be a fit for the future, and hopeful this shows our interest in getting your insights.

There's a brand new technology for sales teams called REAL TIME Engagement. We thought it was worth the investment just to have the opportunity to establish a meaningful relationship.

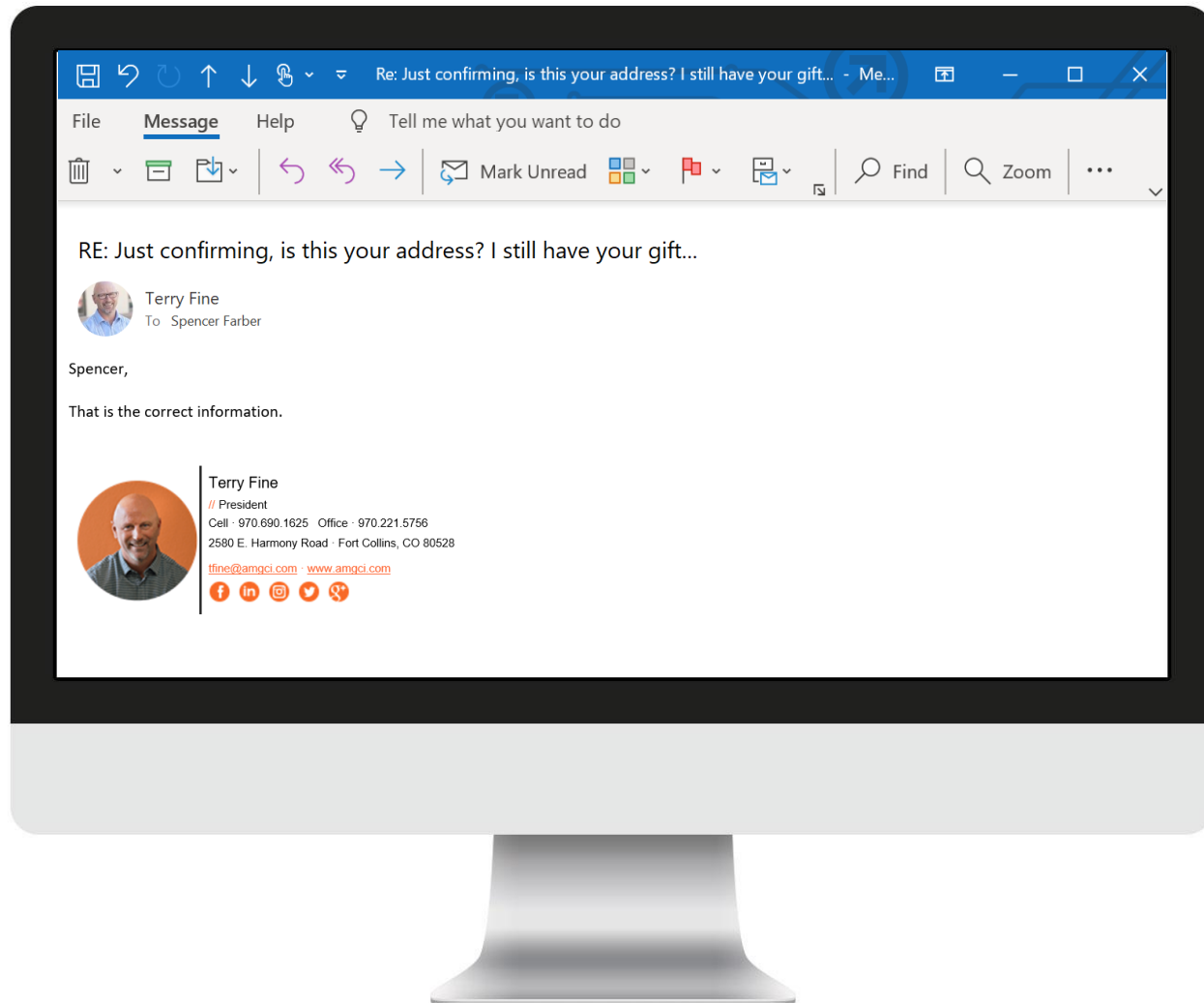
Just shoot over a quick confirmation when you have a moment.

Thank you,

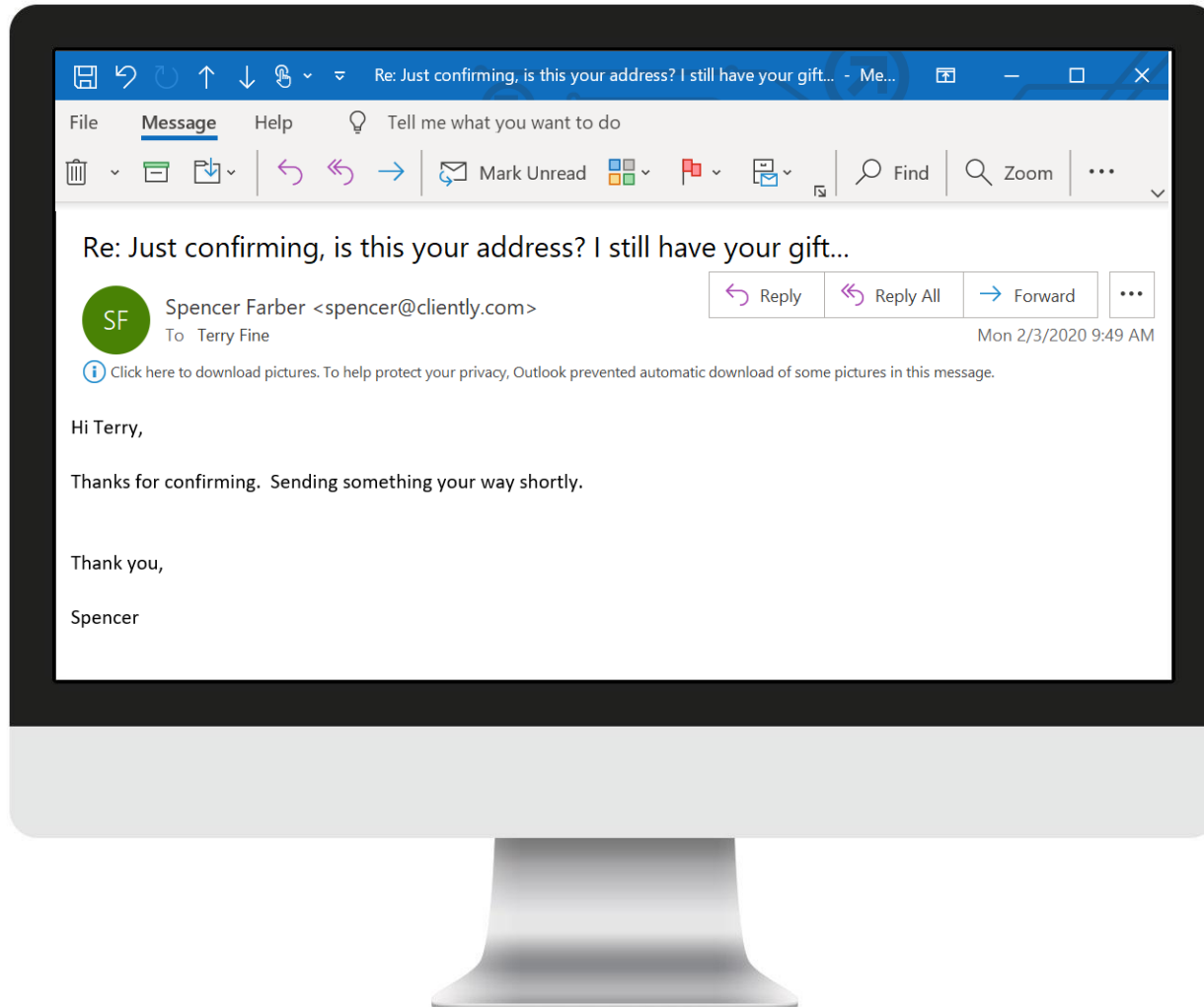
Spencer



New Ways to Show Appreciation: THANKS



New Ways to Show Appreciation: THANKS



New Ways to Show Appreciation: THNKS

Reminder: Spencer Farber from Cliently has sent you The Thnks Cupcake 2 Pack



Felix Jones <felix@thnks.com>

To Terry Fine


↩ Reply

↩ Reply All

➡ Forward

⋮

Tue 2/4/2020 10:00 AM

 Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hello,

I'm Felix from the Customer Support Team at Thnks - The Gratitude Company.

I am reaching out because I noticed that you have not yet opened your recent gift from Spencer Farber at Cliently : **The Thnks Cupcake 2 Pack**

To view your Thnks you can click [here](#) or copy and paste this link into your browser:

https://api.thnks.com/api/v1/email/?purpose=receive_gift&gift_transaction_id=5be4b708a9d6425db1d87420e7988577

Please let me know if you have any questions or if there is anything I can do to help.

I hope you enjoy!

Felix

Thnks Customer Support



New Ways to Show Appreciation: THANKS

View in [browser](#).



Spencer Farber from Cliently has sent you **The Thnks Cupcake 2 Pack**.

Hi Terry,

Sorry, not a car BUT these cupcakes in a jar are amazing so thought you might enjoy them as well.

If you're a fan of Red Velvet, definitely would recommend that as one of your choices.

Look forward to connecting soon.

Thanks!

Spencer

The Thnks Cupcake 2 Pack

2 cupcake jars by Wicked Good Cupcakes- each jar contains the equivalent of 2 moist and decadent cupcakes layered with a variety of fillings, topped with world famous frosting.

ACCEPT

[Give the value to charity](#)



New Ways to Show Appreciation: THANKS



The Thanks Cupcake 2 Pack

\$37.38

2 cupcake jars by Wicked Good Cupcakes - each jar contains the equivalent of 2 moist and decadent cupcakes layered with a variety of fillings, topped with world famous frosting.

“Interested in sending cupcakes with your own company branding? Get in touch and we can get this set up for you!”

Success! Your gift has been processed



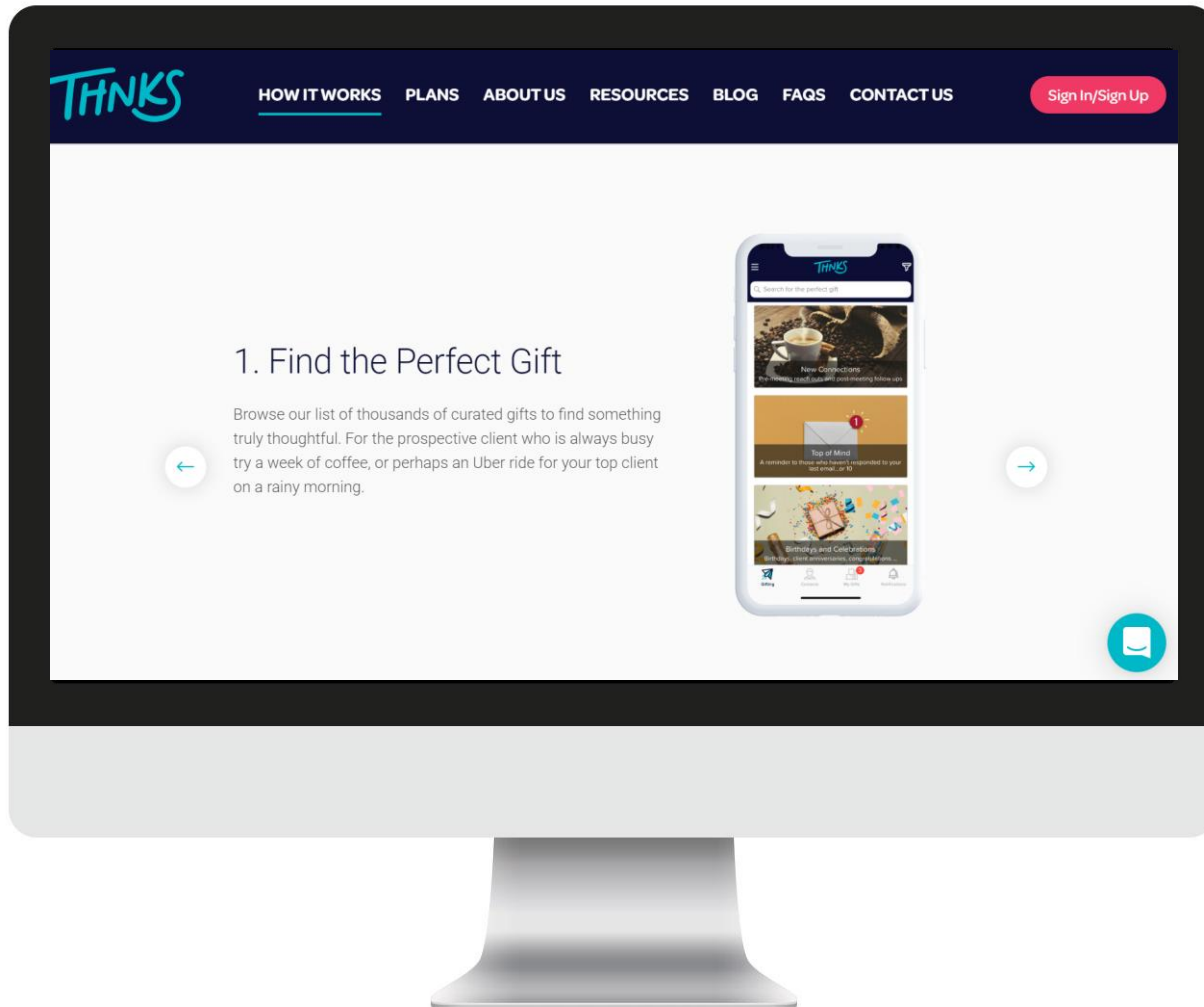
New Ways to Show Appreciation

THANKS

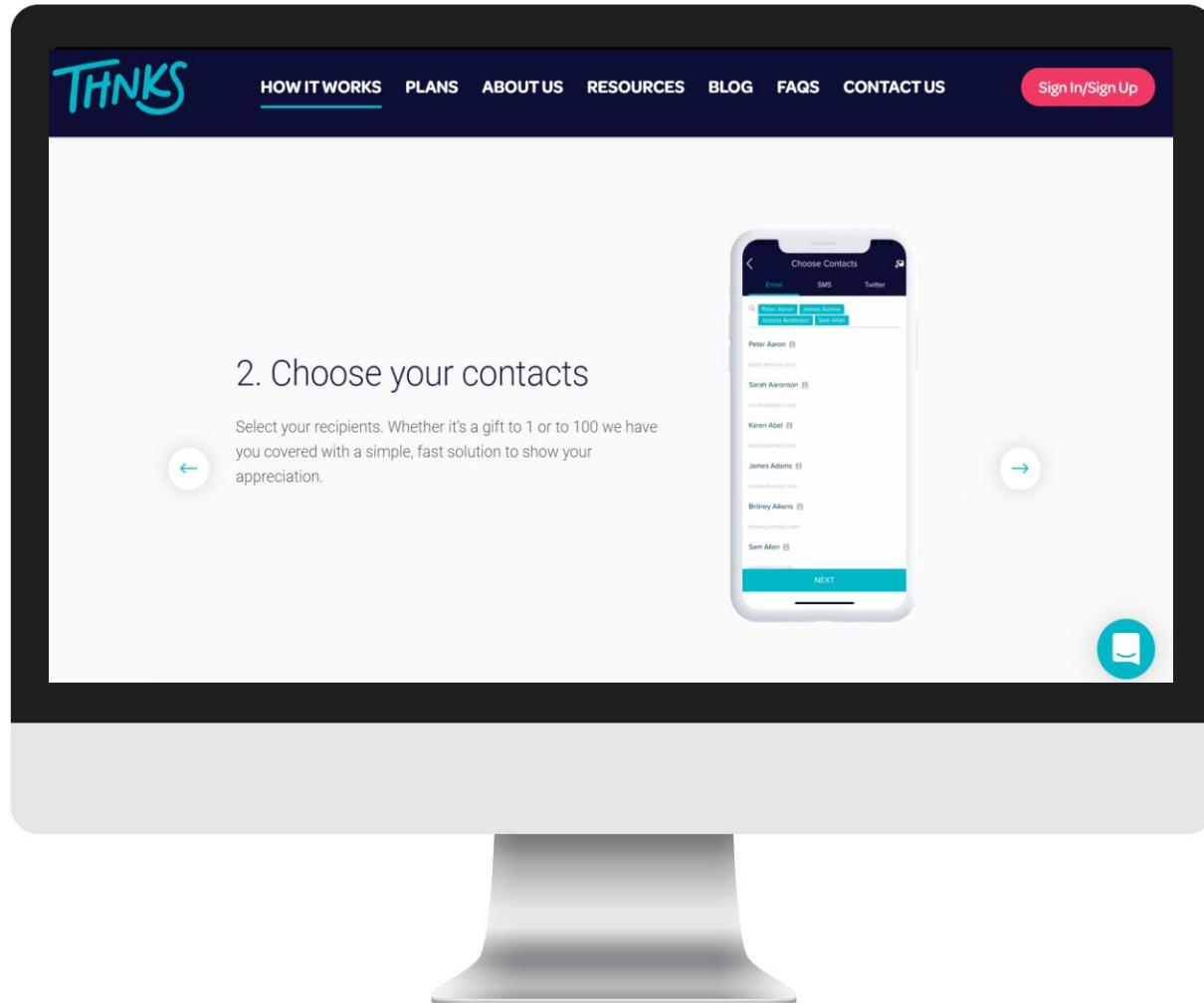
the gift



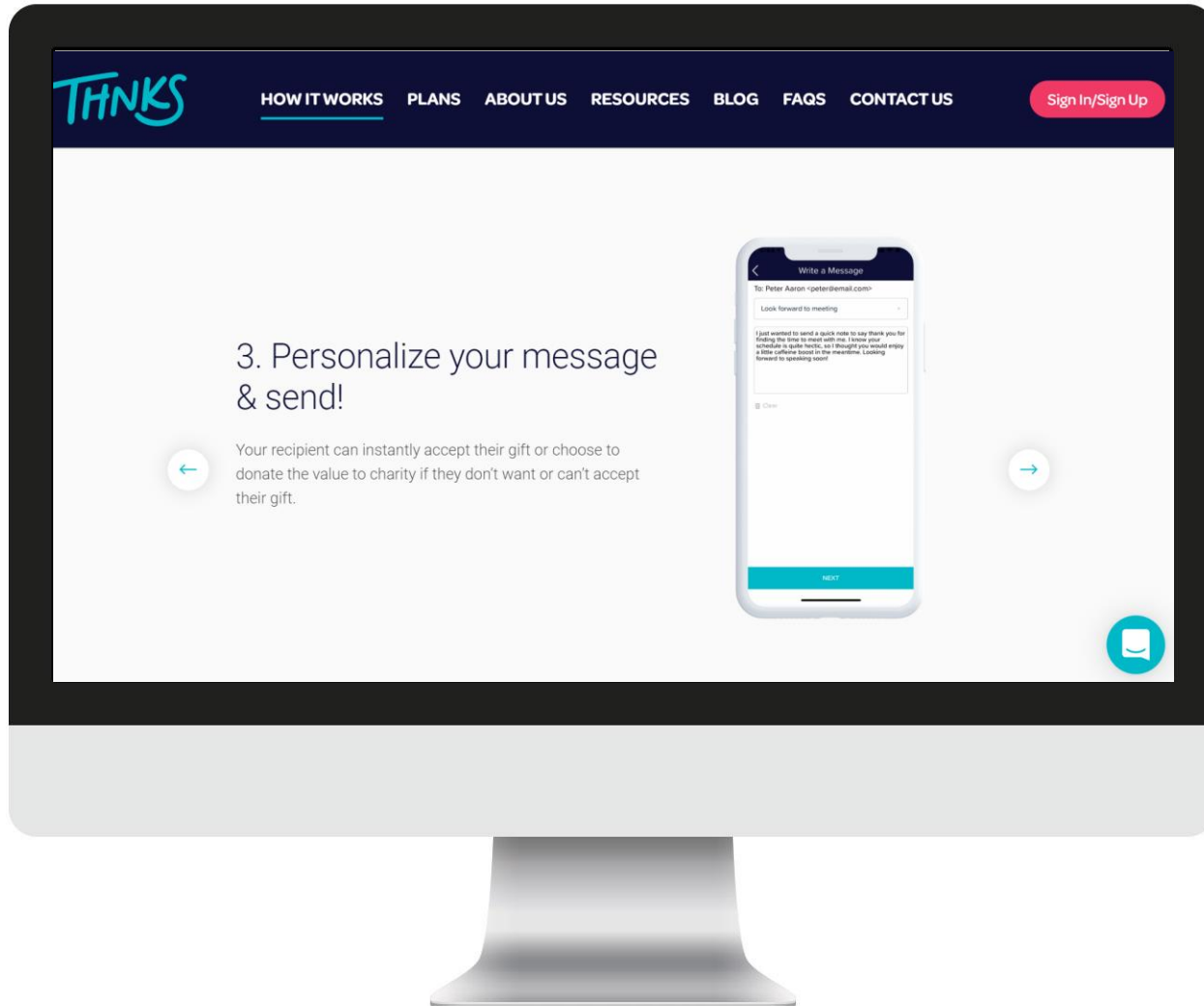
New Ways to Show Appreciation: THNKs



New Ways to Show Appreciation: THANKS



New Ways to Show Appreciation: THNKs



New Ways to Show Appreciation: Final Thoughts



Easy to Use



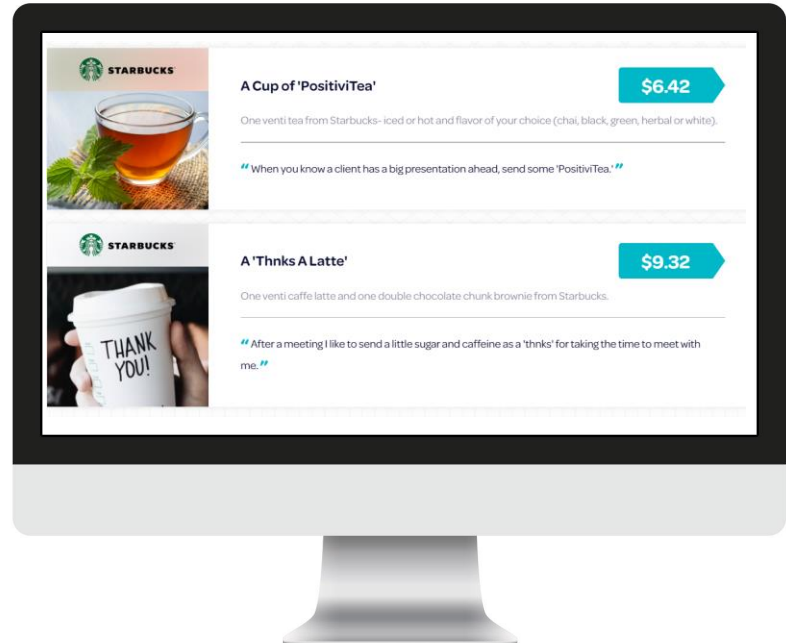
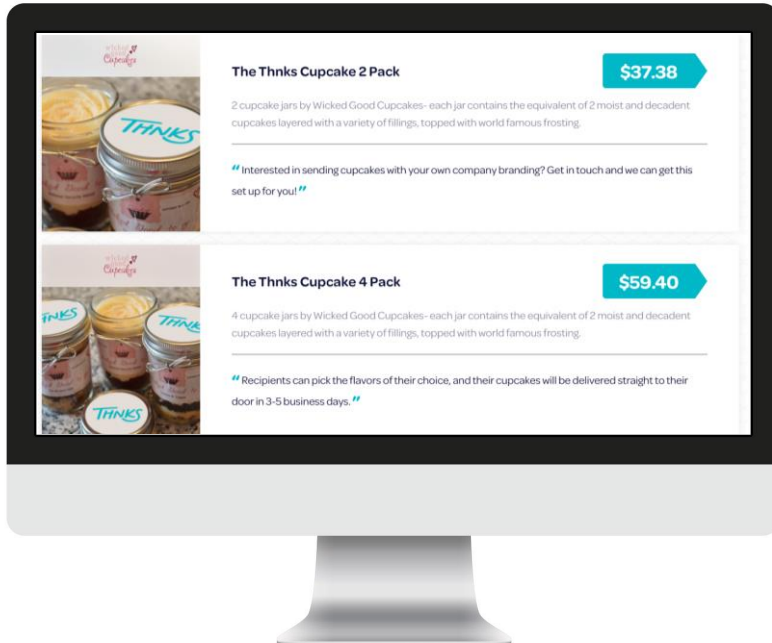
Cost-Effective



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





Philip Neal Maurischat

20h · 🧑



THIS FRIDAY AT 8 PM MDT

Football vs Prospect (Homecoming)

Larry, Bryon and Rickey are interested

☆ Interested



Larry Schaffer, Robert Valderrama and 5 others

4 Comments



Like



Comment



Share



Bryon Catton
is the game at hm or at prospect?

Like · Reply · 11h








Robert Valderrama
Bryon Catton home

Like · Reply · 11h






Spam Vs. Cold Emails

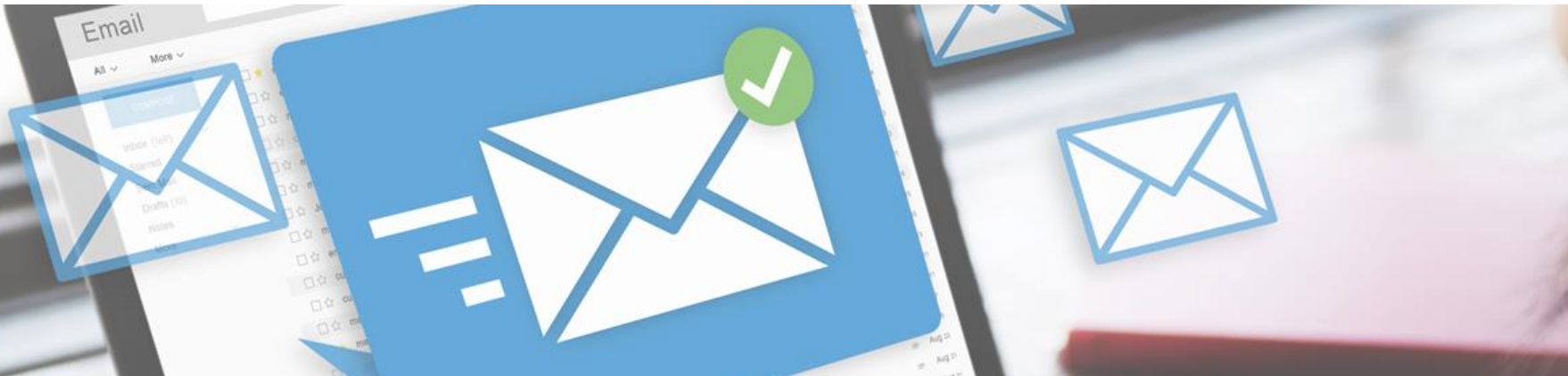
Outreach

SPAM EMAIL

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

GOOD COLD EMAIL

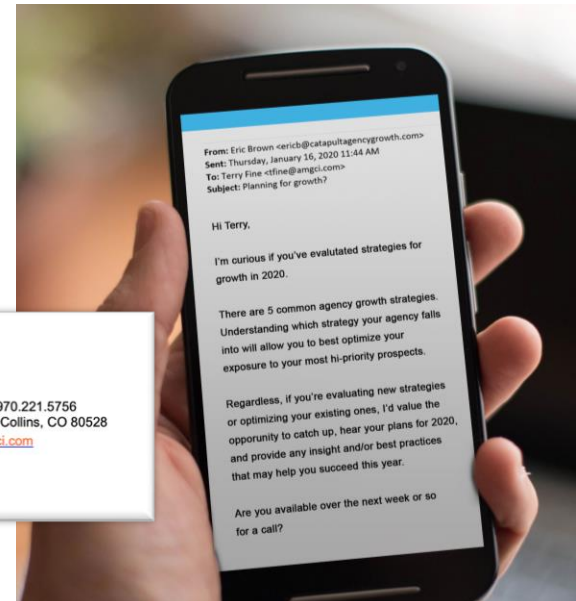
-  Uses Your Real Name
-  Uses a Conversational Style
-  Opt-Out Option in P.S.
-  Appropriate Subject Line
-  Address Shown



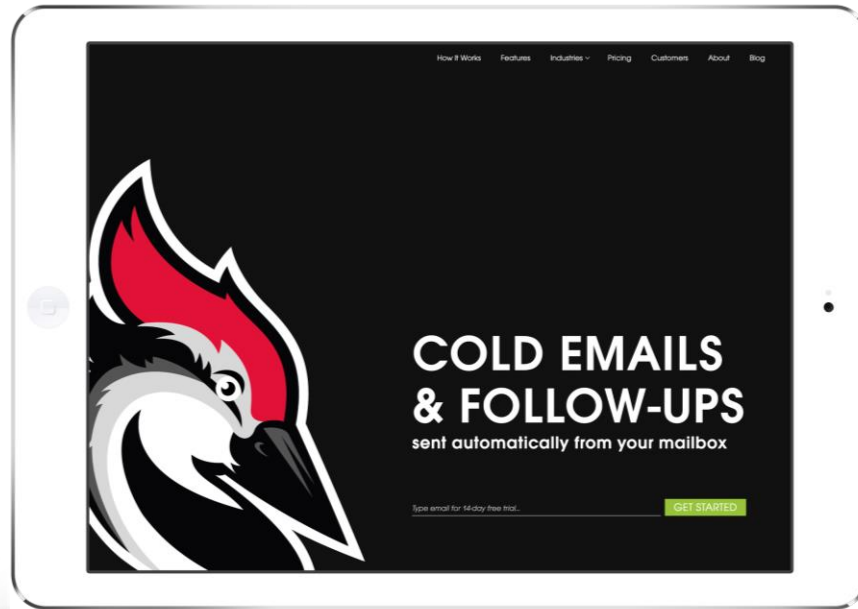
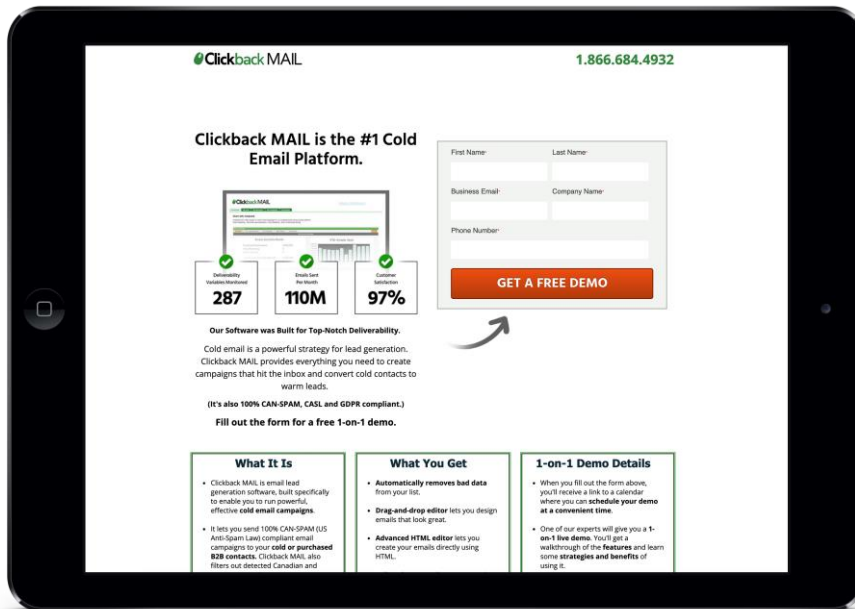
Cold Email

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



Cold Email Leads: Platforms



Cold Email Leads: Platforms

Subject: Dentures Worthy of a Smile

Dear Dr. {{LAST_NAME}},

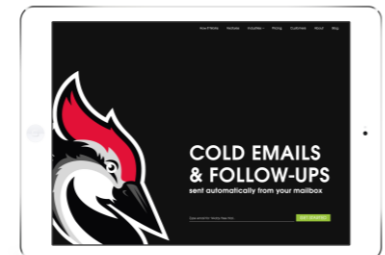
I hope this email finds you well and your practice is flourishing in these strange times. I understand that dentures may be a major frustration for you and your team, especially if your cases are taking longer than expected or requiring remakes.

We, at Dental Creations, are looking to partner with an exclusive number of dentists who value the expertise, high-quality, attention to detail, and communication that is necessary to fabricate lasting smiles for patients needing removable prosthetics. I believe that you are one such dentist and would like to extend that invitation to you, your practice, and your patients.

My full-service laboratory is nestled at the base of the Blue Ridge Mountains. We are a small and dedicated team of technicians who craft our restorations in-house and never overseas. Are you interested in partnering with a laboratory team that will work with you and tailor every case to meet your needs?

If you are ready to get started, please let me know. I would be happy to schedule a time for a case consultation or send out a free intro kit. My team and I are available by phone at (800) 555-1234 or you can simply reply to this email. You can also learn more about our laboratory by visiting www.dentalcreations.com.
Best Regards,

Owner
Dental Creations



Cold Email Leads: Platforms

Harmony Woodpecker Email Campaign

Add prospects ▾

Edit ▾




RUNNING

TH

STATS

PROSPECTS

TO CHECK 99

PROSPECTS

3169



INVALID

0.4%

SENT

3074

BOUNCED

5.8%

OPENED

13.5%

CLICKED 0

OPT-OUT 1

DELIVERED 2889

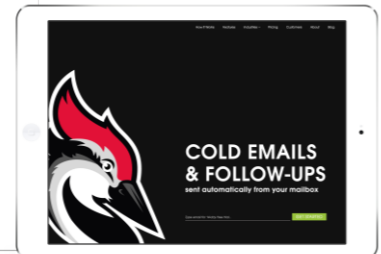
RESPONDED

0.8%

 5

 4

 14



Cold Email Leads: Platforms

1 campaign ▾ [add](#)

Harmony Woodpecker Email Campaign

RESPONDED



From: Lori Musick jlcpmusick@gmail.com

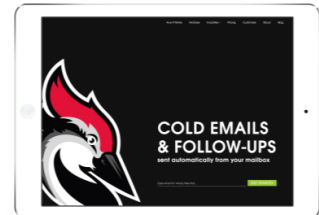
Subject: Re: Case information...

You can send us an intro kit over. Richlands Family Dentistry P.O. Box 700. Richlands, VA 24641

On Tue, Jul 20, 2021 at 12:46 AM [\[redacted\]](#), [\[redacted\]@dental.com](mailto:[redacted]@dental.com)> wrote:

Dear Dr. Musick,

I know you are busy running your practice, especially as everyone is trying to get back to normal, so I will keep this brief. I wanted to check in and see if you had a chance to read my last email. I am hoping to connect with you on building a partnership between your practice and our laboratory.



Cold Email Leads: Platforms

1 campaign ▾ [add](#)

Harmony Woodpecker Email Campaign

RESPONDED



From: Michael Solly mjsolly@gmail.com

Subject: Re: Case information...

Yes, I am interested.

On Tue, Jul 13, 2021, 8:28 PM

[/dental.com](#)> wrote:

Dear Dr. Solly,

I know you are busy running your practice, especially as everyone is trying to get back to normal, so I will keep this brief. I wanted to check in and see if you had a chance to read my last email. I am hoping to connect with you on building a partnership between your practice and our laboratory.



Cold Email Leads: Platforms

1 campaign ▾ [add](#)

Harmony Woodpecker Email Campaign

RESPONDED



From: Jessica Minton jessicamintondds@gmail.com

Subject: Re: Dentures Worthy of a Smile

I'm interested.

On Fri, Jul 9, 2021 at 7:40 PM

nydental.com> wrote:

Dear Dr. Minton,

I hope this email finds you well and your practice is flourishing in these strange times. I understand that dentures may be a major frustration for you and your team, especially if your cases are taking longer than expected or requiring remakes.



Cold Email Leads: Platforms

1 campaign ▾ [add](#)

Harmony Woodpecker Email Campaign

RESPONDED



From: Chad Williams drchad@smilesbychad.org

Subject: Re: Dentures Worthy of a Smile

I'm interested. Can you send me a fee list?

Thanks.

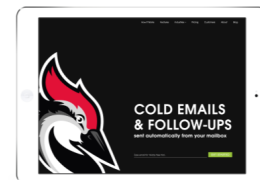
Chad

On Thu, Jul 8, 2021 at 6:35 PM

[nydental.com](#)> wrote:

Dear Dr. Williams,

I hope this email finds you well and your practice is flourishing in these strange times. I understand that dentures may be a major frustration for you and your team, especially if your cases are taking longer than expected or requiring remakes.



Cold Email Leads: Platforms

1 campaign ▾ [add](#)

Harmony Woodpecker Email Campaign

BOUNCED



From: Dr. Oliphant dro@charlestonoralandfacialsurgery.com

Subject: Re: Case information...

Thomas,

Let's discuss. I'll try to call you this afternoon. I've got a couple other calls between 2-4 EST as well but if you are free today let's try to connect. My cell is 8035176324.

Drane

Sent from my iPhone

On Aug 27, 2021, at 12:38 AM
wrote:

[dental.com](#)>

Dear Dr. Oliphant,

I know you are busy running your practice, especially as everyone is trying to get back to normal, so I will keep this brief. I wanted to check in and see if you had a chance to read



Cold Email Leads: Platforms

1 campaign ▾ [add](#)

Harmony Woodpecker Email Campaign

RESPONDED



From: Lori Musick jlcpmusick@gmail.com

Subject: Re: Case information...

You can send us an intro kit over. Richlands Family Dentistry P.O. Box 700. Richlands, VA 24641

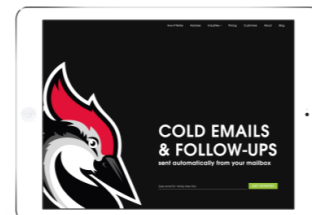
On Tue, Jul 20, 2021 at 12:46 AM

dental.com> wrote:

Dear Dr. Musick,

I know you are busy running your practice, especially as everyone is trying to get back to normal, so I will keep this brief. I wanted to check in and see if you had a chance to read my last email. I am hoping to connect with you on building a partnership between your practice and our laboratory.

Every case deserves high attention to detail, especially those having to do with dentures. At our



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.

Gently Knocking



 **Cole D'Mailer**



[Log to Salesforce](#)



to Yesware Yeti ▾

Hi Yeti,

Before →

If you're like most companies, sales transactions increase significantly in Q3/Q4, yet most executives have no way of knowing the ROI of their commission spend.

After →

Xactly's compensation platform allows you to customize sales plans that cut errors in payments and eliminate the pain of calculating and adjusting commissions for your reps.

Bridge →

If you are willing to give us 15 minutes, I can show you how on average our customers see a 19% lower sales turnover, 5% more reps hitting quota and 37% faster sales cycles.

What's the best way to earn your ear for a few minutes and share how your peers are leveraging incentive pay to drive corporate strategy?

Bridge →

see a 19% lower sales turnover, 5% more reps hitting quota and 37% faster sales cycles.


What's the best way to earn your ear for a few minutes and share how your peers are

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)

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

Hi Cooper,

Problem  I noticed on your careers page that you're looking to hire a Sales Development Rep who diligently keeps track of their activity in Salesforce.

Agitate → I would love a few minutes to discuss how Yesware removes this burden.

Solve  Yesware helps clients like [MassChallenge](#), [Fitbit](#), and [Groupon](#) to aggregate and automatically sync activity data in Salesforce.

This means:

- Reduced manual Salesforce entry by 1 hour/rep/day
- Increase rep productivity by 30%
- Increase booked meetings by 10-15%

Would you be open for a call next week to see how Yesware could help your team?

Sans Serif • T B I U A E • [List Icons] [Link Icon]

☒ Track ☐ CRM ☒ Attach ☒ Book A Time ☒ Templates

Send Later Remind [A] [Link Icon] [Emoji Icon] [Share Icon]

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

Cold Emails: But You Are Free

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

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 →

BYAF →

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!

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

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

ON



Cole D'Maller

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.

included during your trial.

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

PAVING THE WAY TO THE FUTURE

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.

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

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.

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

The screenshot shows an email interface with the subject "Conga Composer – Ready for a Free Trial? / Yesware". The sender is "Cole D'Maller" with a profile picture. The email body starts with "Good Afternoon Dakota,". The first paragraph states: "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." The second paragraph says: "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:" followed by two bullet points: "[Conga Composer Data Sheet](#) (PDF)" and "[Conga Composer Functionality Overview](#) (PDF)". The third paragraph says: "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." The final paragraph says: "If you have any questions about how to get started, please don't hesitate to reach out." Annotations on the left side of the email body point to specific parts: "Star" points to the first paragraph, "Chain" points to the second paragraph, and "Hook" points to the third paragraph. A legend at the bottom right shows a green arrow pointing to the text "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." and the word "Hook" next to it.

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

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.

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.

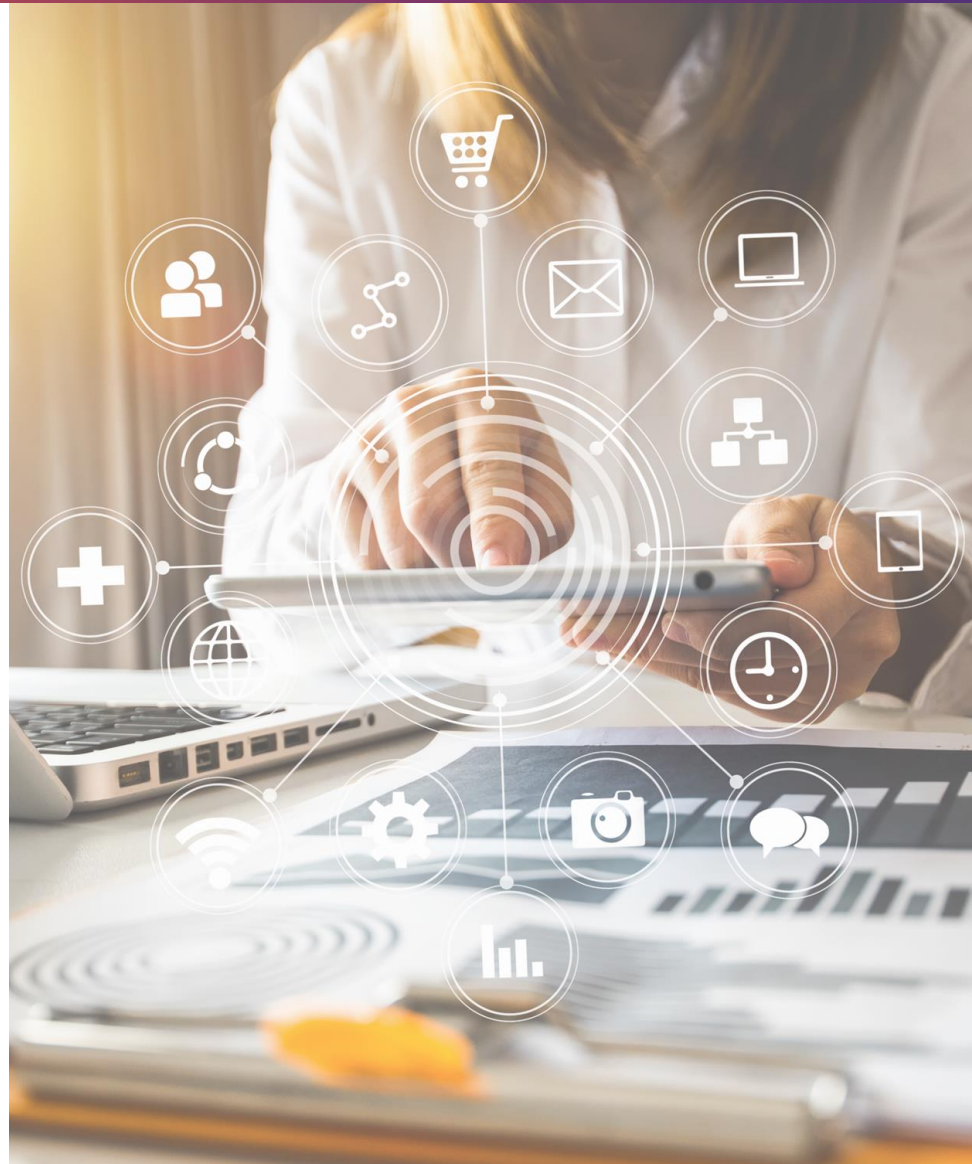
WHY IT WORKS: The subject is pulled in by relevant information, convinced by statistics, and called to action to avoid missing out on their desire.

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 – Which Platform?



Best Practice for Bulk Emails



Special Pricing

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

ZSOLID™


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

ZSOLID™ Made with Kuraray Zirconia

BAYSHORE DENTAL STUDIO
A Better Lab Experience

Choose Z-Solid From Bayshore

[CLICK TO VIEW OUR VIRTUAL CATALOGUE](#)

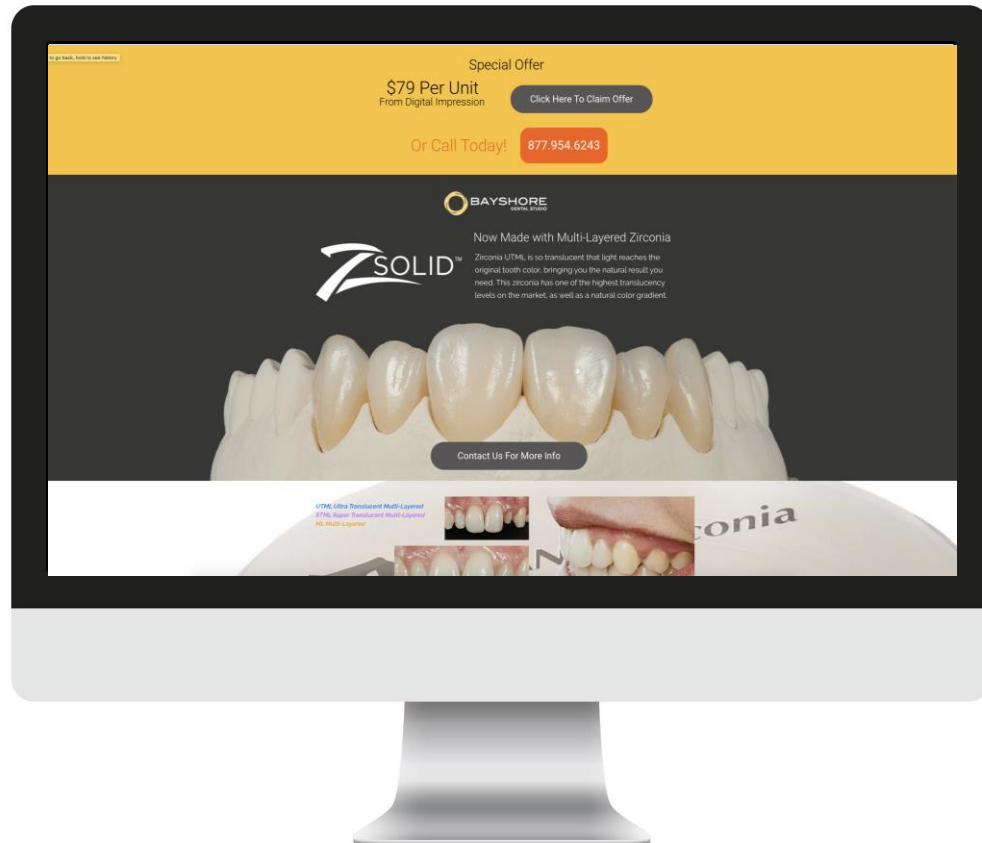


Bayshore Dental Studio
877.954.6243
501 E. Jackson St.
Tampa, Florida 33602
United States of America

[Unsubscribe](#)

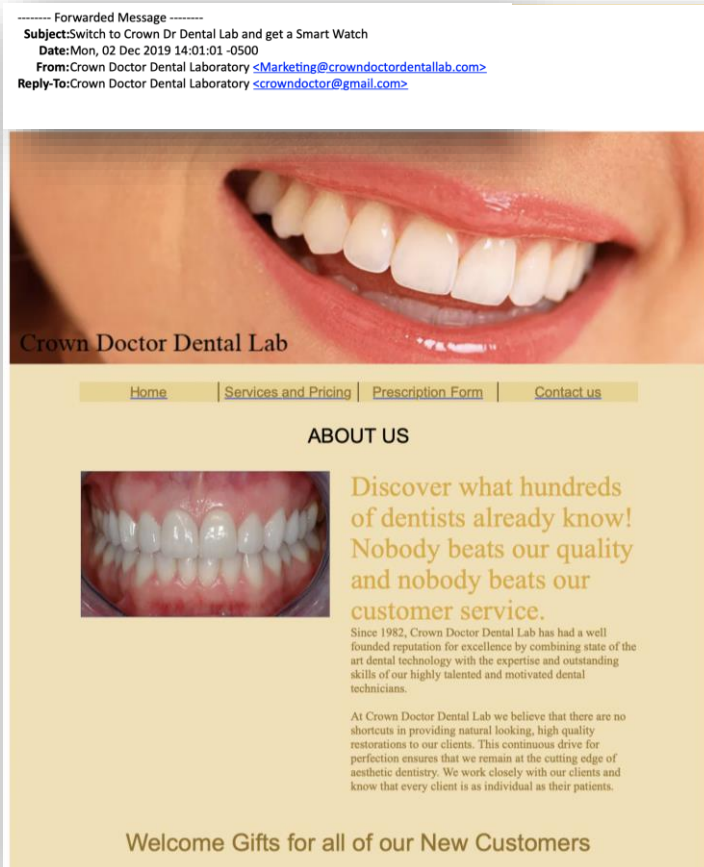
Best Practice for Bulk Emails

- ✓ 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



Items to Avoid: Poor Grammar

Subject: Crown material alternative supplier

Dear Lab Owner or Manager,

We know the situation is stuff, but everything bad thing will be gone and good thing will come.

We are ready to be your alternative supplier to improve your competition in the market.

We are professional in manufacturing dental zirconia blocks, Our zirconia blocks family include:

HappyZir HT : 37% translucency, 1350 Mpa for coping

HappyZir HST : 41% translucency, 1200 Mpa for full contour

HappyZir UT : 49% translucency, 700 Mpa for anterior.

New Coming: 3D Plus Zirconia with Bleach color Available

White+color liquid, preshaded, Multilayer Shaded are all available. we also provide CAD/CAM PEEK, PMMA, WAX and milling burs etc.

For more information, please feel free to contact me. Here is our catalogue for your review.

If you are interested in our products, please send me an email or add Whatsapp (0086)15084896166, thank you!

Looking for your early reply.

Best Regards

Lily Yao



SALES Manager | Sales Departments


Hunan Vsmile Biotechnology Co., Ltd


☎ +86-731-8568-2958 (office) | +86 15084896166 (whatsapp)


✉ info@dentalzirconiadisc.com


✓ <http://www.dentalzirconiadisc.com/> <https://www.vsmilezirconia.com>


📍 Room 709, Juxing, 8# Lujing Road, Changsha, Hunan, 410205

- **Template**

Create a template with your logo, colors, and contact information. This will save time with all future email sends.
- **Subject Lines**

Arguably the most crucial part of your email. Keep it short and enticing! This is the easiest item to test as well!
- **Pre Header**

Easy to forget about this! This gives a second subject line to share even more about your email content. Use this space to entice your readers.
- **Design**

Beautiful design elements in your email sends is really important. Make sure you find the emails appealing and easy to read.
- **A/B Test**

Test, test, and test again! Try out different subject lines, content, calls to action, images, links in the email, and anything else you can find! Record your results and improve.
- **Lists**

Keep your lists of subscribers clean and organized. If you have the time, segment your lists with people who have donated, people who participate in events and so on.

7



Content

Create content that your subscribers are interested in. Create blogs and infographics about the problem you are working to solve, recent results, and stories about your organization.

8



Facts

Double check your facts, you want to ensure that your organization is showing up as a thought leader in this space. Use citations and dates when using facts from another source.

9



Buttons

Make your call to action or THE ONE thing you want your reader to see as a button. Use a bright color and make sure it is easy to read.

10



Calendar

Create a content calendar, create assignments, and take note of important holidays that are important to your cause.

11



Keep It Simple

Don't feel like you need to get every word in your email send. Just share a quick synopsis and a call to action. More detail and information can be on the website.

12



Giving Value

Give, give and give some more before requesting a donation. Give value to your supporters through your emails and share why your cause is so credible and incredible.

Marketing Automation

WHAT IS MARKETING AUTOMATION?



**BUILD
TARGETED
LISTS**



**EXECUTE
THE
CAMPAIGN**



**MEASURE
EMAIL/WEBSITE
BEHAVIOUR &
ACTIVITY**



**SEGMENT
BASED ON
ACTIVITY &
SCORE LEADS**



**ROUTE
QUALIFIED
LEADS TO
CRM**



**MOVE WARM
LEADS TO
NURTURE
CYCLE**



**ANALYSE
MARKETING/
SALES
PERFORMANCE**

“Marketing Automation enables businesses to automate tasks and workflows for the marketing and sales process, including prospect and customer profiling on landing pages, lead scoring, sending automated personalised emails and web recommendations to support lead nurturing and customer engagement”.

Marketing Automation



HubSpot

Marketo

Infusionsoft.














SharpSpring

Benefits of Marketing Automation

- ✓ Behavioral Based Email Automation
- ✓ Dynamic Forms
- ✓ Lead Nurturing
- ✓ Lead Scoring
- ✓ Robust Rules Engine
- ✓ Dynamic Web Content
- ✓ Track Leads
- ✓ Daily VisitorID Email
- ✓ Smart Emails
- ✓ Multiple Device Tracking
- ✓ Third-Party CRM Integration
- ✓ Custom Deal Stages
- ✓ Social Notes
- ✓ Point-and-Click WYSIWYG Editor
- ✓ Landing Page Funnel
- ✓ Call Tracking
- ✓ Transformative Email Analytics
- ✓ Campaign Tracking
- ✓ Behavior Tracking

Marketing Automation

<div><div>Contact Manager</div><div>Switch to Original</div></div>							<div>+ Contact</div>	
<div>All (5,357)Default View+ Create View</div>							<div>AdvancedSearch by Name, Email, Company, Phone</div>	
<input type="checkbox"/>	Name	Email	Last Activity	Created	Campaign	Lead Owner	Lead Score	
<input type="checkbox"/>	 timothy messer	info.southwinddentalcare@gmail.com	September 1st, 2021	September 1st, 2021	Yahoo Search	Select...	36	
<input type="checkbox"/>	 Jacob Rollins	rollinsjsr@hotmail.com	August 20th, 2021	August 20th, 2021	Direct Traffic	Select...	36	
<input type="checkbox"/>	 MONICA PINA	DABREU76@HOTMAIL.COM	August 18th, 2021	August 18th, 2021	Google Search	Select...	39	
<input type="checkbox"/>	 Jane Paisopoulos	janep@skdentallab.com	August 18th, 2021	August 6th, 2021	Google Search	Select...	37	
<input type="checkbox"/>	 Donald Canton	doncanton4@gmail.com	August 6th, 2021	August 4th, 2021	Bing Search	Select...	32	
<input type="checkbox"/>	 Susan Miller	susan@nestromedia.com	July 29th, 2021	July 29th, 2021	Google Search	Select...	37	
<input type="checkbox"/>	 Kara Cox	kcox5574@gmail.com	July 23rd, 2021	July 23rd, 2021	Google Search	Select...	31	
<input type="checkbox"/>	 Paula Knott	pmknott@hotmail.com	July 20th, 2021	July 19th, 2021	Google Search	Select...	37	
<input type="checkbox"/>	 Gordon Smith	Gordon@FacialBeautyDental.com	July 16th, 2021	July 14th, 2021	Google Search	Select...	40	
<input type="checkbox"/>	 yusimy pupo	elnispero@yahoo.com	July 10th, 2021	July 10th, 2021	Direct Traffic	Select...	31	
<input type="checkbox"/>	 Bailey Golding	bailey.golding@perkinsdentalclinic.c...	July 26th, 2021	July 8th, 2021	Google Search	Select...	43	

Marketing Automation

Tags ▾



Added 3 weeks ago

Overview

2 Events




08/20/2021

08/20/2021



Form Completed 3 weeks ago

Updated: Request Traditional Starter Kit 

DATE

August 20, 2021 9:23 AM MDT

First Name *

Last Name *

Practice Name *

Email *

Phone Number *

Address *

City *

State *

- Select a State - ▾

Zip *

How Did You Hear About Us? *

Select an Option ▾

Additional Comments:

protected by reCAPTCHA
Privacy - Terms

First Name:

Jacob

Last Name:

Rollins

Company Name:

Complete Dental Care

Email:

rollinsjsr@hotmail.com

Phone Number:

7319869484



Jacob Rollins

* This is the latest preview of the form and may not represent the input fields present when this form was submitted on August 20, 2021 9:23 AM MDT

Marketing Automation

Tags ▾



Jacob Rollins



Video Call

| Complete Dental Care



Added 3 weeks ago

Overview

Custom Fields

Life of the Lead

2

Memberships

9

Marketing Profile

29

Contact Information



Jacob Rollins



Title not provided



rollinsjsr@hotmail.co...



(731) 986-9484 ▾



No Mobile Provided



Fax Not Provided

New Note

Log Call

Book Time

Call ▾

Email

Smart Mail...

New Task...

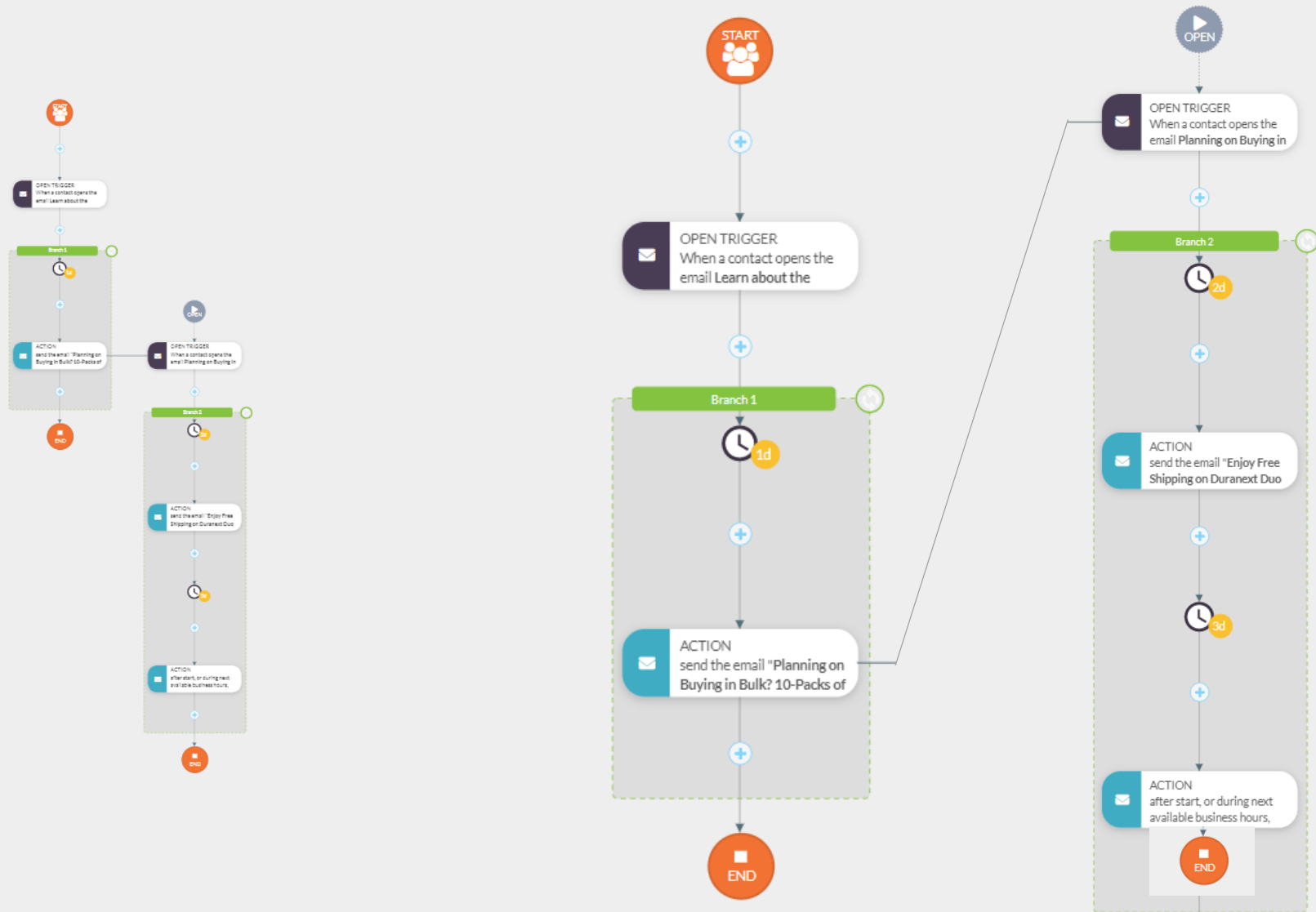
Enter a note...

No upcoming tasks.

All Activity ▾

No activity

Marketing Automation - Workflow



Marketing Automation – Dashboard

All Traffic

August 8th - September 8th

All Sites

All Traffic

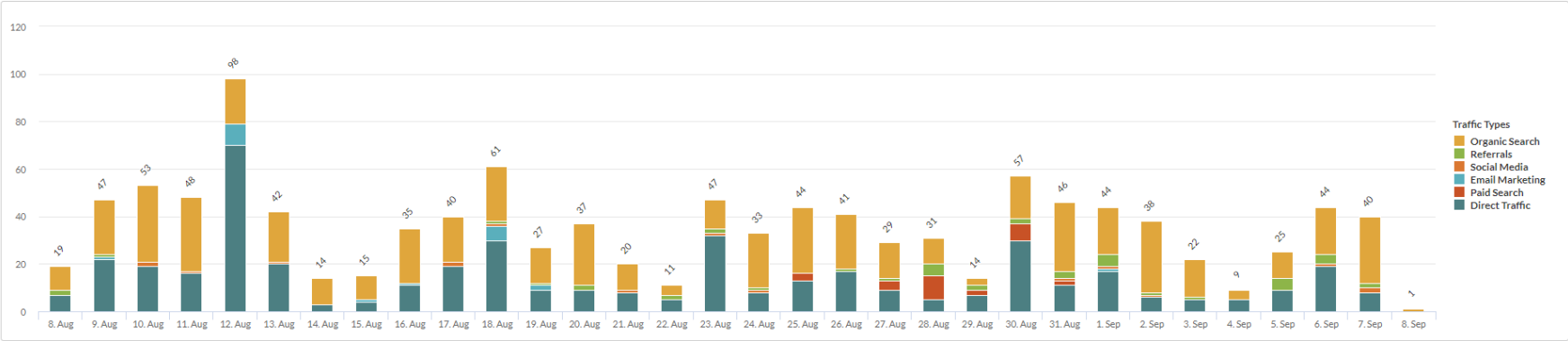
All Sources

Traffic Over Time

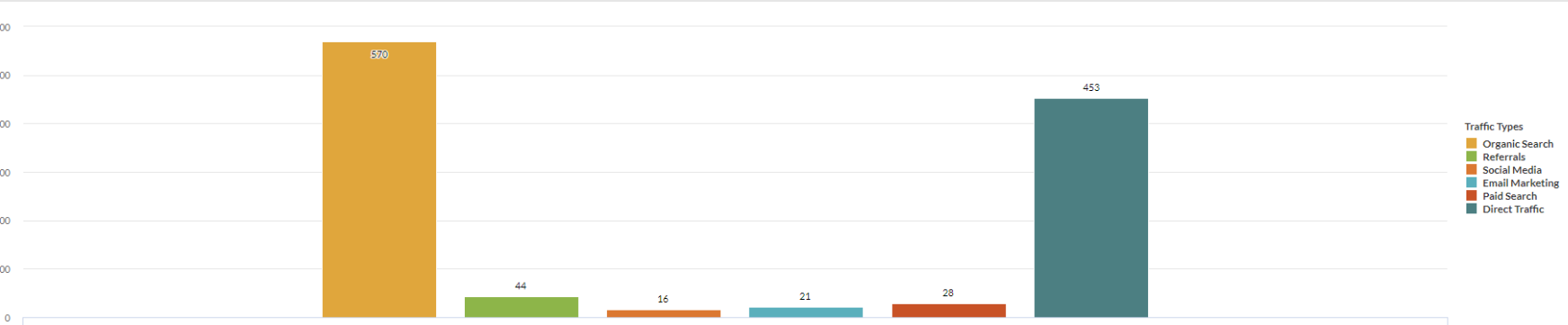
Day

Week

Month



Aggregate Traffic By Source



Marketing Automation – Dashboard

Web Insights

Overview

Referrers

Entrance Pages

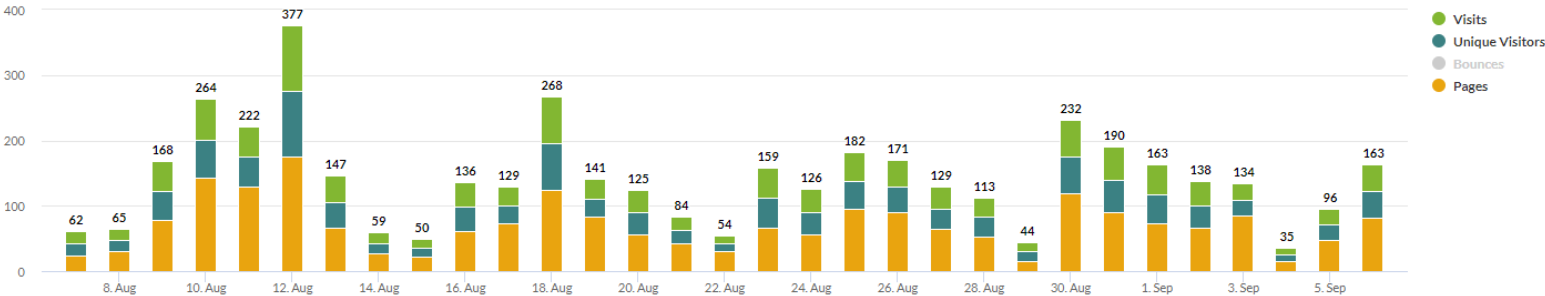
68% Bounce Rate 1,102 Total Visitors 1,133 Total Visits 2,191 Total Page Impressions 1.9 Avg Page Views 3.2 Avg Minutes On Site

SITE STATS

Web Visits



Aug 8, 2021 - Sep 7, 2021



Top Referrers

[View All](#)

1	www.google.com	69.96%
2	www.bing.com	5.45%
3		5.15%
4	yandex.ru	3.09%
5	baidu.com	2.95%

Top Entrance Pages

[View All](#)

1	home page	47.22%
2	/careers/	3.44%
3		3.09%
4	/products/removables/valplast/	2.74%
5	/contact-us/	2.65%

Email Marketing Stats: AMG Creative

01- Partner with AMG / Bulk Email Send

● Sent 8 days ago with no attachments

🔄 Sent with the "Can send multiple times to one person" option checked

Subject: AMG Creative Is the Dental Laboratory Marketing Agency

From: AMG Creative (tfine@amgci.com)

Recipients: [1 List](#)

Overview

Delivery

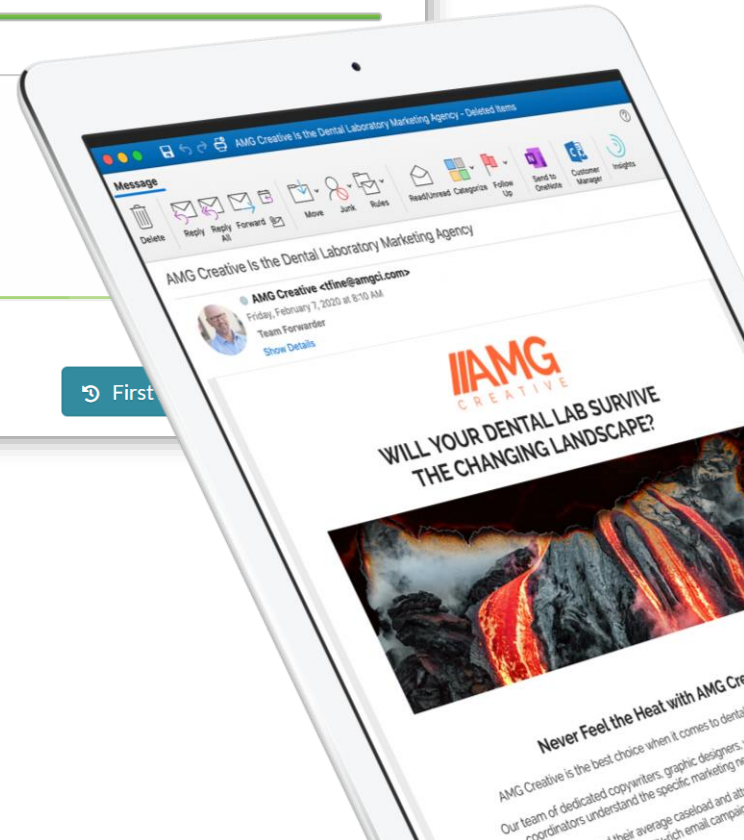
100% sent

📤 1,093
Messages Sent

📥 1,018 (93.1%)
Delivered

📧 30.3% (308)
Open Rate

Performance



Email Marketing: AMG Creative

Send a Case Email to Prospective Customers



Make Your Dental Lab an Easy Choice for Clinicians

Increase Your Caseload with an Online Send a Case Process

AMG Creative is the dental laboratory marketing agency that understands what dentists are looking for on a dental lab's website. We created our send a case package to offer a streamlined process that reduces hassle and time-spent on getting a case to your laboratory. Dentists prioritize their time, which makes a convenient send a case process highly valuable.

Due to the current state of the industry and world, more dentists than ever are prioritizing their time. Optimizing your send a case process allows for convenience and decreased stress for dentists, which translates to more cases for your lab.

Features of AMG Creative's Send a Case Package

- ✓
Shipping Label Generators for UPS, FedEx, and USPS
- ✓
Schedule a UPS & FedEx Pick-Up Directly Online with our Custom API's
- ✓
Order a Starter Kit Form
- ✓
Step-by-Step New Dr. Process
- ✓
Local Pick-Up Forms
- ✓
Case Scheduling Calendar Customized to Your Turn Times
- ✓
Intraoral Scanner Protocols
- ✓
Drag & Drop File Uploader

Get an Optimized Website Fully Customized to Your Laboratory

Discover all you can expect from an AMG Creative website by downloading our website tier sell sheet.

[DOWNLOAD NOW](#)

Email Marketing: AMG Creative

Send a Case Email to Prospective Customers: Stats

✈ 574
Messages Sent

📧 565 (98.4%)
Delivered

✉ 38.94% (220)
Open Rate

🖱 2.48% (14)
Click Rate



Prospect - Send a Case Email

Delivered

565

Unique Opens 220

Total Opens: 456

Unique Clicks 14

Total Clicks: 23

Unsubscribes 2

Spam Complaints 0

Hard Bounces

2

Soft Bounces

7

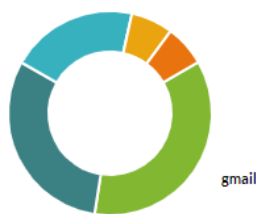
Messages Sent

574

Email Marketing: AMG Creative

Send a Case Email to Prospects: Stats

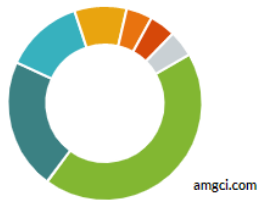
Top 5 Domains



Top 5 Domains

gmail	225
yahoo	194
aol	127
comcast	42
sbcglobal	41
Other	928

Link Clicks



Top Links

https://amgci.com/	10
https://ss-usa.s3.amazonaws.com/c/308457805/media/15855e56ad63528ad67018733962187/8732-...	5
https://amgci.com/schedule-meeting/	3
https://www.linkedin.com/company/395211/	2
https://www.instagram.com/amg_creative/	1

Email Marketing: AMG Creative

Send a Case Email to Prospectives: Stats

Subject Simplify your laboratory's send a case process and increase your case load.

From AMG Creative (tfine@amgci.com)







Recipients 1 List

Overview

Delivery

100% sent


Clicks ▾

Recipient		Last Engagement	Last Sent	Last Delivery
	Mike Robertson - Robertson Dental Lab ✉ mike@robertsontdentallab.com	4 days ago	4 days ago	4 days ago
	- Endo Dental Lab ✉ endodentallab@yahoo.com	4 days ago	4 days ago	4 days ago
	- Ikon Dental Design ✉ robin@ikondentaldesign.com	4 days ago	4 days ago	4 days ago
	James Maples - Harrison Dental Studio ✉ ENZOARTICSYS@YAHOO.COM	3 days ago	4 days ago	4 days ago
	Philip Kim - K2 Dental Arts LLC ✉ PHILIP@K2DENTALARTS.COM	4 days ago	4 days ago	4 days ago
	Jun Hwong - Orion Dental ✉ INFO@CREODENTAL.COM	3 days ago	4 days ago	4 days ago

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Philip Kim

Video Call

K2 Dental Arts LLC

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Overview

Custom Fields


Life of the Lead 17


Memberships 22


Marketing Profile


35


Contact Information


 Philip Kim

 PARTNER


 PHILIP@K2DENTAL...

 (434) 282-4862


 No Mobile Provided


 Fax Not Provided

Description

 Add Description

Company Information

 No Account Provided

 K2 Dental Arts LLC

New Note

Log Call

Book Time

Call

Email

Smart Mail...

New Task...

Enter a note...

No upcoming tasks.

All Activity

No activity

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Event Filter

Past Events

02/17/2020

02/26/2020

03/09/2020

04/12/2020

09/21/2020

Now

Web Visit4 days ago

SOURCEDirect Traffic

DATESeptember 21, 2020 11:52 AM

VISITOR IP64.99.240.68

Pages visited on amgci.com

1./schedule-meeting/?utm_medium=email&utm_source=sharpspring(exited site)

The Power of Print



VIDEO LIVE SHOWS

Family gets 55,000 duplicate letters from loan company

A man says he had to make two trips to a post office to pick up 55,000 duplicate billing statements sent from a student

Family gets 55,000 dup from loan company

An Ohio man says he had to make two trips to a post office to pick up bins containing 55,000 duplicate billing statements sent from a student loan company

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The Perfect Content Cocktail

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

A TWIST OF PRINT

A SHOT OF SOCIAL

A SPLASH OF WEB



Thank You!

Download Terry's Presentation at:
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