CULTIVATING CONNECTIONS

Through Digital Marketing Channels



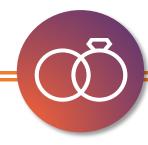
Born or Married

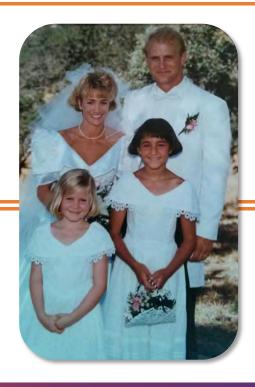
Two ways to get into the

industry.



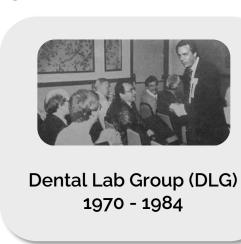






The AMG Timeline

How we got here.











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









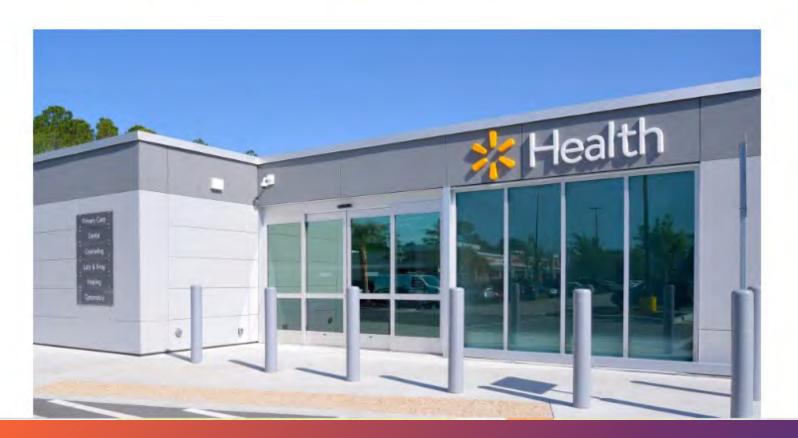




Walmart Dentistry

Walmart Health Expands to Florida With Five New Health Centers

April 5, 2022 4 Min. Read Health & Wellness f 🛩 in 👰 🖾 🔗



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 clearaligner company's...

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











Chairside Dentistry



Cutting-edge Digital Dentistry Powered by SprintRay





Surgical Guides

3D print highly-accurate surgical guides for just a few dollars.



Dental Models

Fabricate removable die or study models for lab work, diagnostics or patient presentation.



Splints and Nightguards

3D print nightguards and splints that are long lasting and comfortable.



Crown and Bridge

3D print crowns and bridges for only a few dollars in materials cost...



Digital Dentures

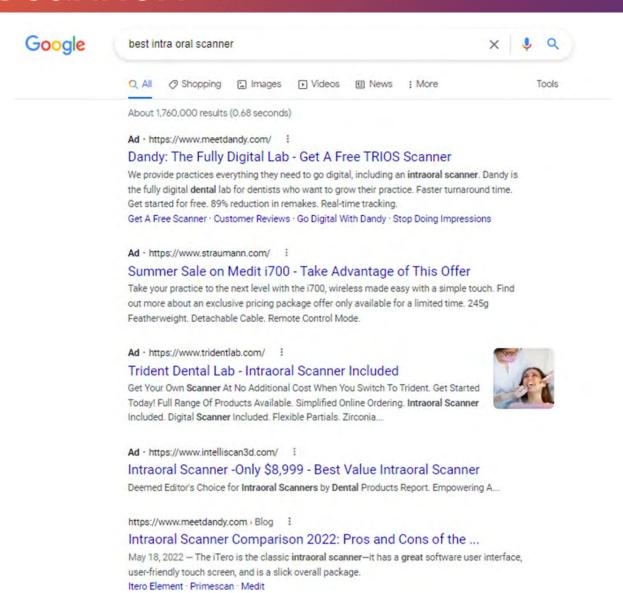
Rapidly deliver try-in and long-term dentures in days, not weeks.



Clear Aligners

Deliver clear aligners at a fraction of the time and cost of big-box companies.

Free Scanner?



Free Scanner?



Home

Go digital

Company v

Log into portal

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

76%

saved upfront

faster delivery

89%

reduction in remakes



What is a lab owner to do?





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 namburger. 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!)

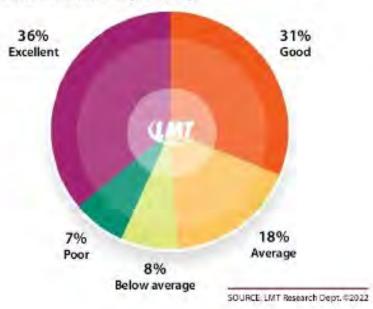
Business Outlook by Lab & Size Type

Laboratories describing their outlook

According to LMT - State of the Industry 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:



More than Half of Lab Operators Optimistic about Remainder of 2022







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 Markers

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



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?

























































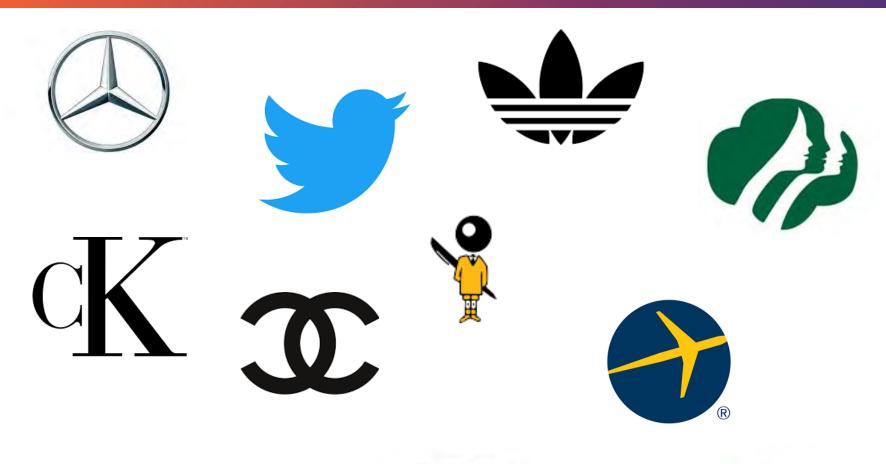


















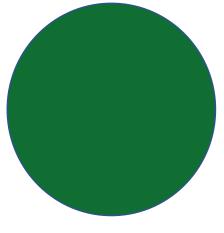
























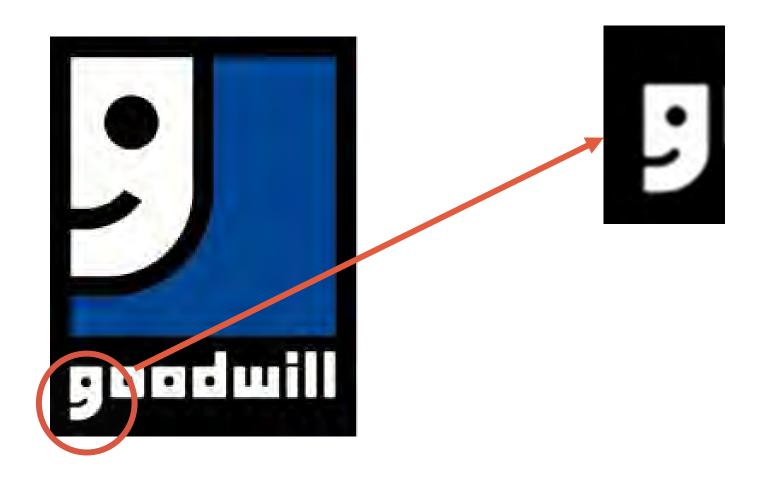






































зshape 🗠

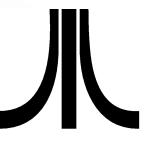
What does your logo say about you?











What does your logo say about you?











It is all about your Website

- A strong domain name
- Resource Driven
- Easy navigation
- Fast page loading

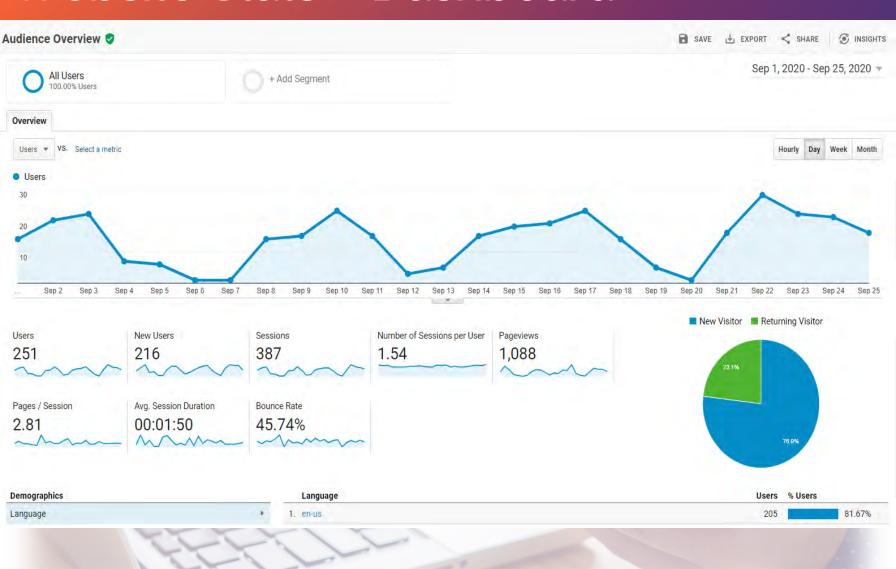
- Search engine optimization
- Clear brand identity
- A good online reputation
- Website security



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

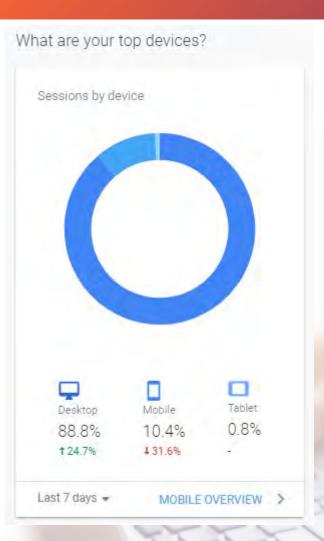
Website Stats - Dashboard

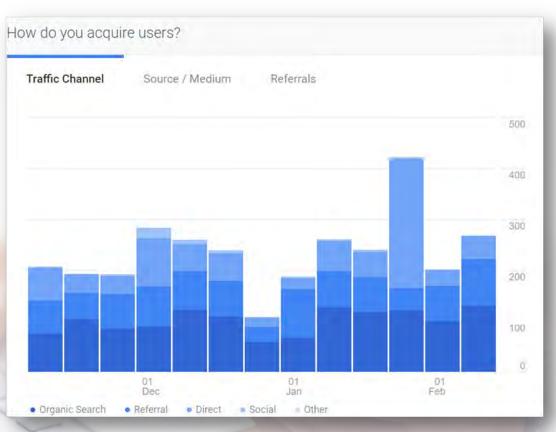


Website Stats - Browser Type

	Browser	Users	% Users
1.	Chrome	166	66.14%
2.	Safarī	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	Ĭ	0.40%
	-1 1		

Website Stats - Dashboard

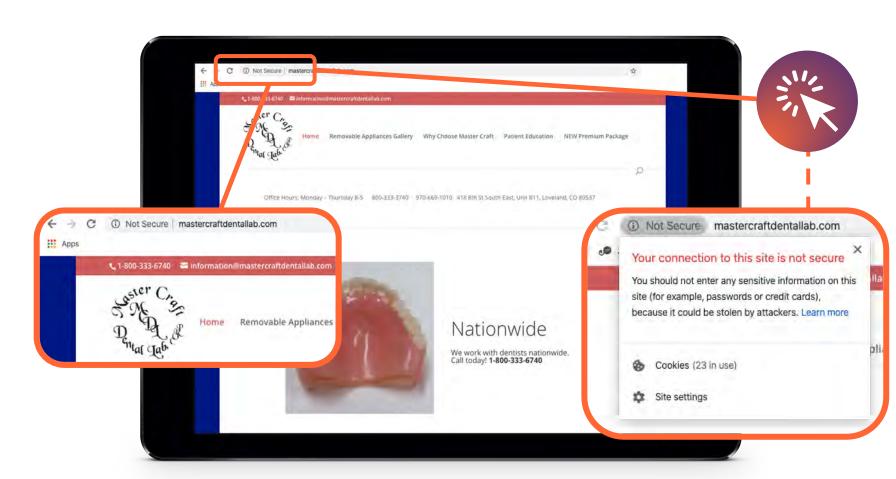




Website Stats - Dashboard

Country	Acquisition	Acquisition			Behavior	
Country	Users ?	New Users	Sessions 0	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%)	
. Multed States	205 (81.67%)	170 (78.34%)	338 (87.34%)	43.79%	2.83	
. China	8 (3.19%)	8 (3.69%)	10 (2.58%)	60.00%	2.00	
. India	7 (2.79%)	7 (3.23%)	7 (1.81%)	57.14%	2.00	
Egypt	6 (2.39%)	6 (2.76%)	6 (1.55%)	66.67%	1.67	
i. 🏭 United Kingdom	3 (1.20%)	3 (1.38%)	3 (0.78%)	33.33%	1.67	
. Netherlands	3 (1.20%)	3 (1.38%)	3 (0.78%)	66.67%	1.33	
. 🚾 Argentina	2 (0.80%)	2 (0.92%)	2 (0.52%)	100.00%	1.00	
. [•] Canada	2 (0.80%)	2 (0.92%)	2 (0.52%)	50.00%	1.50	
. 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



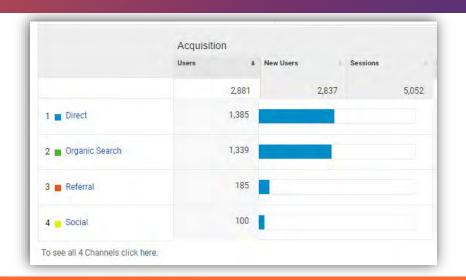
Website Stats - Dashboard

What pages do your users visit?	
Page	Page Heyrs
4.	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



SE



Website





Content



Backlinks



Keywords



Social Media



lia Ranking



Optimization







Ad - https://www.meetdandy.com/

Dandy: The Fully Digital Lab - All-In-One Dental Lab

Dandy delivers consistent quality & perfect fit through our digital manufacturing process. Dandy is the fully digital dental lab for dentists who want to grow their practice.

Stop Doing Impressions · We Do It All · Go Digital With Dandy · Modernize Your Practice

Ad · https://www.tempedentalcare.com/ ‡ (480) 608-3599

Arizona Dentures Services - Custom Same Day Dentures

Emergency Denture Services: We Replace, Repair, Or Reline dentures in as little as one day.

Dentures dentistry is a specialized practice that Tempe Dental Care is proud to offer.

9 5801 S McClintock Dr, Tempe, AZ

Ad · https://www.tridentlab.com/

Trident Dental Lab - Free Intraoral Scanner

Get Your Own Scanner At No Additional Cost When You Switch To Trident. Get Started Today! Full Range Of Products Available. Simplified Online Ordering....
Full Service Dental Lab · Trident Scanner Program



Dental Dentures Specialist - Full-Service, Caring Dentist

Dentures, Dental Crowns, Bridges, Implants, Oral Surgeon, Clear Aligners And More.

▼ 1835 E Guadalupe Rd Ste C-107, Tempe, AZ



dental lab near me that does digital dentures



.

https://dentekdental.com

Dental Lab in Phoenix, Arizona - Dentek Digital

We are a national leader in **dental lab** technology, We use state-of-the-art equipment to deliver the highest quality in dental restorations.

You've visited this page 2 times. Last visit: 7/9/21

https://www.wiandlab.com

Dental Labs in Arizona - Removable and Implant Supported ...

Wiand Dental Lab in Arizona has been providing top quality removable and implant supported dental prosthetics to dentists since 1992. Start a case today!



People also ask

Can snap on dentures be done in one day?

What are aesthetic dentures?

What kind of dentist creates dentures?

Do implant dentures have a pallet?

https://keatingdentallab.com > arizona-3d-dental-lab

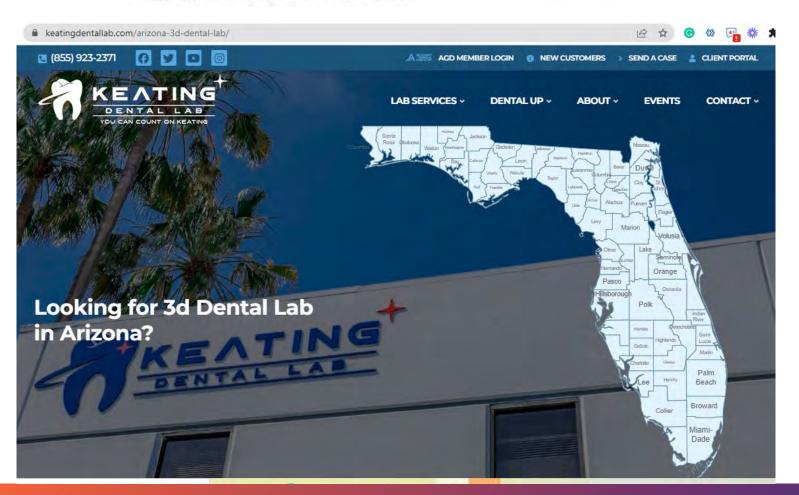
Dental lab In arizona 3d

Which locations do we offer dental lab services in 3d dental lab in Arizona? ... A Digital Dental Laboratory offering 3D Digital Dentures, Digital Denture ...

https://keatingdentallab.com > arizona-3d-dental-lab

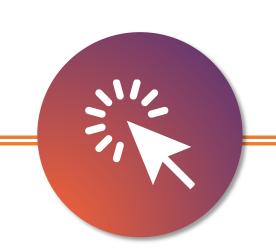
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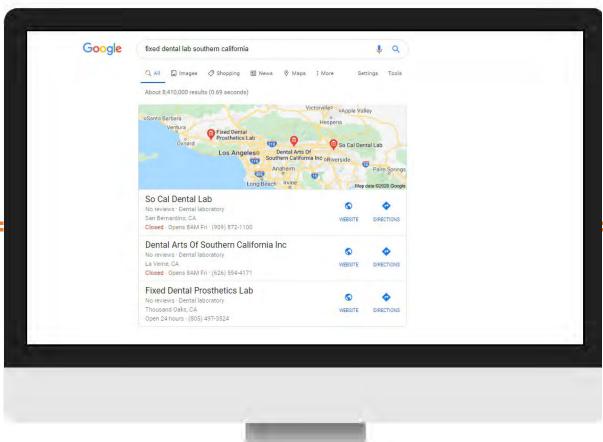


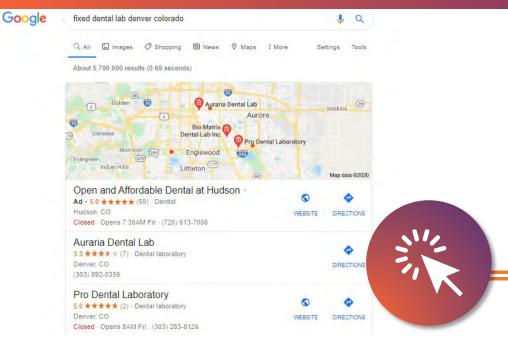
Why Does Off-Site Search Matter?

Optimizing your site to show up in local search results.



Search: Fixed Dental Lab Southern California





Search: **Fixed Dental Laboratory** Denver. Colorado

peeblesdentallab.com •

Peebles Prosthetics Inc. - Full Service Dental Lab

Behind every top dentistis 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 v

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

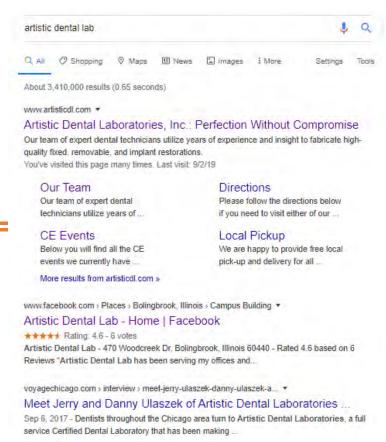
pdacolorado.com •

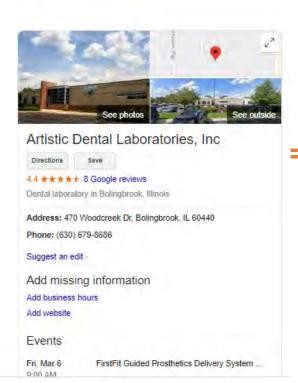
PDA Colorado: Home

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



Search: Artistic Dental Lab

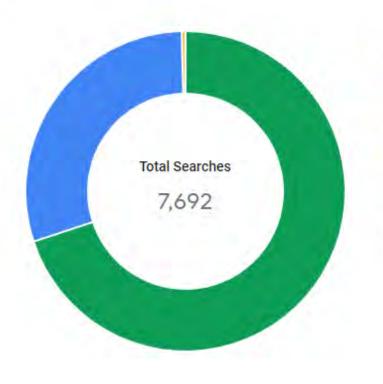




How customers search for your business

?

1 quarter -





Direct

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



Discovery

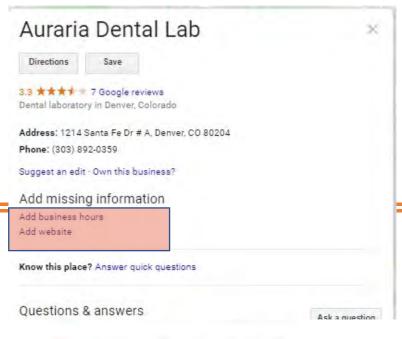
Customers who find your listing searching for a category, product, or service



Branded

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

Dental Laboratory







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



Create Relevant and Quality Content

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



SEO Is Not Just Keywords

Optimizing your website.

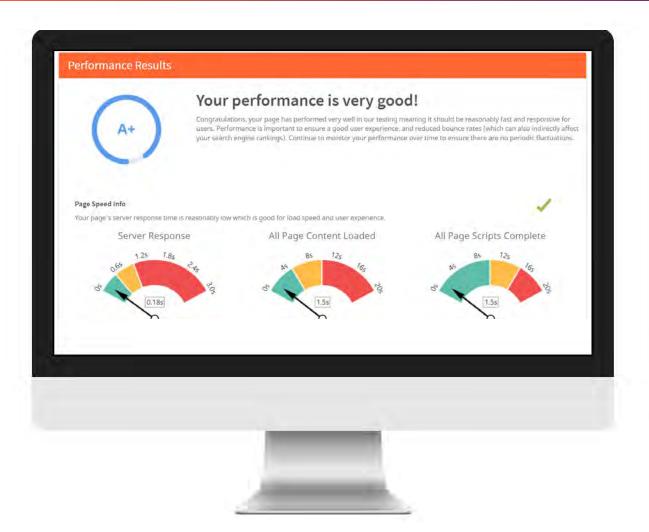
- What is your site speed?
- Beware of duplicate content
- XML sitemap: Google's guide to your website



Optimizing your website.



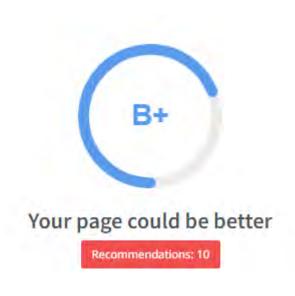


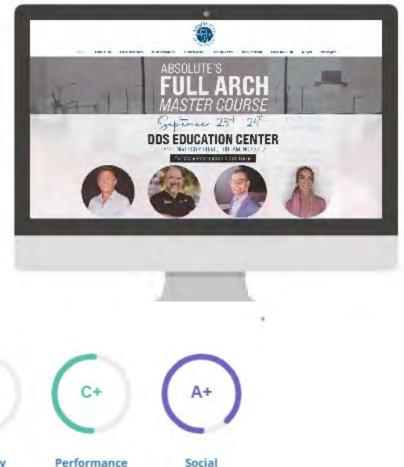




www.seoptimer.com

Optimizing your website. Audit Results for www.absolutedentalservices.com



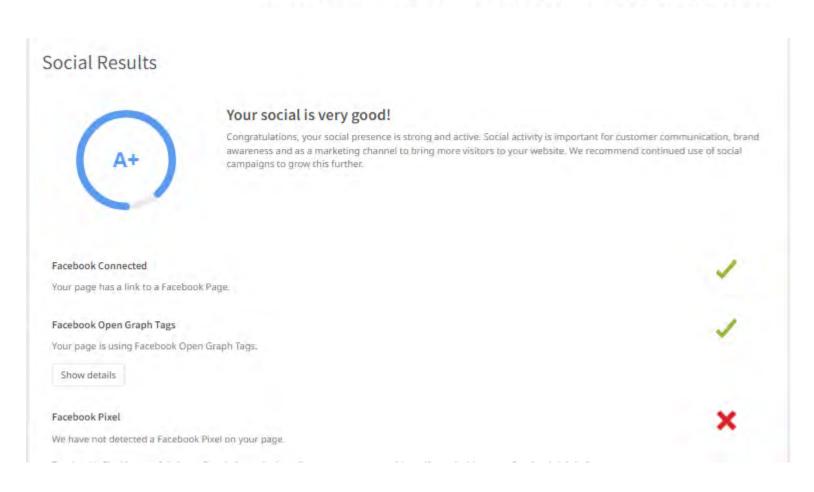






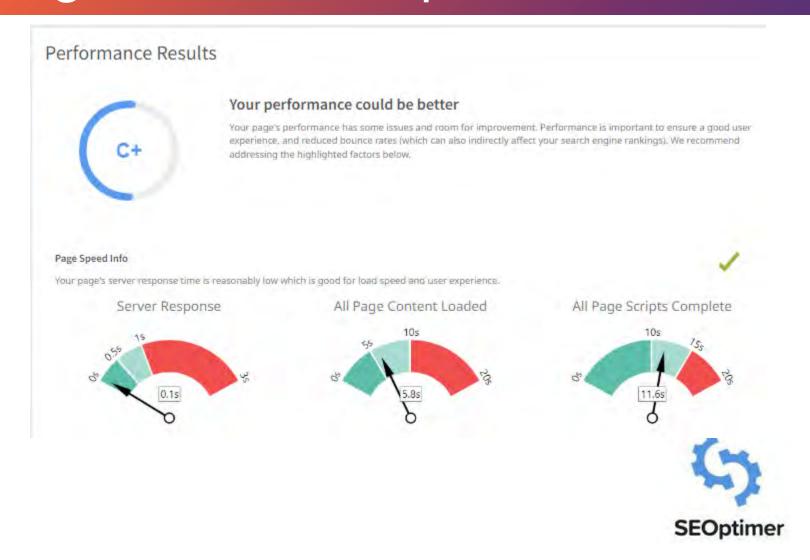


Optimizing your website. Audit Results for www.absolutedentalservices.com



Optimizing your website. Audit Results for www.absolutedentalservices.com





www.seoptimer.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?



Create Account

Sign in

Our Story Dental List for Patients Dental List for Labs Live Chat FAQs

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
- 2. Alaska: \$259,350
- 3. Rhode Island: \$254,190
- 4. Minnesota: \$227,280
- 5. New Hampshire: \$226,300

- 6. Connecticut: \$213,390
- 7. Wisconsin: \$213,210
- 8. North Dakota: \$212,380
- 9. North Carolina: \$212,160
- 10. Nevada: \$210,710

LOWEST

- 1. Louisiana: \$124,020
- 2. Wyoming: \$125,120
- 3. Nebraska: \$135,080
- 4. Utah: \$138,970
- 5. West Virginia: \$139,170

- 6. California: \$151,490
- 7. Maryland: \$151,950
- 8. Mississippi: \$153, 810
- 9. Pennsylvania: \$153,950
- 10. Kentucky: \$154,230

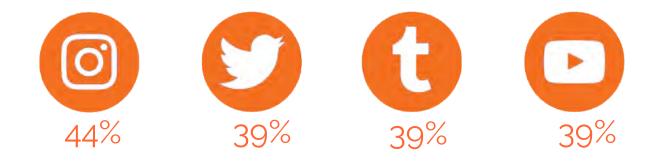
Social Media Drives Value Across the Customer Lifecycle

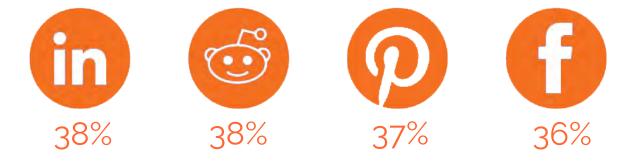
Listen and respond to your audience across channels.



Social Media for Brand Research

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





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

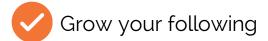
Treasure Dental Studio

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



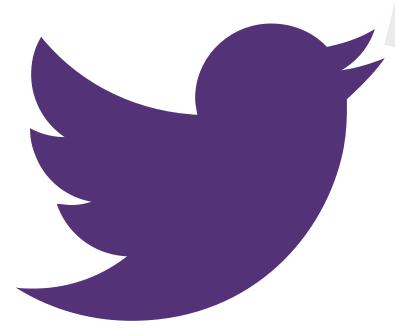
Choosing the Right Platform: Twitter

An optimal network for corporate growth and development.



- 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

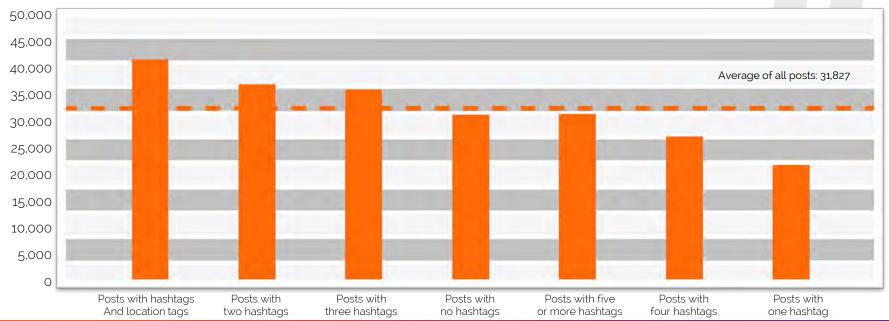


Choosing the Right Platform: Instagram

Showcase products and engage your audience.

- Plan: before sharing photos
- 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



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

The Power of Visuals: Videos

YouTube

how to adjust a valplast partial chairside

Q



How to Properly Adjust Valplast Particle

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



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

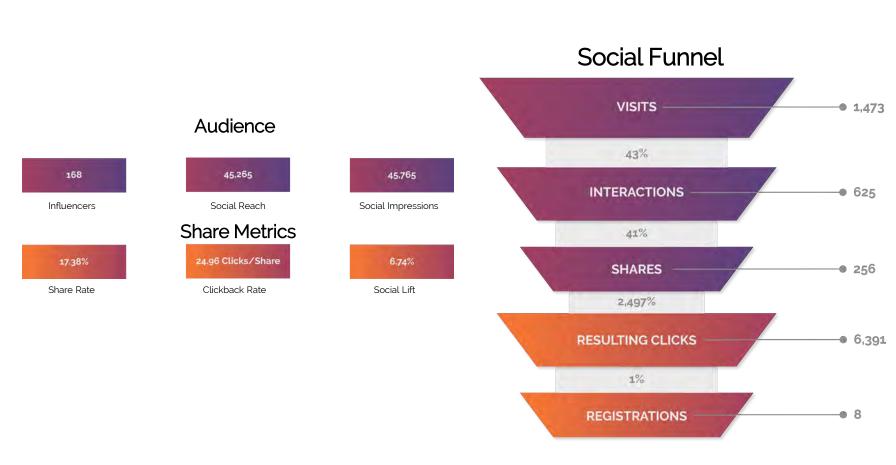
Important pitfalls to avoid when reaching for your goals.

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



Web & the Social Funnel

The master view that should fuel your communication.



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. Include a postscript
- 9. Close with a question
- 10. Keep following up
- **11.** Test your messages
- 12. Consistency
- 13. Conclusion



Learn the Customer Types

Know how they are different.

Prospect

New

Current

At Risk

Lost



The Six Stages of the Customer Lifecycle

Keep your customers' journey in mind.

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

The probability of selling to an existing customer is greater than

60%

Repeat customers spend more than new customers by as much as

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

Prospect Onboarding: Example

Institutionalize evergreen plan.

- Direct mail
- ❷ 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

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



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

NEW

Formalized on-boarding plan

Automated workflow to support follow-up communication

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

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

Sent materials from different brands

Direct mail letter & "we want you back" campaign



Can you confirm below?

AMG Creative Inc Terry Fine 2580 E Harmony Rd. Fort Collins Colorado 80528

Why are we sending this?

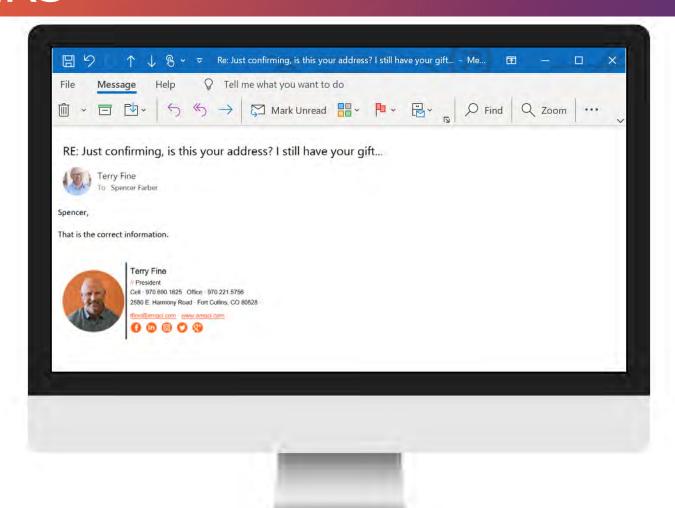
It just a small gesture to see if we might be a fit for the future, and hopeful this shows our interest in getting your insights.

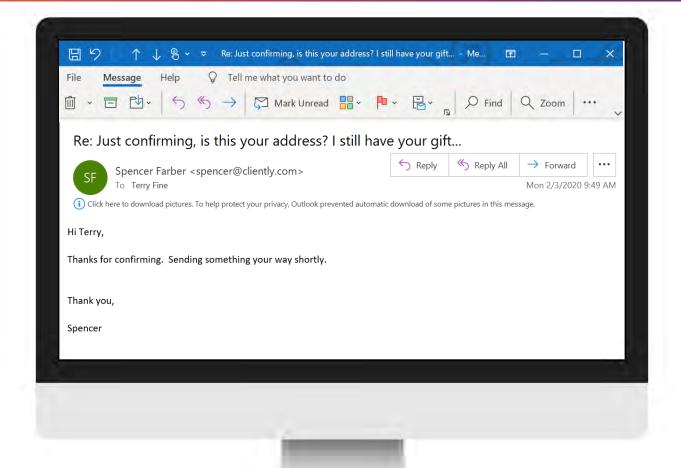
There's a brand new technology for sales teams called REAL TIME Engagement. We thought it was worth the investment just to have the opportunity to establish a meaningful relationship.

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

Thank you,

Spencer





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



(i) 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

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

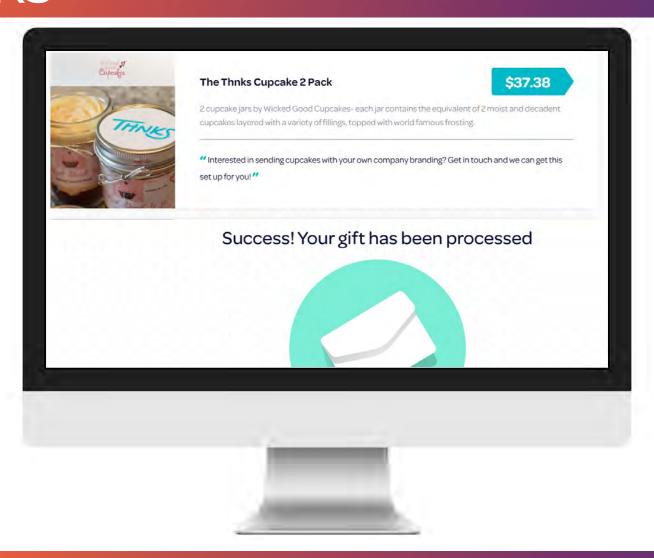
The Thnks Cupcake 2 Pack

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

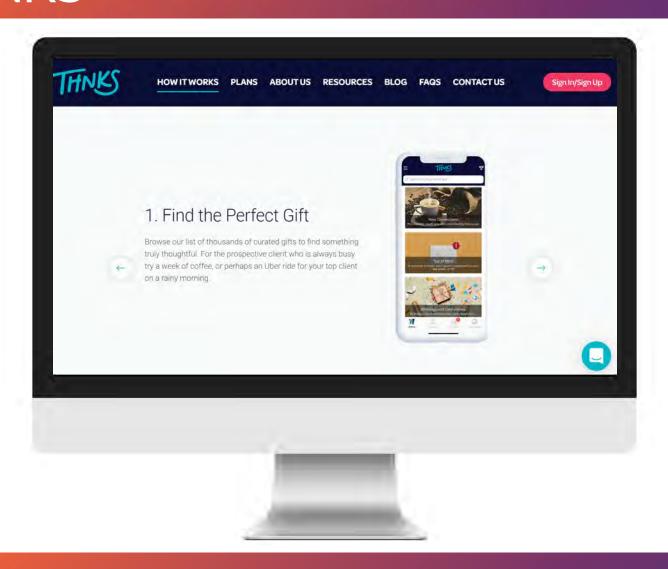
Give the value to charity

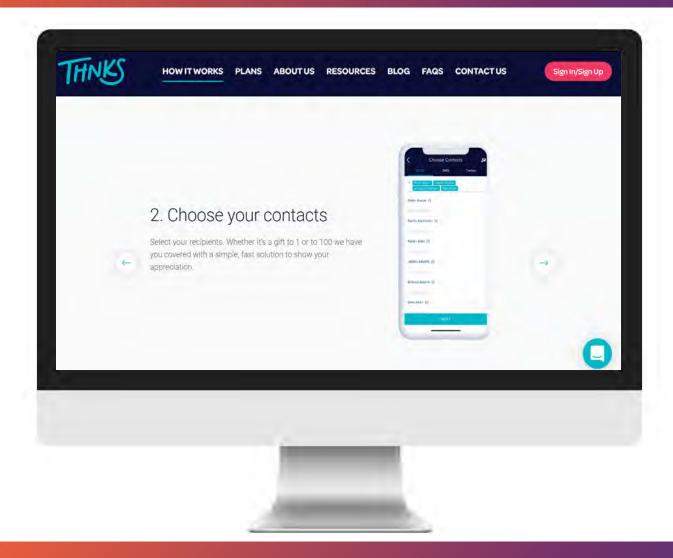




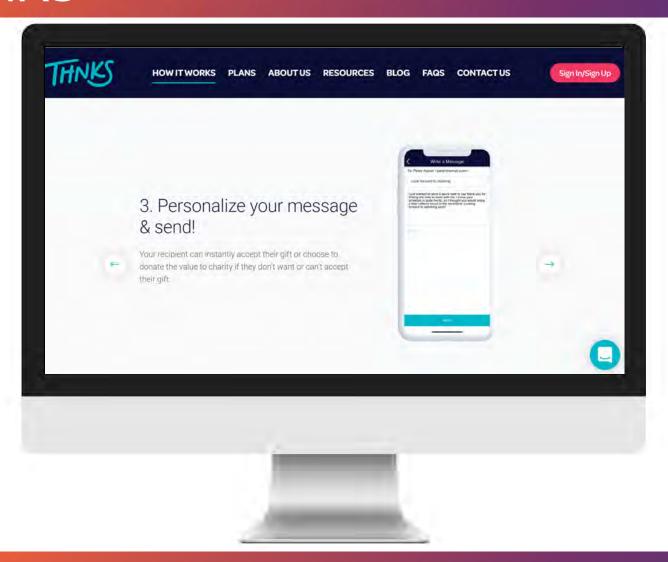
New Ways to Show Appreciation







New Ways to Show Appreciation: THNKS



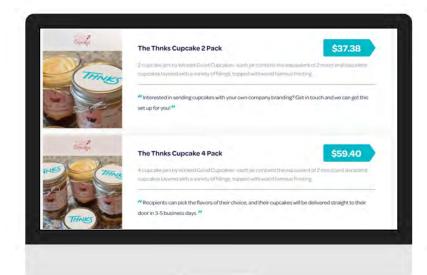
New Ways to Show Appreciation: Final Thoughts

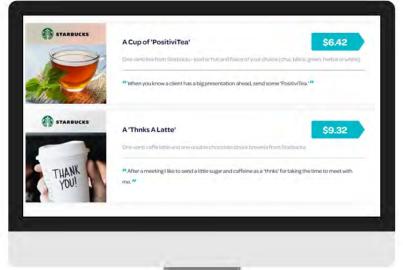












Email Marketing: Intro







CAN-SPAM

- Addresses spam only
- Apples 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



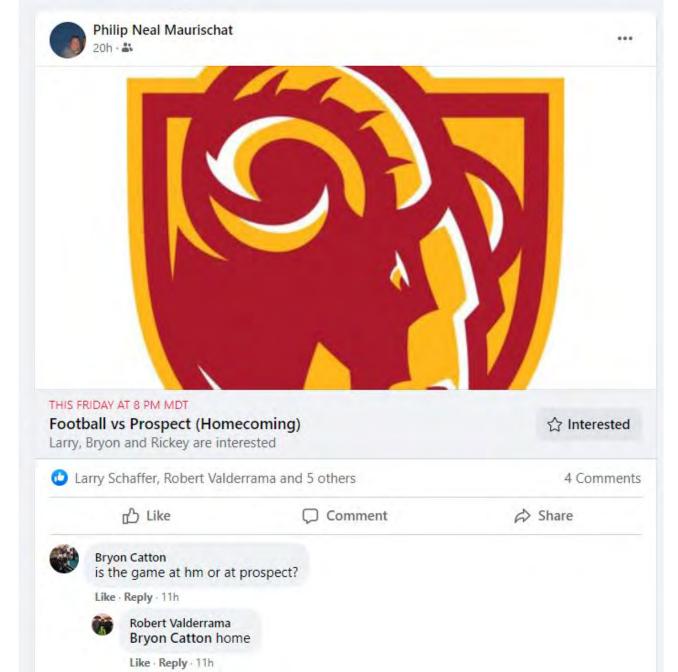
CASL

- 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

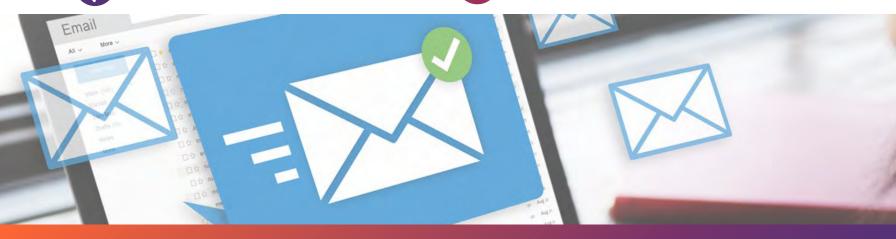
Outreach

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







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.

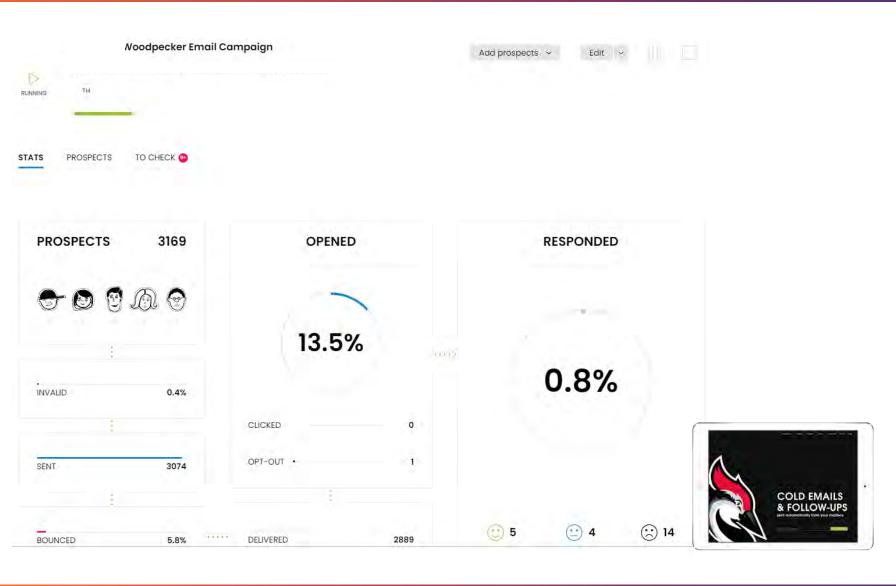
My full-service laboratory is nestled at the bas . We are a small and dedicated team of technicians who craft our restorations in-house and never overseas. Are you interested in partnering with a laboratory team that will work with you and tailor every case to meet your needs?

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 · or you can simply reply to this email. You can also learn more about our laboratory by visiting www.l Best Regards,

Owner

Dental Creations





Hormony 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 1 Jental.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.



Harmony Woodpecker Email Campaign RESPONDED

From: Michael Solly mjsolly@gmail.com

Subject: Re: Case information....

Yes, I am interested.

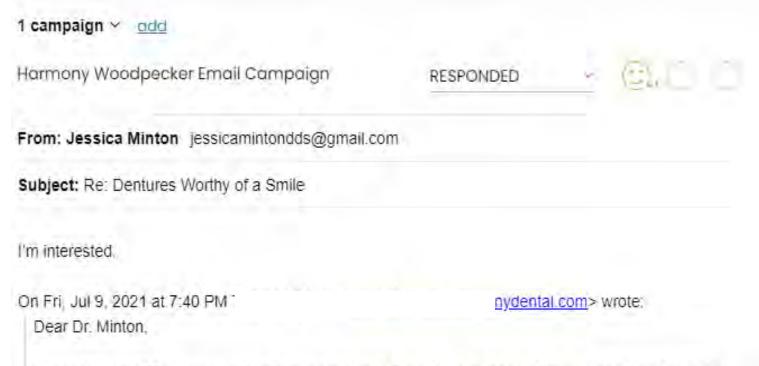
Dear Dr. Solly,

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

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.

/dental.com> wrote:





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.

1 campaign ~ odd 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 invdental.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.



1 campaign Y 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 dental.com> wrote: 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



1 campaign ~ add

<u>Harmony Woodpecker Email Campaign</u>

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 Alv

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.

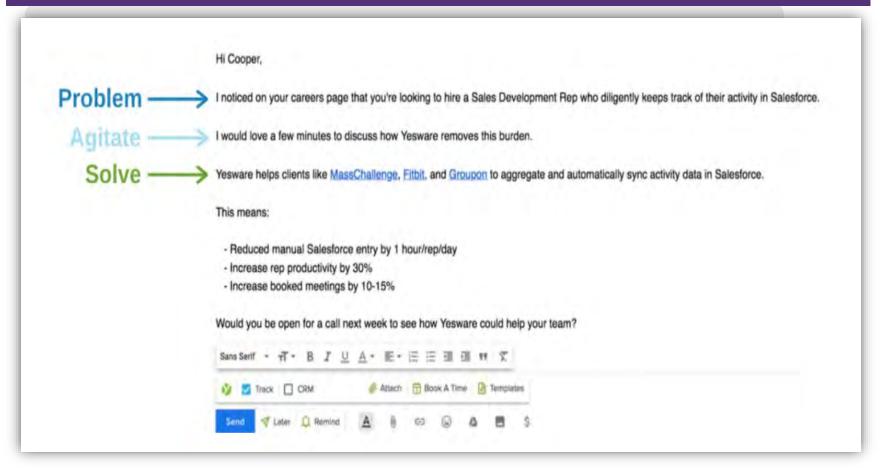
BEFORE

Here is your world now.



Cold Emails: Problem-Agitate-Solve (PAS)

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



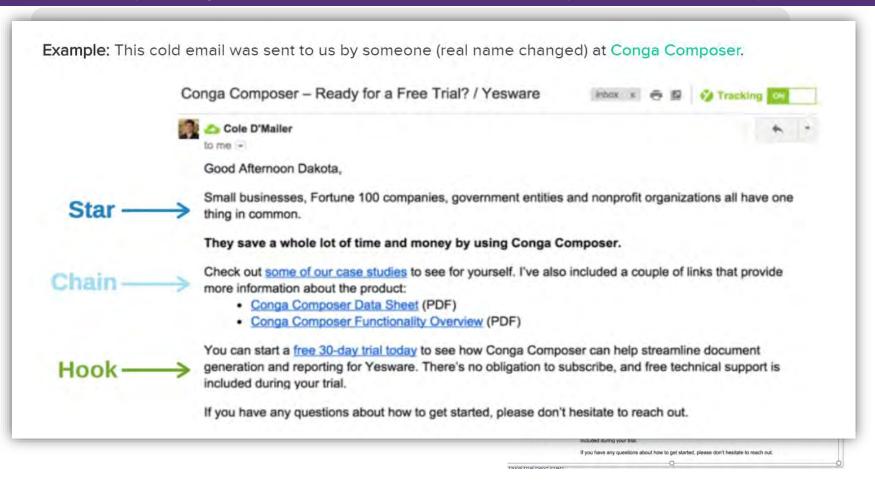
If you'd rather not, I understand. I appreciate you reading this far!

With gratitude,



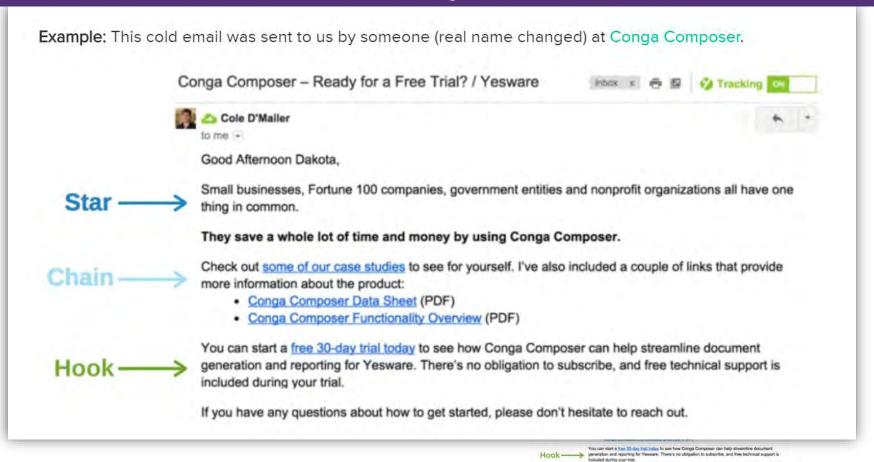
Cold Emails: Star-Chain-Hook

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.



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.



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

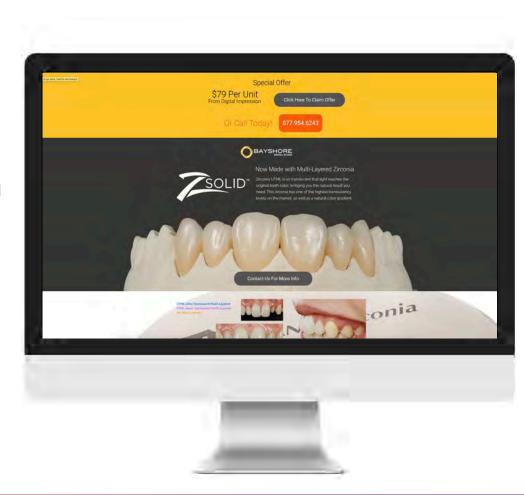






Best Practice for Bulk Emails

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

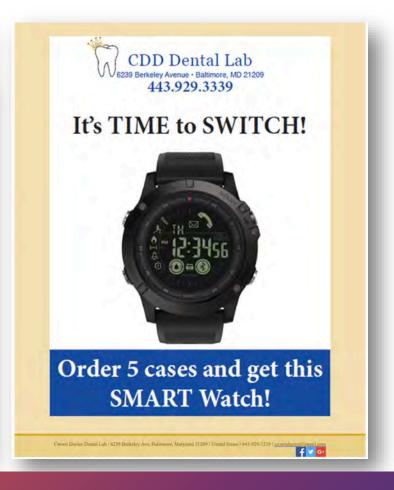


Items to Avoid: Bulk Emails

- 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 CADCAM 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

Tips to get the most out of Email Marketing



Tips to get the most out of Email Marketing



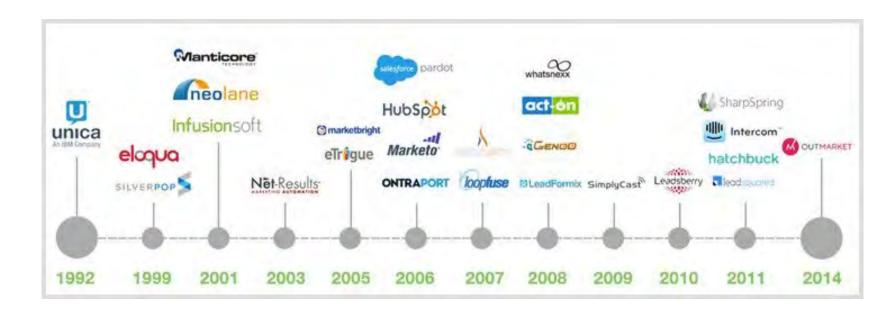
Marketing Automation

WHAT IS MARKETING AUTOMATION?



"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











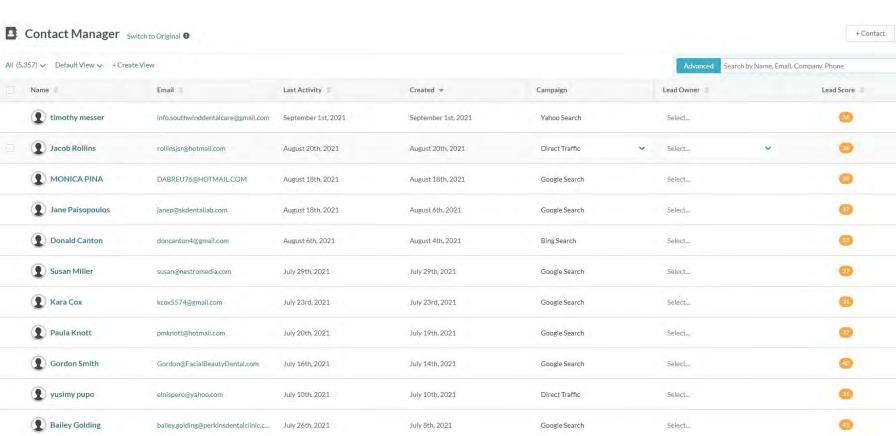


Benefits of Marketing Automation

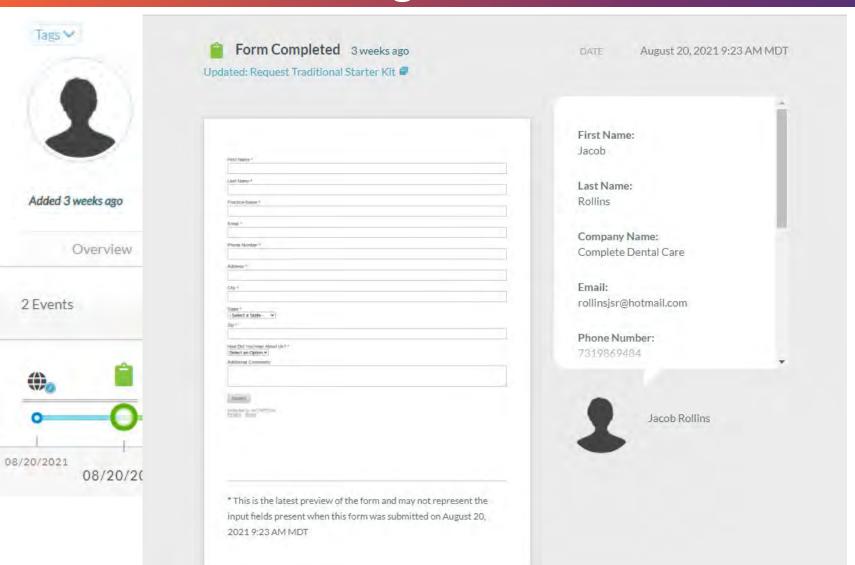
- Behavioral Based Email Automation
- ✓ Dynamic Forms
- Lead Nurturing
- ✓ Lead Scoring
- ✓ Robust Rules Engine
- ✓ Dynamic Web Content
- Track Leads
- Daily VisitorID Email
- ✓ Smart Emails
- Multiple Device Tracking

- ✓ 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

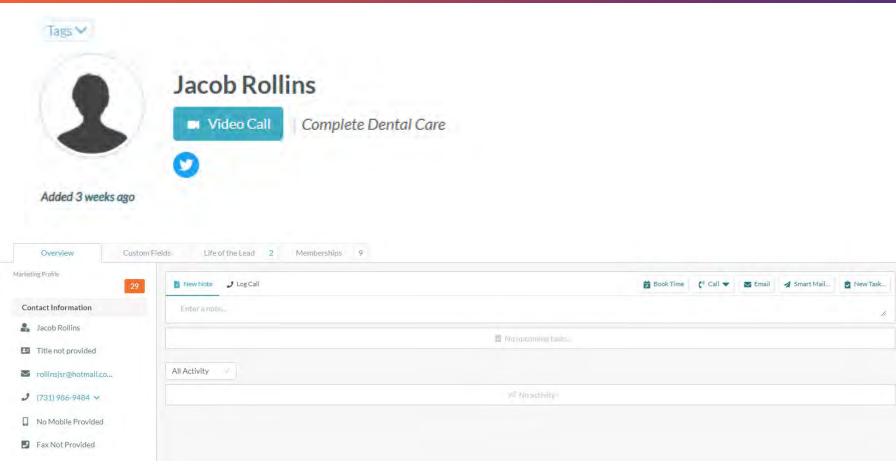
Marketing Automation



Marketing Automation

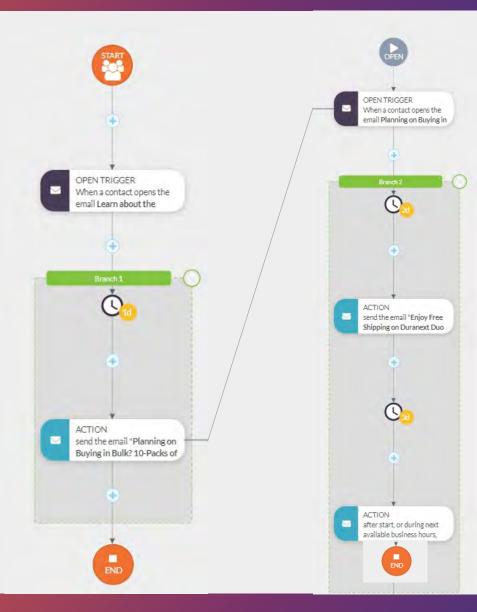


Marketing Automation

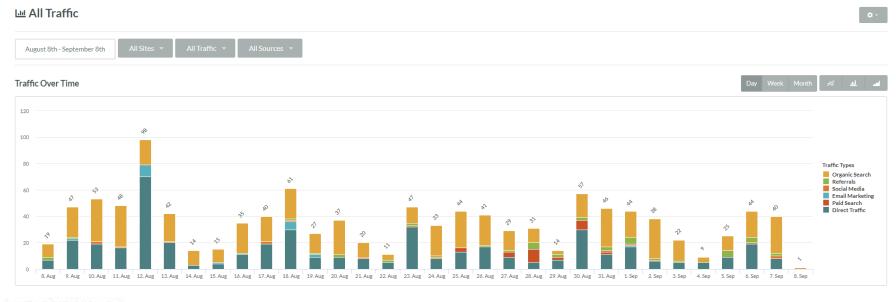


Marketing Automation - Workflow

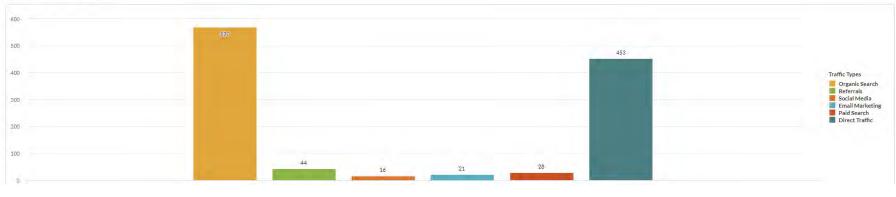




Marketing Automation - Dashboard

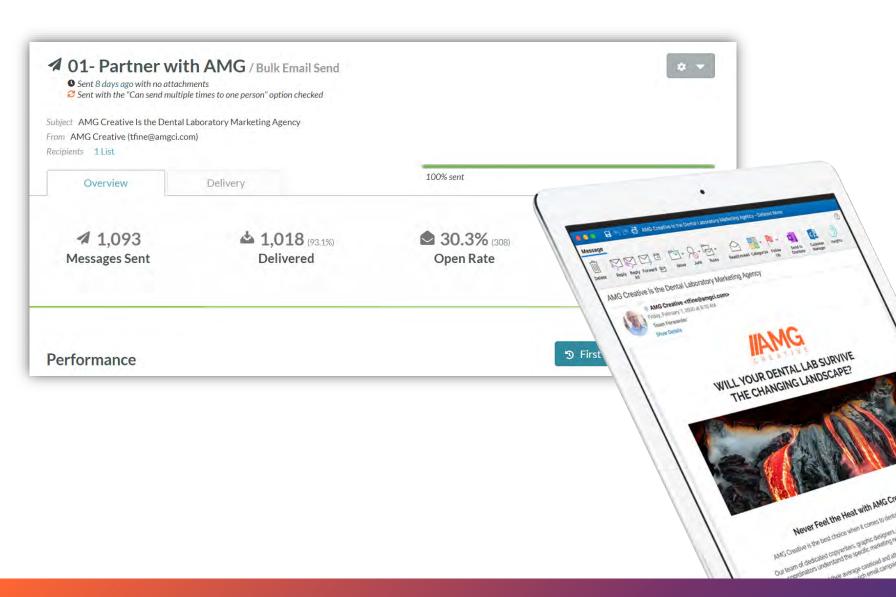






Marketing Automation - Dashboard





Send a Case Email to Prospective Customers



Features of AMG Creative's Send a Case Package

(

Shipping Label Generators for UPS, FedEx, and USPS

0

Schedule a UPS & FedEx Pick-Up Directly Online with our Custom API's

0

Order a Starter Kit Form

0

Step-by-Step New Dr. Process

0

Local Pick-Up Forms

0

Case Scheduling Calendar Customized to Your Turn Times

0

Intraoral Scanner Protocols

0

Drag & Drop File Uploader

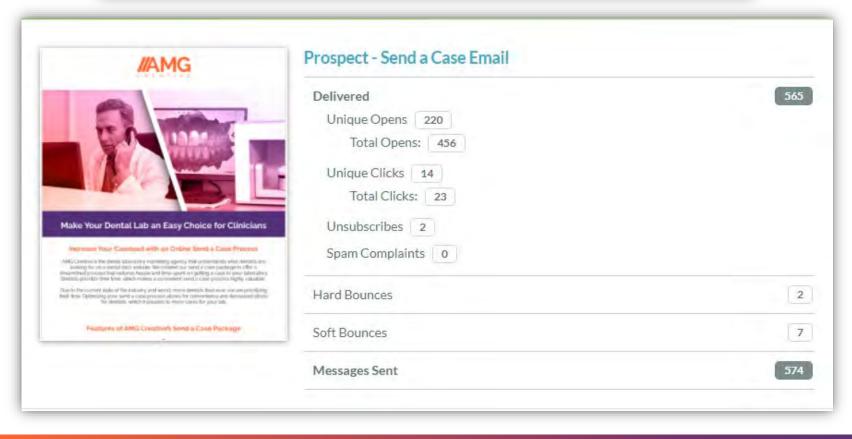
Get an Optimized Website Fully Customized to Your Laboratory

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

DOWNLOAD NOW

Send a Case Email to Prospective Customers: Stats



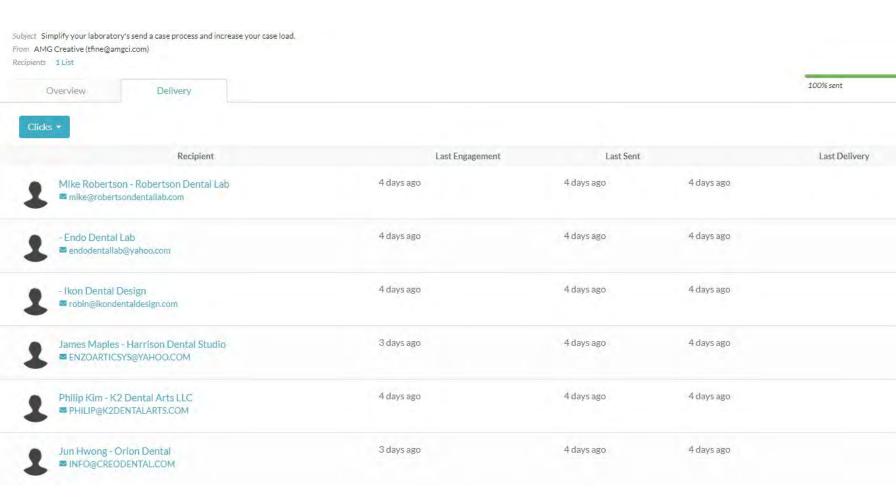


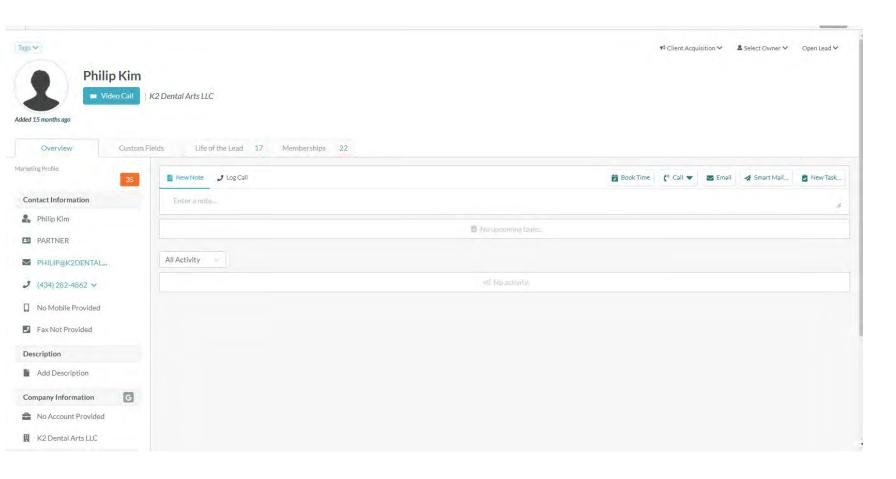


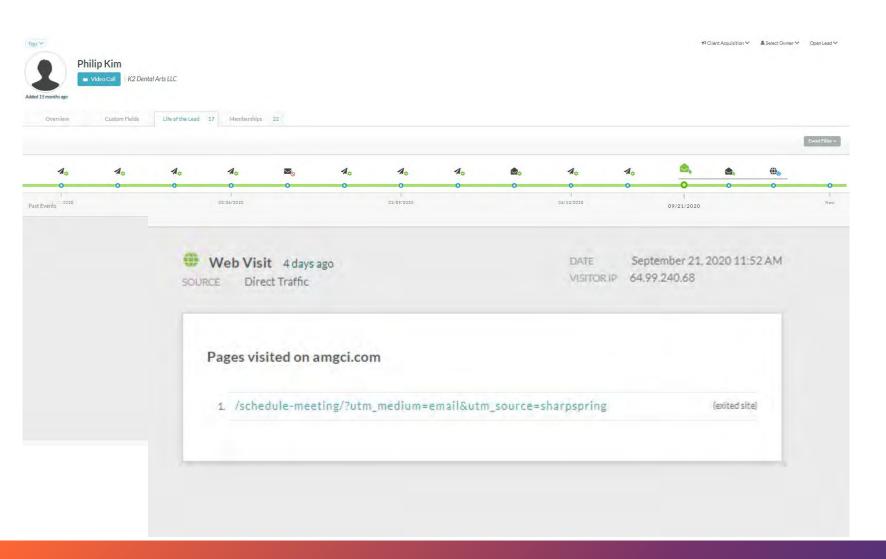




Top Links	
https://amgci.com/	10
https://ss-usa.s3.amazonaws.com/c/308457805/media/15855e56ad63528ad67018733962187/8732	5
https://amgci.com/schedule-meeting/	3
https://www.linkedin.com/company/395211/	2
https://www.instagram.com/amg_creative/	1







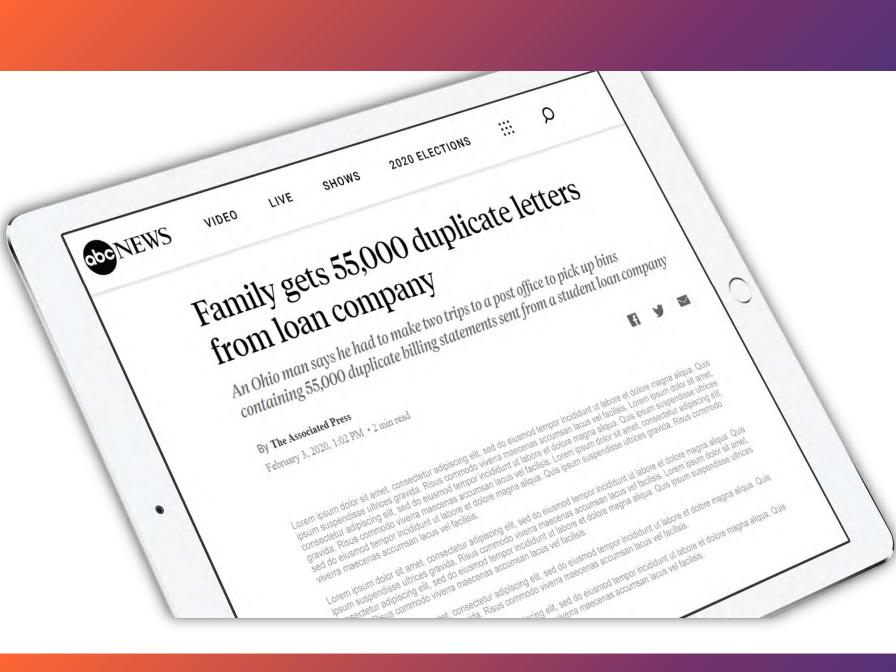
The Power of Print











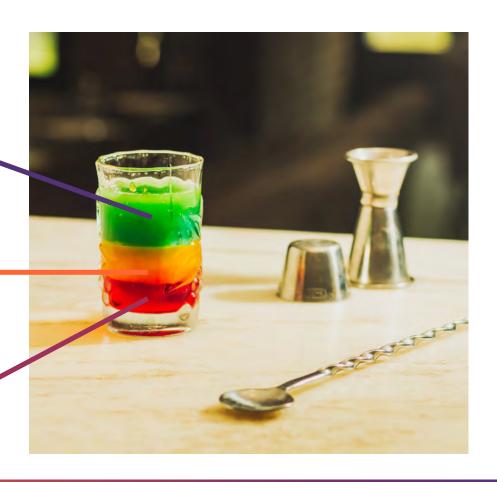
The Perfect Content Cocktail

- 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!

