

HOW TO BUILD A SALES ENGINE



Painless, Effective Orthodontic Marketing

While many marketing firms are trying to market everyone, we're focused on orthodontists.

Is it because we like straight teeth? Nope. Is it because we want to give back to those who gave us our perfect smiles? Nope. It's because we've created a complete growth strategy specifically for you, and it works.

Focused on Starts

As growth marketers, we're focused on generating revenue. That means more starts. Lots of companies will promise leads, but leads are useless if you can't close them.

Territorial Exclusivity

No other orthodontic practice within 50 miles of your office will benefit from our experience while we're working together. Take that, competitors!

Marketing Experience

If it looks like marketing and quacks like marketing, it's probably marketing. And we've probably done it! We have more than 75 years of combined experience.

Full-Service

Your marketing strategy shouldn't look like an old quilt with pieces from who-knows-where loosely stitched together. We provide a comprehensive plan.

Measurable ROI

Through continuous and thorough analysis of data and insights, we'll significantly increase the number and quality of new leads. Yes, we speak binary.

Only Orthodontists

We get it. You're not a dentist, and you don't want to be marketed like one. Not all marketers have found their niche, but we have - and you're in it.

Partners, Not Vendors

We work with our clients, not for them. That doesn't mean we won't listen to what you have to say, it means we're just as invested in your success as you are.

Our Leads = Income

For leads to become patients, they need to be interested in getting treatment, not just whatever freebies you're giving away on social media to increase engagement.

Leaders, Not Followers

We are a growth agency that chooses to work with orthodontists wanting to increase their patient list. This will never change, regardless of what our competitors do.

Assembling a team from existing staff and multiple outside contractors can lead to a marketing circus, with you as the ringmaster.

This inefficient model takes time away from your patients and can cost you more in the long run.

Typical in-house project management



Manage multiple projects and members

The OSE team structure



Partnering with Ortho Sales Engine gives you one point of contact, taking you out of the marketing fray and putting you back where you belong—making money.

Work with a single point-of-contact

3 of our orthodontic clients started a total of **1,737 new patients** in 2018.
All 3 **converted over 25%** of the leads we brought them into new starts.



"I highly recommend Ortho Sales Engine. I have been working with them for 5 months and am very happy with their work, unique perspective, and refreshing take on orthodontic marketing."

DR. LAURA MILNOR



"Ortho Sales Engine significantly helped me increase my new consults. The team at OSE has a unique approach to find new business. If you are having trouble attracting new patients, I would highly recommend them."

DR. CASEY WARREN



"I've worked with [OSE] for over a year, and they are a big part of our success. They are a valued partner in our business. I would highly recommend making them part of your team."

DR. NICK SAVASTANO

What will you learn?

What
Marketing
is Today

How to
Combat
Your
Biggest
Threat

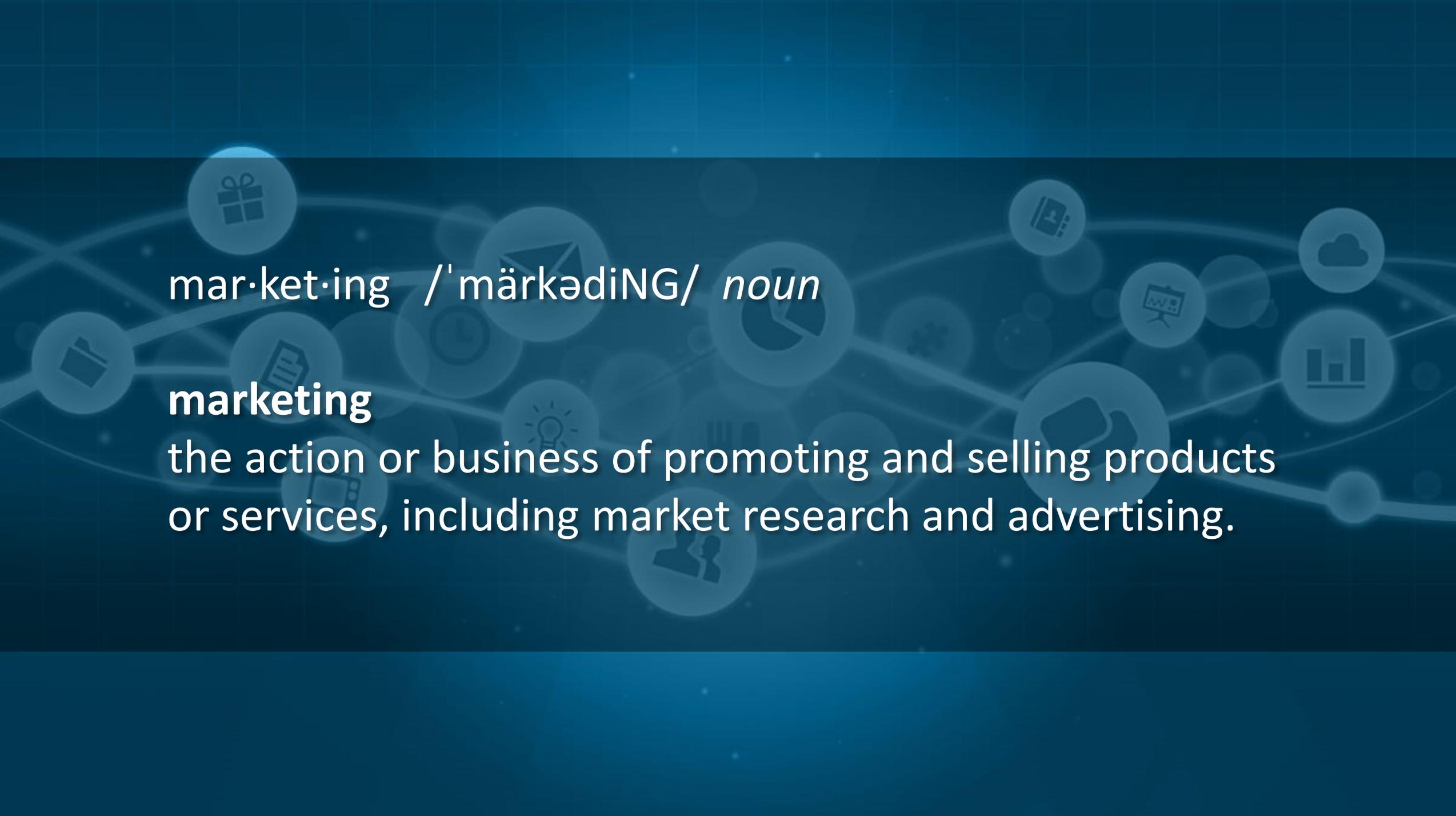
How to use
the Decision
Journey to
Attract New
Patients

How to
Prioritize
Marketing
Tasks

How-to
Build a
Marketing &
Sales Engine

The background features a dark blue grid with a network of glowing white lines and nodes. Various marketing-related icons are scattered throughout, including a gift box, an envelope, a pie chart, a bar chart, a lightbulb, a television, a group of people, a document, a cloud, and a presentation screen.

What is Marketing?



mar·ket·ing /'märkədiNG/ *noun*

marketing

the action or business of promoting and selling products or services, including market research and advertising.



The History of Marketing

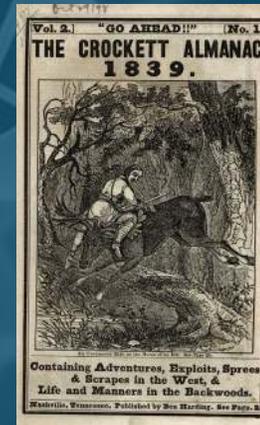
Marketing Milestones: 1450 - 1900



1450
Printing Press
Moveable Type



1741
First American
Magazine created



1839
Posters
become popular



1867
Billboard begin
popping up

Marketing Milestones: 1920 - 1949



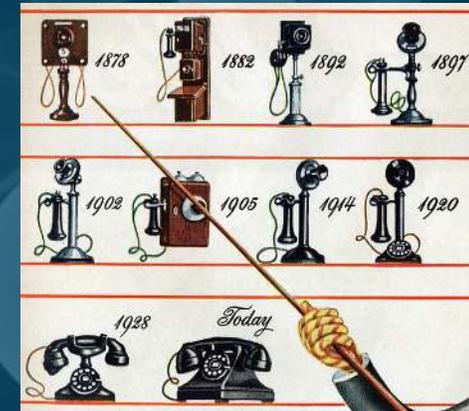
1922
Radio advertising
begins



1933
50% of American
Homes have radio



1941
First television
commercial



1946
Telephone gain
popularity

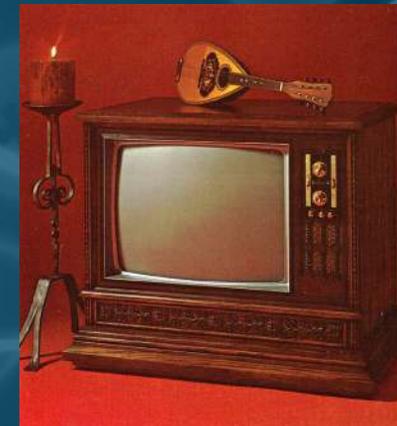
Marketing Milestones: 1950 - 1972



1954
TV ad revenue
surpasses print and radio



1970
Telemarketers begin
interrupting dinner



1971
Magazines feel
the pinch of TV

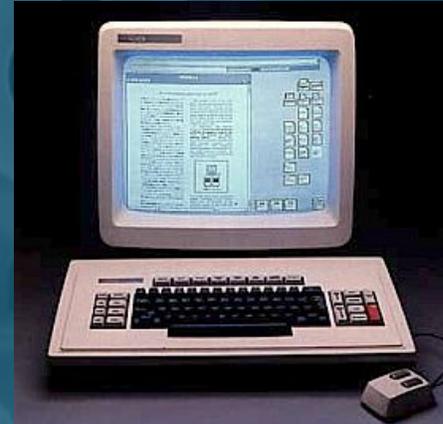
Marketing Milestones: 1973 - 1994



1973
Motorola makes first
mobile call



1981
IBM Inc, introduces
first PC



1985
Desktop
publishing



1990-94
Websites, 2G
mobile & texting

Marketing Milestones: 1995 - 2000



1995
Search engines
change everything

```
metadata[1] - Notepad
File Edit Format Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0
Transitional//EN">
<html>
<head>
<title>CMS200 Sample web site; CMS200 Login
Information</title>
<meta name="keywords" content="CMS200; content
management; solution; business users; developers;
benefits; Ektron; login">
</head>
<body>
</body>
</html>
```

1995-97
SEO and
meta data



1998
Google algorithm-
based results



1998
Blogging
emerges

Marketing Milestones: 2001-2010



2003
Social media
introduced



2004
Email
marketing



2006
Twitter
comes on scene



2007
3G mobile
goes worldwide

Marketing Milestones: 2011-2019



2010
90% cellphone
usage



2011
DVRs allow for
ad skipping



2012
Digital video
gains popularity



2019
Voice, AI, Automation,
Influencers, Content
Marketing

What is Marketing Today?

MARKETING

TRADITIONAL

Public Relations
Print Advertising
Email

Word of Mouth
Referrals
Events

DIGITAL

Social Media
Website
SEO

Automation
Lead Nurturing
Content Creation

Online Advertising
CRO
Paid Search

**Where do
you start?**



awareness sounds tagline colors graphics design symbol
logo identity
concept advertising
marketing sales strategic business
consumers

BRAND

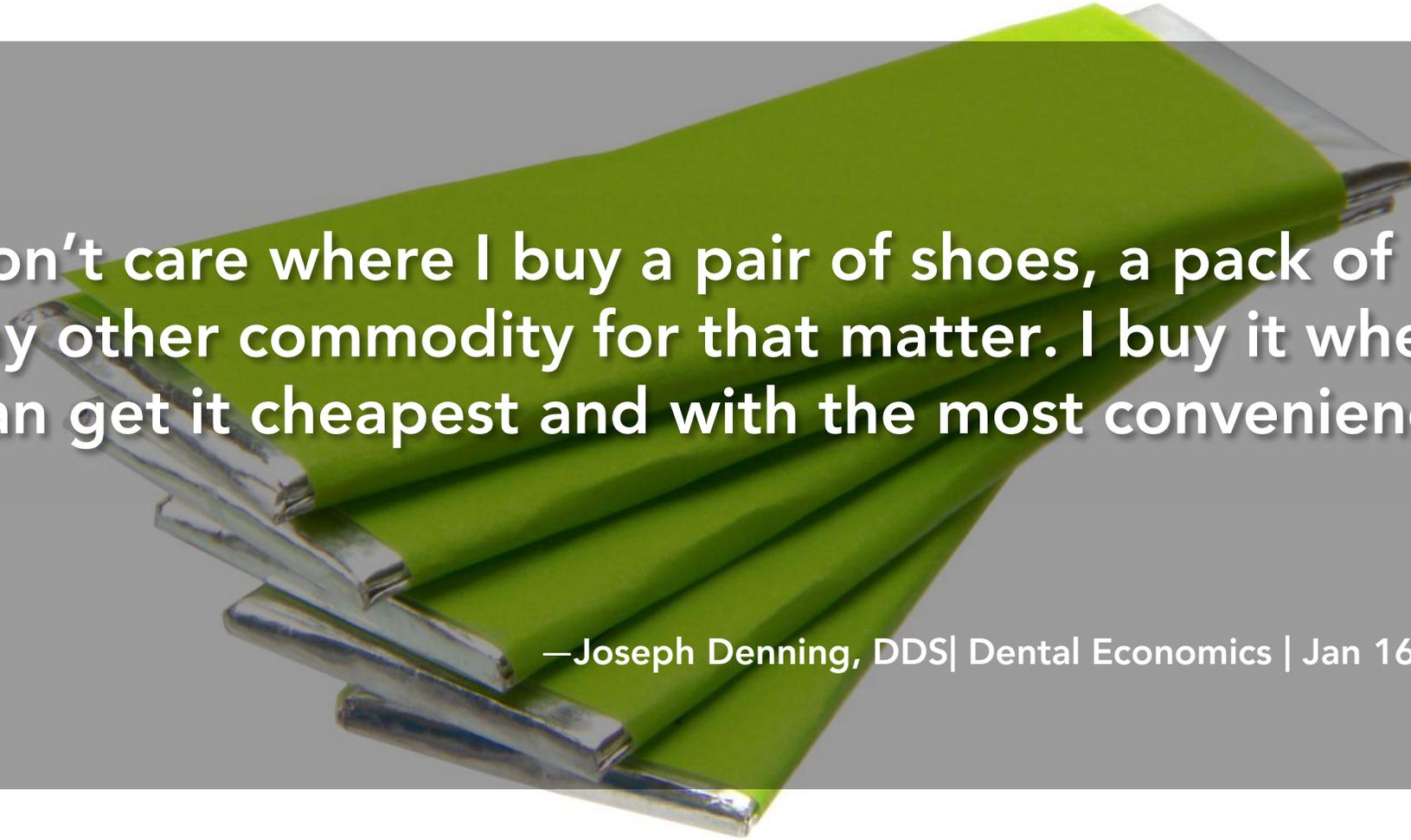


BRAND

A brand **differentiates** a product or service from competition by creating an impression in people's minds and expectations.

Differentiation Defeats Commoditization



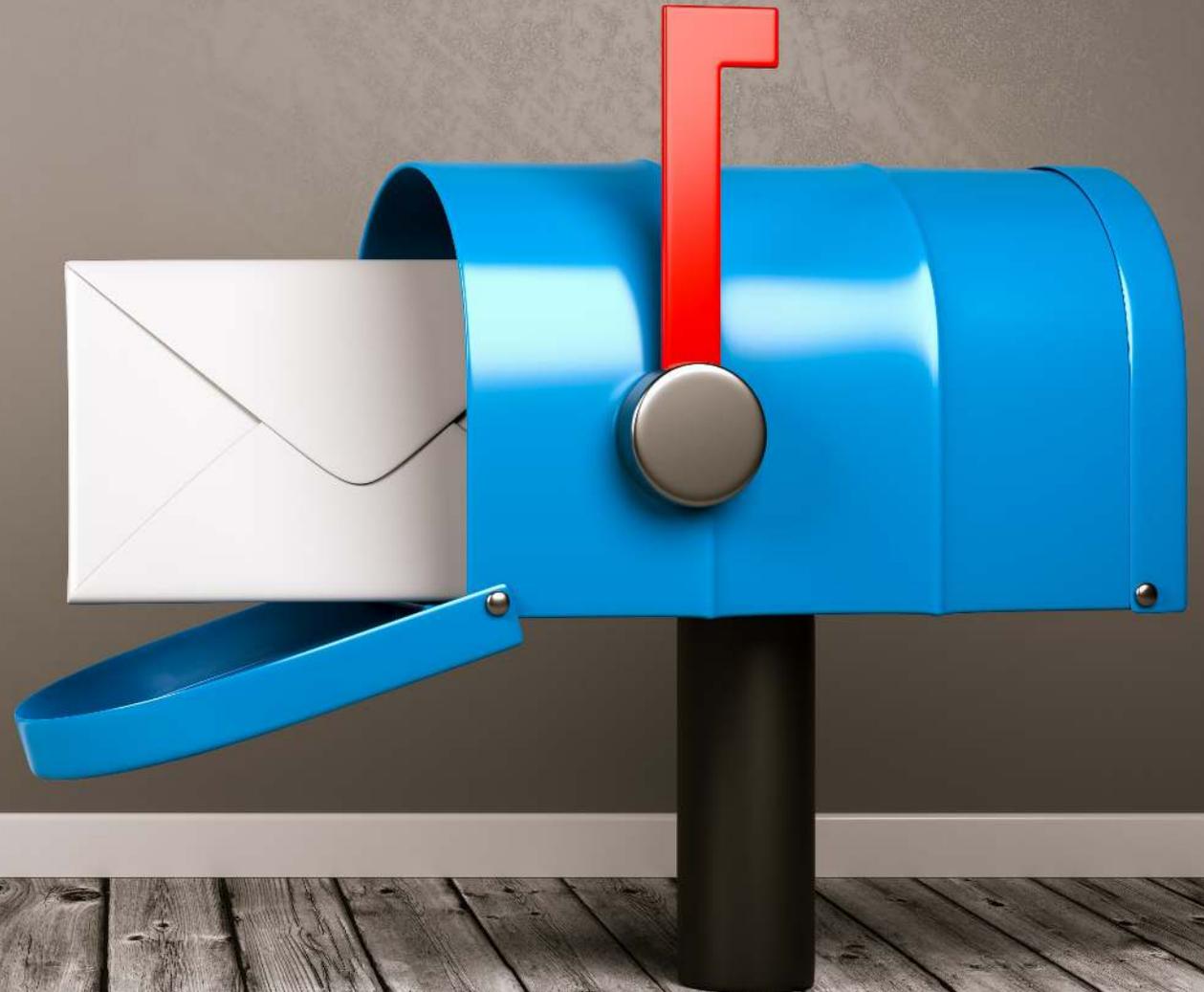


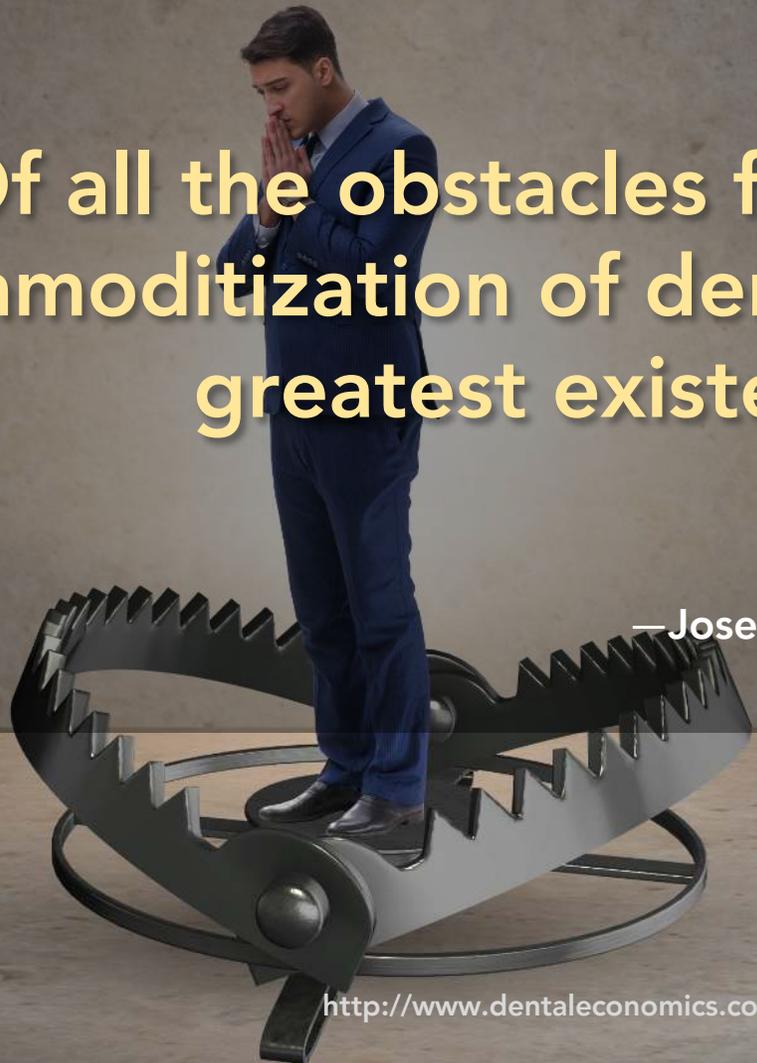
“I don’t care where I buy a pair of shoes, a pack of gum, or any other commodity for that matter. I buy it wherever I can get it cheapest and with the most convenience.”

—Joseph Denning, DDS | Dental Economics | Jan 16 2018

“Dental services have also become commoditized. Why go to a board-certified orthodontist when you can get braces in the mail? If we don’t clearly demonstrate our value to our patients and the public at large, this is just the beginning of DIY dentistry.”

—Joseph Denning, DDS | Dental Economics | Jan 16 2018





“Of all the obstacles faced by dentists, the commoditization of dental services poses the greatest existential threat.”

—Joseph Denning, DDS | Dental Economics | Jan 16 2018

A target with three arrows hitting the bullseye. The target is circular with concentric rings of blue, white, and black. Three arrows with red fletching and wooden shafts are shown hitting the center bullseye. The background is a gradient of light blue and white.

“‘What is the one compelling reason patients should come to see us instead of the other choices they have in the marketplace?’ This is a question that, once answered, allows us to focus our actions, behaviors, and priorities as small business owners.”

—Joseph Denning, DDS | Dental Economics | Jan 16 2018

Differentiation

Defeats

Commoditization



Your Brand

Vision

What You Hope
to Accomplish
in the Future

Mission

The Reason
for Being

Values

Guiding
Principles

Differentiation

Why Choose
Your Practice?

Your Brand

Vision

- **Human Rights Campaign: Equality for everyone**
- **Feeding America: A hunger-free America**
- **Alzheimer's Association: A world without Alzheimer's**

Mission

- **Smithsonian: The increase and diffusion of knowledge.**
- **Monterey Bay Aquarium: To inspire conservation of the oceans.**
- **Wounded Warrior Project: To honor and empower wounded warriors.**

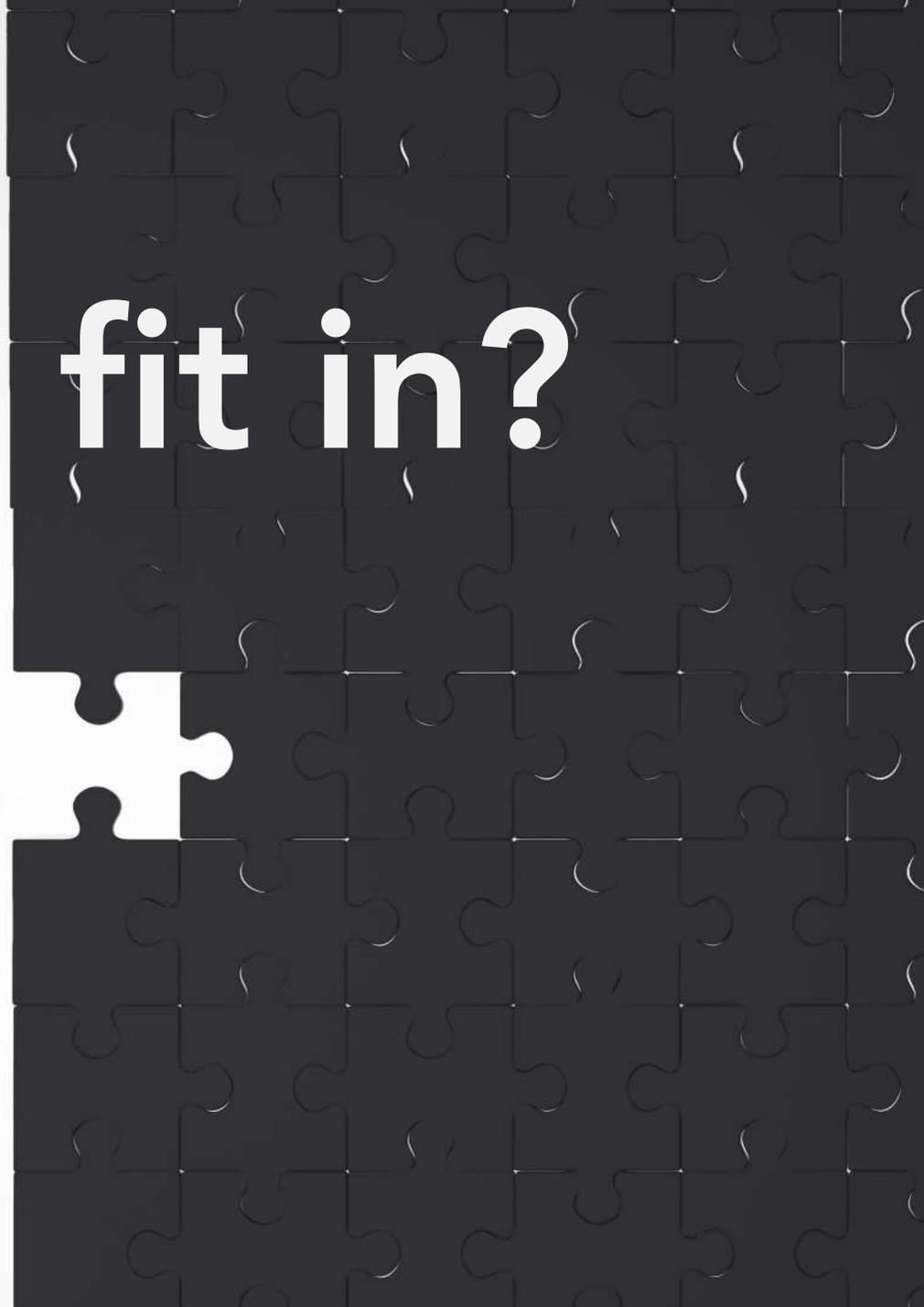
Values

- **Exhibit Passion**
- **Be Responsible**
- **Be Self-Motivated**

Differentiation

- **We enable our patients to express themselves with WildSmiles**
- **We offer a no wait guarantee**
- **We will have the best customer experience in our state.**

How does
marketing fit in?



A 3D-rendered scene featuring a magnifying glass with a silver handle and a clear lens. The lens is focused on a red female icon (a stylized figure with a skirt) in the center. Surrounding this central figure are several other human icons in various colors: blue, green, yellow, and orange. The background is a light gray surface with a subtle grid pattern. A semi-transparent dark gray horizontal band is overlaid across the middle of the image, containing the text.

Identify Your Patient Personas

CUSTOMER AVATAR

AVATAR NAME 

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:



CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:



DIGITALMARKETER

CUSTOMER AVATAR

MOM MARIA

GOALS AND VALUES

Goals:

- Help her children become well-adjusted adults
- Boost her children's self confidence

Values:

- Committed to investing in her children's well-being
- Strong family values are important to her

Age: 33

Gender: Female

Marital Status: Married

#/Age of Children: 2 (ages 8 & 12)

Location: Charleston, SC



CHALLENGES & PAIN POINTS

Challenges:

- Balancing a successful career while raising children
- Planning to have both kids in braces by year's end

Pain points:

- Fears she won't be able to spend time with her kids
- Worried about finding additional money for braces

SOURCES OF INFORMATION

Books: Behold the Dreamers, Love Warrior

Magazines: Lowcountry Parent, Working Mothers

Blogs/Websites: Hip As I Wanna Be

Conferences: Tony Robbins' Unleash the Power Within

Gurus: Oprah Winfrey

Other: Kids are into athletics

Quote: "It's important to me that my children are able to express themselves."

Occupation: Finance

Job Title: Bank Manager

Annual Income: \$60,000

Level of Education: College graduate

Other: Kids are into athletics

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

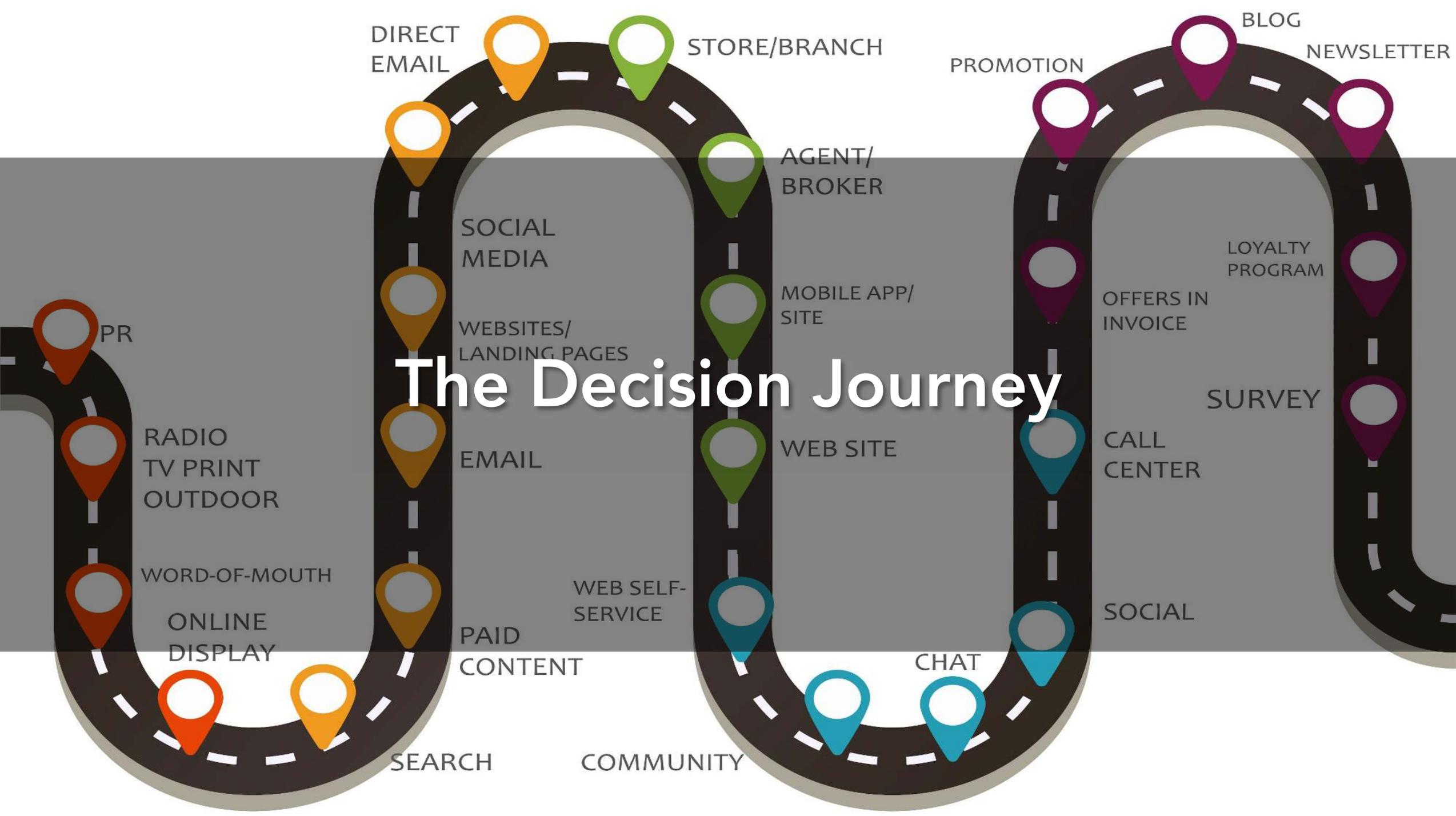
- Cost of treatment
- Possible scheduling conflicts due to busy lifestyle
- Personal fear of dentists / orthodontists

Role In the Purchase Process:

- Responsible for many of the financial decisions of the household, especially those pertaining to the children



The Decision Journey



The Decision Journey



The Decision Journey THEN

Awareness

- Ask a friend about their braces
- See a print ad
- See a TV commercial
- Ask dentist about treatment options

Consideration

- Ask dentist for referral

Decision

- Go to dentist recommended orthodontist

Advocate

- Refer a friend via word of mouth

The Decision Journey NOW

Awareness

- Google different ways to straighten teeth
- Ask a friend about their solution

Consideration

- In-depth online search
- Read blogs
- Watch YouTube videos
- Ask 20+ friends about their experiences
- Ask dentist for opinion

Decision

- Compare websites, doctors & reviews
- Check for promotions
- Compare finance plans
- Determine standouts
- Visit selected office

Advocate

- Refer a friend
- Post on social media
- Write online review
- Join referral program
- Forward email to a friend

Tools, Tactics & Touchpoints

Awareness

- Google different ways to straighten teeth
- Ask a friend about their solution

OUTBOUND

- Online Social Media Advertising
- Paid Search Marketing

INBOUND

- Blog Posts
- Search Engine Optimization
- Editorial Content
- Free Assessment
- Downloadable Educational Content
- Positive Reviews on Website

Tools, Tactics & Touchpoints

Consideration

- In-depth online search
- Read blogs
- Watch YouTube videos
- Ask 20+ friends about their experiences
- Ask dentist for opinion

OUTBOUND

- Online Remarketing Ads Campaign
- Paid Search Marketing

INBOUND

- Blog Posts
- Email Workflow
- SEO for Specific Solutions
- Testimonial Videos
- Stories on Social Media Showcasing the Brand and Culture
- Live Chat on Website

Tools, Tactics & Touchpoints

Decision

- Compare websites, doctors & reviews
- Check for promotions
- Compare finance plans
- Determine standouts
- Visit selected office

OUTBOUND

- Online ads about Invisalign, Promotions or other differentiators
- Print Ads in Select Locations

INBOUND

- Free Consultation Offer on Website
- 5 Star Reviews on Several Sites
- Case Studies
- Video Testimonials on Social Media

Tools, Tactics & Touchpoints

Advocate

- Refer a friend
- Post on social media
- Write online review
- Join referral program
- Forward email to a friend

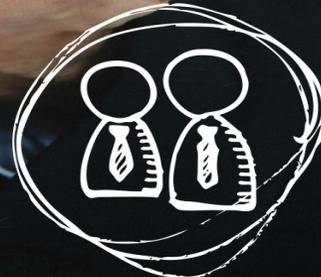
OUTBOUND

- Referral Program
- Customer Appreciation Events

INBOUND

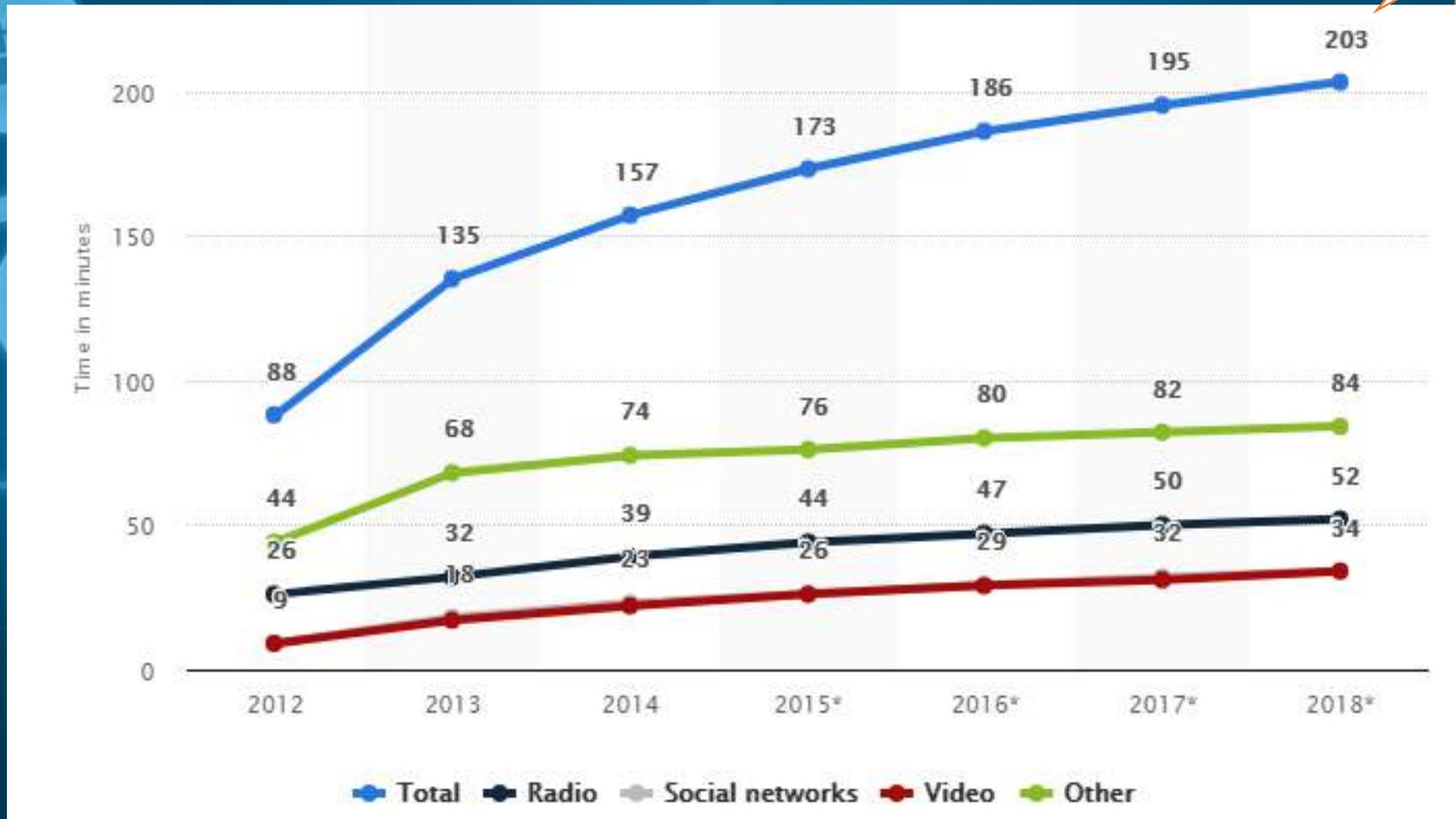
- Extremely friendly and knowledgeable staff
- Be known as very helpful
- Be enthusiastic, welcoming and fun
- Amazing customer experience

PRIORITIES



Time spent per day with mobile non-voice media in the United States from 2012 to 2018, by type (in minutes)

That's 3.4 hours per day!



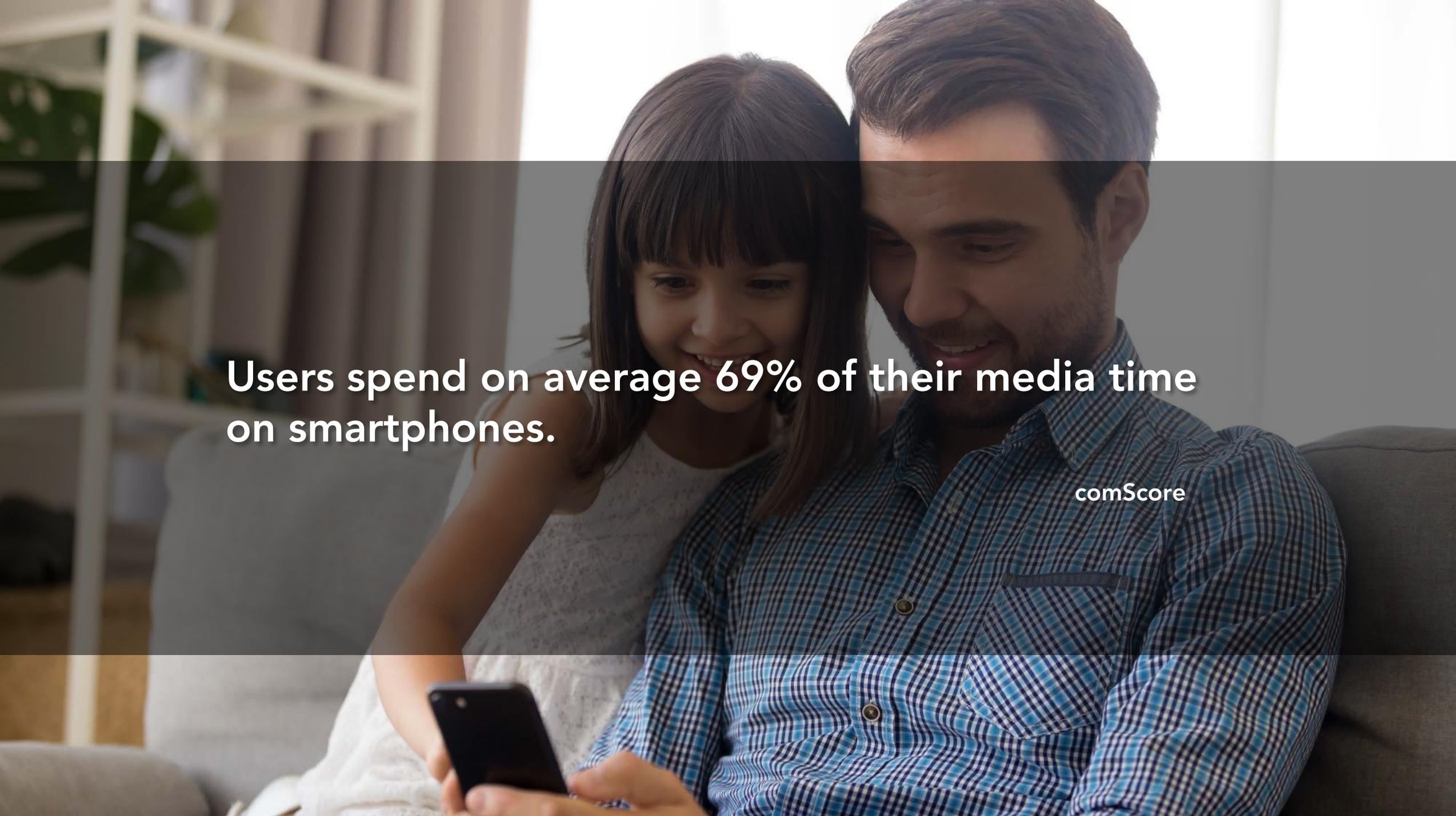
STATISTA



By 2019, mobile advertising is expected to represent 72% of all U.S. digital ad spending.

48% of consumers start mobile research with a search engine, but 33% go directly to the site they want.



A man and a young girl are sitting on a couch, looking at a smartphone together. The man is wearing a blue and white checkered shirt, and the girl is wearing a white top. They are both smiling and looking at the phone. The background is a bright, indoor setting with a window and some plants.

Users spend on average 69% of their media time on smartphones.

comScore

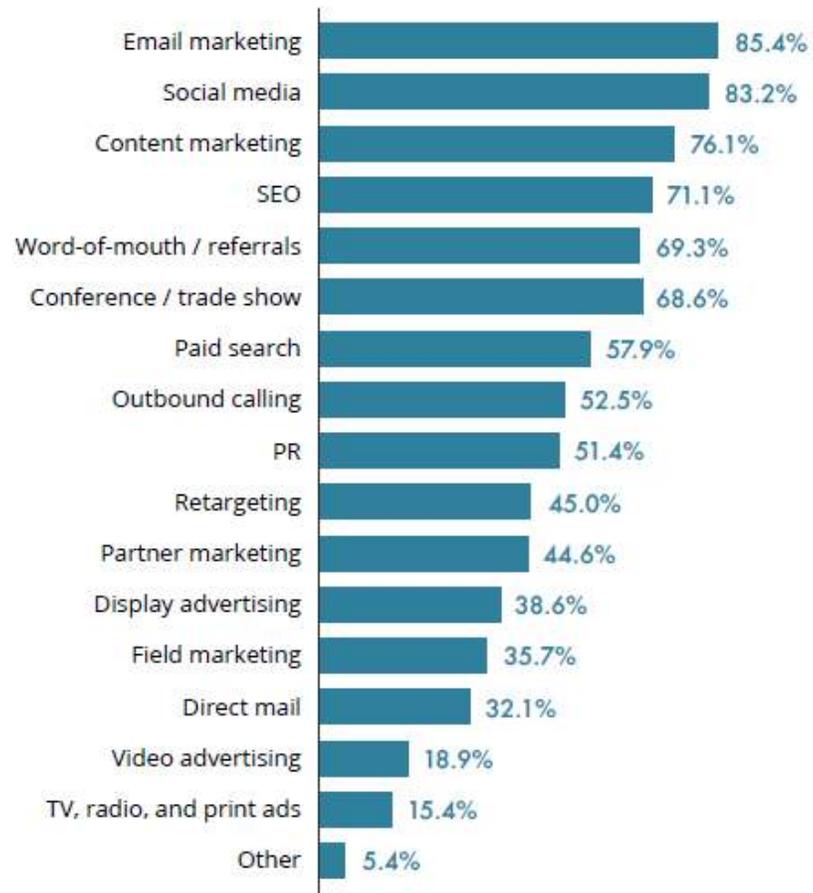


57% of users say they won't recommend a business with a poorly-designed mobile site.

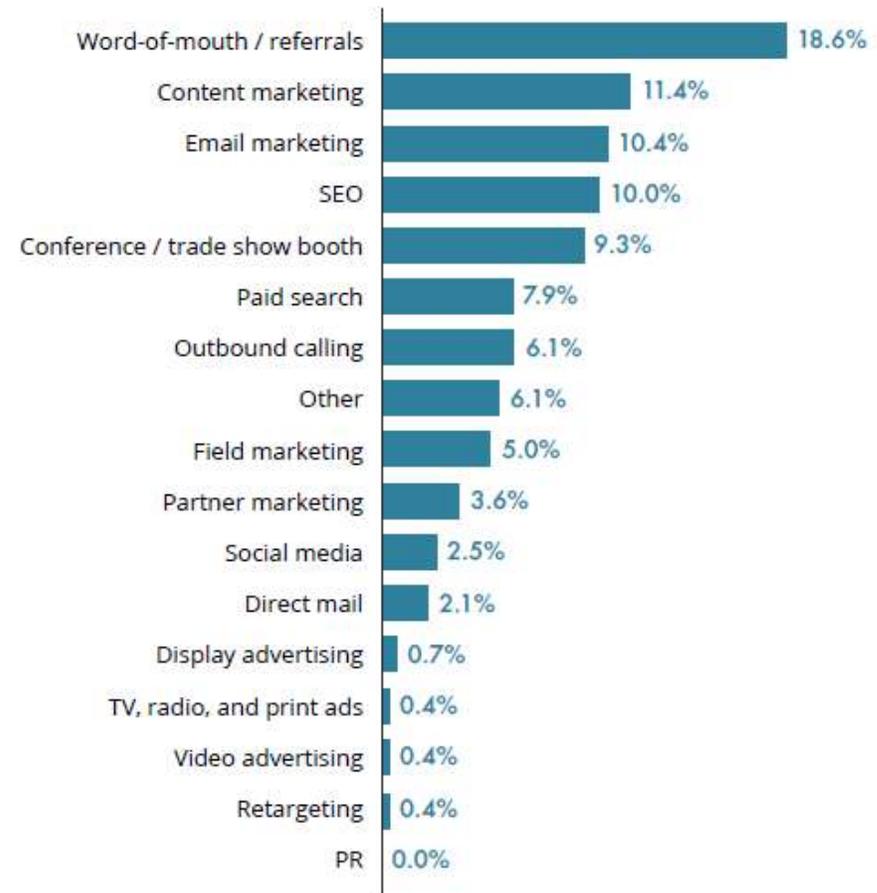
socPub

According to 2017 State of Pipeline Marketing Report

Which marketing activities / channels are you currently using?



Which marketing activities / channels make the most positive impact on revenue?



The Ortho Marketing Funnel





Conclusion

Marketing Musts Include:

- A website that is optimized for conversion and works and looks great on the phone
- The information patients want must be easy to find on mobile
- Creating great content on your website often

Conclusion

Marketing Musts Include:

- Showing ads on mobile
- SEO since it is still important
- Sharing your message using email marketing
- Social media ads and posts to engage leads
- Word of mouth and referral campaigns

Conclusion

Marketing Musts Include:

- Managing your online reputation with great reviews
- Having AI and marketing automation on the horizon



Grab a copy of this presentation at

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