

## Is Marketing In Your Community Worth It?

### **The most beneficial Events:**

- Anything linked to a school and events hosted at the office. Health fairs also do well since people are focused more on health related issues.
- Events should be a team effort.

### **Determining the success of an event:**

- While leads and starts are great a large showing and the interactions are the most important.
- The goal is brand awareness and visibility in the community.
- Patients take more than one path typically to find an office.

### **Swag that won't get thrown away:**

- Pay a little more for your items because the quality does matter.
- Fidget spinners, quality pens, stress balls, chapstick and stainless steel tumblers do well.
- Raffle off things that are trendy such as Stanley cups, sweatshirts and t-shirts.

### **Connecting with schools:**

- At the end of the year send a survey asking for their top three needs and offer options of things that you can provide.
- Offer to bring in a teacher "pick-me-up" such as lunch or coffee.
- Field trip t-shirts and car line tags do well.
- Have a snack display in the teacher lounge that you keep stocked all year.

### **Continue to deliver to referring dental offices:**

- Break your offices down into A: top ten referring practices, B: courting them to be an A, C: they do their own ortho or do not typically refer to you.
- Deliver quarterly and bring a treat on one visit and something branded on the next. Partner with local companies for your deliveries.
- Bring a delivery to restock office supplies at the end of the summer with things such as: pens, pencils, rubber bands and paperclips in your office color and maybe even a letter opener.

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