

My 1-Page Marketing Plan

Before (Prospect)	1. My Target Market	2. My Message To My Target Market	3. The Media I Will Use To Reach My Target Market
	<p>Middle to Upper LSM</p> <p>Orthodontics costs between \$3,000 and \$10,000 over two years. Target Market needs to be able to afford it or a payment plan.</p> <p>Patients with overbites, underbites, crooked teeth, too many teeth, gaps, missing teeth.</p> <p>Adults working in jobs where they're required to be friendly, and personable, and their smile is knocking their confidence, e.g., receptionist, tourism.</p> <p>Embarrassed about their smile. Want to be more confident, and smile without covering their smile with their hand.</p>	<p>We create beautiful smiles.</p> <p>Stop hiding. Smile confidently.</p> <p>We get results. Beautiful smiles.</p> <p>Invisiline. No one will ever know that you're having your teeth corrected.</p> <p>Orthodontic treatments to suit your lifestyle and needs.</p>	<p>Website</p> <p>Emailers</p> <p>Educational blog content</p> <p>Dentistry podcasts</p> <p>Google Adwords</p> <p>Targeted Facebook Ad Campaigns</p> <p>Direct mail</p> <p>Instagram (Before / After photos)</p> <p>Flyers</p> <p>Local newspaper</p>
During (Lead)	4. My Lead Capture System	5. My Lead Nurturing System	6. My Sales Conversion Strategy
	<p>Website CRM > ActiveCampaign</p> <p>Social media DM (Instagram & Facebook)</p> <p>Website contact form</p> <p>FREE Multiple-choice Q&A to ascertain the best type of orthodontic treatment for prospective patient. Dentists are preframed and can maximise time with patient.</p>	<p>Helpful videos (discuss treatment plan, types of treatments, etc)</p> <p>Monthly Smile Newsletter. Highlighting before and after pics, sharing updates or changes to the practice, new information.</p> <p>Blog: educational info around brushing teeth, what to eat, what to avoid,</p>	<p>Obligation-free consult</p> <p>Tour of the practice</p> <p>Patient testimonials</p> <p>Payment plan. Depending on the finances, we can put the patient in touch with our partners to work on a payment plan to suit their needs and budget.</p> <p>Software that takes photo of existing smile and shows what it could look like once the braces come off.</p>
After (Customer)	7. How I Deliver A World Class Experience	8. How I Increase Customer Lifetime Value	9. How I Orchestrate And Stimulate Referrals
	<p>Wi-Fi, Ninendo and Video games for the children in the waiting room.</p> <p>Take the fear out of density. Dress up for the younger kids to make them laugh and relax. Design face masks that look like superior heros.</p> <p>Make each visit an experience. Change the boring, sterile dentist rooms to a place of fun.</p> <p>Encourage kids to smile. Get parents to take photos of the dentists in their superhero facemasks with the kids and post online.</p>	<p>Some sort of parting gift to celebrate the braces coming off.</p> <p>Postcards to the patients as many will become parents and may bring their children.</p> <p>Hall of fame.</p>	<p>Ask for referrals. Do a before and after shoot and create testimonial videos from happy customers showing the results.</p> <p>Partner with finance companies to be able to offer flexible payment options.</p> <p>Partner with local dentists who don't offer orthodontics. Discuss a referral fee.</p>