



Sesame Practice Marketing™

Marketing your practice is simple with Sesame!

Sesame provides the high-tech tools you need for reaching out to dental colleagues, patients, and prospective patients. The Sesame Practice Marketing program complements and integrates with your current marketing initiatives. We help you **get more exposure and value** from the dollars you are already spending on marketing. And if you're not currently doing any marketing, this is **the smart, modern program** that makes practice marketing simple. You don't need a marketing degree or any graphic design skill – just Sesame! You have all the tools at your fingertips to keep your practice's image dynamic and cutting edge. And it takes **only an hour** every three months!

GET STARTED TODAY!



SET A SCHEDULE:

Schedule an hour at the beginning of January, April, July, and October for your quarterly Practice Marketing with Sesame. Already have a Marketing Calendar? Add Sesame to it!



SAVE ALL IDEAS:

Start a file to store the news items and ideas that come up between your scheduled sessions. An electronic folder or paper folder is fine. Title it "Practice Promotion Ideas." Create a Marketing Suggestion Box for other team members to contribute ideas. Not sure what's newsworthy? Sesame provides you with new marketing each quarter – print out your Quarterly Marketing Guide at www.sesamecommunications.com/spm/



COLLECT EMAIL ADDRESSES:

The first step to effective Practice Marketing with Sesame is meeting your goal of registering all Internet-connected patients for Sesame. Attend our Email Collection Webinar for strategies to power up your email collection – sign up online at www.sesamecommunications.com/webinar/



Quarterly Promotion Guide

Follow these steps to do your quarterly marketing:

Log on to your Control Panel and go to Marketing > Quarterly Marketing to access quick links to the tools described below. If you need changes to your existing site, please call our Web Edits Team at 877-633-5193 ext. 245 or send email to edits@sesamecommunications.com.

1 SEND E-NEWSLETTER:

Your Practice Promotion Newsletter allows you to reach all your online patients instantly, with no envelope-stuffing or postage expense – and it's customized to match your web site! Sesame prepares a fresh collection of patient-interest articles each quarter. You can also add your own news items and announcements. If you don't have any custom news this quarter, that's OK – just select the ready-to-send articles from the menu. Either way, you are delivering a beautiful, professional message to your patients and dental colleagues!

2 CUSTOMIZE YOUR REMINDERS IN AUTO EMAILS:

Sesame sends thousands of automated emails to your patients. Each of these emails can deliver a custom message from you. Some of the same items that you choose to feature in your Practice Promotion Newsletter are worth mentioning in your reminders. This is also the perfect way to let your patients and parents know about any changes in your practice that affect patients.

3 UPDATE YOUR PATIENT PAGE MESSAGES:

Your patients regularly log on to the Sesame Patient Pages on your web site to get the answers they need about their appointments and accounts. You can add custom messages to each of these pages. This is another opportunity for you to keep your patients informed about what's going on in your practice.

4 SCHEDULE DELIVERY OF AN E-CARD FOR UPCOMING HOLIDAYS:

Sesame offers e-cards for special occasions including Valentine's Day, St. Patrick's Day, Halloween, Thanksgiving, and more! Set up a card for each holiday, and it's automatically delivered to all your online patients! This is a great way to remind your patients and dental colleagues that they're important to you!

5 KEEP YOUR WEB SITE CONTENT UP TO DATE:

Consider whether any news from the past quarter should be added to your web site. A great way to keep your web site fresh is with an Office Events page. Every quarter, make sure this page includes the latest news from your office. Your patients and prospective patients will appreciate the updates!

FAQs

Answers to your marketing questions:



Why promote our practice to existing patients? We need to bring in new patients.

Your best referral source is existing patients and parents. Sesame helps you increase referrals by:

- Reinforcing positive patient relationships through excellent communications
- Helping your patients remember that they've chosen the best orthodontist around
- Making it easy for patients to refer friends and family by forwarding your newsletter and hip e-cards



Why should we market ourselves? We already have a list of patients waiting to see us.

Congratulations! Obviously, you've built success by taking good care of your patients. Think of the Sesame Practice Promotion tools as public relations to help maintain your practice's top-notch reputation.



We have a professional consultant and a marketing plan in place. How does Sesame fit in?

Sesame integrates with and enhances any marketing initiatives you have in motion – at no extra cost! Show your consultant Sesame Practice Marketing and encourage them to participate in one of our Webinars.



Which news items are suitable for my Practice Promotion Newsletter? And how do I know whether I should include an item in Optional Text, or on Patient Pages?

The answer may be all three! If a news item is truly of interest to everyone in your practice community, it's a good idea to feature it in your newsletter, in Optional Text and on your Patient Pages for a quarter. And if it's really big news, it belongs on your web site too!

Patient News

Patient accomplishments make great news!

When you add contest winners or other stories about patients to your newsletter or web site, be sure to get signed permission from your patients (or their parents, if the patient is under 18) to use their photos! Copy and paste the text below to create a permission form for your office.

Sample Permission Form:

Talent Release

I _____ hereby release the use of my images and voice in video, electronic media or still photography, for the purposes of any or all marketing materials for [DOCTOR NAME] and or its assigns without compensation.

Talent (or guardian) signature: _____ Date: _____



Example Announcements



No time to think? We've got ideas for you!

Use these ideas of newsworthy items in your Newsletter, Optional Text, and Patient Page Messages – take our text and modify to fit your announcements!

NEW TEAM MEMBER:

We're excited to introduce our new Office Manager, Julie! With over fifteen years of experience in the orthodontic field, Julie brings a wealth of knowledge to our practice. In her free time, Julie enjoys reading, crafts, and spending time with her four grandchildren. She also volunteers at St. Patrick's Church. Be sure to say hi to Julie the next time you visit our office!

CONTINUING EDUCATION:

At Smith Orthodontics, we stay on top of the latest technology and trends in orthodontics by attending continuing education courses. Our team just returned from participating in the Southern Association of Orthodontists Annual Meeting in New Orleans. For three days, we attended classes that will help us to continue providing top-notch orthodontic treatment!

DOCTOR RECOGNITION:

Dr. Jones was recently featured in the local newspaper! She just returned from a service trip to Peru where she trained Peruvian doctors in the latest orthodontic techniques. Because of her help, many Peruvian children will have better oral health! Click here to read the story on the South County Journal's web site!

COMMUNITY INVOLVEMENT:

The orthodontic team at Glen Ridge Smiles just completed a three-day walkathon to raise money for cancer research! Pam, Sandy, Jenny, Tina, Janice, Maryann, and Dr. Martin walked 30 miles and together they raised \$17,283! Thank you to all of our patients who sponsored us in the walkathon – you have made a vital contribution to the search for a cure for cancer!

CONTEST WINNERS:

Congratulations to Jimmy and Jessica, winners of our Easter Egg contest! We decorated our office with paper eggs, and during the month of April, our patients submitted their guesses of how many eggs there were. Jimmy and Jessica came closest – they both guessed 427, and we actually had 434 eggs. They each won an iPod Shuffle! Stay tuned for our upcoming contest – you could be the next big winner!

UPCOMING OFFICE EVENT:

Please join us at our Annual Patient Appreciation Day celebration on Saturday, June 11! This year we're celebrating at the Grand View Swimming Pool, and the barbecue's on us! Your whole family is welcome! Click here to check out pictures from last year's party on our web site at www.happyortho.com!



Practice Marketing Ideas



There are so many ways to promote your practice!

Ideas for Optional Text and Patient Page Messages:

- “Just a reminder that payments are due by the first of each month. Did you know that we offer automatic monthly billing to Visa, Mastercard or American Express?”
- “During the month of June Dr. Jones is offering professional teeth whitening services at a significantly reduced cost. Call now to schedule an appointment!”
- “This time is reserved just for you. To avoid a broken appointment charge, please allow 48 hours notice for schedule changes.”
- “We're looking forward to seeing you soon. If you have a removable appliance (such as retainer or headgear) please remember to bring it with you for us to check.”
- “Don't forget to wear your Smith Orthodontics t-shirt to your appointment to get OrthoBucks!”

Ideas for Contests:

- Is a holiday coming up? Have your patients guess how many Easter, Christmas, Halloween, or Valentine's Day candies are in a jar!
- Sponsor a food, clothing, or toy drive and donate to a local charity. The patient who brings in the most items wins a prize!
- Collect the names of patients who refer new patients to you. Put their names in a box and draw a winner once a month!
- Have a web site scavenger hunt. Make a list of facts that can be found on your web site – the patient who finds the most wins!
- Is someone in your office pregnant? Have your patients guess the baby's weight and/or birthdate!

If you have any questions or comments contact Sesame Member Services at 877-633-5193 ext. 220.

