

BRAND DEFINITION OVERVIEW -

LET US TELL YOUR UNIQUE STORY.

The quality and quantity of your patient base will always be a direct result of the perceptions you create through your messaging.

As your marketing company, it's critical that we understand how to tell your story in a powerful way that differentiates you from your competitors. Once we understand how to tell your story, we will ensure consistent implementation to build your brand in your community. For this reason, included in every Dental Branding marketing plan is a brand definition process.

WHAT'S INCLUDED:

Your Dental Branding Marketing Strategist will work with you to develop a powerful message that is custom to you and differentiates you from your competition. It includes the following:

VISION & VALUES:

- A Vision Statement
- Defined Core Values
- An explanation of how to incorporate the vision & values
- Exercises to integrate your vision & values with your team

DIFFERENTIATION:

- Your Tag Line
- Your Headline
- Your Key Benefit Bullet Points
- An explanation of how to incorporate your differentiation

COMPETITIVE ANALYSIS:

- We will analyze your 6 closest (geographically or idealistically) competitor's websites (messaging)
- An explanation of how to analyze your competitor's messaging to ensure differentiation

TRUST BUILDING

- Defined Key Benefit Bullet Points
- An explanation of how to use this foundation for messaging

YOUR AUDIENCE

- Demographics by population, households, income, ethnicities & median age
- An explanation of how we use the demographics

GROWTH IMPACT

- Increase loyalty
- Attract higher value patients
- Enhance all external and internal marketing through correct, consistent messaging