**DentiMark Customer**

**Prospectus**

**Goals:**

* New Patient Acquistion
* Patient Retention
* Unique branding of XXXXX and its unique approach to XXXXX
* Enlighten community on patient experience
* Increase amount of inquiries, appointments, and lead capture information
* Campaign with patient acquisition emphasis transitioning to branding
* Strong Focus on patient referrals in XXX, XXX and surrounding XXX Valley communities.

**Strategy:**

**Be Found** **Acquisition**  **Retention Increase Word-of-mouth**

We create campaigns utilizing a customized mix of new and traditional media designed to entice, engage and convert prospective patients. While many components are the same for many practices, we carefully craft the content, campaign timing, and marketing efforts to produce a tailor-fit program unique to your office. Media will be created, deployed, and optimized in stages to create impactful results during important acquisition periods and foster consistency in engaging the community in time. Our overall goal is to simply increase your presence, bring new patients & foster retention, and build the community around your unique XXXX brand.

**Solution Mix:**

* Custom Website: Built to drive new patient enrollments, compliments existing web presence
* Video: For Web or TV, Professional profile of the doctor, practice, & staff
* Social Media Management: Facebook, Twitter, Foursquare, YouTube
* Search Engine Optimization
* Google Local Listings & Maps Optimization
* Reputation Management
* Gannett Print Products (Direct Mail, Community Print, Flyer Inserts)

**Advanced Engagement – $1550.00 /Month + $499 Setup**

* Social Media Audit
* Creation & Monitoring of Facebook Fan Page w/Custom Landing Page
* Creation & Monitoring of Twitter Account
* Claiming & Optimization of Google Places Listing
* Claiming & Optimization of FourSquare Listing
* Google Places Featured Listing
* Registered URL for Blog or Microsite w/Hosting and SEO
* Monthly Reporting
* Dedicated Social Media Manager
* Dedicated Account Manager
* 1 Hr. Coaching/Monthly
* Creation of Content Matrix
* Content Broadcast & Community Engagement
* Video Professional Profile: Includes production, optimization, and distribution

**Premium Engagement- $ /Month + $799 Setup**

* Social Media Audit
* Creation & Monitoring of Facebook Fan Page w/Custom Landing Page
* Creation & Monitoring of Twitter Account
* Claiming & Optimization of Google Places Listing
* Claiming & Optimization of FourSquare Listing
* Google Places Featured Listing
* Registered URL for Blog or Microsite w/Hosting and SEO
* Monthly Reporting
* Dedicated Social Media Manager
* Dedicated Account Manager
* 1 Hr. Coaching/Monthly
* Creation of Content Matrix
* Content Broadcast & Community Engagement
* 1 Monthly Press Releases
* Reputation Management
* Proactive Community Development
* Dedicated Community Manager
* Social Media Gaming Mechanics
* Social CRM
* Video Professional Profile: Includes production, optimization, and distribution

***A La Carte Items (can be added at additional cost or adjusted to proposed campaign):***

* Direct Mail- Price Varies ( approx. 50 cents per piece)
* Community Print ( The Arizona Republic)
* Flyer Inserts
* AZCentral.com Display Ads (rates vary for demographic, geographic, or behavioral targeting)
* Additional Video (90 Seconds) ~ if desired
  + 1 Hr. Filming at 1 Location w/Edit
  + Additional Filming Time at Additional Charge
* Pay-Per-Click:
  + Budget based, can include Google, Yahoo, Bing, Facebook Ads
* Advanced SEO
  + $445/mo. – Up to 5 Pages
  + $725/mo. – Up to 10 Pages

**Reporting:**

Using data collected through online analytics and call tracking, a regular analytic share will take place. This will allow us to discuss lead capture and conversion in hard data manner. The team assembled to oversee this campaign, will include a dedicated account manager and a social media expert. Any organizing, implementing & monitoring will be available and at your disposal at all times.

**Our Commitment:**

During the term of this campaign, we will oversee your marketing programs with an emphasis on both project management and precise strategy. We will commit to being proactive and may make recommendations during your campaign. We will always react to all feedback and will apply our extensive knowledge to your ideas and business objectives to develop a plan that will achieve specific, measurable results towards the desired goal. We will offer advice and additional ideas during regular discussions with you.

The team submits this proposal to you, for your consideration with excitement and readiness to execute.

Kindest regards,

**Robyn Carpenter**

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