

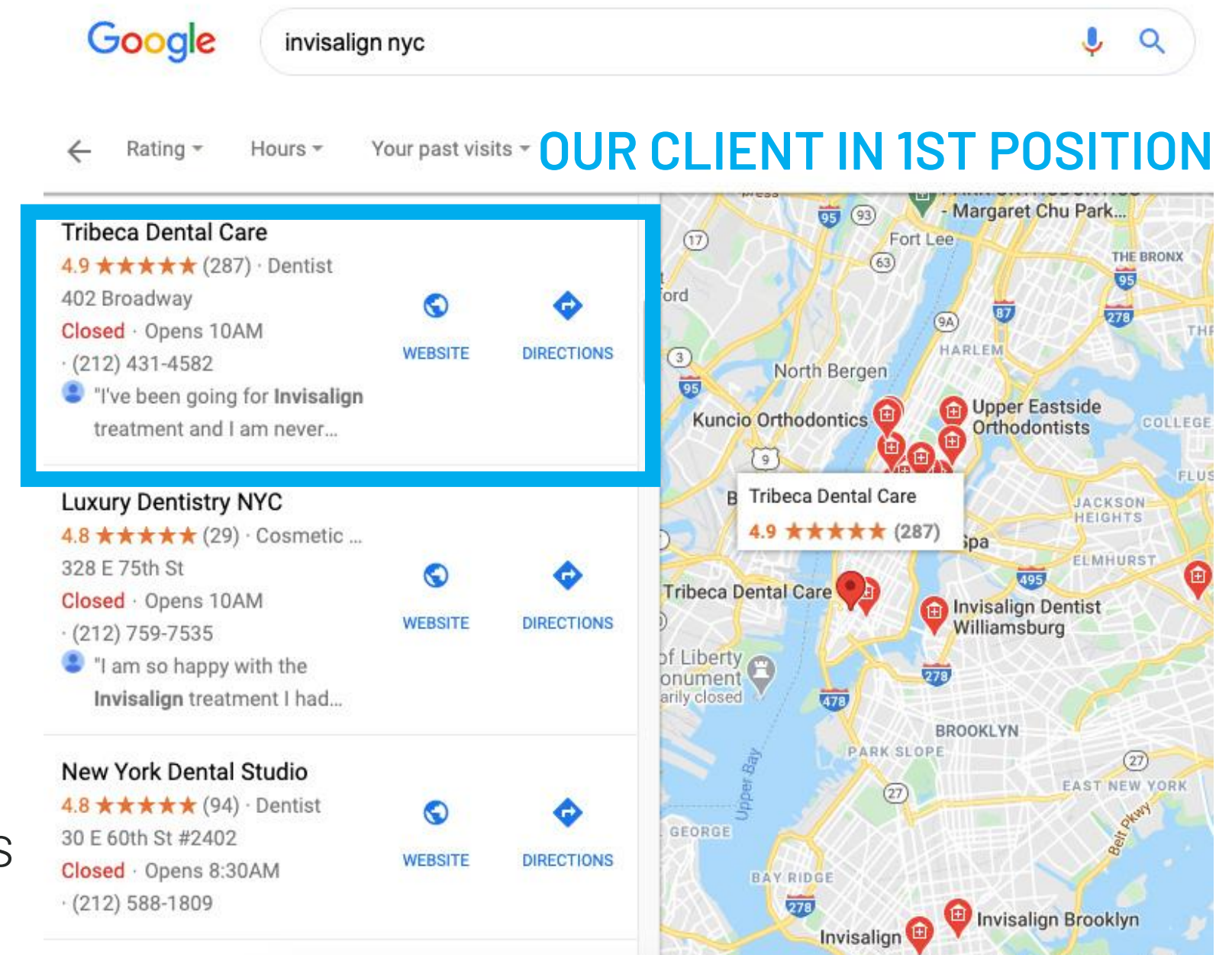


# HOW TO LINE UP MORE INVISALIGN PATIENTS

# ONLINE VISIBILITY = MORE INVISALIGN PATIENTS

Outrank your competitors on Google by completing the following:

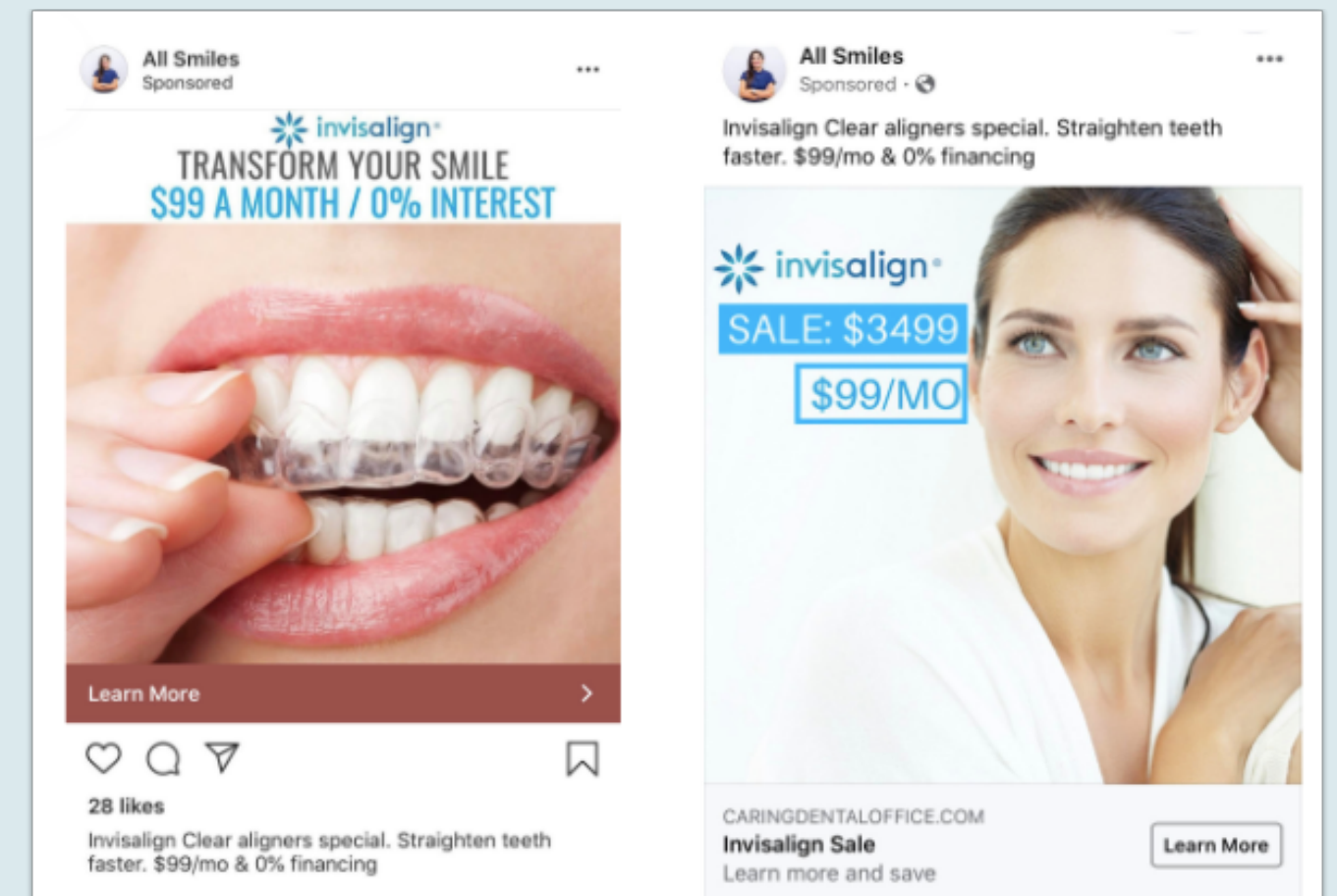
- ✓ Have at least 1000 words of unique, SEO optimized Invisalign content on your website.
- ✓ Get links from authoritative websites (press, bloggers, medical sites, etc.)
- ✓ Optimize & update review profiles, maps, and directories.
- ✓ Publish new Invisalign content on a monthly basis to your website and social media.



# TARGET PATIENTS SEARCHING FOR INVISALIGN PROVIDERS

Spend your advertising dollars **ONLY** on people who show interest in Invisalign by completing the following:

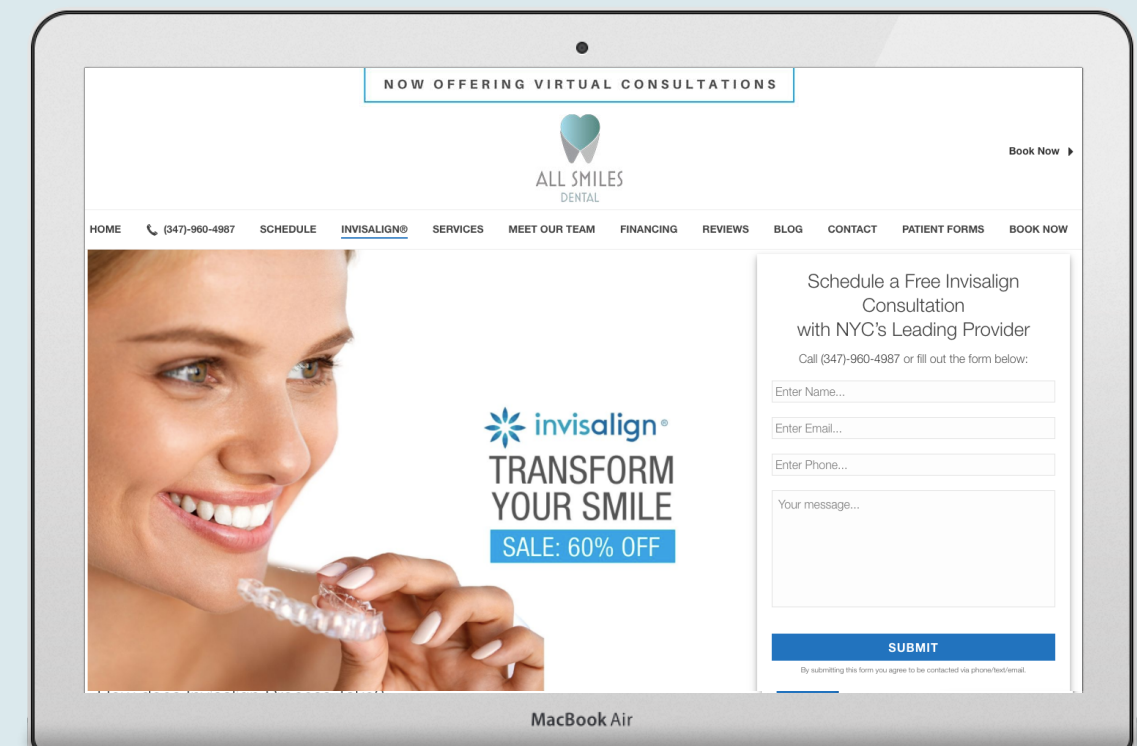
- ✔ Define your target audience (age, income level, interests, location, etc.)
- ✔ Invest in Google Ads. It is the most targeted and performs the best.
- ✔ Create unique Invisalign images and video ads for your target audience on social media.
- ✔ Facebook typically performs better than Instagram. Video ads are more effective than images.



# OPTIMIZE YOUR WEBSITE TO TRIPLE YOUR LEADS

## User friendly websites generate more leads:

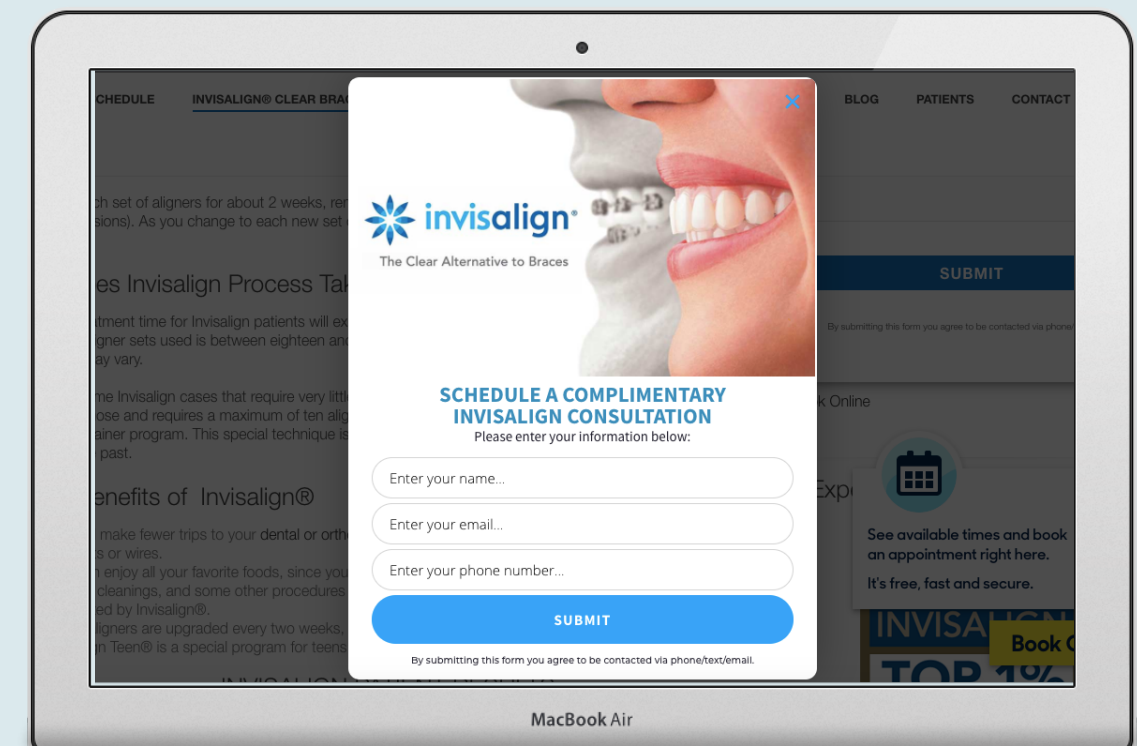
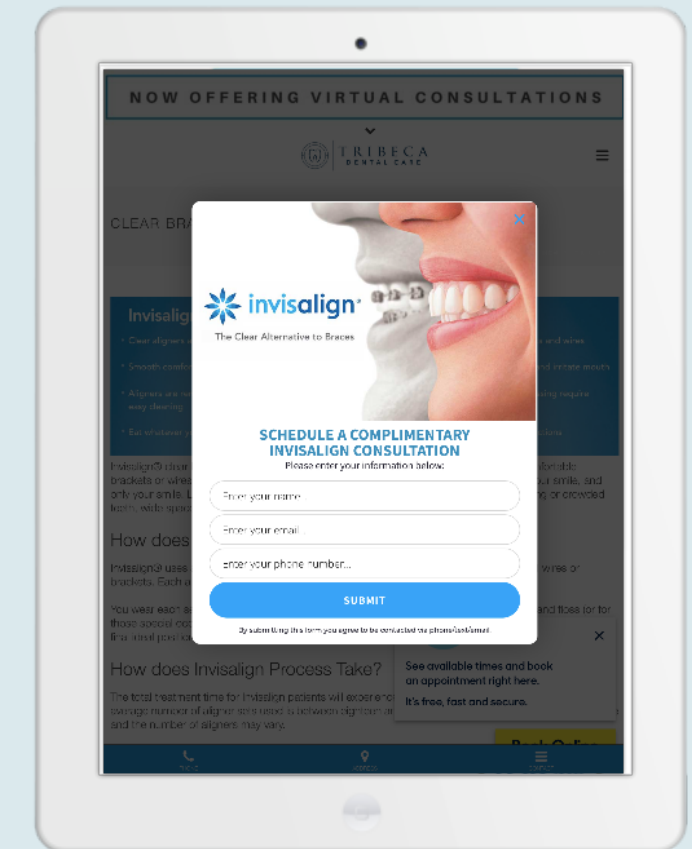
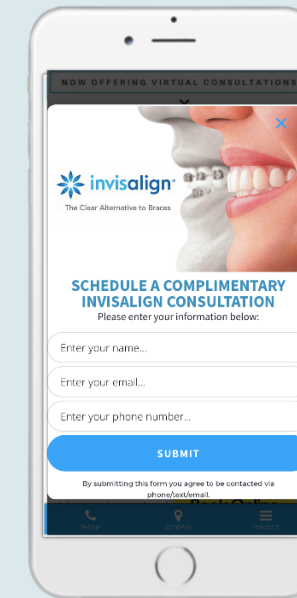
- ✓ Ensure your website loads fast (under 3.5 seconds) and is mobile responsive.
- ✓ Have a main graphic, phone number and consult request form above the fold (area of website seen without scrolling.)
- ✓ Have a consult request pop-up with exit intent technology.
- ✓ Follow a long form sales layout: benefits, before and after, call to actions, etc.
- ✓ Ensure your website is optimized for mobile devices.



# CONVERT MORE OF YOUR LEADS TO PATIENTS

Convert more Invisalign prospects into paying Invisalign patients:

- ✓ Set up conversion tracking and phone tracking. Know your cost to generate a lead!
- ✓ Patients are won or lost during the first interaction. Train your staff on how to answer questions, get people excited and book appointments.
- ✓ Respond to leads in under 10 minutes. Call, email and text. Texting is the most effective way to communicate.





# CASE STUDY:

## Meet Dr. Alla Dorfman

Our client, Dr. Alla Dorfman, a VIP Diamond Plus provider started with a single location in a highly competitive market with a small ad budget.

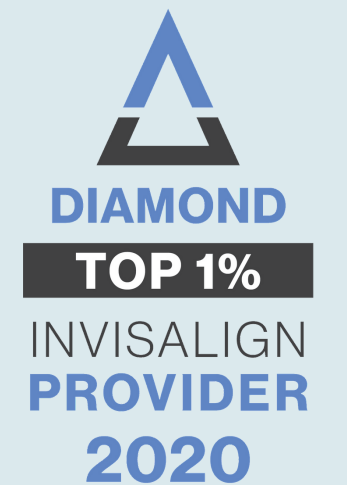
With an optimized website, SEO and targeted marketing strategy, this amazing dentist quickly expanded her practice into three successful NYC locations.



TRIBECA  
DENTAL CARE



ALL SMILES  
DENTAL



# SCHEDULE AN INVISALIGN STRATEGY SESSION

Interested in a free audit? Schedule a strategy session. I will review your website and marketing and share insights for improvement. Whether we work together or not, you'll learn about the strategies providers are using to become #1 in their area.



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## Our Invisalign + Aesthetic Dental Treatment Marketing Services

- ✓ Website design & development.
- ✓ Search engine optimization (SEO) + content creation.
- ✓ Management of targeted digital media campaigns on Google, Facebook & Instagram.
- ✓ Conversion optimization (sales training + automated calls, texting and email technology)