

# YOUR PRACTICE MARKETING *Menu*

Is your practice making the most of the marketing opportunities available?  
Use the menu of marketing items below to see what you are doing, but more importantly what you should be doing as part of your successful marketing strategy.

## Do you have?

PATIENT COMMUNICATION & MARKETING ESSENTIALS			
Rebranding of your logo		Appointment Cards	
Letterheads		Social Media Cards	
Compliment Slips		Google Review Cards	
Business Cards		Referral Cards	

FOR NEW & EXISTING PATIENTS			
Branded Welcome Pack		Medical History Forms	
General Practice Brochure		Dental Plan Information	
Treatment Leaflets		Branded Luxury Bags	

INTERNAL PRACTICE MARKETING OPPORTUNITIES			
Waiting Room Slideshow		Regular Ezines / Newsletters	
Leaflets		Posters / Canvases on Treatments	

EXTERNAL PRACTICE MARKETING OPPORTUNITIES			
Responsive Website that is up-to-date		Advertising / Poster Campaigns	
Local Leaflet Distribution Organised		Social Media Graphics	

YOUR REFERRAL SERVICES			
Branded Referral Folder		Referral Forms	
Dentist to Dentist Referral Brochure		Referral Inserts	

## Do they reflect the quality of your practice?

If the answer is no to these two questions - Give us a call



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