



Monthly Marketing Packages

	Performance Plus	Performance
Initial Consultation	✓	✓
<i>We get to know your practice and build your ideal patient profile</i>		
Customized Marketing Website	✓	✓
<i>Designed to direct local patients to your practice</i>		
Fully Managed Online Marketing	✓	✓
<i>Get on the front pages of Google, Yahoo and Bing</i>		
New Patient Special Offers	✓	✓
<i>Compelling offers to attract new patients</i>		
Special New Business Hotline	✓	✓
<i>A dedicated local phone number to help track results</i>		
New Patient Activity Recordings	✓	✓
<i>Recordings of all phone calls we send your practice</i>		
Detailed Analytics Report with DemandMapping	✓	
<i>Tools to track results, identify trends and continually improve</i>		
Periodic Marketing Consultation	✓	
<i>with one of our dental marketing experts</i>		
Appointment Reminder Calls	✓	
<i>Reduce costly no shows and save valuable staff time</i>		
Patient Follow-Up Calls	✓	
<i>We solicit valuable feedback from your patients</i>		
Patient Re-activation Calls	✓	
<i>Bring back more of your inactive patients</i>		
110% Money-Back Guarantee	✓	✓
<i>We stand behind our services - see agreement for details</i>		
Expected New Patient Inquiries per Month	5 to 20	5 to 20
<i>Varies based on services and offers marketed</i>		
Set-Up	\$ 1,575	\$ 1,575
Monthly	\$ 1,445	\$ 895
Available Contract Lengths	6, 12 or 24 months	

