## Resource Overview –

# Useful background information on the tools available to 3M Self-Ligating Appliance System users in the Practice Marketing Resource Center.

The tools in the Practice Marketing Resource Center are designed to help make your marketing tasks simpler, so you can focus on doing what you do best – creating beautiful smiles. Use the practice marketing tools on our menu to build the communications pieces you need to support your practice's growth objectives.

Build a powerful marketing toolbox by selecting as many of the following projects as you like. They are specifically designed to let you customize each item with your office name and, in most cases, much more about your practice and the services you offer.

## Advertisements: Newspapers, Magazines and Phone Directory

These advertising templates are designed to attract attention to your practice. All you have to do is plug your practice's name and your office details into the existing files for ready-to-use print advertising materials.

## **Appointment Cards**

Wow your patients with attractive appointment cards that remind them of appointment times while keeping them excited about your office and *The 3M Braces Advantage* you offer.

#### **Dentist Referral Brochure**

These special referral brochures are designed to be distributed by your referring dentists and personalized with your name and contact information to make getting patient referrals in the door fast and easy. They are designed to educate prospective patients about Orthodontics and reassure them that their Dentist is sending them to a trusted Orthodontist who offers *The 3M Braces Advantage*.

#### **Direct Mail**

Target families in your area with a postcard that tells them about the latest advances they'll find right in your office. These postcards give you a great starting point. Invite neighbors to an event, announce a special price or let prospective patients know about self-ligating braces from 3M, the brand that people trust around the world.

#### Gift Certificates

Stylish certificates are great tools that you can customize for whatever special promotions you offer. Some ideas are: attract new patients with a special discount if they start treatment by a certain date, or offer new patients a free consultation or free tooth whitening, etc.

#### **Patient Brochures**

These full-color marketing pieces educate patients about orthodontics, and *The 3M Braces Advantage*. The patient brochures are great for sharing information about your office, letting your patients know that you care enough to offer high quality and most advanced products that can give them the smile they've always wanted.

#### **Posters**

Patients never tire of attractive posters on your tables and walls! These print-and-hang poster templates each showcase models wearing the latest 3M Self-Ligating Braces. They can be printed out in a variety of sizes and you can customize them with your office information.

### **Press Release Template**

Even if you've been in business for a while, you can announce your office to the local media and showcase the latest services and amenities that you want patients to know more about. The press release template is ideal for announcing to local media that you are in business and offer *The 3M Braces Advantage*.

Look in your local phone directories for media names and addresses. Include both print and broadcast (radio/television). You cannot be sure who might be interested. Don't be disappointed if you send a release out and do not see immediate results. Local editors can use press releases as references for future articles and you may see it used later or may even receive a call for more information at a later date. Also, if you have a professional looking photo of yourself or of your staff and office, keep them handy in case an editor requests one for their publication.

## Telephone Message On-Hold Scripts

If you'd like to play a professional message for your callers while they're on hold, these are great template scripts you can personalize to promote your practice's strengths. Simply customize them with your practice information and provide the final script to a message-on-hold supplier for implementation on your system.