



TODAYS DENTAL

Marketing Setup





ABOUT US

Today's Dental Partners is a dental partnership organization founded in 2017 by Dr. Sreekanth Emani and his brother, Sunil Eamani. They aim to improve the unit economics of dental practices and provide comprehensive business support services to dentists. Through exclusive agreements, they assist dentists in managing the administrative, marketing, and financial aspects of their practices. Today's Dental Partners offers up to 50% partnership to dentist partners and seeks to be a dominant player in the dental space with a growing number of affiliated practices across the United States. Their focus is on promoting win-win relationships, fostering opportunities for affiliated dentists, and ensuring patient care excellence.



PROBLEMS YOU MAY COME ACROSS



**“XYZ” DENTAL HAS A
BASIC (OR) NO WEBSITE**

**NO ZIP-CODE BASED ANALYSIS TO SET YOU
UP**

**NO BRANDING OR UNIQUE LOGO TO SUPPORT YOUR
MARKETING EFFORTS**

**NO LOCAL
MARKETING**

**WEBSITE NOT OPTIMIZED FOR
SEM**

**WEBSITE NOT INTEGRATED WITH SERVICE SUPPORT
SYSTEMS**

**OVERALL SEVERAL AREAS OF
IMPROVEMENT**

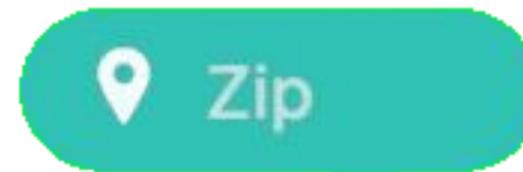
OUR SERVICES

At Today's Dental Partners Marketing Services, we're dedicated to helping your dental practice thrive. From web design and branding to integrated online systems and offline marketing events, we're your partner in success.

- **Zip code based Analysis**
- **Website Setup & Revamp**
- **Offline Setup and Branding Services**
- **Website Service Integration**

ZIP-CODE BASED ANALYSIS

With our analysis, we provide dentists with a comprehensive understanding of the local market dynamics, patient demographics, competition, and potential growth opportunities within specific zip codes.



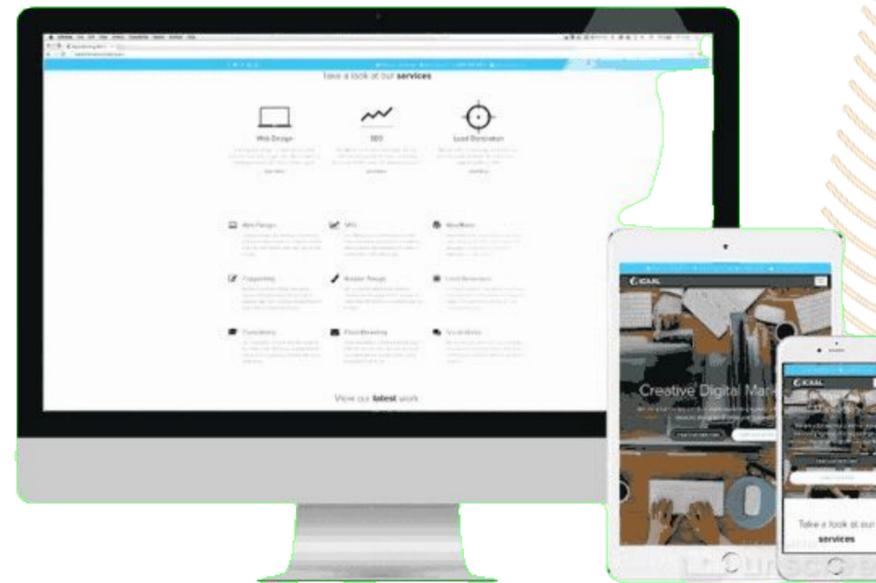
OFFLINE SETUP AND BRANDING SERVICES

Our team of talented designers will create logo, referral cards, appointment cards, visiting cards and banners with contact information, and any other relevant details reflecting your practice along with launch party assistance.



WEBSITE CREATION AND REVAMP

We can create a responsive website design with a minimum of 20 pages that functions flawlessly across various devices and screen sizes along with Website Revamp services for pre-existing websites.



WEBSITE SERVICE

INTEGRATION

We will set up your website with integrated services for appointments, follow-ups, Practice management services, online reputation management, marketing analytics and messenger(Whatsapp and facebook).



PROJECT TIMELINE

DAY

1



ASSESSMENT/RESEARCH PHASE

GET YOURSELF SET UP WITH ZIP-CODE BASED ANALYSIS AND ANALYZE WHERE YOU NEED FOCUS

DAY

15



BUILDING PHASE

We will help you out with branding services and offline setup while assisting you create a unique identity

DAY

45



CONVERSION PHASE

WE WILL SET UP WITH A 20 PAGE AESTHETIC AND INTERACTIVE WEBSITE WHICH WILL BE YOUR DIGITAL FRONT DOOR

DAY

60



POST SERVICE PHASE

YOU WILL HAVE AN INTEGRATED OFFLINE AND ONLINE SETUP TO ESTABLISH YOURSELF IN THE MARKET AND ENHANCE YOUR PRESENCE.

DIGITAL MARKETING PLAN – PHASE 1

GETTING STARTED

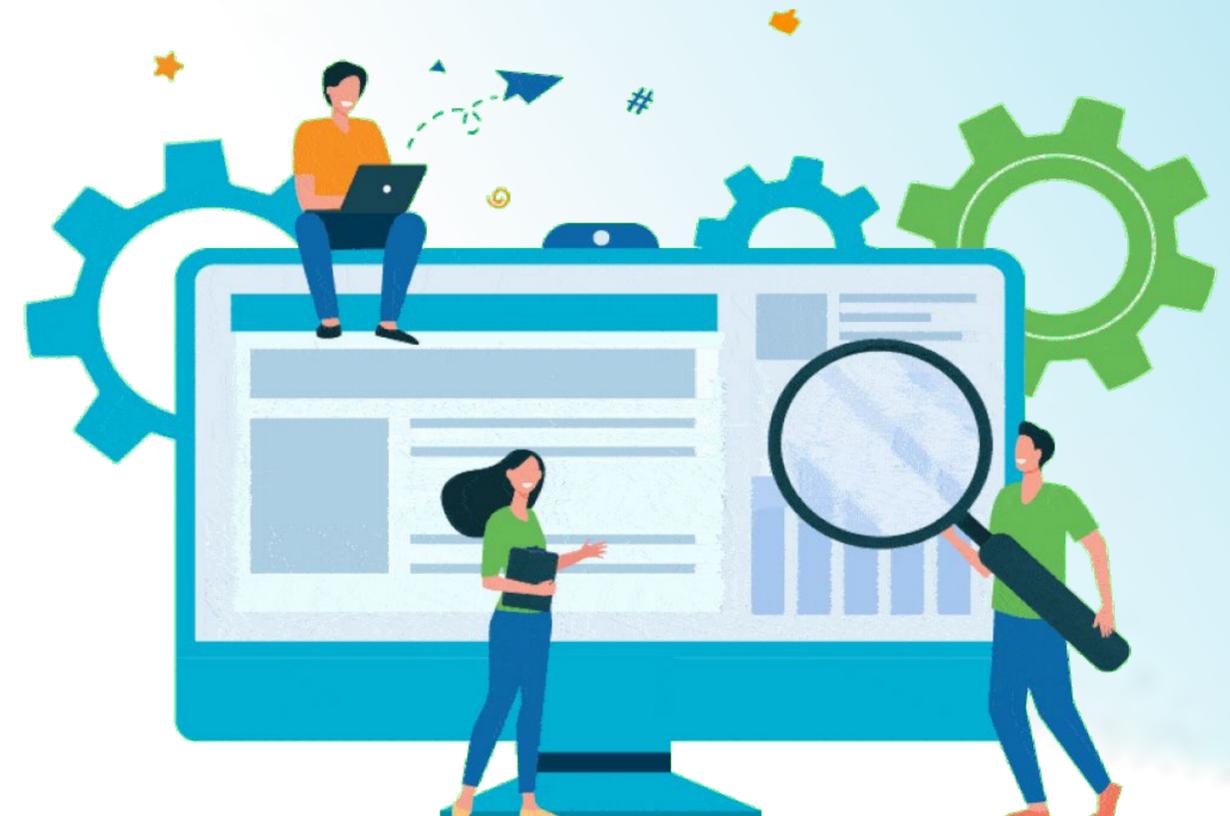
- Get a comprehensive Zip-code based analysis to set you up
- Get started with your branding services to gain momentum and spotlight in your local community
- This will be your foundation of establishing yourself and get started with your marketing efforts



DIGITAL MARKETING PLAN – PHASE 2

REACHING THE TARGET

- Build a best-in-class, lightning fast & innovative website with min. of 20 pages
- Build an auto-follow system for new patient leads(no front office resources needed)
- This system will be able to track every lead that comes in and if they scheduled an appointment or not.



DIGITAL MARKETING PLAN – PHASE 3

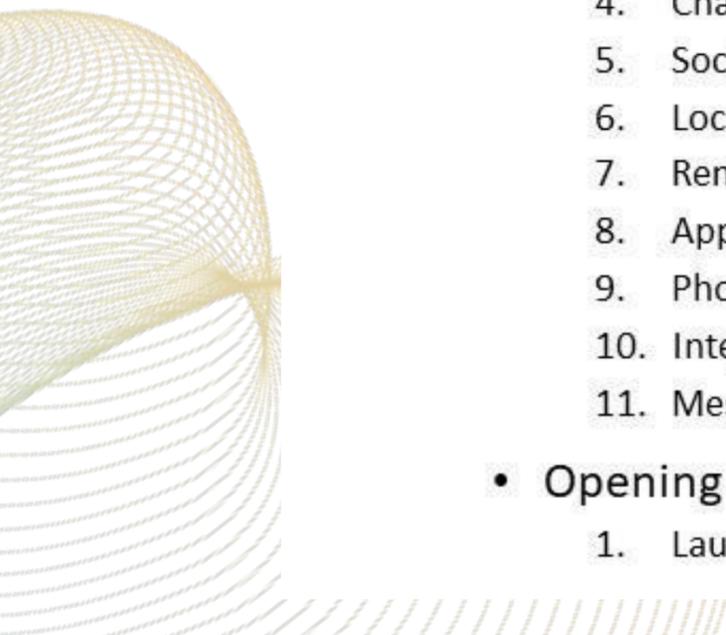
HAVE AN INTEGRATED OFFLINE AND ONLINE SETUP

- Have your practice setup both on digital landscape as well as the offline front
- Reach to fullest potential of your marketing efforts
- Gain new leads and attract more patients. With total control over your resources



PRICING - PAY PER SERVICE

Service	Per Item	One time
<ul style="list-style-type: none"> • Before Setup <ol style="list-style-type: none"> 1. Zip-Code based Analysis 		Free of cost
<ul style="list-style-type: none"> • Initial Marketing <ol style="list-style-type: none"> 1. Website Creation (min. 20 pages) 2. Revamp of existing website 3. Creation of Logo 4. Branding Posters and Signage 5. Visiting Cards/ Referral Pads/Appointment cards 	\$100/piece \$100/piece	\$5000 \$3000 \$100
<ul style="list-style-type: none"> • Marketing Setup <ol style="list-style-type: none"> 1. Google AdWords Setup 2. Neighborhood Marketing Service Setup 3. Dentist Search Engine 4. Chatbot Setup 5. Social Media Setup 6. Local Marketing System Integration 7. Remarketing Tool 8. Appointment System Integration 9. Phone System Setup 10. Integration with Practice Management 11. Messenger Integration 	\$10/extra ad \$10/extra ad \$100/channel \$100/channel	\$100 \$100 \$100 \$100 \$100 \$100 \$100
<ul style="list-style-type: none"> • Opening Aid <ol style="list-style-type: none"> 1. Launch Party Assistance 	\$100 per Community Magazine	



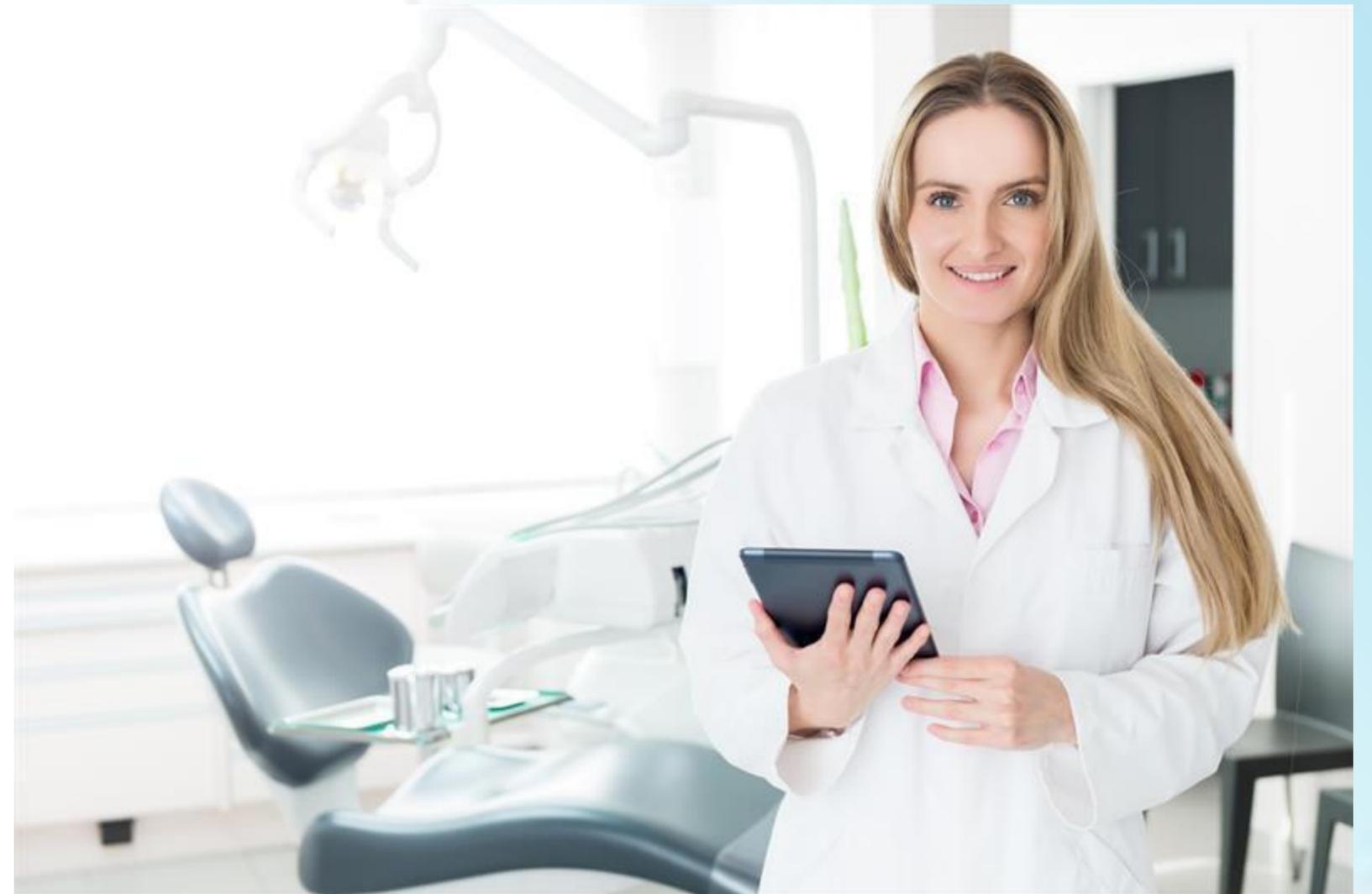
PRICING - PACKAGES

Basic	Silver	Gold	Platinum
\$6000	\$7000	\$8500	\$10000
Monthly	Monthly	Monthly	Monthly
Website launch Offline Set-up Services Launch Party assistance Website Submission Zip-code Analysis	All Basic Services Website Monitoring Tools User Tracking Google My business Profile	All Silver Services Marketing services Integration Patient referrals Launch Party Assistance	All Gold Services Google Analytics Setup Phone and Email Setup Chatbot setup Social Media Setup
SET-UP	SET-UP	SET-UP	SET-UP

ARE YOU SOLO DENTIST? - REACH YOUR LOCAL COMMUNITY THROUGH DIGITAL FRONT DOOR

For solo dentists and small dental clinics, Embarking on your journey into the dynamic digital landscape as a solo dentist can be daunting. Marketing your dental practice effectively, reaching your target audience, and establishing a strong online presence present unique challenges.

- Unlock the potential to showcase your exceptional dental services, provide vital information, and establish unwavering credibility.
- Establish your brand presence with attention-grabbing signage and banners, setting yourself apart in the local community.
- at Today's Dental Partners Marketing Services, we understand these struggles and are here to support your success. Our tailored services are specifically designed to cater to the needs of solo dentists like you.



ARE YOU A REGIONAL GROUP? - IMPROVE CONSISTENCY ACROSS YOUR GROUP PRACTICES

For regional dental clinics,. Effectively marketing your dental practice, reaching your target audience, and establishing a strong online presence come with their own set of challenges.

- Ignite your online presence and supercharge your lead generation capabilities with a professionally designed website tailored to the needs of your regional dental firm.
- This will empower you to reach new heights, attracting and converting potential clients while establishing your firm as a formidable presence in the dental industry.
- at Today's Dental Partners Marketing Services, we comprehend these obstacles and are committed to helping you succeed. Our range of services is meticulously crafted to meet the unique needs of regional dentists



ARE YOU A NATIONAL GROUP? - PROPEL YOUR PRACTICE TO EVERY CORNER OF THE NATION

As a national group, you face the complexities of decision-making, growth strategies, and operational efficiencies across multiple locations.

- With a well-crafted online platform, your large dental service organization can establish a dominant global presence. Let your website be the catalyst that propels your brand towards international recognition, captivating audiences and driving conversions with precision and style.
- Drive conversions to unparalleled heights as you embark on a journey to establish a prominent global presence, all while ensuring an unparalleled user journey that captivates and converts.
- At Today's Dental Partners Marketing Services, we understand these complexities and are here to support your success. Our comprehensive range of services is specifically tailored to meet the



WHAT HAPPENS NEXT

SIGN THE AGREEMENT AND FILL OUT THE NEW CLIENT FORM

SCHEDULE KICKOFF MEETING WITH OUR TEAM

CAMPAIGN LAUNCHES!



**Today's
Dental**