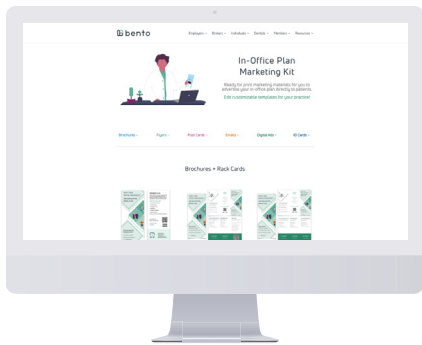


Marketing In-Office Plans

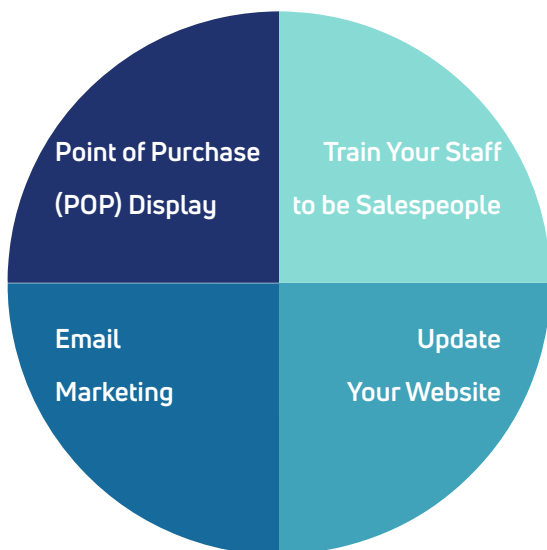
HOW TO SELL YOUR PLANS

Thinking about joining the revolution and creating an in-office plan for your practice but worried about what comes after? The next step is building an effective marketing strategy to take your new plans to market. There are countless ways to market your plan from in-office promotion to traditional advertising and even digital strategies.



START SPREADING THE NEWS

Start by getting the word out there – you’ll need to build awareness and start outreach to current and prospective patients. Bento makes this easy with by providing you with a marketing kit including templates for practices to start promoting your plan instantly.



SHOUT IT FROM THE ROOFTOPS

Looking to get the word out to a broader community? Here is where traditional and digital advertising take the helm. Once you identify and establish an advertising budget and you can begin to divide and conquer.



Display Ads

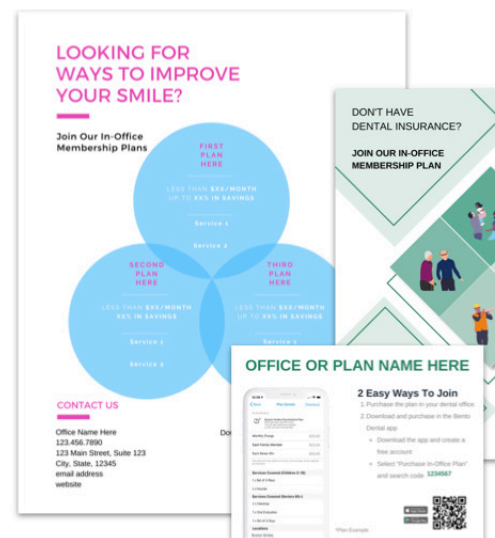


Print



Social Media

From simple printed materials in your office to full digital campaigns, decide which channels make the most sense for your practice and start creating. Remember, you’re not in it alone. Marketing templates like those provided by Bento and online tools set a strong foundation to build effective content. Regardless of how you begin to advertise your in-office plan, one thing is clear, don’t wait to get started.



TO READ THE FULL ARTICLE VISIT bento.net/how-to-market-your-plan