

Marketing Invisalign® in your practice

Grow your practice with Invisalign

Thank you for your interest to market and sell Invisalign®.

Invisalign® EMEA is committed to maintaining the highest standards to support your Invisalign practice marketing activities, and help grow your practice.

We are pleased to provide this reference guide which includes ideas to market Invisalign both inside and outside your practice. Building a successful marketing plan means making choices, assigning responsibility and tracking results. This guide will help you to select activities which match your overall practice marketing plan. The ideas can be matched to the Invisalign support services and tools currently available.



Phase 1 or Marketing to your team is the base on which you can build any further marketing activities. Once your team is aligned, the next step is to look into how you communicate and promote Invisalign in your practice which is to your existing patients and patients that come for information purposes (phase 2). Do all your patients know that you offer Invisalign®? If so, it's time to move on to the next step and look at how you can promote your practice and Invisalign to the broader public in order to attract new patients to your practice (phase 3).

We recommend that you discuss your practice marketing plan with your local Invisalign® Representative, who can work with you to identify the right approach, services and tools to help with your campaign. A simple principle to remember is that you have to “start simple and become sophisticated”.

Once again, thank you for your Invisalign commitment and investment. We look forward to working with you to help increase conversion for your practice.

Phase 1 - Marketing to your internal Team

Your staff is your business card and first point of contact of any patient who is coming to your practice being interested in improving his/her smile. Make sure that your patients feel safe and confident by having your team well organized and well informed about Invisalign®. Remember that a great smile of your receptionist and your assistant is a great endorsement!

Doctor Action¹ > Align the practice team behind Invisalign	Invisalign® Support² > Provide guidance and training to the practice team
Create awareness <ul style="list-style-type: none">• Tell your staff that you are selling Invisalign®• Keep all staff members up-to-date with the marketing activities of your practice• Forward Invisalign's communication and updates to your staff	<ul style="list-style-type: none">• Invisalign Staff Training by yourself and Invisalign® representative• Invisalign® clinical & commercial sales aids (Web based and paper based)• Invisalign patient brochures & leaflets
Create great smiles <ul style="list-style-type: none">• Consider treating your staff with Invisalign®	<ul style="list-style-type: none">• Invisalign Staff Discount Program
Empower staff <ul style="list-style-type: none">• Appoint an Invisalign® lead person• Ensure your Invisalign® lead is an Invisalign® champion (and has had or is in Invisalign® treatment)	<ul style="list-style-type: none">• Invisalign lead role description
Align team message <ul style="list-style-type: none">• Ensure consistent verbal message• Convert enquiries to appointments	<ul style="list-style-type: none">• Invisalign® FAQ

Phase 2 - Marketing in your Practice and to existing patients

Potential patients are welcomed by great smiles. Benefit from your patients' time in the waiting room to inform them about Invisalign®. Make sure that your practice and the promotional material represents the technology and science that Invisalign® is offering! Pamper your current Invisalign® patients and their word-of-mouth will become your biggest asset in your promotional activities.

Doctor Action¹ > Inform and convince patients in your practice	Invisalign® Support² > Provide suitable material and templates
Enhance practice interior <ul style="list-style-type: none">• Use Invisalign® and practice branding consistently• Make the waiting area informative• Exhibit Invisalign® materials, editorials	<ul style="list-style-type: none">• Invisalign® waiting room DVD• Invisalign® waiting room brochure• Invisalign® posters & roll-ups• Invisalign® patient brochures & leaflets

<ul style="list-style-type: none"> and advertisements • Ensure your practice interior reflects value of services offered 	<ul style="list-style-type: none"> • Invisalign® advertisements and press releases
Expose your medical expertise <ul style="list-style-type: none"> • Demonstrate your experience with Invisalign® • Show before/after examples • Show aligner/Typodont samples • Explain the process and the technology 	<ul style="list-style-type: none"> • Invisalign® provider certificates • Invisalign® Treatment Gallery & case studies • Invisalign® typodonts • ClinCheck® software demonstration (& manufacturing video)
Pamper your existing Invisalign patients <ul style="list-style-type: none"> • Keep patient contact details (e.g. addresses/email addresses updated) • Include promotional materials in your invoices and routine correspondence • Personalize your patient communication (birthday/special days) • Incentivize recommendations • Organize referral events 	<ul style="list-style-type: none"> • Invisalign® templates for appointment cards • Invisalign® templates for postal and electronic mailings • Invisalign® Open day checklist
Convince prospects <ul style="list-style-type: none"> • Offer different payment options • Offer reimbursement/insurance advice if applicable • Organize open days/evenings 	<ul style="list-style-type: none"> • Invisalign® Open day checklist

Phase 3 - Marketing to external target groups

Your practice team is well informed about Invisalign® and your patients cannot leave the practice without knowing that you are offering Invisalign®. Now it might be time for you to expand your marketing activities to a broader public in order to attract more patients. Of all, you might want to think about who your patients are and which patients you would like to approach. Overall, 70 % of all Invisalign purchases are made by women – normally professionals or parents ages 18-50. Think about your objective and the budget you are prepared to invest when assessing which of the following activities might be the most suitable for you.

Doctor Action¹ > Pull new patients to become Invisalign patients	Invisalign® Support² > Push new patients to your practice
Expand and intensify your professional network <ul style="list-style-type: none"> • Engage with referring (local) network • Advertise in your network's practices • Organize referral events for dental practitioners 	<ul style="list-style-type: none"> • Invisalign® regional trainings & events • Invisalign® representative's support • Invisalign® promotional materials
Invest in offline activities <ul style="list-style-type: none"> • Target health and beauty conscious 	<ul style="list-style-type: none"> • Invisalign® templates for posters/roll-ups • Invisalign® templates for advertisement

<p>consumers in gyms, salons and with hairdressers</p> <ul style="list-style-type: none"> • Invest in local radio advertisements • Invest in local newspaper advertisements or editorials • Build relationship with local journalists/editors • Deploy press releases when receiving Invisalign® status plaque/certificate 	<ul style="list-style-type: none"> • Invisalign® templates for press releases
<p>Engage in online activities</p> <ul style="list-style-type: none"> • Invest in a professional top quality website • Choose a memorable website address • Invest in search engine marketing (E.g. Google, YouTube) • Offer Invisalign® information on your website • Engage on blogs (eg www.bloglines.com) • Participate in social media (eg Facebook, Twitter) 	<ul style="list-style-type: none"> • Invisalign® high/low resolution images • Invisalign® doctor locator including contact details • Invisalign® branded social media (Facebook³)

- 1 Doctor is advised to check the local laws and regulations before committing to a marketing activity. Invisalign® EMEA has no responsibility for any marketing activity undertaken by the Doctor.
- 2 For more information please contact your Invisalign® EMEA representative.
- 3 Not available in all countries

The marketing activities outlined above are just a selection of how you could promote your practice and how Invisalign could help you to do so. Contact your local representative to discuss your ideas and which role Invisalign® can play in your promotional activities.

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