

Sample Marketing Schedule 3rd Quarter 2018

Week	Website	Blog	Social	Community	Print	In-Office
July 2-6	Homepage 4 th of July image	How to Find an Implant Dentist	Team post July 4 family pics – ask pts to do the same Meet Our New Hygienist, Kathy	Remove American flag bunting front of office – sign card for VFW & drop off fajitas for 20 on Tuesday at noon – get pics	Prep article for August – time for back to school checkups	Monthly contest for staff – most whitening sold gets \$100 GC to steakhouse
July 9-13	Change homepage image	What to Expect with Dental Implants	FAQs about dental implants – Promo for >>	Schedule speaking @ sr cntr on implants Aug 1	Make and print fliers for << and drop at sr cntr, library, ftns cntr	Go to ribbon cutting for Kinko's in office shirts Thurs – get pic
July 16-20	Add “cost of implants” page	Do Dental Implants Require Surgery?	Implant event promo Back to school ckup reminder	Call MOPs orgs @ churches re: back to school ckup color sheets	Make and print color pages for MOPs orgs and drop at churches <<<	Role playing Friday after lunch: how and when to ask for referrals – and when NOT to ask.
July 23-27	Add summer special coupon for implants as pop up	Can I Afford Dental Implants?	Implant event promo Back to school ckup reminder	Call daycares re: back to school ckup color pages	Make and print pages for MOPs orgs and drop at daycares <<<	Let staff know about implant promotion – old promotion ending
July 30-Aug 3	Change location and color of “leave a review” button so that it stands out more	Choosing a Dentist for Orthodontic Treatment with Invisalign or Braces	Implant event promo Back to school ckup reminder	Call library re: back to school ckup color pages	Make and print pages and drop at library <<<	Take video for website on Friday – wear black scrubs; also doing office pics
Aug 6-10	Add new video to website homepage	Top 10 Reasons Invisalign is So Popular	Pic of Dr with HSFB team last year – Go Frogs! Here's to kicking	Find out new HS booster club pres for FB - offer ticket sponsorship; Call	Call printer re: 4 th Qtr direct mailers design & copy	Monthly contest - - Get involved with our FB page this month. Staff comment/post

Sample Marketing Schedule 3rd Quarter 2018

			off a great fb camp Promote new website video	schools for PTA president names and numbers		with most likes wins an extra paid day off (if salary , or equivalent of 8 hours if paid hourly) in 2018.
Aug 13-17	Change main image to back to school	A Day in the Life of an Invisalign Patient	HS sports wins We will be @ Oktoberfest Summer implant special ends 2 wks	Send PTA presidents welcome letters and invitation to meet with Dr; Call COC to renew membership	Check stock on all collateral, stickers, brochures, new pt certificates, and promo items and re-order if needed	Role playing Friday after lunch: how and when to ask for online reviews, and when NOT to ask.
Aug 20-24	Add “cost of Invisalign” page	Invisalign, Braces, or Veneers?	HS sports wins Summer implant special ends next wk	Sign up for booth at Oktoberfest – write up plan for marketing at event and get to Dr	Get new resident list and call Welcome Wagon to see if they need restock	Place order for new red, black, and gray scrub tops – ask for sizes in Friday meeting
Aug 27-31	Add fall special coupon for Invisalign as pop up	Is Invisalign Right for Me?	HS sports wins Invisalign special! Have a Great Labor Day!	Sign up for Halloween Candy Buy Back – order promo packet and write up a blog	Mail new resident welcome letters with new pt promo certificates	Let staff know about Invisalign promo – implant promo ending
Sept 3-7	Change main image to fall family with leaves	How to Get Rid of Cold Sores for Good!	HS Sports Wins Labor Day pics from staff – ask pts to post theirs	Contact city webmaster to ask if we can help with a community wellness page – call Mayfest committee and ask about a	Edit & freshen up last year’s end of yr benefits ltr for Dr to proof (mail in Oct)	Monthly contest – submit a blog about your role in the office. Blog with most traffic wins SPA DAY or ROUND OF GOLF for 2.

Sample Marketing Schedule 3rd Quarter 2018



				health & wellness hall at Mayfest		
Sept 10-14	Add "Afraid of the dentist? Call us for help today!" ad in home sidebar – sedation, laser	Make Small Teeth Larger with Laser Gum Reshaping	HS Sports Wins Pic and link – afraid of the dentist? Halloween candy buy back	Friday – run water cart at golf tournament for COC (wear collared work shirt and golf skirt) – Kathy going with	Post Halloween Candy BB marketing materials in office	Friday office quiz contest – office trivia (winners get Starbucks GCs)
Sept 17-21	Add Halloween Candy Buy Back button on Homepage – link to blog post	No-Stitches Gum Surgery with Laser Periodontal Treatment	HS Sports Wins We will be at Oktoberfest Halloween Candy Buy Back	Purchase and prep all items for fall booth – MS carnival, Oktoberfest – trial run and pack up	Stock new collateral, brochures, etc. – print color sheets for MS carnival next week	Christmas picture on Friday at noon. Wear red scrubs, black pants.
Sept 24-28	Add fall special for all Laser gum procedures as pop up	Lasers Mean Dentistry with no Drilling!	HS Sports Wins Fall Recipe Links How We're Supporting Our Schools	Middle school carnival 7-830 on Friday – host booth, give away water bottles w/ stickers, color sheets, info packets, drawing for elec toothbrush, whitening, \$100 savings bond	Order Q4 direct mailers	Let staff know about laser promo – Invisalign promo ending