

WITH YOU EVERY STEP OF THE WAY

MARKETING SET-UP CHECKLIST

Now that you have taken the first step toward adding Invisalign treatment to your practice, it's time to start getting the word out to your patients and prospective new patients.

The following are various tools you can use to help grow your Invisalign business. These suggestions require a minimal investment, and will get you started on the right foot as you move to increase consumer interest in this innovative technology that you now provide.

INTERNAL MARKETING

✓ Brochure and Brochure Easel:

Align Technology has developed an informative brochure for your prospective patients that provides information to help them make their decision to have Invisalign treatment.

Take advantage of this important resource. Put the brochures in an easel, and place the easel in a prominent location in your reception area to let your patients know you are now an Invisalign provider. The brochures and easel are free to you as an Invisalign provider. Order them today!

Log into the Align Store, go to "Easels and Brochures" and order

- National Campaign Brochure
- Easel for National Campaign brochure
- Easel # 1265

✓ Posters:

Order a few posters at the low cost of only \$10 each. Slip them into a standard frame and place them where patients will see them in your reception area, treatment room, hallways, and check-out area.

Log into the Align Store and make your selections from a variety of options under "Posters and Banners"

✓ Statement Stuffer:

Include an Invisalign promotional statement stuffer when you send your invoices or newsletters to your patient database. There are two to choose from, and they're cost-effective—just \$20 for a package of 250.

Look for them under "Office Marketing" #M4454 and #M4455. If you wish to customize your statement stuffer, go to our preferred Invisalign vendor at www.invisalignmarketing.com.

✓ Reminder Postcard:

Promote your new Invisalign treatment by mailing an Invisalign Reminder Postcard to increase awareness with your patients.

Find it under "Office Marketing" –National Campaign Appointment Reminder Postcard just \$18 for a package of 200.

EXTERNAL MARKETING

✓ Announcement to Patients:

Send an announcement letter to your patient database on your letterhead announcing that you've added Invisalign to your practice offerings. A letter can also be sent to your patient database, or to prospective patients reminding them to plan ahead for their Flex spending.

These letters are customizable, and can be found at www.invisalignassist.com. Don't forget to include a brochure!

✓ Postcard:

A month or so after you send the letter to patients, follow up with a postcard to remind them that you now provide Invisalign. To make it more effective, consider including a special offer. This might be the extra push it takes to move someone to action—someone who, until now, has been on the fence waiting! Different postcards can be sent out quarterly to keep your practice at the top-of-mind with prospective patients.

Customize a variety of postcard options from our preferred Invisalign vendor at www.invisalignmarketing.com.

WEBSITE MARKETING

✓ Have your practice's webmaster add Invisalign information to your website (this is imperative). In today's Internet-savvy world, don't forget to add a link to the Invisalign consumer website to your website, so patients can even learn more about its benefits: www.invisalign.com.

PRACTICE-DEVELOPMENT MARKETING RESOURCES

Align Store Website: Log into <https://vip.invisalign.com> using your login name and password, then click on Shop Align Store in the left column.

Click on either "Practice Marketing Internal Catalog" or "Practice Marketing External Catalog" to find your items.

Invisalign Consumer Website:
www.invisalign.com

Invisalign Marketing Center by the vendor Practice Marketer: www.invisalignmarketing.com

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Align Technology, Inc.
881 Martin Ave.
Santa Clara, CA 95050
www.invisalignassist.com