



GET MORE FROM YOUR MARKETING



DIRECT MAIL

Each day a dental practice has the opportunity to reach out to those in their area and promote not only their office, and staff but their expertise in the art of dentistry. At NDAA we have created two different layouts specifically with our Doctors in mind.



DENTAL WEBSITES

Having a great website is a crucial aspect to a successful business in this day and age. Our web designers will ensure you have an aesthetically pleasing and informative website with all the content your patients will wish to inquire.



LOGOS & BRANDING

NDAA will breathe new life into your business by creating beautiful logos and designs, as well as helping you establish your brand as a trustworthy and skillful dental practice.



GOOGLE ADWORDS (PPC)

A paid Google AdWords campaign run by our experts will get a link to your website at the top of Google Search results pages when customers search related keywords. This can be very effective in increasing your website traffic.



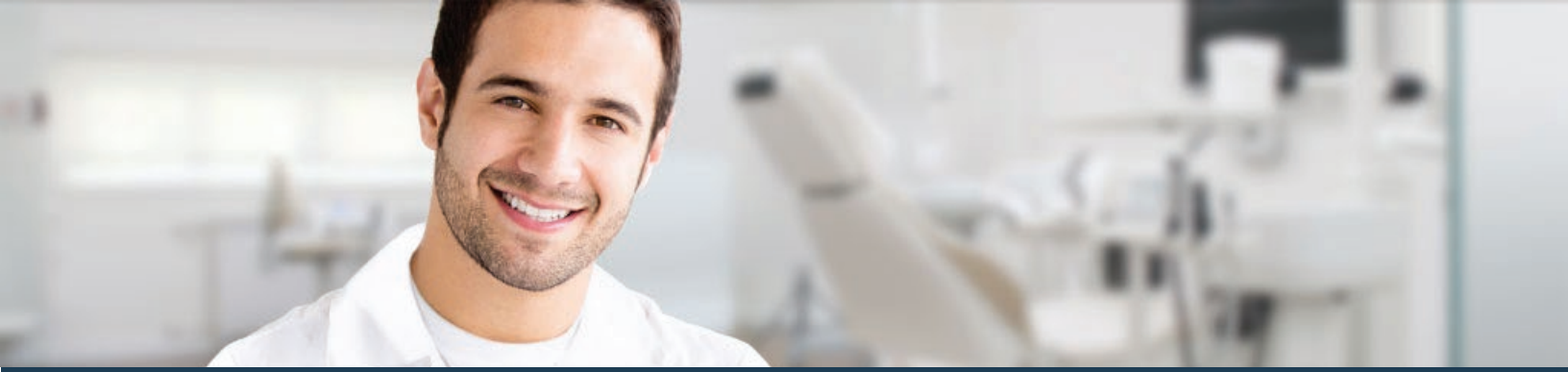
SEARCH ENGINE OPTIMIZATION

It's easy to get lost in a search engine results page. Providing the information that the search engine is looking for increases the chance of your page being found higher on the results list. This can all be done through Search Engine Optimization by our team at NDAA.



SOCIAL MEDIA

Targeting your ideal audience is easy to do using social media. Connect with your clients through a personable and laid-back format. Social media establishes a more engaging and long-lasting relationship between your patients and your doctors.



ABOUT US

DENTAL ADVERTISING AND MARKETING

DEAR DOCTOR,

I founded the National Dental Advertising Association 8 years ago to assist both new dentists and seasoned veterans in their advertising efforts. I've found that most dentists don't have time to create or manage productive marketing campaigns. Without continually marketing for new patients, it's only a matter of time before your practice will start to see a decline. Many neighborhoods experience a 20% change a year in residency; that means 20% of your patients are not going to be your patients if they move outside their driving comfort range. We help eliminate both these problems by helping acquire new patients continually. We know what potential patients are looking for in a dentist and it's not some canned look or a coupon stuffed in an envelope. Our Dent-A-Cards© are designed to express the doctors individuality and special skills. We then create precise geographic and demographic target mailing zones. This combination will assure your practice experiences tremendous new patient growth.

If you are interested in obtaining new patients, please call or have your assistant call to set up a 10 minute conversation to see if your area is available or to obtain more information. After that, it takes a minimal amount of time on the phone or through email to get the information needed to start the process. I am looking forward to hearing from you. Problems by helping acquire new patients continually.

Mike Lash, President
The NDAA
303.777.MAKE (6253)
mike@denveradvertising.com



National Dental
Advertising Association

CONTACT US
thendaa.com
303-777-6253

TESTIMONIALS

FROM HAPPY CLIENTS



We have monitored our new patient count very accurately. Thanks to NDAA, we received over 255 new patients by the end of our 6 mailings.

Dr. Simon
Dentist



For four years we have averaged 75 new patients a month using NDAA.

Dr. Meyer
Dentist



A bad month for us is 65 new patients.

Dr. Arnold
Dentist

WHY NDAA

IS THE BEST CHOICE



EXPERIENCED

Our agency has 26 years of experience and counting in the advertising industry, providing our services to many happy customers all throughout Colorado and spread across the Nation. We know what works, what doesn't and how to reach your goals as a dental office.



CREATIVE

Our extraordinary creative department will create content that will make you excited and your clientele intrigued. Providing versatile and eye-catching visuals that represent you as a doctor and your office as a whole is what we do best.



EFFICIENT

NDAA is goal-oriented and strives to achieve the best results while keeping your satisfaction as our top priority. We promise to make the most out of your time and budget, no matter how big or small. We will work with you, for you to help your practice reach its full potential.

While focusing on being the best dentist you can be, let us focus on bringing in the clientele to your office. You studied a long time to become an outstanding dentist, not the art of advertising. Word of mouth advertising is no longer a reliable source of gaining clients, and it is essential to make other strides in marketing to improve your business. Our experts have over 26 years of experience creating visually stunning, captivating and efficient advertising campaigns.

NDAA offers many different advertising options, from direct mail to Search Engine Optimization (SEO), AdWords and social media. We will cater your campaign to you, targeting your market with excellence and precision.

We have many different advertising platforms and will work with you to create effective marketing strategies best fit for your practice.

We take the stress of advertising and marketing off your shoulders, allowing you to be the best dentist that you can be! We will work efficiently within your budget, guaranteeing you will get new clientele through your front door. Take a look at our testimonials to see how our efforts have really paid off for other dentists in the area. Together we will work to optimize your opportunities of bringing in new clients, as well as maintaining your current ones by using the expertise most relevant to your needs.

Give us a call at 303.716.7800 for more information. We can't wait to hear from you!

SERVICES

DENTAL ADVERTISING AND MARKETING



DIRECT MAIL

Each day a dental practice has the opportunity to reach out to those in their area and promote not only their office, and staff but their expertise in the art of dentistry. At NDAA we have created two different layouts specifically with our Doctors in mind.

MEGACARDS

NDAA's specialty, MegaCards, are large, eye-catching postcards (8.5 x 11) printed on a heavy card stock that is sent directly through the mail with no envelopes. Each MegaCard is designed custom for your dental office, reflecting the personality of both the office and the interests of your target audience. The back of the card hosts general information along with special offers designed to get people in your door. We work with you to ensure you are extremely pleased with the card and that they are sure to attract new clientele.

WHAT IS A DENT-A-CARD©?

Our unique, custom direct mailers called Dent-A-Cards© are a tried and true way to increase your customer base. Dent-A-Cards are folded 8.5x11 brochures sent through the mail sans envelope. Along with bright and eye-catching visuals, Dent-A-Cards provide ample space for information about the doctors, office, services and what makes you different. Also included are special offers and coupons geared directly to your surrounding demographic, giving them that extra push they may need to give you a call.



DENTAL WEBSITES

Having a great website is a crucial aspect to a successful business in this day and age. Our web designers will ensure you have an aesthetically pleasing and informative website with all the content your patients will wish to inquire.

Having a modern, user-friendly, and most importantly, helpful website is vital to a business' success. Statistics show that if a person can't find what they're looking for on a website in less than three seconds, they are very likely to move on to another one--costing you potential business just like that. The experts at NDAA will design your website with both you and your clientele in mind. We make visually stunning, streamlined and informational websites, making it simple and enjoyable for your patients to learn everything they need to know. Why choose NDAA over a freelance web designer? We go above and beyond just creating the website by tracking all the activity on it, showing what information is getting the most views, how people are finding your website, how long they spend on your site and what they do while there. We take these analytics into practice as we update and expand your site as needed.



LOGOS & BRANDING

Whether your logo is looking outdated and dry or you've yet to create one, our graphic designers will design a new, fresh logo reflecting the personality of your office that is sure to attract the eyes, and teeth, of current and potential patients alike. We have an award winning creative department that has produced logos for many satisfied customers throughout the Denver metropolitan area and would love to work with your dental office to create an eye-catching, memorable and sophisticated logo.

Establishing your brand is critical— it promotes loyalty, consistency and recognition. Our extremely skilled graphic designers will create a logo for you that reflects your unique practice. Your brand will be developed through use of the logo, how you conduct business and how your customers perceive you. A trusted brand is a promise between you and your clientele, one that creates a good foundation that is built and solidified over time.



GOOGLE ADWORDS

A paid Google AdWords campaign run by our experts will get a link to your website at the top of Google Search results pages when customers search related keywords. This can be very effective in increasing your website traffic.

Through a Google AdWords campaign, potential clients will see a link to your website simply by searching keywords in Google—even if they didn't initially intend to go to your site. These ads are financed through pay-per-click (PPC), meaning each time your ad is clicked, it is charged to your account. AdWords is very versatile and can be very effective in bringing traffic to your website, calls to your office or generating the leads you need to grow your business. The experts here at NDAA will create the most effective AdWords campaign possible within your established budget.



SEARCH ENGINE OPTIMIZATION

It's easy to get lost in a search engine results page. Providing the information that the search engine is looking for increases the chance of your page being found higher on the results list. This can all be done through Search Engine Optimization by our team at NDAA.

Search Engine Optimization, or SEO, helps boost your website's chance of being found when searched through the optimization of information that the web robots see, and thus use. This is an intricate and skilled process that our experts take pride in being extremely proficient at. You will see higher web traffic, and therefore business, through the well-executed use of SEO.



SOCIAL MEDIA

Targeting your ideal audience is easy to do using social media. Connect with your clients through a personable and laid-back format. Social Media opens up deeper and more personal lines of communication between you and your patients. This establishes a more engaging and long-lasting relationship between your patients and your doctors.

Social Media is the marketing channel of the present and future. It is a great way to connect with your patients, harbor comments and reviews as well as share photos of anything going on around your office. Through both your company's social media pages and paid promoted links, you are sure to get a large reach through Facebook, Twitter, LinkedIn, Instagram and Google+. Social Media advertising also provides a lot of analytics and targeting opportunities, making it easy to gear your posts directly to your intended audience and see the results of your efforts.



PORTFOLIO

CHECKOUT JUST A FEW EXAMPLES OF OUR WORK.

ADULT EXAM \$49.00
CHILD EXAM \$39.00
BOTOX INJECTION \$9/UNIT
SAME DAY CROWN \$100 OFF
TEETH WHITENING \$150 OFF

The believe in treating patients like family and save hundreds of hours of waiting around to make sure we stay on top of the newest techniques, products, and services to provide our patients with the best. **DR. FARRIS**

COTTONWOOD DENTAL GROUP
 In Scottsdale & Phoenix Area
LEARN MORE @ CottonwoodDent

LET OUR FAMILY CARE FOR YOUR FAMILY

CROWN IN A DAY
LASER DENTISTRY
BOTOX INJECTION

\$19
 Family Care Exam
 Includes: X-ray, Cleaning, Exam, Flossing, Polishing

\$39
 Family Care Exam
 Includes: X-ray, Cleaning, Exam, Flossing, Polishing, Fluoride Treatment

OUR SERVICES

Smile with Pride
 GREAT OFFERS ON THE BACK

ROCKYRIDGE FAMILY DENTAL

Orthodontic Family Dental
 10000 N. 19th Avenue
 Suite 100, Aurora, CO 80011
 303.696.3400

Smile with CONFIDENCE

Dr. Dr. Chhabra

Orthodontic Family Dental
 10000 N. 19th Avenue
 Suite 100, Aurora, CO 80011
 303.696.3400

My Dentist Inc.
 The Art of Dental Technology

Family Dentistry
 General Dentistry
 Family Dentistry
 General Dentistry

An Artist's Touch
 Cosmetic Dentistry
 General Dentistry
 Family Dentistry

An Exceptional and Unique Dental Practice
 10000 N. 19th Avenue
 Suite 100, Aurora, CO 80011
 303.696.3400

General Dentistry
20% OFF
FREE
50% OFF

Stoeckl Family Dentistry
 Affordable Family Dentistry

Cottonwood Dental Group
 Let Our Family Care For Your Family

ARVADA WEST DENTAL

DiGiorgioDental
 Dentistry With A Caring Touch

BENICIA CA DOWNTOWN DENTAL

Arvada West Dental
 10000 N. 19th Avenue
 Suite 100, Aurora, CO 80011
 303.696.3400

SERVICES

TEETH WHITENING
 Whitening can be used to correct tooth discoloration. Discoloration can be caused by staining, aging, or chemical damage to teeth. Using the latest in bleaching technology, we offer safe methods for creating a beautiful, brilliant smile. In cases of extreme tooth discoloration, crowns or veneers may be the only choice. Because bleaching treatments are inexpensive, we suggest that anyone with concerns about the color of their teeth give it a try - you'll wish you had come in sooner!

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Kevin Herring
 Dr. Kevin Herring
 8500 Pinedale North Rd. - Fountain, CO
 303.633.5547 - k@kevinherring.com

All Smiles BY DR. AUDREY

Apple Family Dental
 AppleFamilyDental.com • 303.433.0388 • Longmont, CO

PRICING

NDAА Dent-A-Card® Program	One-Time Program			Consistent Program Six-Time Mailing			8½ x 11 Meg-A-Card® Six-Time Mailing
Number of Dent-A-Cards® Per Mailing	3,000	5,000	8,000	3,000	7,000	10,000	5,000
Total Pieces Printed	3,000	5,000	8,000	3,000	42,000	60,000	30,000
Expected New Patients (Per Mailing)	9-14	11-17	16-23	9-14	15-26	35-50	35-40
Packages Include:							
Number of Mailings	1	1	1	6	6	6	6
Design Template	•	•	•				
One Free Photo of Dentist inserted	•	•	•				
Pre-written text or text provided by the practice using our template (doctor, practice, and services)	•	•	•				
7-10 Day turn-around time upon approval	•	•	•	•	•	•	•
Printing of your Dent-A-Cards®				•	•	•	•
Precise geographic and demographic targeting to create a custom mailing zone	•	•	•	•	•	•	•
Mailing of your Dent-A-Cards®	•	•	•	•	•	•	•
Postage paid for mailings	•	•	•	•	•	•	•
Effective tracking system	•	•	•	•	•	•	•
Customized design (fonts, colors, layout, photos)				•	•	•	•
Development of customized offers				•	•	•	•
Custom size				•	•	•	•
Number of Payments	1	1	1	7	7	7	7
TOTAL COST FOR ONE-TIME PROGRAM	\$2,500	\$3,500	\$5,000				
DOWN PAYMENT FOR CONSISTENT PROGRAM				\$1,000	\$1,000	\$1,000	\$3,000
PRINTING COST FOR CONSISTENT PROGRAM				\$1,000	\$1,500	\$2,000	\$2,000

NEXT STEP

If you are interested, need more information, and want to set up a no obligation phone appointment, please fill out the short form, choose a program you may be interested in and fax to **303.716.7900**. You can call us anytime during business hours (8am-5pm MT) at **303.716.7800**

Name _____ State _____ Zip Code _____

☐ Please Call Me Preferred date _____ Preferred Time _____ Phone: _____

☐ I Will Call NDAA Preferred date _____ Preferred Time _____

Consistent Programs (Six Time Mailing)

<input type="checkbox"/> Option 1	<input type="checkbox"/> Option 2	<input type="checkbox"/> Option 3	PRICES INCLUDE
3,000 Dent-A-Cards® per mailing	7,000 Dent-A-Cards® per mailing	10,000 Dent-A-Cards® per mailing	Design (choose from 5 different templates), One Free Photo of Dentist Inserted into Template, Prewritten Text or Text Provided by Practice Using our Template, Five Offers, Proof Approval, 7-10 Day Turn-Around Time (once approved), Printing of Your Dent-A-Cards®, Geographic and Demographic Targeting, Mailing of Your Dent-A-Cards®, Postage Paid for Mailing, Effective Tracking System
Total Printed Dent-A-Cards® 18,000	Total Printed Dent-A-Cards® 42,000	Total Printed Dent-A-Cards® 60,000	
Total Mailed 6 mailings (3,000 each) 18,000	Total Mailed 6 mailings (7,000 each) 42,000	Total Mailed 6 mailings (10,000 each) 60,000	
Number of mailings 6	Number of mailings 6	Number of mailings 6	
Total Cost \$9,360	Total Cost \$20,160	Total Cost \$22,800	
Total Cost per piece 52¢	Total Cost per piece 48¢	Total Cost per piece 38¢	
Down Payment \$2,000	Down Payment \$2,500	Down Payment \$3,000	
Payment per mailing \$1,227	Payment per mailing \$2,944	Payment per mailing \$3,300	
Cost per piece after down payment 41¢	Cost per piece after down payment 42¢	Cost per piece after down payment 33¢	

One-Time Programs (One Mailing)

<input type="checkbox"/> Option 1	<input type="checkbox"/> Option 2	<input type="checkbox"/> Option 3	PRICES INCLUDE
3,000 Dent-A-Cards®	5,000 Dent-A-Cards®	8,000 Dent-A-Cards®	Customized Design, Customized Photos, Customized Text, Customized Color to Match Your Practice Identity, Customized Offers, Customized Fonts, Ability to Customize the Size of Your Dent-A-Cards®, Proof Approval, 7-10 Day Turn-Around Time (once approved), Printing of Your Dent-A-Cards®, Geographic and Demographic Targeting, Mailing of Your Dent-A-Cards®, Postage Paid for Mailing, Effective Tracking System
Total Printed Dent-A-Cards® 3,000	Total Printed Dent-A-Cards® 5,000	Total Printed Dent-A-Cards® 8,000	
Total Mailed 3,000 Dent-A-Cards®	Total Mailed 5,000 Dent-A-Cards®	Total Mailed 8,000 Dent-A-Cards®	
Number of mailings 1	Number of mailings 1	Number of mailings 1	
Total Cost \$2,500	Total Cost \$3,500	Total Cost \$5,000	
Payment \$2,500	Payment \$3,500	Payment \$5,000	