

## THE WORLD'S MOST ENERGIZING COSMETIC DENTAL EVENT

**HIGHLIGHTS INCLUDE:**

- IN-DEPTH HANDS-ON TRAINING
- INNOVATIVE TOPICS
- MULTIDISCIPLINARY DENTAL EDUCATION
- EXQUISITE NETWORKING EVENTS




## Marketing By The Book

A Hands-On Approach to Photographic Marketing

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### Learning Objectives


- Each participant should appreciate the importance of photography for use in communication, education and marketing.
- Each participant should understand the process of creating a photo book of their own work using one of several online options.
- Each participant should learn various methods of using their photo book for marketing their practice.

## How Can Photography Simplify Your Practice?

**“I have a cracked tooth? But, it doesn’t hurt.”**



**“I brush three times a day – floss too!”**

<input type="checkbox"/> Yes	
Circle all that apply:	
<input type="checkbox"/> Manual Toothbrush	
Rate your oral health:	
<input checked="" type="radio"/> Best 5	
Rate the appearance of your teeth:	
<input checked="" type="radio"/> Best 5	
Do you have any special needs from your	

“Do you really think I grind my teeth, Doc?”



“How can I have seven cavities – I come in every six months?”



“I want to close the space between my teeth, but I’m scared my teeth will look too big.”



## Ideas For Using Photography

- Educational programs like Caesy and Smile Channel.
- Use patient photos to co-diagnose and create a treatment plan with the patient.
- Show patients possibilities – before treatment.
- Legal Documentation
- Decorate your office with portraits of your completed cases.
- Hand patients a photo book while they are waiting (rather than a magazine).
- Use the photo book for external marketing.

## Requirements

- Photo Resolution
  - Full page photos without borders require 2400x188 pixels (4.3MP)
  - All other photos require 1600x1200 pixels (1.9MP)
- Photo release – you must get permission to use patient images. A sample form is included in the resources for this lecture.

## Creating a Photo Book

1. There are several online sources for printing/binding your book
  - Shutterfly ([www.shutterfly.com](http://www.shutterfly.com))
  - Kodak ([www.kodakgallery.com](http://www.kodakgallery.com))
  - Snapfish ([www.snapfish.com](http://www.snapfish.com))
  - OthersSelect the one you like the best – very similar in options and pricing.

2. Begin to take photographs of your work – before and after. The AACD offers some excellent hands on courses to get you started.
3. Upload your photos into the program of your choice.

4. Follow the directions for creation of your book.
5. Use spell check, proof read it and have someone else proof read it. Most companies will make a single book as a proof, prior to your final order of multiple books.
6. Order your book(s) and enjoy.

**Now...Let's make a book.**

### Marketing Ideas

- Use in your treatment rooms to educate and increase awareness of cosmetic dentistry. (Your patients all have a “story” that makes them real.)
- In your reception area to increase awareness.
- Distribute to salons, spas, wedding planners, specialty offices, physicians, plastic surgeons, etc.
- Send a copy to the patients in the book. Send it to their office address (with their permission).

**Any Questions?**



### Credits

- I thank you for attending this program and the 2008 AACD meeting!
- I thank my patients for allowing the use of their images for this lecture.
- Laboratory work displayed today was done by Becden Dental Lab. [www.BECDENDENTAL.COM](http://www.BECDENDENTAL.COM)

Lastly,  
I would like to thank my family for  
their love and support!

