

THE LAST DENTAL MARKETING PARTNER YOU'LL EVER NEED

Gargle®



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ABOUT



If there is one thing we can all agree on, it's that Dentists are really good at what they do. If you have any questions about your toothaches, crooked smiles, or overall oral health, they are the people you turn to. Dentists are the experts in their own field.

Dentists are experts in teeth; we are the experts in marketing for Dentists. In 2018, Gargle saw a need for Dentists to have a marketing partner. Many practices were providing exceptional services but had a hard time marketing themselves. Gargle is a true marketing partner for Dentists. We provide products that optimize brand awareness and drive the right patients to your practice at an unbeatable price.

GARGLE

WHAT MAKES US DIFFERENT FROM OTHER MARKETING COMPANIES?

INDUSTRY BEST PRICING



We pride ourselves in providing high quality products, without charging a fortune! Our pricing includes an annual membership with a variety of products that can be added on.

DEDICATED PRODUCT SPECIALIST



Our clients have regularly scheduled calls with our in-house strategist, customer experience team, and each product team to ensure they are receiving the help they need.

DASHBOARD WITH REAL-TIME DATA



Our products come with a real-time dashboard for our clients to track results. This makes it easy for practices to see their ROI for each marketing dollar spent.

TRANSPARENCY & ACCOUNTABILITY



We value open communication with all of our clients and offer 100% transparency in everything we do. We keep our clients' best interests in mind and pride ourselves on providing high-quality products without charging a fortune!

"They help make the small details of doing business easier for our dental team! Their website design is exceptional, their Social Media team is creative and helpful and all of their customer service advocates are always so knowledgeable, helpful and friendly!"

- Morgan Dental



SCAN & KEEP UP WITH GARGLE ON SOCIAL MEDIA

IG: @getgargleco
TikTok: @getgargle
FB: Gargle
LinkedIn: Gargle

PRODUCT



GARGLE MEMBERSHIP

- **DEDICATED ACCOUNT DIRECTOR**
- **GARGLE ADVANCED DASHBOARD**
- **REAL-TIME DATA & RESULTS**
- **AND MORE**

Our Marketing Membership offers a comprehensive suite of tools and resources to elevate your practice's marketing success. Benefits include a dedicated Account Director, the insightful Gargle Advanced Dashboard, valuable staff training videos, in-depth Marketing Health Reports, and exclusive discounts with our preferred vendor partners.

This membership provides the support and guidance you need to achieve your marketing goals and drive significant patient growth.

PRODUCT



WEBSITE + SEO

- CUSTOM WEBSITE DESIGN
SITE MAINTENANCE +
HOSTING
- ON-PAGE & OFF-PAGE SEO
- AND MORE

We design websites that convert website visits into new patient appointments. A more discoverable website is essential in giving your practice the credibility it deserves. With our SEO (Search Engine Optimization), steadily increase your rankings and visibility over time.

Did you know that 90% of new patients search online for local practices? If your website is not up-to-date or is hard to find, you're missing out on your potential new patients. Start converting today!

PRODUCT



REVIEW MANAGEMENT

- **INTELLIGENT REVIEW DASHBOARD**
- **MESSAGING & WEBCHAT**
- **OFFICE STAFF SUPPORT**
- **EASY PATIENT SCHEDULING**

Get more reviews & convert online visitors into new customers! Use online word-of-mouth marketing to appear at the top of local search results. Get people talking online about your practice and brand. Make it easy for prospective patients to see you and choose you by collecting good reviews from patients that you love!

Over 90% of people will check out your practice online before scheduling. Give them something to look at.

PRODUCT



SOCIAL MEDIA CONTENT + POSTING

- **ONE-ON-ONE PLANNING**
- **2 POSTS ON 3 PLATFORMS
WEEKLY**
- **CONTENT CREATION**
- **POSTING**

With Gargle's Social Media Program, patients are 53% more likely to schedule. Gargle specialists leverage platforms like Instagram and Facebook to engage your current and prospective patient community. Our team creates specific posts for each platform to maximize reach and build your online brand.

Everything they create is tailored to your practice's brand and the target audience you want to engage with. Let's get SOCIAL.



PRODUCT

GOOGLE ADS

- **GRAPHICS SPECIFIC TO YOUR BRAND**
- **AD TESTING**
- **PPC**
- **LANDING PAGES**

Attract new patients with targeted Google Ads (PPC). Gargle focuses on the right Google keywords for your practice to optimize your advertising and reach the ideal patient. We perform in-depth research on what keywords your ideal audience is looking for and what will drive the most traffic so you can see the best results.

50% of Google Ad visitors are more likely to purchase than organic visitors. Start reaching your ideal patients with Google Ads!



SOCIAL MEDIA ADS

- AD TESTING
- APPROVAL FOR EVERY AD
- INCREASE CONVERSIONS
- IN-HOUSE MARKETING CONSULTANT

Save time and money – let us handle the nitty gritty for you. With hundreds of millions of daily social media users, *seize* the opportunity to promote your practice. Our expert ad management team customizes campaigns, tailoring them to your target market and maximizing ROI within your budget.

Additionally, they can help set up any social media profiles you may not already have, ensuring you have maximum exposure and consistent branding across the board.



FINDING GROWTH WITHIN A FULL SCHEDULE

In the early days of Acre Wood Dental, owners Dan Johnson & Dr. Benjamin Johnson tried anything and everything regarding marketing. Some marketing tactics worked to maintain their patient base. However, Dan and his brother, Dr. Johnson, weren't seeing the results they wanted. They knew there was a missing piece to the marketing puzzle. The missing piece? New patients. Without new patients, momentum and growth became paralyzed, even with a full schedule of returning patients on the books. Acre Wood Dental was doing well with maintaining patient

loyalty, but they didn't fully realize the value of new patients and how it would impact their business. That is when they started working with Gargle. Acre Wood Dental knew they needed to be strategic with how they invested their marketing budget. Most marketing companies take your money and leave you high and dry. Acre Wood Dental wanted to ensure they developed a collaborative relationship with Gargle and overcome the "sinking ship" effect that most practices get without prioritizing getting new patients through the door.

CASE STUDY

Gargle implemented a patient-focused marketing strategy for Acre Wood Dental. The first step was to build a strong foundation with the website. The website is the anchor for new and returning patients. Gargle created a platform for Acre Wood Dental to emotionally connect with patients through compelling visuals and team stories. In addition to the beautifully designed website, Gargle used SEO and keyword targeting to drive traffic and clicks for the website. This user-friendly website features clear calls to action and readily accessible information for new and

returning patients to book appointments. After website enhancements, the Gargle team launched a multi-pronged marketing campaign. This included Google Ads, social media, and SEO, initially focusing on new patient acquisition. Over time, the focus shifted to high-value procedures like implants and Invisalign. This strategy, combined with a skilled team, significantly boosted Acre Wood Dental's success. They experienced a 600% increase in collections, went from 35 patients a month to 350, and grew from one to three locations in just four years.



600%
Collections



350
NPS/MONTH



3 TOTAL
LOCATIONS

"What would you say to a dentist who says they are too busy for new patients?"

"That means they don't want to grow. Their practice is dying, and they don't realize it. No business says they don't want more clients. Dentists need to prioritize new patients to set them up for success in all their business decisions. Having a strategic marketing partner like Gargle is the first step in building a successful practice. Start something today and go all in!"

- Dan Johnson (Acre Wood Dental)

Acre Wood Dental faced a clear choice: progress or regress. Recognizing the crucial role of new patients, they partnered with Gargle to outsource their marketing. This strategic decision has yielded remarkable results: a 900% increase in new patients and a monthly ROI exceeding \$400,000. Acre Wood Dental effectively targets their ideal patient base by employing a multi-faceted approach (Google Ads, SEO, Social Media). Acre Wood Dental's success demonstrates the power of a well-executed marketing strategy to drive significant growth and profitability for dental practices.





PRODUCTS

gargle.ca | info@gargle.ca

PRICING

Prices shown in CAD

NURTURE GROW HIGH-GROWTH

MEMBERSHIP	DEDICATED ACCOUNT DIRECTOR, GARGLE ADVANCED DASHBOARD, STAFF TRAINING VIDEOS, DIGITAL HEALTH REPORT & COMPETITOR ANALYSIS, DISCOUNTS WITH PARTNERS & MORE	\$90/mo	\$90/mo	\$90/mo
WEBSITE & SEO	CUSTOM WEBSITES, SITE MAINTENANCE + HOSTING, SEO, FULL SERVICE YEXT, BACKLINKS, UPDATES, CALL TRACKING, & MORE	\$915/mo	\$915/mo	\$1750/mo
AD AGENCY	AD DESIGN, CREATIVE AND STRATEGIC MANAGEMENT, ON-GOING AD RESEARCH & OPTIMIZATION, ROI TRACKING, GOOGLE + META AD PLATFORM OPTIONS	N/A	\$915/mo <small>Included in both Grow & High-Growth +20% of ad spend above limit</small>	
SOCIAL MEDIA CONTENT & POSTING	PRE-PLANNED AND/OR ONE-ON-ONE PLANNING, SOCIAL MEDIA SPECIALIST, CONTENT CREATION + POSTING & MORE	\$380/mo	\$380/mo	\$380/mo
REVIEW MANAGEMENT	GOOGLE REVIEW GENERATION FOR DENTISTS, INTELLIGENT REVIEW DASHBOARD, REVIEW REPLIES & MORE	\$225/mo	\$225/mo	\$225/mo
FULL-SUITE PRICING	The FULL-SUITE combines ALL products for your chosen plan!	\$1300/mo	\$2000/mo	\$2900/mo

PACKAGE OPTIONS

NURTURE: MAINTAIN PATIENT BASE & IMPROVE BRAND AWARENESS

GROW: CONSISTENT NEW PATIENT GROWTH & REVENUE

HIGH-GROWTH: AGGRESSIVE INVESTMENT IN NEW PATIENT GROWTH

ONE-TIME PRODUCTS

\$2290

BRAND PACKAGE

LOGO, STYLE SHEET, BRAND STRATEGY, ONE PIECE OF COLLATERAL, FONT FILES & NATIVE FILES

\$225
per profile

SOCIAL MEDIA PROFILE CREATION

\$150
per hour

DESIGN COLLATERAL

GRAPHIC DESIGN, 1 HOUR OF WORK MINIMUM

\$305
per video

EXTRA VIDEO ADS

FOR SOCIAL ADS, UP TO 3 MINUTES

\$610

LOGO CREATION

CREATE NEW LOGO, FORMAT & STYLE SHEET

\$380
per 10 pages

LARGE WEBSITE MIGRATION

FOR WEBSITES OVER 25 PAGES, ONE ADDITIONAL PAGE W/ SEO INCLUDED IS ANOTHER \$305

\$305

LOGO NATIVE FILE CREATION

INCLUDES NATIVE FILES

\$60
per month

CALL TRACKING NUMBER

ADDITIONAL CALL TRACKING NUMBER INCLUDES MANAGEMENT



MARKETING BUDGET ALLOCATION

		APPROACH 1	APPROACH 2	APPROACH 3
		3% SPEND	6% SPEND	9% SPEND
ANNUAL COLLECTIONS	\$3,000,000	\$90,000	\$180,000	\$270,000
	\$2,750,000	\$82,500	\$165,000	\$247,500
	\$2,500,000	\$75,000	\$150,000	\$225,000
	\$2,250,000	\$67,500	\$135,000	\$202,500
	\$2,000,000	\$60,000	\$120,000	\$180,000
	\$1,750,000	\$52,500	\$105,000	\$157,500
	\$1,500,000	\$45,000	\$90,000	\$135,000
	\$1,250,000	\$37,500	\$75,500	\$112,500
	\$1,000,000	\$30,000	\$60,000	\$90,000
	\$750,000	\$22,500	\$45,000	\$67,500
	\$500,000	\$15,000	\$30,000	\$45,000

APPROACH 1 NURTURE



Retain your current patients by creating an engaging patient experience, starting with your online presence. This approach is for dentists looking to maintain their current new patient growth status and brand reputation in their community. These practices should spend 1%-3% of their gross income on marketing in order to have a relevant online presence.

APPROACH 2 GROWTH



Wanting continuous and steady growth for your practice? This approach is for you. With this approach, practices typically spend 4%-6% of their gross income on marketing in order to see ideal results. Budget is invested in foundational marketing tactics such as website and social media presence, along with an ad budget to support their marketing goals.

APPROACH 3 HIGH-GROWTH



Aggressive growth requires an aggressive marketing strategy. This approach is for new practices or practices looking to see accelerated growth in new patients and high-dollar cases. This approach requires a budget of 7%-9% of their gross income. This budget goes towards an aggressive ad budget that targets the ideal patient and cases that the practice wants to see, along with exceptional foundational marketing and branding.

GET YOUR FREE MARKETING ASSESSMENT!

WHAT IS A FREE MARKETING ASSESSMENT?

1. SEE HOW YOU SCORE!

We send a report with analytics and feedback for your:



SOCIAL MEDIA

93%



SEO

50%



ADS

85%



DIRECT MAIL

25%



WEBSITE

73%



REVIEWS

18%

2. RECEIVE TIPS & STRATEGY ON HOW TO IMPROVE YOUR MARKETING!

NO strings attached, NO sign-up required, NO questions asked!

Visit calendly.com/gargle-sales-1



**SCAN OUR QR
CODE TO GET YOUR
ASSESSMENT TODAY!**



"Gargle is a great company to work with! Everyone who we have worked with on the Gargle team is very professional and helpful. They have been helping us keep our social media fun and active by providing great ideas and content. They have helped us boost our reviews and have helped us improve our website. We have had amazing success with Gargle!"

- Dr. Brian Valle-



"Extraordinary company! They are efficient, competent, friendly, expedient, and more. Everyone responds to any request promptly. They listen and act upon your requests. We highly recommend Gargle."

- Karla B.



"Their attention to detail and expertise is remarkable. After working with 2 other marketing firms, I can honestly say I am extremely impressed!"

- Lauren Semerad



"Gargle team does an excellent job at social media marketing. We have been with them for a few months now, and we have been super happy with everyone, starting with Jake for overall strategy, down to Jenn, Tyler and Meagan for actual execution."

- Info Alma Dental Care





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