

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry



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Interested in attending one of our [dental marketing education courses](#).

Interested in purchasing your copy of our [latest dental marketing book](#).

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QR Codes - Part 2

Now that you have your phone ready to scan QR codes (our previous newsletter), let's take it to the next level of application, specifically for a dental office.

Let's say you have a office in a busy, downtown area like the financial district in San Francisco. There are hundreds, if not thousands of commuters, with smart phones, walking the streets every day, to and from work. Pretty good marketing opportunity huh?

Let's say you want to promote Invisalign as a service to all of those commuters. You pay for signage space at the local trolley stop right down the street from your practice. On the signage, you have a catchy phrase with a QR code.

We guarantee scanning this

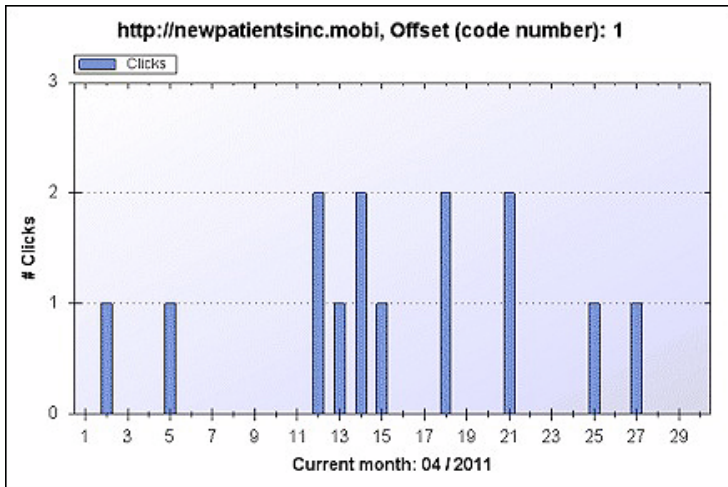


Will make you smile!

There will be thousands of commuters each day, walking by this sign, wondering where the code will take them. None of them realizing there is a dental office just 5 doors down from the trolley station. Certainly, they don't realize this dental office can straighten their teeth without braces. And most certainly, they don't know that getting straight teeth is affordable and within their means.

Go ahead, scan the code with your phone to see where it goes.

Which brings us to another really important and useful characteristic of QR codes. Every time a QR code is scanned, you can get a statistical report of how well your signage (or wherever you put your QR code) is working!



If the placement isn't working - move your placement! You won't waste hundreds of dollars a month *wondering* if it is working or not!

Next edition of this newsletter - we get real fancy with QR codes!

Got questions? Want to learn more? Think we're crazy?

You can reach Mark & Howie at:

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