

# MARKETING TODAY

FIRST EDITION

IN THIS ISSUE

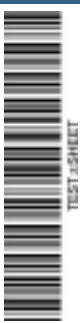
## The importance of branding

Sharing their success – Bamford Dental Practice

HOSTING  
MADE EASY

IF IT MOVES,  
MEASURE IT

UNDER THE  
SPOTLIGHT



AS SEEN ON ITV  
THIS MORNING PROGRAMME 30.4.2013  
AS PART OF PHOBIA WEEK

# How do you treat patients who have a fear of needles?



Choose INJEX, the real alternative to needles for a variety of procedures on all teeth.  
A low cost, lightweight and easy to use solution using new techniques  
for injecting anaesthesia without a needle.

Dentists worldwide are reducing anxious patient time in the chair  
and treating patients previously sent for sedation.

Widely used in the UK, Europe, America and Australia,  
INJEX is proven to benefit you and your patients.

A full range of practice and patient support materials are available.

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**INJEX**  
*The Soft Shot*

See the full list of benefits at  
[www.injexuk.com/dental](http://www.injexuk.com/dental)

# EditorsLetter



## What's new?

Welcome to our new digital magazine designed to provide you with the latest news and information from Blue Horizons. We are planning on producing this regularly from now on and will include marketing tips, team news, success stories, and an update on what we can do for you.

This magazine has been developed specifically for you, our clients, so please tell us what you think - we welcome all comments and suggestions. Please get in touch if there is anything that you would like to know more about or to see in future issues.

# Zoe

Zoe Davitt, Managing Director of Blue Horizons

#### Managing Director

Zoe Davitt

#### Director

Marcus Davitt

#### Client Manager

Jo Tippin

#### Head of Design

Lee Groenewegen

#### Head of Interactive Services

Steven Henderson

122 Bath Road  
Cheltenham  
Gloucestershire  
GL53 7JX

t 01242 236600

f 01242 524272

e [info@bluehorizonsmarketing.co.uk](mailto:info@bluehorizonsmarketing.co.uk)

w [bluehorizonsmarketing.co.uk](http://bluehorizonsmarketing.co.uk)



In each issue we will share a success story from one of our many happy clients. We were delighted to help Bamford Dental Practice, in Rochdale.

# Success story



## **Client requirements:**

The partners wanted assistance with marketing the practice to existing patients, to maximise their potential and encourage referrals. They wanted to attract and convert new patients as well as increasing the referral side of their business.

## **The solution:**

We produced a range of quality marketing material, to reflect the quality of care and treatment provided:

- A patient newsletter was created to educate patients, promote treatments and communicate news.
- A referral pack was developed to distribute to local GPs to market the range of referral services on offer.
- A promotional leaflet was created to generate awareness of Invisalign.
- We are managing their facebook page, communicating dental health tips, advice and offers to an increasing audience.
- An Adwords campaign is being run to drive more traffic to the website.
- A series of magazine articles are also being created to increase awareness of the practice in the local area.

## **The outcome:**

The partners are delighted with the work we carried out and the practice is thriving.

## **Thanks to partner Mark Edmondson for this testimonial:**

“Your proposal at the start of the year demonstrating the types of services you can offer was extremely clear and helpful. The practice has gone from strength to strength since working with Blue Horizons – it has exceeded our expectations. We have successfully run a competition to help generate an email database for our patients. You produced a brochure pack to send to our referring dentists which we feel looks fantastic and numbers of new patients and referring dentists continue to rise. Your help and patience has been fantastic. Thank you.”

# Branding the face of your business

**Your brand isn't just your logo. Your brand is everything you say, everything you do, everything you stand for and how you make others feel.**

A successful brand lives in the hearts and minds of your customers. It is all of the things they think of when they imagine you, your company or your services.

Do you think your business has the right brand image? Are you consistently getting the right message across to your target market? Take time out to cast a critical eye over the following:

- Your visual identity and marketing communications including website and social media.
- You need everyone to be informed about the brand promise in order for them to be true brand ambassadors.
- The prospect/client journey. Ensure that every touch point of your business is 'on brand'. This is the brand experience.

**If you feel that your brand is in need of a health check, please get in touch.**

## DID YOU KNOW?

The Apple technology brand is worth around \$87 billion.



# Psychology of colour

Colour can be a powerful communication tool; it can dramatically affect moods, feelings and emotions. Colour choices can affect an audience's reaction.



Colours in the red area of the colour spectrum are known as warm colours. These include red, orange and yellow. These are often described as activating and stimulating colours.

Colours on the blue side of the spectrum are known as cool colours. These include blue, purple and green. These are often described as calming and soothing colours.

While the colour palette used in your marketing material may look visually pleasing, is it worth considering whether it is psychologically pleasing and will evoke the desired reaction from the audience.

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# Facebook & Twitter

Keep up-to-date with our latest news by liking our facebook page [www.facebook.com/bluehorizonsmarketing](http://www.facebook.com/bluehorizonsmarketing) and following us on Twitter [@BHmarketing](https://twitter.com/BHmarketing)

We can also help to manage your social media accounts for you.  
Please get in touch if you would like more information.





## DID YOU KNOW?

There are over 1 billion active monthly users on Facebook and over 115 million active users every month on Twitter!



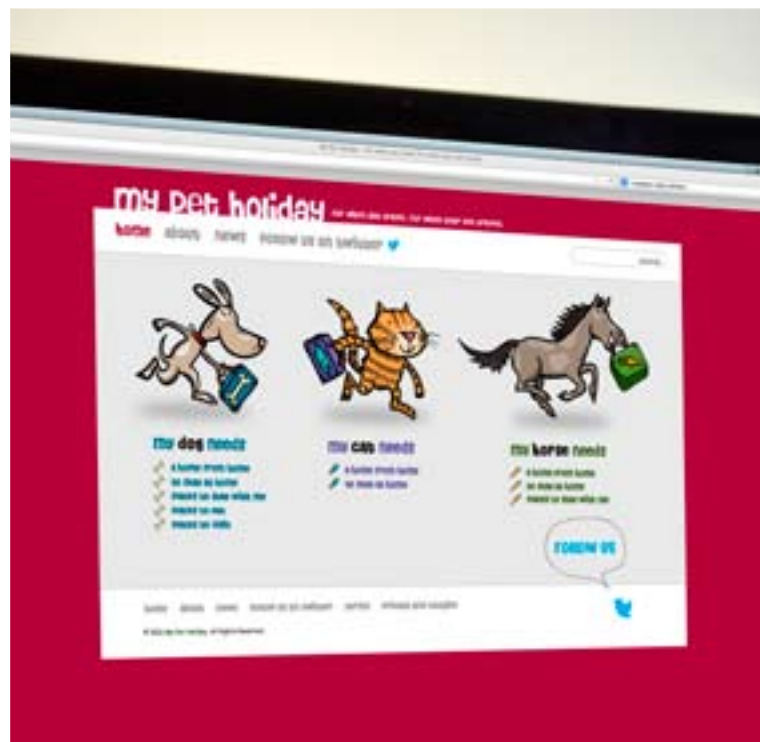
## Look out for our Tuesday Twitter tips.

### Here are a few examples:

- Don't forget to use your email signature as a 'pull'
  - reaffirm why your clients use you and should continue to do so.
- You cannot rely on one method of marketing to make you successful. Integrate your marketing to achieve your goals.
- Create experiences and make people feel good. People leave due to being treated with indifference so treat them well.



**MAKE YOUR MESSAGE STAND OUT**





## What can we do for you?

We're here to help you make your business a success and be a true marketing partner. Whatever marketing needs you may have, Blue Horizons are here to help. As a full service agency we offer a whole host of services including:

- Marketing strategy
- Branding & logos
- Printed literature
- Websites & ecommerce
- Video
- SEO
- E-marketing
- Advertising
- Photography
- PR & copywriting



# IF IT MOVES IN MARKETING... MEASURE IT!

For more information visit  
[www.clearvisiondental.co.uk](http://www.clearvisiondental.co.uk)  
or call 01249 712074

**Thanks to our affiliate partners Clear Vision for this article.**

Key Performance Indicators or KPIs are the underlying numbers which drive your financials and make them better. So you see more growth and profits. When you improve your KPI results, your financial results improve, so it makes sense to focus on them.

In marketing, KPIs include where new patients have come from, so you can be sure what forms of marketing are working for you. Plus you can work out what return on investment you are seeing from each of your marketing activities, do more of what works and stop paying for what doesn't (or find a better way to do it).

So you measure to improve. You can also measure to compare...Ever wondered how your numbers stack up against others?

From the abundance of monthly KPI results we collect, we can tell you that around 10% of UK dentists succeed in getting some 225% more new patients from their websites every month than the rest.

As a friend of Blue Horizons, you're welcome to order your own copy of our 2012 Dental Business KPI report to find out what these dentists are doing differently. Go to [www.clearvisiondental.co.uk/ordering-your-report-easy](http://www.clearvisiondental.co.uk/ordering-your-report-easy)

You'll see this report reveals other average results too, such as average UK recall figures and other new patient data. Have a read and remember - look after your KPIs and better results will come.

Specialist dental accountants and dental business consultants Clear Vision Accountancy help make a difference to the lives of dentists across the UK. The team has been working with dentists every week since 2001 and you can read the insights and best advice they have to share in their blog for dentists. [www.clearvisiondentalblog.co.uk](http://www.clearvisiondentalblog.co.uk)





# Changes afoot

Our website has recently had a facelift with extra services, more marketing advice and articles, great photos and a new portfolio added. You can even view a video showing how we aim to get to the heart of your business.

Please visit our website [www.bluehorizonsmarketing.co.uk](http://www.bluehorizonsmarketing.co.uk) and let us know what you think.



## Q&As

### with our client manager

We put out client manager Jo Tippin in the spotlight with a quick fire Q&A session. Here's what she had to say:

#### What's your top marketing tip?

Don't procrastinate. It is easy to fall into the trap of putting your marketing on the backburner. If you don't have time to do it yourself, get someone to do it for you. That's what specialists like us are here for!

#### What do you enjoy most about your job?

I get great job satisfaction from knowing that a client is really happy, that we've produced a quality product that will benefit their business.

#### What was your most recent blog entry about?

Obtaining referrals from existing patients. If done effectively, this can be a low cost, high return method of marketing and growing your practice. Check out [www.bluehorizonsmarketing.co.uk/blog](http://www.bluehorizonsmarketing.co.uk/blog) for this and lots of other useful posts.

#### What's the latest feedback you've had from a client?

We produced a flyer for a new practice in Surrey and arranged for it to be distributed to households in the area. I've recently heard that they attracted 90 patients as a result!



# Hosting without the hassle

**Blue Horizons website hosting services are a little different from those you can find on the internet. You can find ones which are cheaper, more expensive, have more disk space or offer other confusing features - but you can't find one that is as easy to use as ours.**

Because with our website hosting services, you don't have to do a thing. We do all the hi-tech work for you, all you have to do is enjoy the benefits of having a reliable website, so there's no need to scream.

Using us to host your website also makes things much easier in terms of website maintenance. If we do everything then we can ensure that all aspects of your website run smoothly together.

Our prices are competitive and our packages are simple. They include unlimited email accounts and all the friendly, high quality help and support you would expect from Blue Horizons.

Please get in touch if you would like more information about our hosting service.

# Kevin Rose

## Business leadership for dentistry



**Kevin has been helping dentists develop themselves and their practices for 4 years. Offering a range of business leadership mentoring and dental team development programmes, Kevin has been making waves in the dental industry, receiving a much sought-after place on Dentistry's Top 50 influential people in UK Dentistry.**

Investors in People (IIP) is the UK's leading people management standard and being accredited really sets you apart from the competition.

Kevin, together with Simon Thackeray (a gold standard IIP dentist), is running a one-day workshop for dental business owners on June 13th 2013 - Investors in People with Simon Thackeray - the secrets behind the Gold Standard.

This workshop will offer you exclusive 'behind the scenes' access to achieving the Gold standard for IIP. The cost is £375 plus VAT for the day. It also includes the following:

- Three months of post workshop support to check your progress and help you along the way
- An online management framework that you can apply to your business that has been proven by Thackeray Dental Care
- 10% off the price of any additional services or support that you book with Kevin in 2013

**If you are interested in joining then please contact Kevin on  
07794 122395 or visit [www.kevinrose.co.uk](http://www.kevinrose.co.uk)**





## Dental Care Plans from IndependDent

IndependDent provides a range of Dental Care Plans that are tailored to the individual practice, allowing dentists to offer their patients a customised and branded dental plan. IndependDent take care of all the administration for you allowing you to focus on your patients.

So, if you are considering a dental plan for your practice for the first time, or looking to switch plan provider, then IndependDent offers the perfect solution.

### **Special offer:**

Join now and enjoy 0% administration fees on all new patient registrations for nine months - simply quote Blue Horizons when you call 01463 223399

**[www.ident.co.uk](http://www.ident.co.uk)**

# bluehorizons

122 Bath Road, Cheltenham, Gloucestershire GL53 7JX

t 01242 236600 f 01242 524272

e [info@bluehorizonsmarketing.co.uk](mailto:info@bluehorizonsmarketing.co.uk) w [bluehorizonsmarketing.co.uk](http://bluehorizonsmarketing.co.uk)