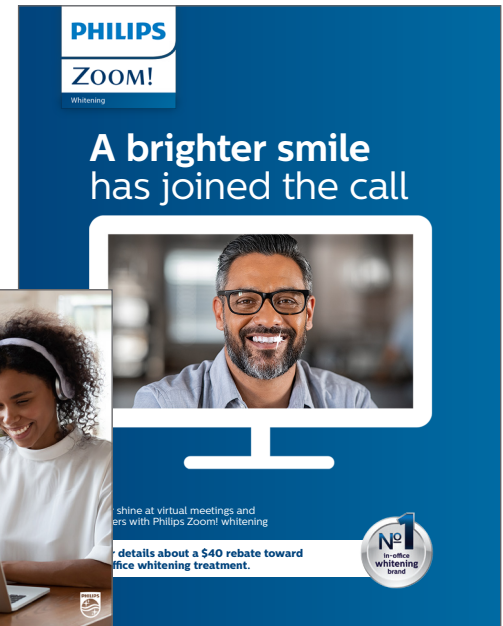


# PHILIPS

# ZOOM!

Whitening



## Tips for using these materials to promote your whitening solutions

Thank you for downloading your Philips Zoom! promotional toolkit. These pieces are designed to help you market your practice's professional whitening services to patients both in your office and on social media. The kit includes social media assets (images and copy for Facebook and Instagram), patient-facing email content and counter cards. Here's some tips for success.

### Emails

- Access the system you use to send emails to patients (Dentrix, MailChimp, etc.).
- Create an email to send to all your current patients. Choose one of the subject lines we've provided. If your email system lets you include preview text, we have a couple suggestions for that, too.
- In the body of your email, insert the email image at the top to catch patients' attention. Then, you can copy the email content from this kit and paste it under the image. Personalize it by including a special offer if you like, along with your office phone number and email address at the end.
- We suggest sending patient communications mid-week and mid-day, when people check their email more regularly.
- After a couple weeks, send a reminder email. You can use the other subject line and preview text, and delete the first sentence of the email content.

### Counter card

- Place a couple counter cards in noticeable areas around your office, like in the waiting area, on the counter or in the window by the front door. If you don't already have a sign holder, you can order one through your rep.

### Social media

- Bring up your practice's Facebook or Instagram account. If you don't have one, now's a great time to get started!
- Create a new post using one of the provided social media images.
- Next, copy and paste the associated post content from our kit. Then, either copy the Facebook call-to-action or the Instagram call-to-action content as the last line of the post, depending on which platform you're using.
- We suggest including a few hashtags like #PhilipsZoom, #zoomwhitening and #teethwhitening and your geographic area to help potential new patients find you.
- If you're posting to Facebook, copy and paste the provided Philips URL into your post. Patients will be able to click it to get a rebate for in-office teeth whitening.
- If you're posting to Instagram, you can include the link for the rebate by editing the URL in your account profile. We suggest keeping the URL live for a couple weeks before changing it back to your default URL.
- Be sure to stay engaged with the posts in case any patients have questions about the whitening treatments you offer.
- We suggest spreading out these posts between your own social media posts. If your practice doesn't post very often, try posting one each week. There are four different versions of images and content, so that gives you a little variety.