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CLEVER DENTAL CO IMPACT KIT





THE PROBLEM

Your dental practice is more than just a business—it's your life's work. It's about the care you provide, the team you've built, and the difference you make in your community every day. You have a compelling story to tell, and how you share it matters.

Today, new and existing patients are searching for you online. They expect to find great reviews, an engaging social media presence, and an up-to-date website showcasing your services and staff. Are you meeting these expectations in an authentic and credible way?



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PROBLEM SOLUTION

Investing in an in-house marketing manager can bridge that gap, ensuring your practice not only stands out but connects meaningfully with your community.

Clever Dental Co. is all about transforming someone who is already on your team into an incredible marketing manager and advocate for your practice. We're not here to take over your marketing or give you cookie-cutter content. The best person to tell your story is a high-potential employee who's inside your office everyday! We're here to discover that hidden talent and give them all the tools they need.





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PRACTICE ADVANTAGES

It no longer makes sense to spend thousands of dollars monthly outsourcing your practice personality and life's work to a stranger. Turning that investment inward to a promising employee will create a more relatable and resounding brand voice than could never be possible otherwise.

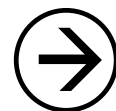
By elevating a trusted and promising employee, you in turn lend an authentic voice to your marketing that simply can't be fabricated elsewhere and build a practice that patients connect with and root for on a personal level. It's a deep connection that cannot be impersonated through the growth of AI or cut and paste content.



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BUSINESS MODEL



Clever Dental Co. is an educational and creative platform designed to transform an existing high-potential employee into an incredible marketing manager and advocate. Through the use of intricately designed guidebooks and videos, helpful resources and personalized coaching sessions, we empower dental practices to build loyalty, drive influence, and achieve growth through authentic and strategic social marketing.





KEY METRICS →

Patient Engagement:

- **77%** of patients use social media to research health-related topics and providers. (Pew Research Center)
- **60%** of patients say that a healthcare provider's presence on social media positively influences their choice. (Healthcare Success)

Trust and Recommendations:

- **50%** of patients are more likely to trust a provider who has an active social media presence. (BMC Health Services Research)
- **70%** of patients are influenced by social media when making healthcare decisions. (Patient Engagement HIT)

Importance of Reviews:

- **84%** of patients trust online reviews as much as personal recommendations. (BrightLocal Consumer Review Survey)
- **77%** of patients look at online reviews before choosing a healthcare provider. (Software Advice)

Impact on Decisions:

- **64%** of patients say that positive reviews make them more likely to choose a provider. (Consulting.us)
- **49%** of patients will read at least four reviews before deciding on a healthcare provider. (PatientPop)





PRIMARY USERS

Practice owners and managers across all fields of dentistry

Our methods can help anyone in private practice including general dentists, orthodontists, oral surgeons, endodontists, periodontists and pediatric practices

Anyone who is struggling to create material or promote their practice in a meaningful way that stands out



OUR STRATEGY ➔

We've moved beyond outsourced social media management to empower dental practice owners in showcasing their unique voice. Our strategy includes guidebooks, resource materials, a curriculum guide, and personalized coaching to identify and nurture hidden talent within your team. This transforms your staff into your best promotional asset, fostering genuine connections that turn first-time patients into lifelong advocates

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INVESTMENT OVERVIEW



Pricing: Our Educational and Creative Platform Begins at \$520/month - Compared to \$1k-\$5k For A Third Party Social Media Management Company



What's Included: A Course Library and Ever Growing Educational Series, Printable Resources, Certifications and Personalized Coaching Sessions



This Investment Will Nurture and Elevate Marketing Skills From Digital Platforms to Community Engagement and Practice Management. This Fosters Lasting Relationships and Drives New Patient Growth



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OUR TEAM



Co-founded by dentists, practice owners, and marketing and practice management, Clever Dental Co. is uniquely positioned to understand and meet your specific needs. Our team has been working together for nearly a decade elevating our home practice into the thriving success that it is today. Together we've evolved from simple social media posts to carrying our practice through a change in ownership, complete rebrand and becoming a trusted authority in our region. We've failed, grown and transformed together, and now we're excited to create a community of learning and practice evolution for others.



Jaclyn Nona



Michael Kirk



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David Weber



Susan Peckat





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