

# Curriculum Guide

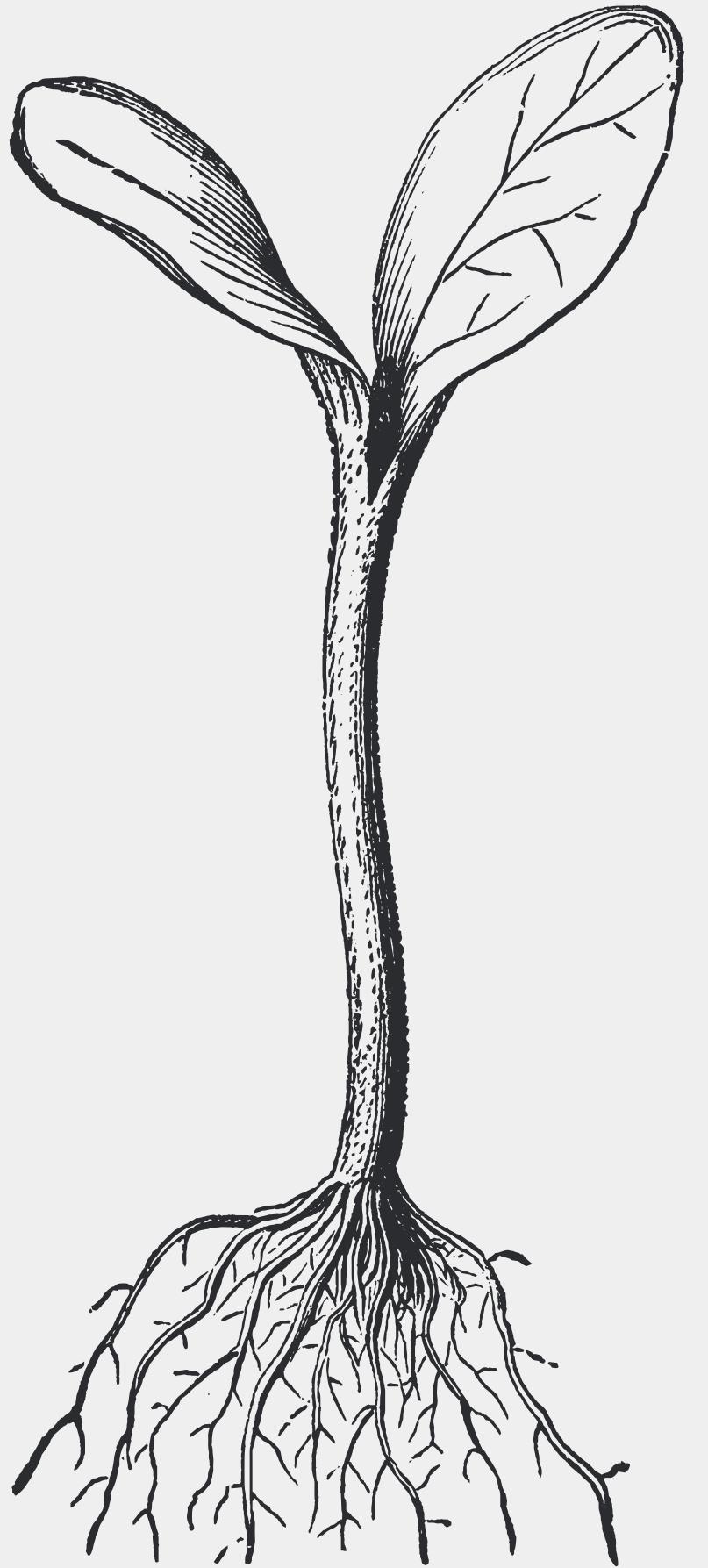
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**EDUCATIONAL RESOURCES & PERSONALIZED COACHING  
DESIGNED TO ELEVATE YOUR PRACTICE**



Jaclyn Nona, Founder & CEO

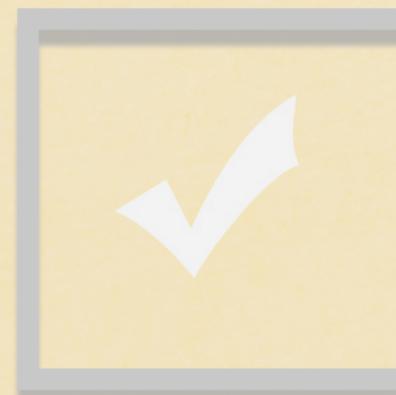
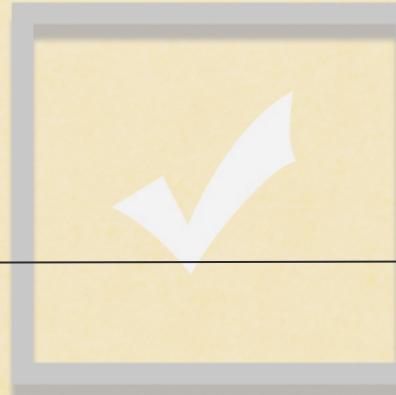
Together, we can nurture and elevate your social marketing skills across diverse digital platforms, foster lasting relationships and drive new patient growth.



# PROGRAM

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- Meet the Team
- Purpose
- Needs and Challenges
- Walkthrough
- Guides
- Resources
- Personalized Coaching
- Path to Success

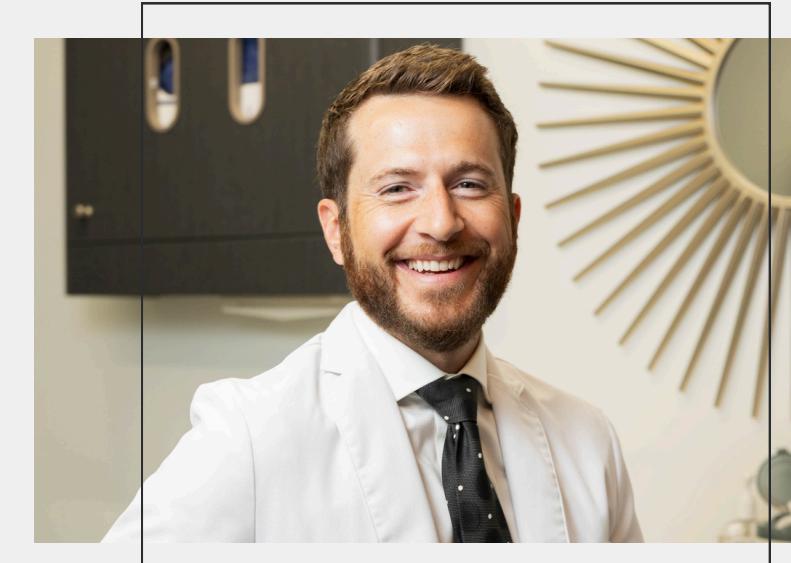


# MEET THE TEAM



## *Founder & CEO* **Jaclyn Nona**

A communications graduate with over a decade in dental marketing, Jaclyn has extensive experience collaborating with dentists to evolve their marketing strategies. From social media management to comprehensive rebrands, she's gained unique insights into the industry's needs. Now, she's focused on sharing expertise and fostering a community of learning.



## *Founder & Doctor* **David Weber**

Dr. David Weber, DDS and Fellow of the Academy of General Dentistry, combines dental expertise with innovative marketing. He leads by example in practice growth and patient engagement. Dr. Weber champions social marketing strategies to create thriving, community-centered dental practices.



## *Founder & Doctor* **Michael Kirk**

Dr. Michael Kirk's dental journey spans from Indiana University to NYU, and includes service as a Lieutenant in the U.S. Navy. This diverse background fuels his passion for forming genuine, lasting patient relationships. Dr. Kirk is dedicated to connecting with his community and making quality dental care both accessible and engaging.



## *Founder - Speaking & Development* **Susan Peckat**

With 40 years in dentistry, Sue has evolved from skilled hygienist to accomplished practice manager. Her blend of clinical knowledge and business acumen has guided her practice through significant transitions. Sue's expertise in patient care, team management, and practice development makes her an invaluable asset.

## PURPOSE

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We're reimagining dental practice marketing. We've moved away from outsourced social media management and cookie-cutter content because we believe your practice deserves better.

We're here to help you showcase the **authentic** voice of your practice.

Our approach is simple but effective: we believe **the best promotional asset you'll ever have** is already part of your team.

We don't take over your marketing – we empower your team to excel at it.

We provide the tools, the knowledge, and the support. You provide the heart and soul of your practice. Together, we'll create a digital presence that's as genuine as the care you provide to your patients.



## NEEDS AND CHALLENGES

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Embarking on social marketing can be an intricate and often overstimulating journey. The process demands attention to numerous details, from acquiring the right equipment for high-quality content creation to developing a cohesive brand identity. Crafting a consistent brand voice, designing an engaging website, and producing regular content all require specialized skills that may feel foreign to those just starting out. These tasks can quickly become overwhelming, especially when trying to maintain the day-to-day operations of a business.

**There is, however, reason to be optimistic.**

The logistics of managing a social media presence, while complex, can be mastered with the right approach. Each platform offers unique opportunities for engagement and brand building. With proper tools and guidance, the intricacies of content creation, platform management, and audience engagement become less daunting and more exciting. Access to expert advice and resources can transform what initially seems overwhelming into an opportunity for growth and meaningful connection. The right support system can help streamline these processes, allowing businesses to harness the full potential of social marketing with confidence and creativity.

# TOGETHER WE'LL COVER ALL THIS



## *Branding* **Design & Action**

Creating a visual identity reflecting your practice's essence. This includes logos, colors, and typography. Consistency across all platforms and in office strengthens recognition and trust, making the brand memorable and distinguishable in a crowded marketplace.

## *Content Creation* **Social Media & Website**

Content creation centers on authentic storytelling, showcasing the team's personality and patient experiences. This approach builds trust and connection, fostering loyalty among existing patients while attracting new ones through relatable, engaging content across digital platforms.

## *Analytics* **Tracking & Measuring**

Helping dental offices understand patient behavior, preferences, and engagement. This data-driven approach enables practices to refine marketing strategies, improve patient outreach, and optimize resource allocation, ultimately leading to increased appointments and practice growth.

## *Involvement* **Community & Office**

Community involvement enhances a dental practice's local reputation, fostering trust and connections beyond the office. By participating in local events and initiatives, practices become integral to the community fabric, naturally attracting patients through genuine, neighborly relationships.

**AND MORE**



## GUIDEBOOKS AND VIDEOS

Dive into a comprehensive collection of guidebooks and videos crafted by a seasoned dental marketing expert. This essential series covers a wide spectrum of crucial topics, from fundamental brand development and website design to advanced digital strategies. Learn about necessary equipment, community involvement, and mastering print, digital, and social advertising. Explore content creation techniques that resonate with patients. These meticulously designed educational tools offer invaluable insights for dental practices aiming to elevate their marketing prowess.

**Transform your practice's outreach and patient engagement strategies utilizing these tools.**



# RESOURCES

Elevate your dental practice's marketing efforts with Clever Dental Co.'s strategic toolkit, perfectly aligned with our in-depth guidebooks and videos. Access a series of practical checklists, ensuring no detail is overlooked in your marketing strategy. Utilize our HIPAA-compliant consent forms to streamline patient communications. Maintain brand consistency with our custom style guide, and stay organized with our content planning calendar. These carefully crafted tools work seamlessly with our educational materials, empowering you to implement effective, compliant, and engaging marketing strategies.

**Transform your practice's outreach with these essential resources.**



## PERSONALIZED COACHING

Gain valuable insights for your practice with a personalized coaching session. This unique opportunity allows you to obtain a fresh perspective on your current strategies and collaboratively brainstorm innovative ideas.

Together, we'll analyze your practice's specific needs, identify growth opportunities, and develop custom solutions. Whether you're looking to refine your brand, enhance patient engagement, or optimize your digital presence, this one-on-one session provides focused guidance. Benefit from expert insights as we craft a marketing approach that aligns with your practice's goals and values.

**Seize this opportunity to let your practice's authentic personality shine.**



# PATH TO SUCCESS

## NEW COURSES ADDED REGULARLY

### *Brand Design*

**01**

Brand design crafts a visual identity reflecting a company's essence. It encompasses logos, colors, typography, and imagery. Consistent application across platforms strengthens recognition, builds trust, and distinguishes the brand in a competitive marketplace, creating a memorable impression on customers.

### *Website Design*

**02**

A well-designed dental website combines aesthetics with functionality, showcasing services and expertise. It features intuitive navigation and patient-friendly information. The design reflects the practice's personality, building trust and encouraging potential patients to choose your care.

### *Equipment & Resources*

**03**

Effective content creation starts with utilizing available resources. Smartphones, basic editing apps, and natural lighting can yield impressive results. Focus on maximizing your current tools while gradually building your equipment arsenal. With creativity and practice, offices can produce engaging content that authentically showcases their practice.

### *Content Creation*

**04**

Content creation begins with brainstorming ideas that resonate with your audience. Focus on authenticity, mixing educational and entertaining elements. Plan diverse content types, from patient stories to dental FAQs, ensuring a consistent brand voice across all platforms.

### *Google*

**05**

Google offers powerful tools for practices to enhance their online presence. From search optimization to business listings and reviews, these resources help improve visibility, attract new patients, and build credibility in your local community.



# PATH TO SUCCESS

## NEW COURSES ADDED REGULARLY

<i>Facebook</i>	<i>Instagram</i>	<i>Threads</i>	<i>YouTube</i>	<i>LinkedIn</i>
<b>06</b> Facebook provides dental practices a platform to connect with patients and showcase their personality. Through engaging posts, photos, and videos, practices can build community, share valuable information, and highlight services to a wide audience.	<b>07</b> Instagram offers a visual platform to engage patients. Through compelling photos, stories, and reels, showcase your work, team, and office culture. Learn to use hashtags and geotagging effectively and create content that educates and inspires, building a strong, visually appealing brand presence.	<b>08</b> Threads, a text-based platform, allows practices to share quick updates and engage in conversations. Learn to use this emerging tool for sharing insights, contributing to trending conversations, and building a community around your practice.	<b>09</b> YouTube offers dental practices a powerful platform for visual content and SEO. Master the art of crafting engaging videos that both educate and attract viewers. Learn to leverage YouTube's features to boost your practice's online visibility and patient engagement.	
				Utilize LinkedIn to build professional networks and showcase expertise. Connect with industry peers, share thought leadership content, and attract potential partners or employees. Enhance your practice's reputation as a leader in dental care.



# PATH TO SUCCESS

## NEW COURSES ADDED REGULARLY

### *Short-Form Video*

**11**

Learn to create compelling short-form videos that forge emotional connections with patients. Monitor what content resonates most deeply. By understanding how to balance professional expertise with authentic personality, you'll develop content that builds trust and inspires sharing.

### *Analytics*

**12**

Learn to track and interpret key marketing metrics across platforms. Understand patient engagement patterns and campaign performance. Use these insights to refine your marketing strategy, optimize content, and make data-driven decisions for your dental practice's growth.

### *Focused Campaign*

**13**

Learn to develop targeted marketing campaigns that resonate with specific patient groups. Define clear objectives, create compelling messages, and choose appropriate channels. Maximize impact by concentrating resources on a singular, well-defined goal for your practice.

### *Community Engagement*

**14**

Explore effective ways to connect with your local landscape. Learn strategies to participate in and contribute to community life beyond your practice. Build meaningful relationships that enhance your reputation and naturally expand your patient base.

### *Consistency*

**15**

Learn to integrate your digital marketing into the physical office space. Train staff to embody your brand's voice and values. Create a cohesive patient experience that seamlessly connects online presence with in-person interactions.



# PATH TO SUCCESS

## NEW COURSES ADDED REGULARLY

### *Reputation Management*

**16**

Develop systems to actively shape and protect your practice's public image. By empowering your marketing manager and training your team in reputation management, you'll create authentic experiences worth sharing while maintaining professional standards. Learn to address negative feedback professionally while transforming everyday moments into meaningful endorsements for your practice.

### *Print Advertising*

**17**

Learn how to create effective print marketing materials that showcase your unique practice personality. This comprehensive guide covers direct mail, local publications, community sponsorships, billboards, and office materials while maximizing your in-house marketing budget.

### *Practice Narrative*

**18**

A practical guide for dental practices to develop their unique story. Learn how to craft an authentic narrative that differentiates your practice, connects with ideal patients, aligns your team, and drives growth. Transform your practice identity from generic dental provider to meaningful healthcare destination.

### *Capcut & Canva*

**19**

Master Canva and CapCut to easily create social media content that patients love! This guide shows your dental team how to make professional graphics and videos without the headache. Save time, showcase your practice's personality, and connect with your community.

### *Associate*

**20**

A practical guide for dental practices introducing new associates. Learn how to strategically announce your new doctor, build patient confidence, align your team, and leverage marketing tools. Transform your associate's introduction from a mere staffing update to a practice growth opportunity.



# PATH TO SUCCESS

## NEW COURSES ADDED REGULARLY

### *Specialty Marketing*

**21**

A practical guide for marketing managers in specialty practices seeking to build stronger referral relationships. Learn proven strategies for creating authentic connections with general practices, demonstrating clinical excellence, and developing sustainable referral systems that drive practice growth without relying on expensive external marketing.

### *Culture & Team Building*

**22**

A guide for dental practices looking to build stronger teams through intentional culture development. Learn strategies for motivation, recognition, effective meetings, and leadership that improve both team satisfaction and patient experience, all amplified through strategic social media.

### *Seasonal / Holiday Campaigns*

**23**

Strategic seasonal campaigns that amplify your existing dental marketing without overwhelming your schedule. Learn to layer timely context onto your current patient communication, social media, and community engagement to maximize impact during peak decision-making moments throughout the year.

### *Year End Audit*

**24**

Evaluate your practice's marketing performance with a comprehensive year-end audit. Learn to analyze social media, reputation management, team engagement, and community efforts to set data-driven goals and create actionable plans for sustainable growth.

### *Patient Centered Marketing*

**25**

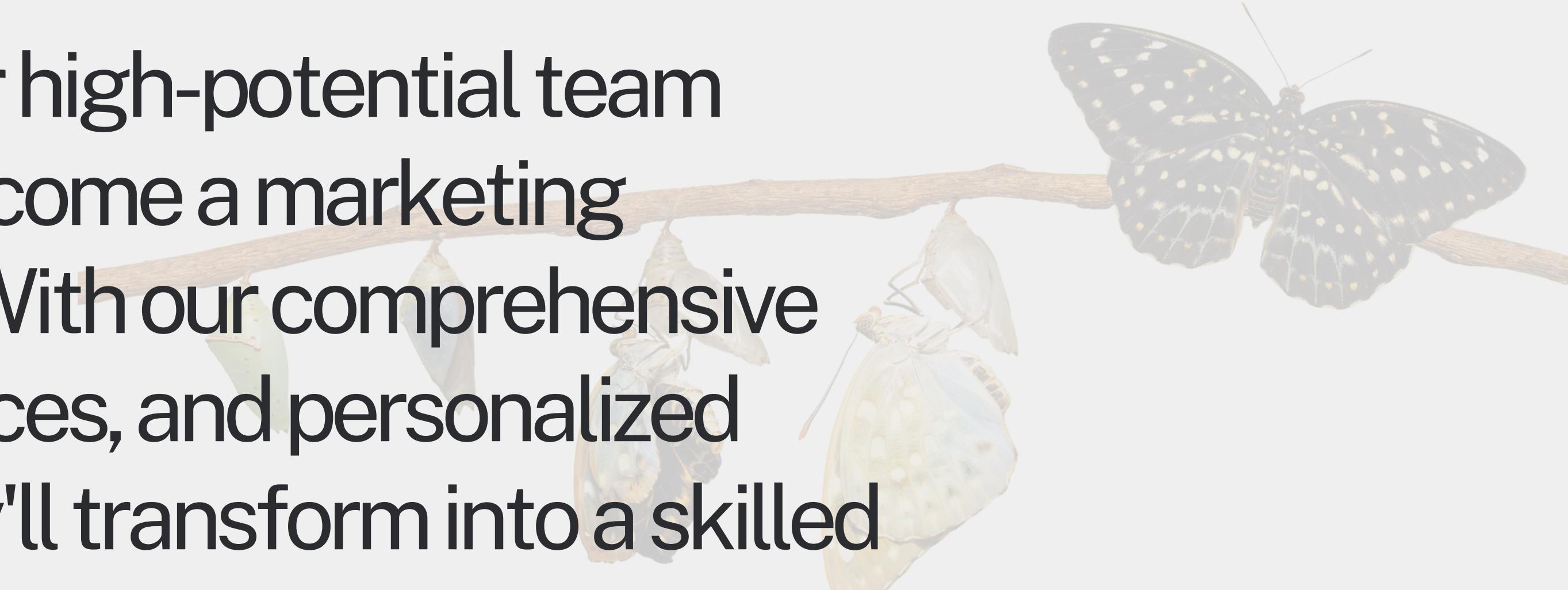
Learn how to turn satisfied patients into enthusiastic advocates who share their experiences online. Get specific techniques for creating shareable moments, training your team to facilitate organic sharing, and building momentum through authentic patient testimonials.



We regularly expand our library with new courses and guides each month. Our comprehensive curriculum covers staff training, marketing strategy, and practice management, with upcoming leadership courses designed specifically for practitioners and practice owners



Empower your high-potential team member to become a marketing powerhouse. With our comprehensive guides, resources, and personalized coaching, they'll transform into a skilled marketing manager, driving your dental practice's growth and patient engagement to new heights.





Let's get  
to work

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Jaclyn Nona, Founder & CEO