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# CLEVER DENTAL CO

# IMPACT KIT



PLEASE CHECK  
IN WITH YOUR  
DENTIST'S OFFICE



[www.cleverdentalco.com](http://www.cleverdentalco.com)



# 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 way?



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# PROBLEM SOLUTION

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

Clever Dental Co. is about transforming your team into an incredible marketing advocates 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 already inside your office every day!





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# PRACTICE ADVANTAGES

It no longer makes sense to spend thousands of dollars monthly outsourcing your practice personality to a stranger. Turning that investment inward will create a more relatable and resounding brand voice than any agency could design for you.

By empowering your team, you lend an authentic voice to your marketing that 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 your team into incredible marketing advocates.

Through the use of intricately designed guidebooks and courses, helpful resources, templates, and supplemental materials, we empower dental practices to build loyalty and achieve growth through authentic and strategic internal 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 the dental industry, 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 ensure your practice succeeds.

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 Courses begin at **\$79**  
- Less than the cost of one new patient a month



What's Included: A Course Library and Ever Growing Educational Series, Printable Resources, Templates, Prompts, Calendars and more



This Investment Will Nurture and Elevate Marketing Skills Across Many Arenas. This Fosters Lasting Relationships and Drives New Patient Growth





# OUR TEAM



At Clever Dental Co., we know the challenges because we've lived them. Co-founded by dentists, practice owners, and marketing experts, our team has spent nearly a decade growing our own practice into a regional leader.

From navigating ownership changes and rebrands to transforming everyday marketing into lasting growth, we've failed, learned, and succeeded together. Now, we're sharing that hard-earned experience to help other practices thrive.



**Jaclyn Nona**



**Michael Kirk**



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**David Weber**



**Susan Peckat**





# ARE YOU READY?



■ **GET IN TOUCH**  
WITH US