

Bridal Events

for Dentists and Orthodontists



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Wedding whitening season is upon us! Below are some tips on how you can make the most of bridal events and turn them into a practice-growing opportunity.

Before the Event:

- Generate leads by advertising in bridal registry magazines, and using flyers, newspaper ads, and to your email list. Offer a free report and an chance to win a giveaway for a Hawaiian Honeymoon vacation to anyone to attends the show.
- Set goals as a team on how many new patients and new leads you want to capture
- Assign team members to run the event
- Set incentives for hitting those goals in tiers

During the Event:

- Most practices will sit two people behind a table and wait for people to come over. **Don't do that.** Get out into the aisles and approach people, saying something like: "Hi! We're doing free whitening samples. Do you want one or two (so you can give one to a friend?)" OR "Hi! I have a free whitening sample for you. Are you the bride-to-be or are you here with a friend?" Then, talk to them about the vacation giveaway.



Critical Components at the Booth:

- Be sure to have competent sales people at their booth. Do not stick two untrained assistants at your booth and expect miracles to occur.
- Make an offer to come over to the booth as a means of capturing data.
- Provide incentives to the employees who are running the booth, so they have some skin in the game and benefit from improved results.
- Invite friends, family or leads who have a legitimate interest in Invisalign to show up and be seen in your booth, hopefully buying / scheduling.
- Have some “incentives” in the booth such as back massage chairs with masseuse for free 10 minute back rubs, espresso machine with free coffee (Tip: Capitalize on the obvious link to the whitening here), a cotton candy machine, a caricature artist, etc.

TIP: HAVE TWO BACK MASSAGE CHAIRS SO YOU CAN ELIMINATE WAITING

- Capture data! Get at least name/email address with follow-up offer in a funnel.
- Schedule as many appointments at the booth as you can.

TIP: BE SURE TO HAVE WIFI AVAILABLE AND ACCESS TO PRACTICE SOFTWARE OR A PAPER APPOINTMENT BOOK TO AVOID SCHEDULING CONFLICTS.

- Have testimonials from actual brides who got their teeth whitened or straightened in as many places as possible in the booth and on any printed material you are giving out.



After the Event:

Be sure to follow-up with everyone who visited your booth at the show with an offer. The offer can vary depending on perceived interest; for example, you can offer a book/DVD about Invisalign to people who signed up to receive them at the booth, send a sales letter with an offer for a book/DVD to people who simply attended, and an email and postcard to everyone on the list who did not attend.

- Send the free report in different formats to those who have not responded (sales letter, email, DVD, audio CD)
- Tap into Facebook advertising and do a buy for ads which will be shown to users when their relationship status changes to “Engaged”



Miscellaneous Tips:

- Be sure the bridal event you've chosen is a good one with high average anticipated spending on the wedding. (Tip: if one of the nicer jewelry stores and hotels in town is not exhibiting at the event, you're at the wrong one). Ask the organizer to show you the demographic information for the registered attendees. Remember, even the best marketing message will fall on deaf ears if you match it to the wrong audience.
- Be realistic with your expectations - understand that a bridal show can be a large endeavor so be sure that you have all the components of your system –including the right personnel – in place so that you can meet your new patient goals.
- Understand that just because you attended an event does not automatically guarantee new patients - so be ready to work to earn those patients and offer incentives for them to sign up. Take the time to study and understand the bridal market, so you can maximize your efforts into attracting new patients to your practice.

Study • Prepare • Implement • Measure
Test New Strategies • Repeat



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