LEGWORK

Referral Marketing Program

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LegworkPRM

We Create Loyal, Raving Fans of Your Dental Practice.

Every dentist knows that referrals are the lifeblood of a healthy, thriving, practice. Legwork has developed a systematic approach to integrated referral marketing communications. Ultimately, we create branding communications that inspire action, foster loyal, raving, fans, and inspire action in patients who are eager to refer friends and family.

The following outline includes automated concepts, supportive material, and scripting you can use to help maximize your internal referral program

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Automated Referral Platform

Legwork actively asks and encourages referrals on your behalf with our automated referral announcement platform. Our fulfillment center sends custom-designed mailings after each new patient visit. Patients can use the punch out referral cards to hand to friends and family. Emails forwarding features help you spread the good news digitally as well.

REWARDS FULFILLMENT

Just a click and your gift card is on it's way. Referrals are tracked automatically for easy follow-up gifting. Quickly and easily send a gift card inside a personalized thank you card with a simple click of a button. No licking stamps or envelopes required.

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Direct Mailing Patient Blast

Legwork can send custom-designed post cards to your entire patient base once a year, twice a year or even quarterly to remind them of your referral program and encourage new referrals from your loyal patients.

Additional Ideas & Concepts

The following pages provide additional ideas and concepts that we have implemented for our clients in past years that have proven to help increase referrals when used in tandem with the Legwork referral platform.

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Family Member Referral Incentive

The Family member incentive is a marketing tool in the form of a rack card that provides a new patient offer incentive for patients family members who are not currently being provided dental care.

Ideally in your morning huddle you should have targeted any and all patients who you know have family members that can be targeted. The family member incentive should then be given to that patient explaining to them that you would love to invite their family to the practice.

We are looking for great new patients like you.

New Patient Special

Free
Professional
Teeth Whitening*
with completion of new patient exam, x-rays and cleaning

TERMS AND CONDITIONS: Some restrictions apply contact our practice for details. *New patients only. New patient exam required to determine whether patients are good candidates for Whitening. Not all patents will qualify.

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Team Referral Contest

The team referral contest is a fun way to engage each team member in the referral process. During the morning huddle each team member picks a patient that they will target for the day to ask for a referral. They then write their name on the following cards and hand them to the patient to give to friends and family. The team member that provides the most referral results in a given month receives a prize from the practice.

Ultimately, those patients who you have identified have referred in the past, will likely be your best referral sources. Be sure to ask those patients first and especially thank them for their past referrals.

It is also important that you address new and existing patients the same way from a communication standpoint. The referral ask should always be associated as a compliment to the practice for your performance as it relates to the patients experience. The following script is an example you can follow:

EXISTING PATIENT

"Patients name" I want to thank you for being such a great referral source. The greatest compliment to us is when your experience is positive enough for you to recommend friends and family. It is the ultimate reward to us of a job well done.

NEW PATIENT

"Patients name" It is our goal to provide you with a positive and memorable experience. And when we meet that goal, and you share your experience with others who then come see us, we will reward you. Your gift of a referral is the greatest compliment you can give us.

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We really like you!

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Book Online Today:
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I refer because I trust my team at Summit Dental Group

Referrer's name:

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Alliance - Cookie Box Program

The cookie box program is designed for three main uses and with one ultimate purpose - to create a memorable and sharable experience.

The first use for the cookie box program is to give the box of cookies along with your referral cards to a patient new patient. Sending them off with the box of cookies and asking them to share them with colleagues or friends will encourage dialogue about your brand. Second, the program can be used to specifically target patients who work for key businesses you prefer to align with. By using this program, you can ask the patient to take the box back to the breakroom and share it with the team.

Finally, you can use the cookie box to introduce yourself to local business alliances who you have not met. By introducing yourselves and sharing your gift you're likely to see a later new patient visit.

Get Rewarded!

Gift Cards to Amazon, iTunes, Starbucks, or Target.

We Love to Reward Referrals!

Receive a **$25 gift card** to one of our favorite businesses for every new patient you refer.*

There's no limit on how many cards you can receive. Keep referring & we will keep the gift cards coming your way!

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THANK YOU!

Dear valued client,

I am hopeful that the above outline gives you some valuable ideas on how to maximize your referral marketing in 2018.

If you would like more information on the Legwork referral automation or the systems shared in this outline, feel free to reach out to me directly.
I am here to help!

Sincerely,

Korey R. Korfiatis
Co-CEO/Co-Founder
LegworkPRM.com

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