



CONNECT WITH YOUR
COMMUNITY

ESSENTIAL MARKETING TOOLKIT



CREATE CONNECTIONS

To succeed online, you **MUST** create and nurture relationships with your community - both online AND offline.

WHY? Sponsoring organizations and events gives you the opportunity to make connections with real people and other businesses in your community.

This results in:

- ✓ **Links to your website (this is AWESOME for SEO and drives more traffic to your site!)**
- ✓ **More referrals and recommendations**
- ✓ **Increased exposure to potential patients in your community**

The good news is: It's easier than it sounds. In fact, you may already be doing some of the ideas we're listing on the following pages. We'll explain how to maximize your efforts to result in the greatest possible exposure for your practice.



SPONSOR A LOCAL EVENT OR ORGANIZATION

According to Inc.com, “sponsorship marketing is one of the easiest, most affordable ways for a small business to gain a lot of exposure.”

“Supporting a good cause not only provides businesses with convenient advertising, it also creates positive publicity that encourages potential customers to choose your business over not-so-generous competitors.”

[- Inc.com How to Boost Your Small Business Through a Sponsorship](#)

Let’s use sponsoring a local youth sports team as an example.

WHAT’S THE COST FOR YOU?

Costs will vary depending on the organization and your area. According to littleleague.org, the annual cost to sponsor a Little League team is typically \$400 to \$600 for the first year, with a lesser sum for following years. This is a relatively small expense to consider adding to your marketing budget for the year.

Your support could be in the form of a cash payment or you could provide a product or service, such as sports mouth guards, to the team for free.



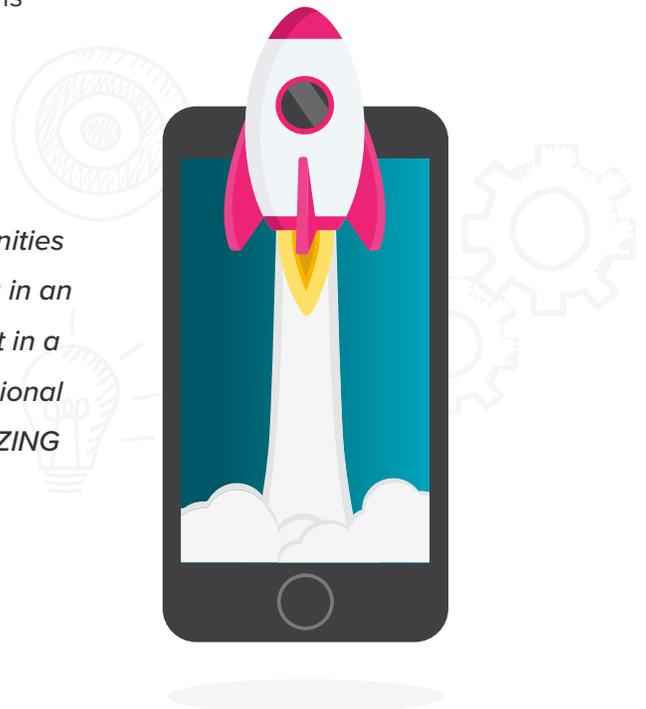
This depends on the marketing opportunities your local team offers. Some common benefits of sponsorship could include:

- 🏆 Links to your website from the team's website.
- 🏆 Mentions of your business and links to your website on the team's social media pages.
- 🏆 Links to your website in a monthly email newsletter to parents.
- 🏆 Posters, banners, or flyers at events and team practices throughout the season.
- 🏆 Word of mouth referrals between parents.
- 🏆 Warm and fuzzy feelings from supporting the kids in your community.

This is just one example of a local organization you could support! Here are a few other organizations you could consider sponsoring:

- 💡 Parks, forest preserves, and recreational facilities
- 💡 Libraries
- 💡 Local performance groups, such as a community theatre or symphony
- 💡 Boy Scouts, Girl Scouts, and similar organizations
- 💡 Youth sports teams
- 💡 Community college or dental school

TIP: *Colleges and dental schools often have opportunities for guest speaking, teaching a course, or participating in an internship program. Any of these activities could result in a link to your practice. A link to your site from an educational institution's website (a website ending in .edu) is AMAZING for SEO!*



Here are events you could consider sponsoring and/or hosting a booth at:

- 📅 Marathon, 5K, or other athletic event
- 📅 County or state fair
- 📅 Festivals, art walks, farmer's markets, and other local street fairs
- 📅 Wedding show or women's show
- 📅 Job fair

TIP: Most cities have a website with a calendar of events. This is a GREAT source of ideas for upcoming events and local organizations that could offer sponsorship opportunities.

BE AN ACTIVE MEMBER OF YOUR COMMUNITY!

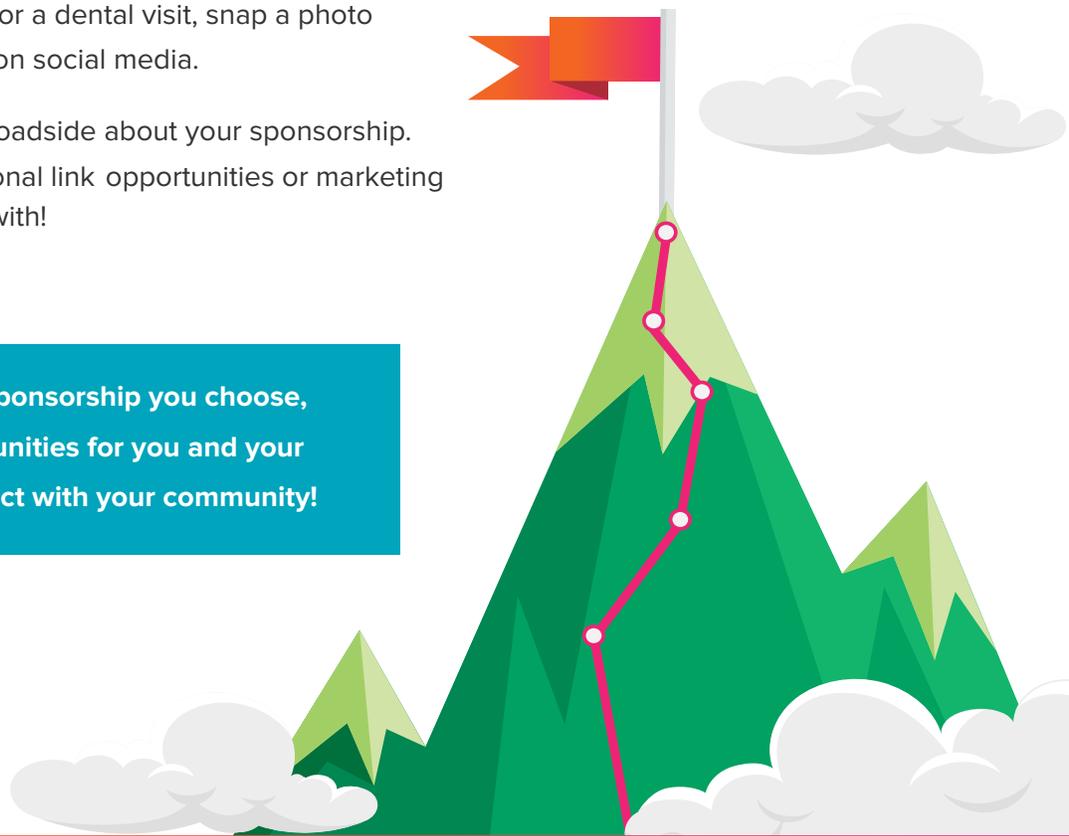


NOW MAKE THE MOST OF IT!

So you've chosen a sponsorship - now what? There are TONS of great opportunities for you to MAXIMIZE your practice's exposure. Let's go back to the Little League example for ideas:

- + Attend a game with your team, take photos, and post them on social media.
- + Offer a special promotion for players and their family members.
- + Write a blog post about the team.
- + Follow the team on Instagram; like and comment on their photos.
- + If a player comes in for a dental visit, snap a photo together and post it on social media.
- + Talk to the team at Roadside about your sponsorship. There may be additional link opportunities or marketing ideas we can assist with!

Depending on the type of sponsorship you choose, there are lots of fun opportunities for you and your employees to further connect with your community!



CONTACT US FOR MORE HELP

QUESTIONS?

We know marketing can be complicated but we are here to help!



GET IN TOUCH

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