

## Who is it for?

Principals or owners who are looking to create a stronger brand for their business to help them stand out from the crowd.

You may be looking to reinvigorate your current brand image for today's patients. Equally, you may be launching a new practice or even expanding your network of practices and looking to establish a strong group brand.

## How does it work?

We'll take a good hard look at your current business, where you are now and where you want to be and help you to articulate what makes you different.

Together we will then formulate a winning proposition for your practice and create a strong, distinctive brand that you will feel proud of and that will have real resonance with your target patients.

## Brand Development

### What do I get?

- Strong, engaging proposition for your business
- Logo and supporting strapline (where applicable)
- Supporting imagery, iconography, colour palette, fonts
- Brand guidelines – to apply across all patient literature, website, advertising and social media
- Key selling messages
- 3 examples of how brand applied e.g. stationery, poster, Facebook page

### How long does it take? My investment?

2 – 4 weeks

£2,175 incl. VAT



# Branding and Literature

## What do I get?

- Brand Development PLUS
- All design & copywriting for the following
  - Practice brochure (up to 6 pages)
  - Internal marketing posters (x4) & 'A' Board posters (x2)
  - Stationery – business cards, letterhead, appointment card
  - Recommend-a-friend card
  - Medical History Form
  - Dentist profile sheets (up to 4 Clinicians)
  - Specialist treatment leaflets (x2)

Please note - printing costs not included



## How long does it take? My investment?

4 – 6 weeks

£3,675 incl. VAT

## What do people say about us?

“We love the ‘branding’ your designers created for us and feel that you captured exactly what we’re about. Already, we’re seeing results from the advertising campaign and we’re looking forward to more! You really made us feel like we were your only client and that nothing was too much trouble. We’d recommend you to other dental professionals with no hesitation.”

Louise Sinclair-Jones – The Liverpool Brace Place



### About Consultancy4Dentists

We are a specialist marketing agency with our feet firmly set within the dental industry. For almost 10 years, we have delivered sparkling results for dental practices up and down the UK – from Scotland to the Channel Isles – supporting over 125 dental practices, and spanning all types of treatment.



Let's get started - call 01626 897 713  
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