



NEON CANVAS

The 12 Month Marketing Plan

A Marketing MasterClass for Your Orthodontic Practice



Set Your Budget & Plan Ahead

Now is the time to consider increasing your budget. Take advantage of this opportunity while everyone is looking to digital platforms, more than ever before, to shop for goods and services.

Traditional Marketing

We often think of printed newspaper ads, mailers, and fliers when thinking of marketing materials. While these items are essential to the growth of an Orthodontic practice, it shouldn't be the only type of marketing you use.



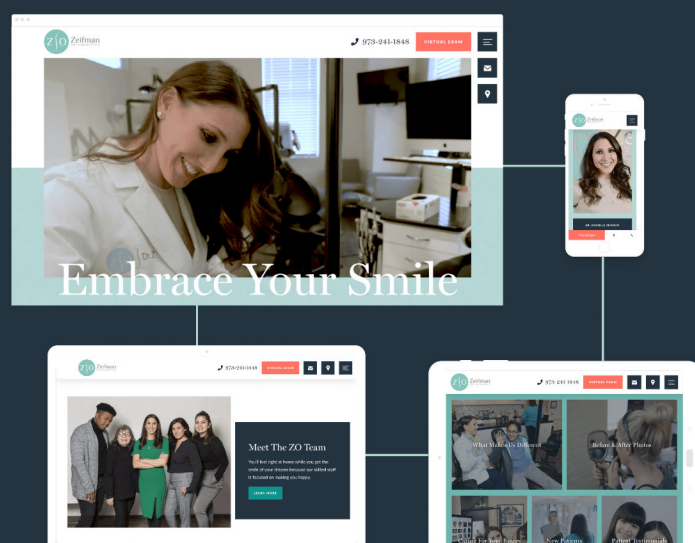
Branding & Brand Management

A strong brand can be powerful and memorable, to leverage and increase the value of your practice. We create unique brands that embody your practice and set you apart from the competition. We also offer on-demand creative services for all of your marketing needs.



Website Design

We offer website design services catered to your individual needs. Our fast and affordable Neon Now sites address the essential needs of your practice. Our custom, full service websites provide a more in-depth view of your practice to keep visitors engaged while producing amazing results.



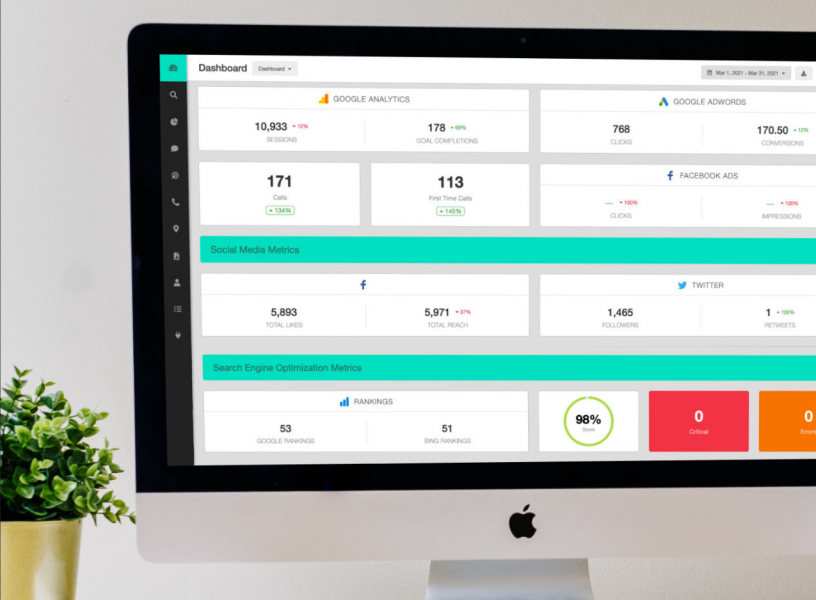
Social Media Marketing

Our social media marketing includes consulting services to determine the individual needs of your practice. Weekly and monthly social media campaigns, caption writing, digital design, high-quality video, content calendars, post planning, and so much more are part of your custom marketing strategy.



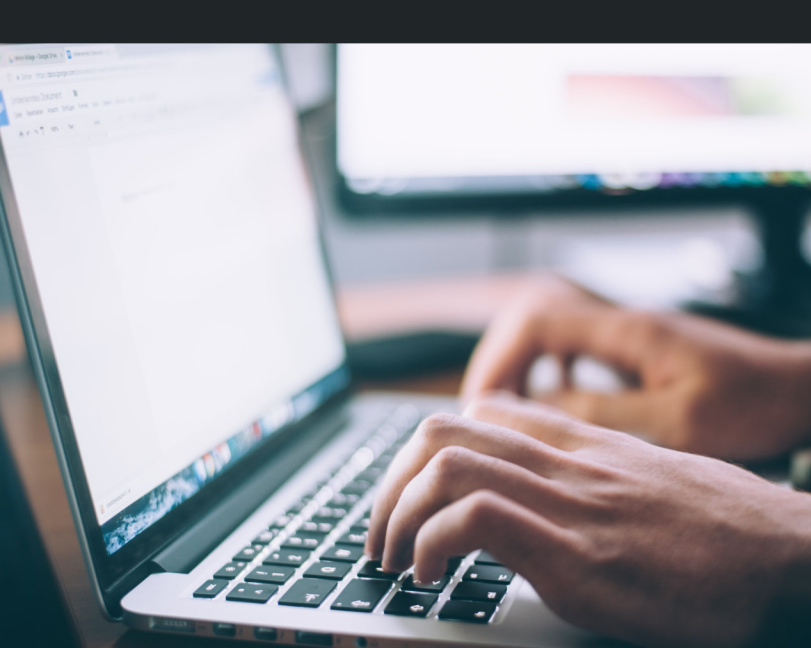
Custom Search Engine Optimization

Your SEO should make a difference in your online rankings. With Neon Canvas, you'll receive a customized, monthly report plus you'll be able to view all your digital marketing details in real-time with our proprietary Analytics Dashboard.



Content Marketing

Our team is equipped to write and add pages to your website, specifically for search engines to find your practice more easily. We know how search engine robots crawl websites, so we craft quality content that can be discovered quickly. This means that prospective patients are able to find your practice when searching for Orthodontics.



Complete Ad Management

Your website is designed and built to convert, so it's important to maximize your online visitors. A well-designed website is like a beautiful engagement ring, that without ever advertising it, is left in the jewelry box where no one can see it. Consider increasing your ad budget so more eyes can see your beautiful website to maximize your ROI.

We're Your Experts

We work hard to illuminate your brand so that you stand apart from the sea of orthodontic practices and stay ahead of the competition.

Get started today to get more leads and grow your business!



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