



DENTAL REVENUE
The Next Level of Web Marketing.

PHOTO/ VIDEO

Dental Revenue recommends that our dentists separate themselves from the competition with professional photography and video. Adding these elements is the best way to make a great first impression to new patients who value their dental care. It provides website visitors a virtual entrance to the practice and introduces them to the staff and dentist(s).

Professional photography and video is proven to convert more website traffic into new patient phone calls and scheduling forms. Dentists who want to attract higher quality new patients, as well as restorative/ cosmetic cases, typically add video and/or photography to ensure their Dental Revenue Program is performing at the highest level.

RECOMMENDATIONS:

PREMIUM BRAND/PRACTICE WELCOME VIDEO

This scope of video requires ½ day of on-location production, includes 2 interviews (one with principal business owner and/or representative of the business i.e. – office manager or patient coordinator), with the remainder of time is spent filming B-Roll of facilities, office, services, patient/staff/interaction, etc.

BUSINESS PROFILE

1-2 Minute HD Business Profile Video for Website & 15-30 second video for Social Media or 15 second background video for website homepage

Premium Brand/ Practice Welcome Video Examples:

[Valley Dental Health Practice Welcome Video](#)

[Premium Brand Video \(Full\)](#)

*There is a one-time investment fee of **\$6,250** associated with a Premium Brand Video.*

PATIENT TESTIMONIAL VIDEOS

This scope of video requires ½ day of on-location production, includes 3-4 patient interviews/testimonials. The remainder of time is spent filming B-Roll of office and the patient/doctor interaction, etc.

PATIENT TESTIMONIALS

Up to 4 One Minute HD Customer Testimonial Videos

Patient Testimonial Video Examples:

[Valley Dental Health Video Testimonials](#)

*There is a one-time investment fee of **\$6,250** associated with the set of Patient Testimonial Videos.*

WEB/CONTENT SERIES

This scope of video requires ½ day of on-location production, includes up to 4 (60-90 second videos for your website, social media, and other content marketing vehicles like a blog or newsletter. Videos could include short service explanations, frequently asked questions, greetings or birthday video from the doctor, and more.

CONTENT SERIES

Up to 5 (60-90 second) Videos for Social Media, YouTube, etc.

*There is a one-time investment fee of **\$6,750** associated with the Web Content Series.*

GOOGLE 360 VIRTUAL OFFICE TOUR + OFFICE STILL PHOTOGRAPHY

This scope of work includes an Interactive 360 tour of your office on Google Maps, and Custom Advanced Tour for your Dental Revenue Website to attract more patients in the door, improve engagement on your website and to create a comfortability before the patient walks in. The advanced tour includes an Easy to Navigate Menu, Auto-Rotate Feature, Social Sharing, VR Mode, Dynamic Hotspots/Buttons (i.e. Book an Appointment/Video Embed) and more.

GOOGLE VIRTUAL TOUR

Additionally, the advanced tour package we will include up to 10 interior and exterior still photos of the office (i.e. Waiting Area, Storefront with Signage, etc) for your website and social media.

Advanced 360 Tour Examples:

[Advanced 360 Tour on Google](#)

[Advanced 360 Tour on Site \(scroll to bottom of home page\).](#)

Key Benefits:

1. Increase the size of your search results
2. Increase Traffic stats on your business listing
3. Increase traffic in your office
4. Raise Practice owner's awareness of the appearance of their office
5. Interact with potential patients online

Additional Reasons to Implement:

- Show your office in an interactive and modern way with a 360-degree virtual tour for your website and Google Maps listing.
- Keep patients on your website by making it more "sticky" and engaging so they are more likely to contact you or schedule an appointment online
- A recent case study shows that 68% of consumers want more virtual tours. They want to see where they are going before they go there and engage.
- The same study also showed that consumers were 48% more likely to book an appointment or make contact with a business after viewing a virtual tour. Millenials were 130% more likely!

- People want to know what your office looks like. If it's nice, it can be a real selling point. If it's older, that type of charm can really help to prepare a potential patient for what to expect.
- The photos themselves encourage people to click through the site, which can, in turn, help with your placement in Google Maps.
- The "see inside" view is very prominent when viewing on Google on a phone
- You can use the shots elsewhere

*There is a one-time investment fee of **\$2,250** associated with the Advanced Tour for Google 360 along with a **\$99** monthly support fee.*