



Consulting Proposal

- 1) Introduction**
- 2) Services
- 3) Our Offer

Dentists Agency



Based in Vancouver



Founded 2004



Google Partner



SMARTWEBCANADA
smart websites, smart technology, smart people

Introduction



"They were easy to work with, and creative. The customer care team was very quick to respond while working on the site. I don't have any hesitation in recommending SmartWeb Canada to anyone who needs a website done."

— Dr. Debra Mitchell

"SmartWeb Canada has been great to deal with and they have a wealth of information on the whole web site experience...very knowledgeable! We will happily recommend SmartWeb to others."

— Caryn Murphy

Our Clients:

- Over 300 dentists
- The majority of these are long-term clients

Our Expertise:

- Over 10 years of marketing success
- Focussed on small to medium businesses
- Competitive prices

Our Team

- Customer Experience is our number one priority
- We keep ourselves up to date with the latest technology and market trends
- We love what we do

"The whole process was a lot simpler than I anticipated with the help from Customer service at SmartWeb Canada. I am very happy with the finished product as it turned out a lot better than my expectations."

— Dr. David Huh DDS

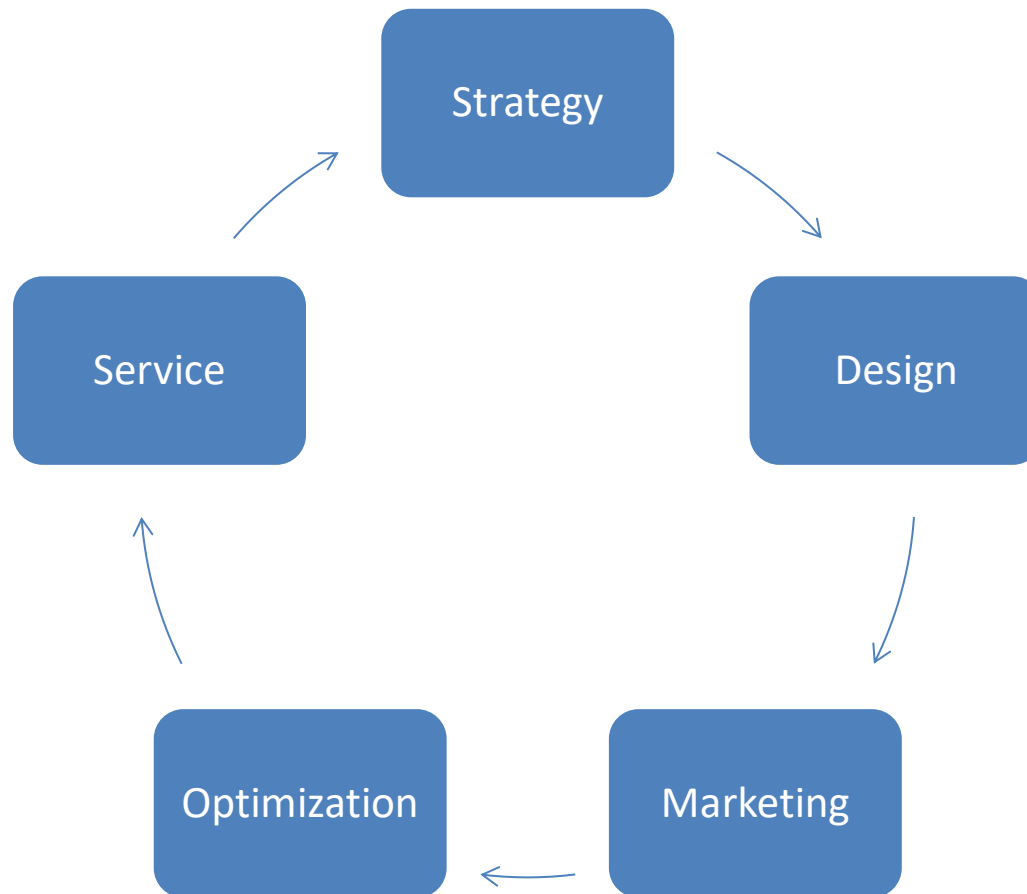
Introduction

- 1) Introduction
- 2) Services**
- 3) Our Offer

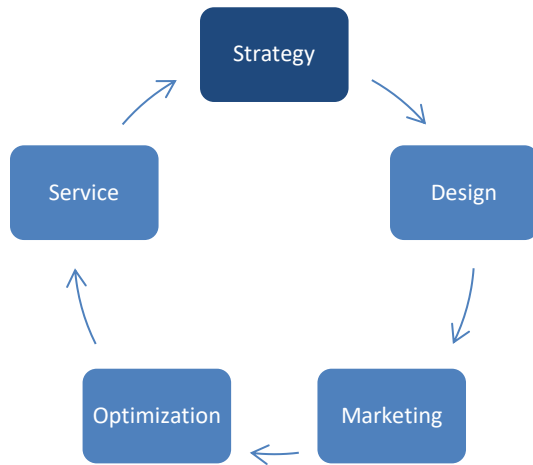


What we do

Services



Services

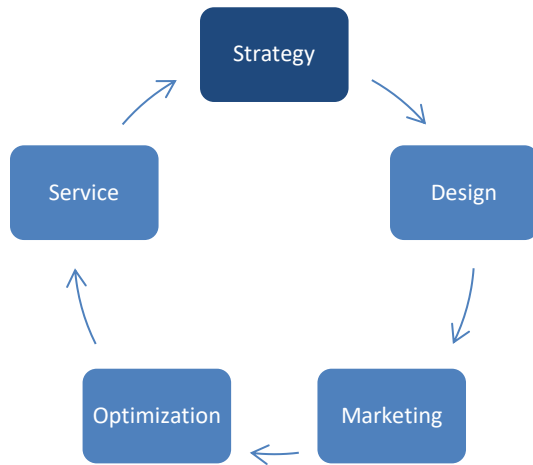


Goal

What's your goal?

- ☐ Get new patients
- ☐ Introduce a new product or service
- ☐ Increase market share
- ☐ Establish your brand
- ☐ Improve patients loyalty
- ☐ Ensure business stays fresh and new
- ☐ Increase sales

Services



Analyse

Where can you reach new patients?

How do they find you?

How can you stand out?

How can people recognize you?

What makes you different?

What's your USP?

What can you do better do than others?

How can you relate this information to your clients?

Who do you want to reach?

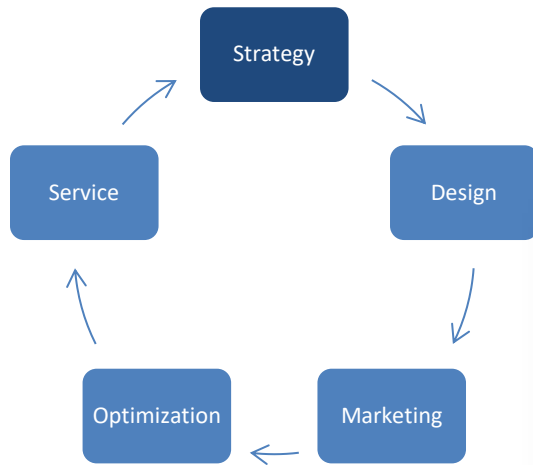
Who is your target market?

Who is your competitor?

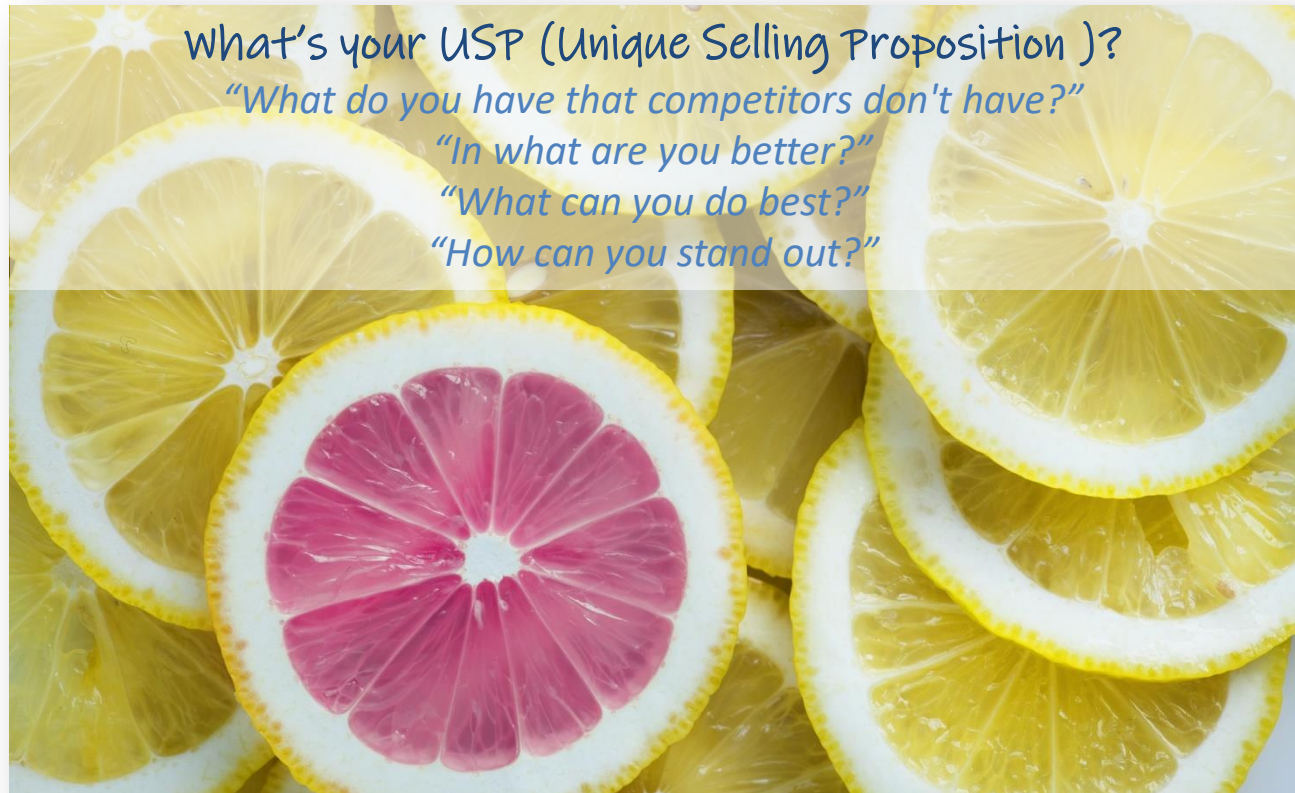
Why should patients come to you?



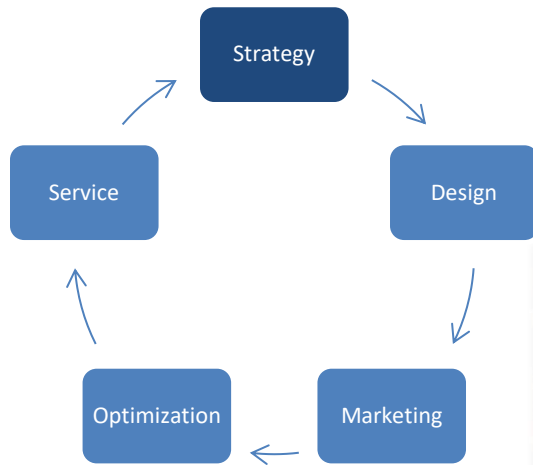
Services



Analyse



Services

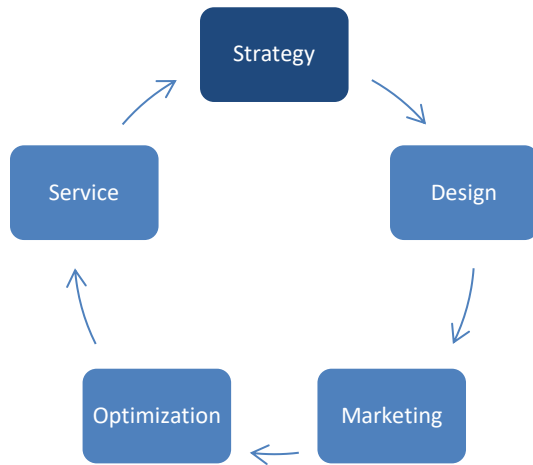


Analyse

Who is your target market?



Services

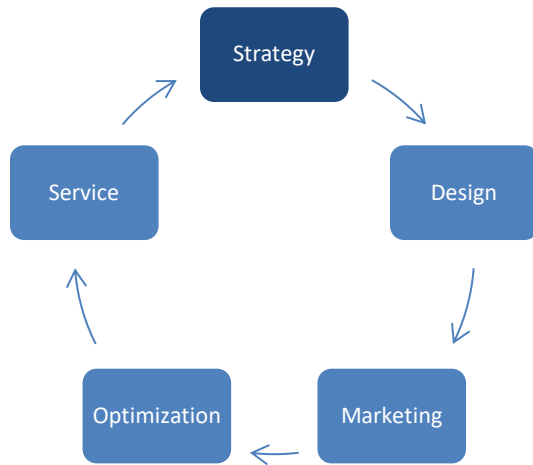


**What?
Why?
When?
Where?
to Whom?**

Communication

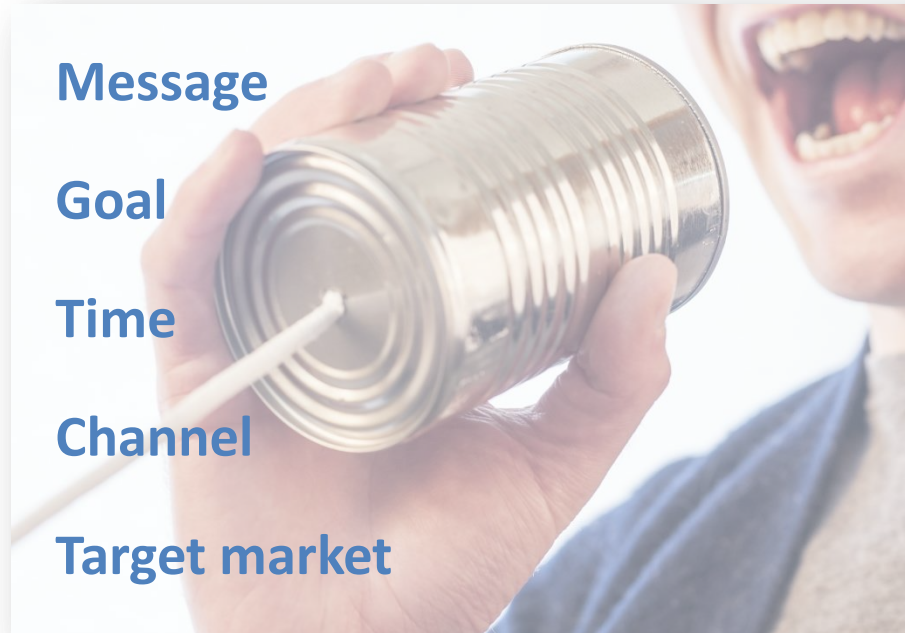


Services

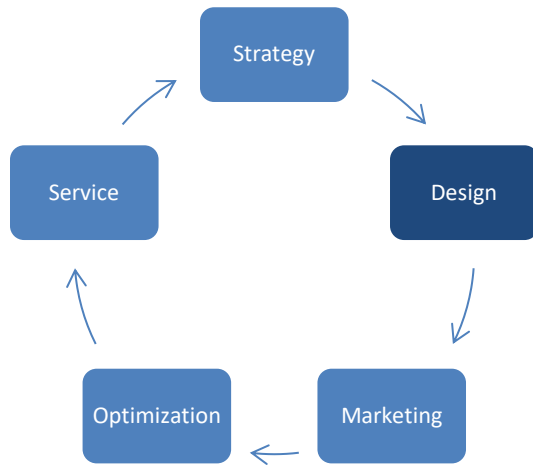


What?
Why?
When?
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to Whom?

Communication



Services

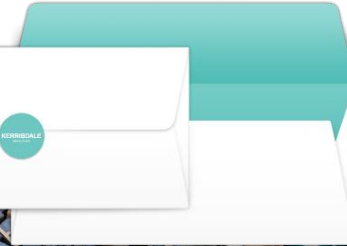
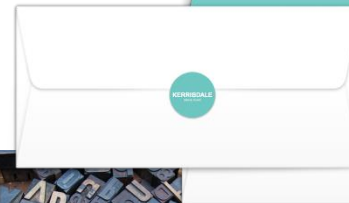
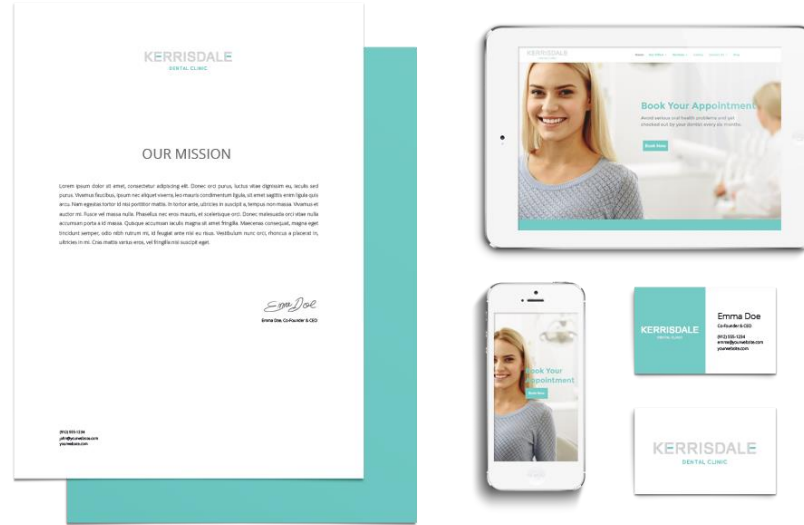
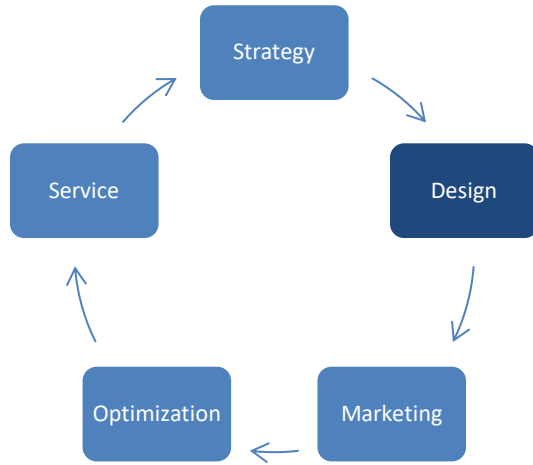


- ✓ Corporate Design
- ✓ Design projects
- ✓ Banner creation
- ✓ Ad creation
- ✓ Development of posters, flyers, and other promotional items
- ✓ Video Production
- ✓ Team Photos
- ✓ Logo Creation

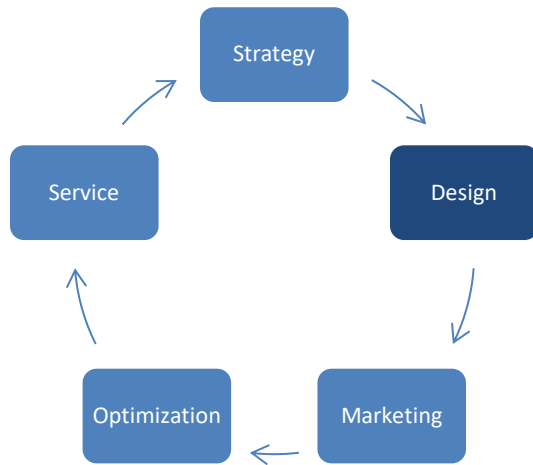
Branding



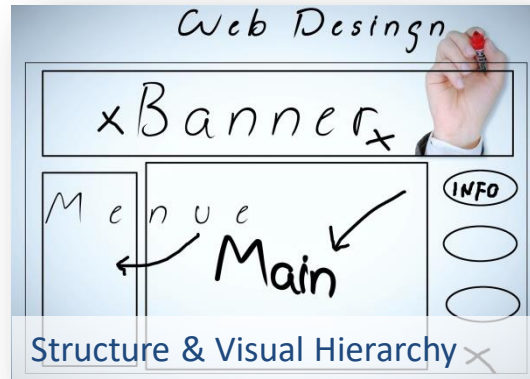
Services



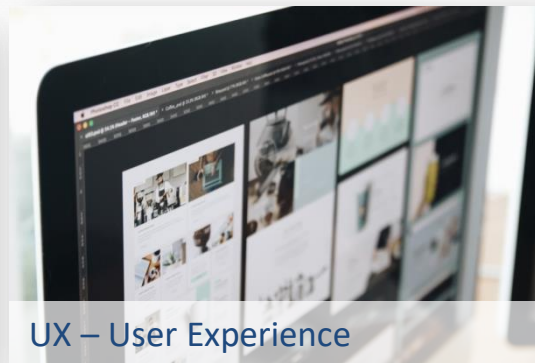
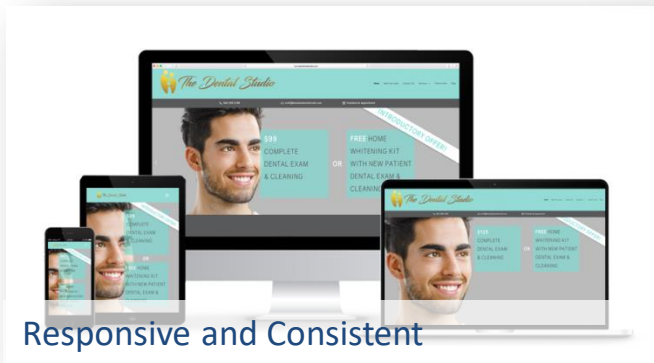
Services



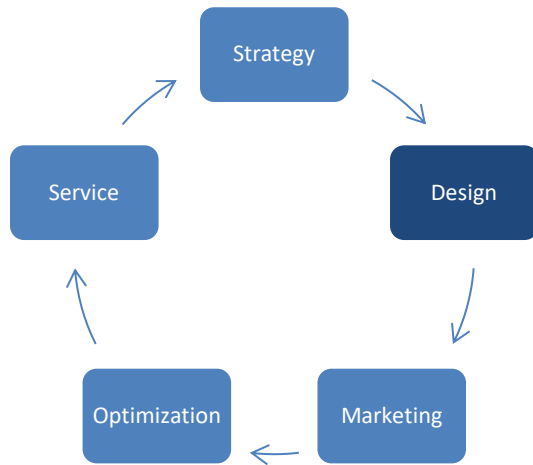
What's a good **web design**?



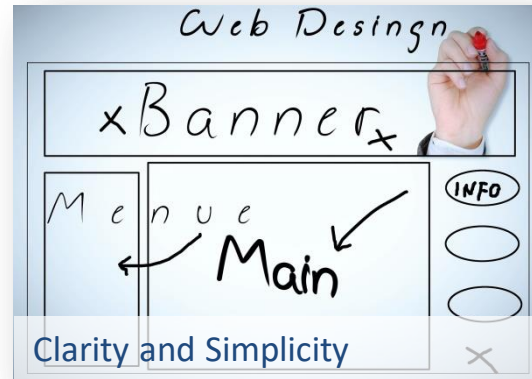
Web Design



Services



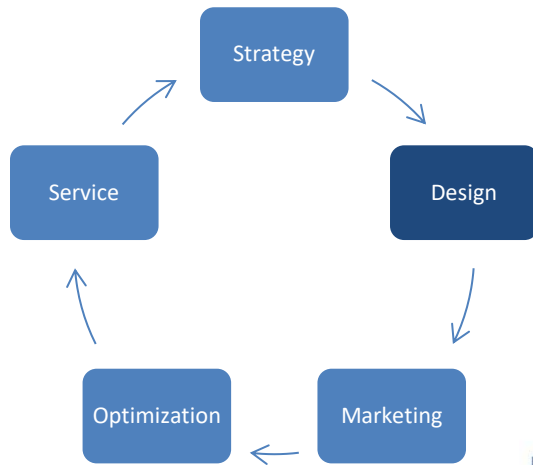
What's a good **web design**?



Web Design



Services



What's a good **web design**?

Web Design



Boisson Dental
Endodontics, General Dentistry,
Orthodontics, Pediatric Dentistry



Coast Dental Centre
Dental Specialists, General Dentistry,
Orthodontics



Dentists R Us
General Dentistry



Emerald Dental
Dental Specialists, Family Dentistry,
General Dentistry, Pediatric Dentistry



North Burnaby Orthodontics
Dental Specialists, Orthodontics



Atlantis Children's Dentistry
Dental Specialists, Family Dentistry,
General Dentistry, Pediatric Dentistry



Westside Orthodontics
Orthodontics

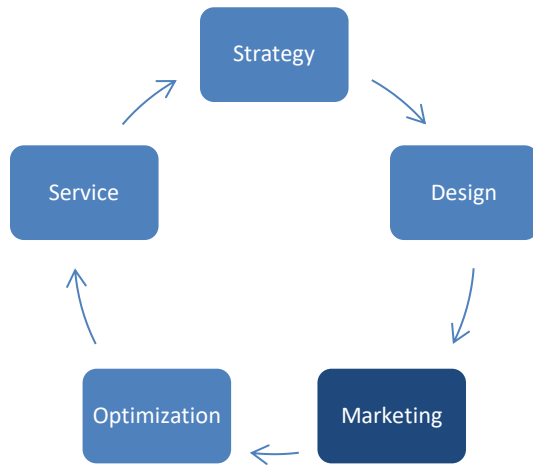


Kerrisdale Dental Clinic
Endodontics, General Dentistry,
Orthodontics

Services

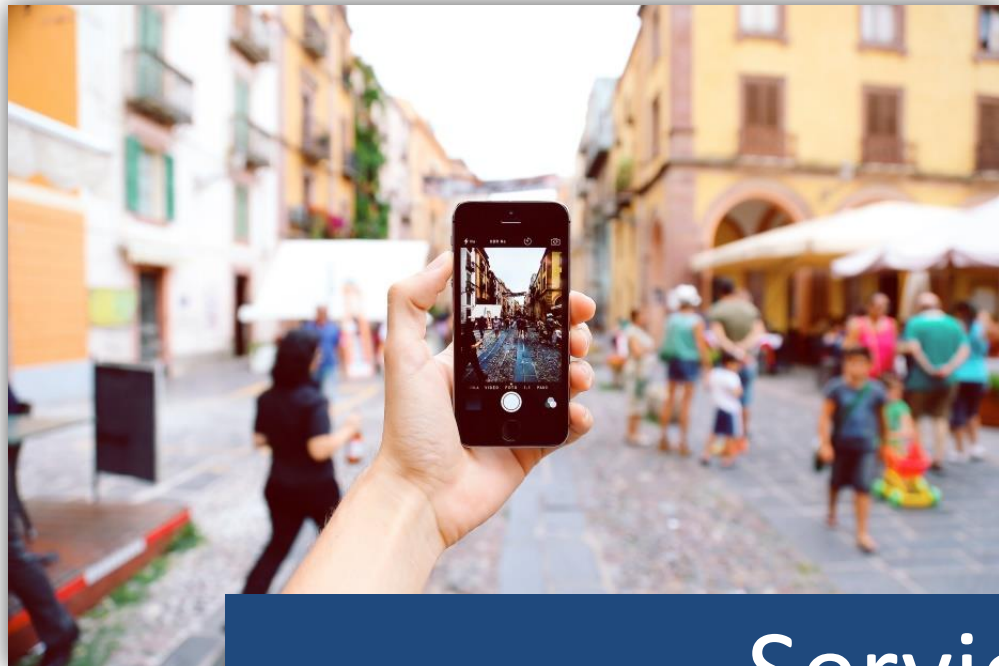


Services



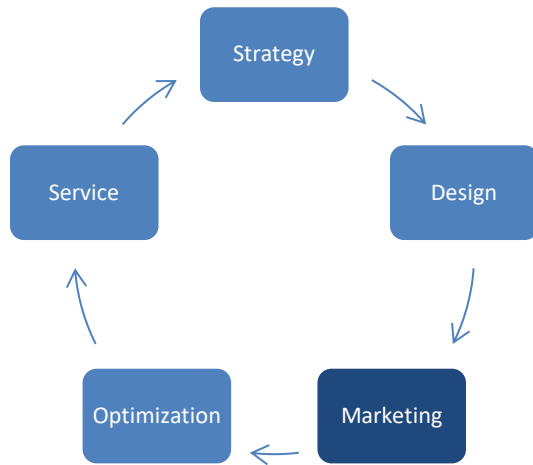
Content marketing helps to deliver the information you want to tell or your clients are asking for. It can come in the form of articles, image creation and videos to name just a few. Instead of only selling your products or services, we are providing truly useful content to your prospects and customers to help them solve their issues. We create quality, up-to-date and relevant information that speaks to your audience and delivers what your target group is looking for. We keep it simple and clear. That's also an easy way to reinforce the image you want to create.

Search engines reward businesses that publish quality, consistent content!



Content

Services



Videos are fast becoming one of the top variations of digital content as it can not only boost your site's Search Engine Optimisation (SEO), it also but also attracts attention and interest. Video marketing is a modern way to reach your target groups creative and successful.

Adding a video to marketing emails can boost click-through rates by **300%**

90% of customers report that product videos help them make purchasing decisions.

Embedding videos in landing pages can increase conversion rates by **80%**

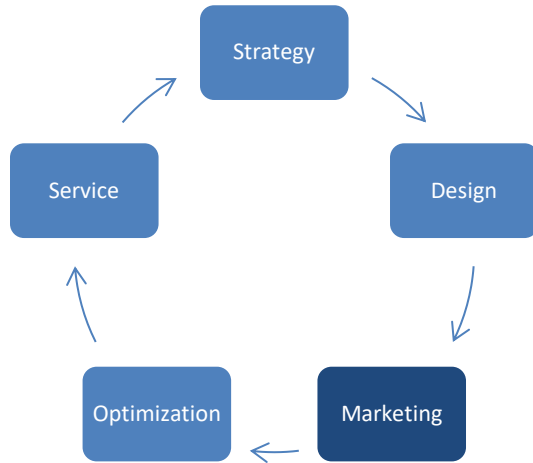
Video



We also offer Dental Education Videos



Services

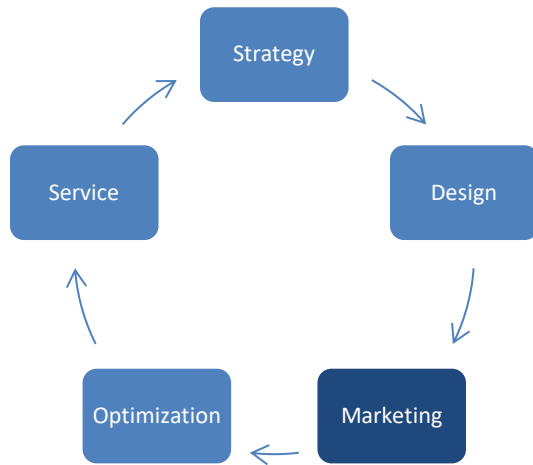


Email marketing Building trust with your current and prospective clients is a must. As one of the most traditional marketing mediums, email still offers the best return on your investment. Having a way to communicate with your clients about upcoming promotions or changes in opening hours, or simply to promote your latest products. Email marketing is a way to reach out to your clients and target audience with information that is relevant. Clients are likely to open an email if it contains helpful tips and information. We can help grow your lists, design bespoke, mobile friendly templates and measure your engagement levels.



Services

Email

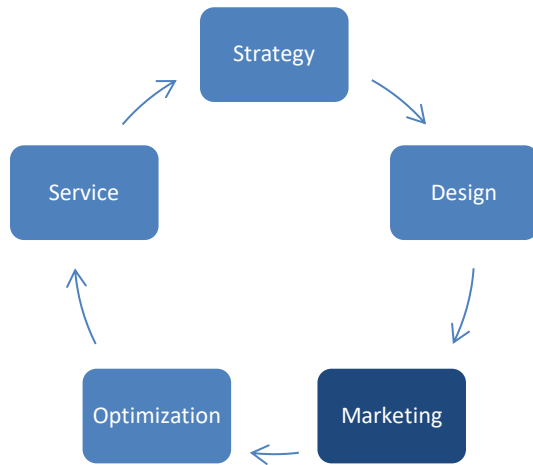


Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. Mobile marketing is the fastest-growing segment of online marketing at the moment. The SmartWeb team will develop and implement a mobile marketing plan so your business can connect with prospects and clients who are mobile. Especially for the stationary retail, is it become an opportunity to reach the target group directly at the point of sale.



Services

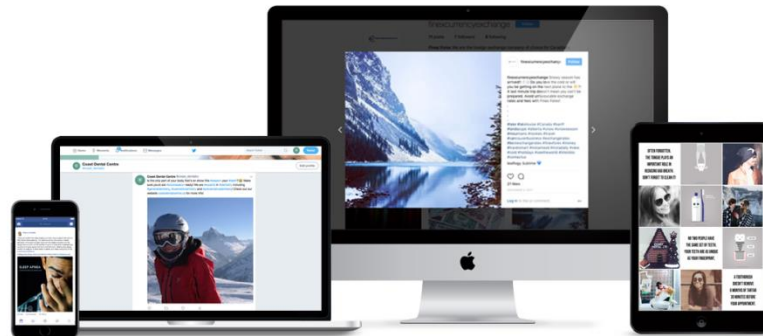
Mobile



SMM Social media marketing is the use of social media platforms and websites to promote a product or service. We create social media campaigns that are consistent, relevant and stand out from the crowd. By setting the right guidelines, starting discussions, telling stories and managing your brand with personality on each social channel, we can help you to get in touch the right people and increase your audience. Humans are social, emotional creatures. Storytelling is important because it is effective in a way that people can easily remember.

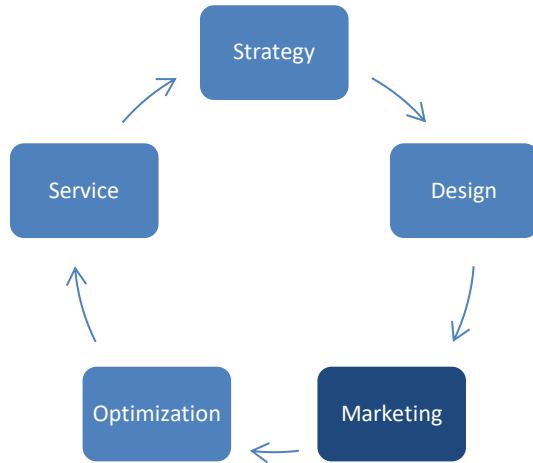
Why?

- Find new clients
- Share your products and services
- Brand recognition & Trust
- Advertise your business, products or services
- Create a community and loyal following
- And It's good for SEO!



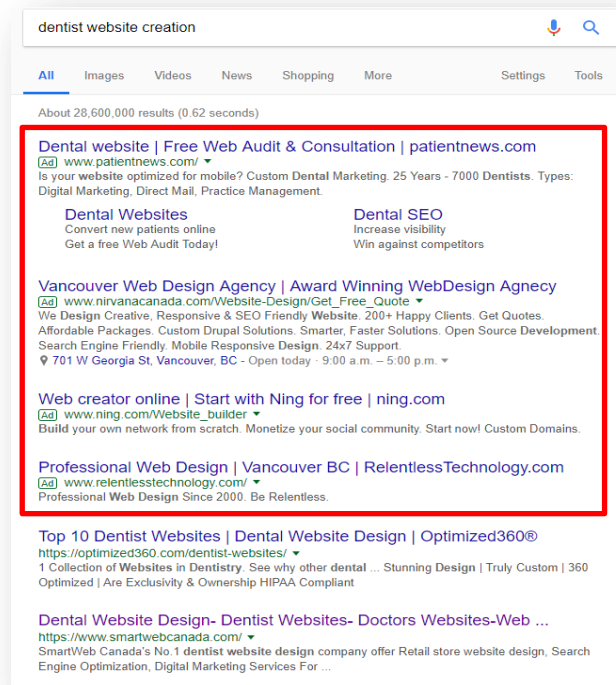
Services

SMM

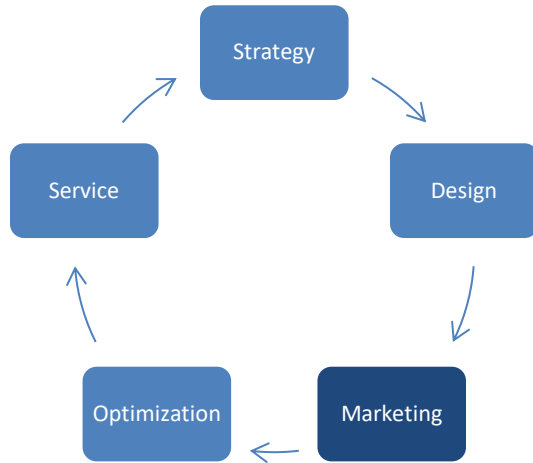


SEM Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

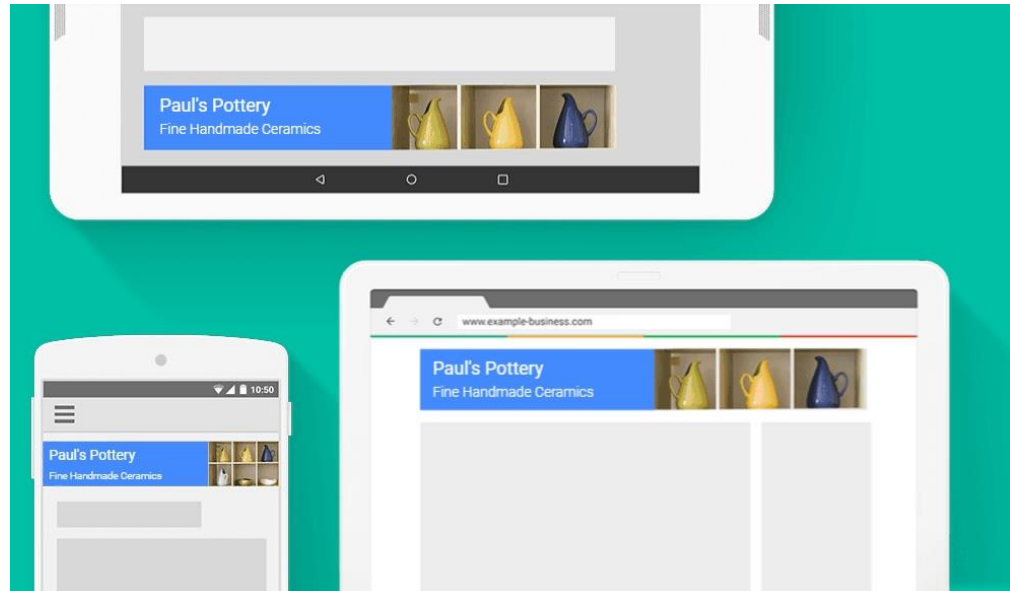
SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.



Services



Display Advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertising allows to target users with particular traits to increase the ads' effect. Display ads, also known as banner ads, are shown to your target audience whenever they are surfing online, but not searching for your product or service.



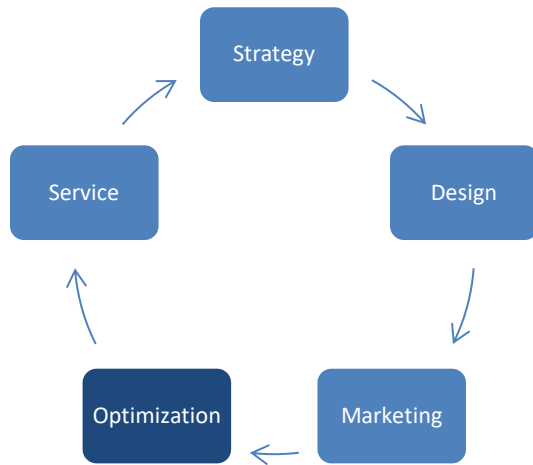
Services

Display



**Controlling
Improvement
Updates
Market Research
SEO
Analytics**

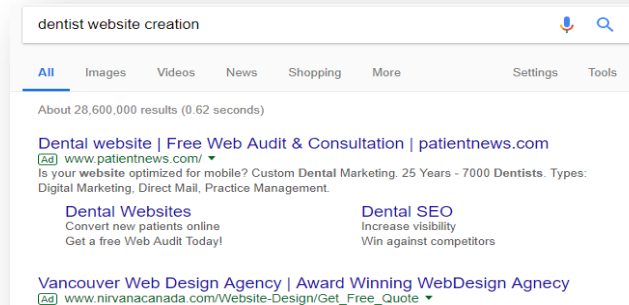
Services



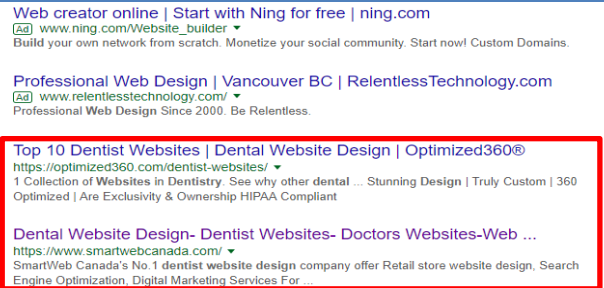
SEO Search engine optimization is the process of improving the visibility of a website or a web page in search engines via natural or organic search results.

We optimize to target a human audience with high quality websites that include relevant content and media. The goal is to bring targeted visitors to your website, which will lead to increasing conversions and clients for you. We also deliver monthly reports using Google Analytics.

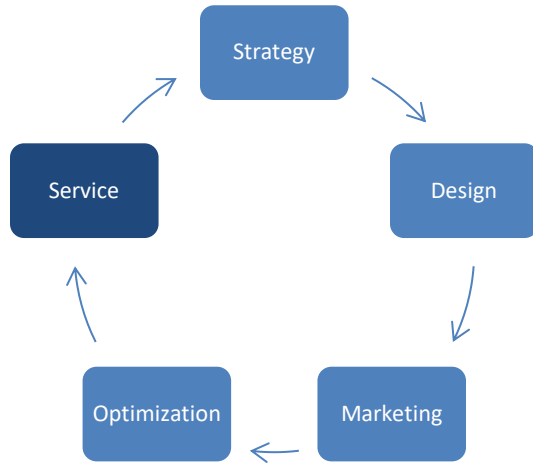
Our sites are optimized for Google, Yahoo, MSN, and Bing.



You should to be on Google Ranking Page 1!



Services



Management



Reporting



Contact

Services

- 1) Introduction
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Let's work together!

Proposal

Branding

Branding Options

- ✓ Branding Strategy
- ✓ Corporate Design
- ✓ Design projects
- ✓ Banner creation
- ✓ Ad creation
- ✓ Development of posters, flyers, and other promotional items
- ✓ Video Production
- ✓ Team Photos
- ✓ Logo Creation

Prices on request



Proposal

Web Design

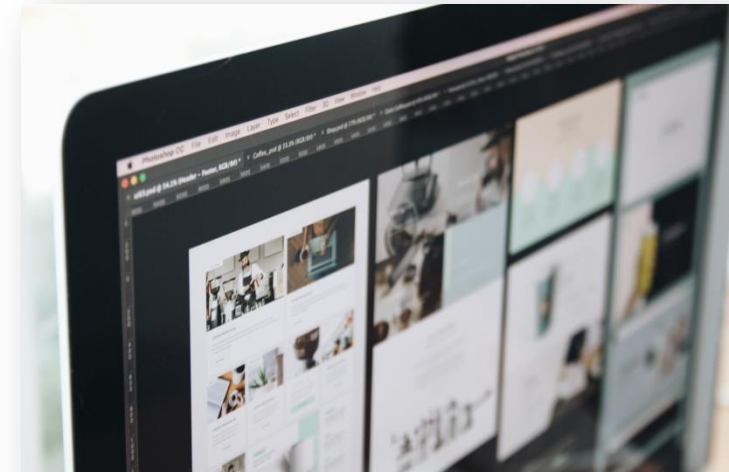
Basic Web Design

- ✓ 12 months free Domain (.ca or .com)
- ✓ Search engine submissions
- ✓ Cross-browser compatibility
- ✓ Unlimited pages
- ✓ CMS
- ✓ Electronic draft
- ✓ Website contact form
- ✓ Generic dental content
- ✓ jQuery sliding banner
- ✓ 5 free stock photos
- ✓ Creation of 3 graphic images
- ✓ Video integration
- ✓ Social network integration
- ✓ Blog setup
- ✓ Google Apps setup
- ✓ Mobile version
- ✓ *Additional Hosting Fee

Extended

- ✓ FAQ System
- ✓ SSL-Certificate
- ✓ Photo gallery & Slideshow
- ✓ Up to 4 pages PDF form creation
- ✓ Site analytic setup
- ✓ Testimonial System
- ✓ Poll & survey integration
- ✓ Newsletter setup & integration (Mailchimp)
- ✓ Starter SEO*
- ✓ SEO Package
- ✓ Google Analytics

Prices on request



Proposal

Social & Content

Basic SMM Package

The package includes:

- ✓ Social Media Strategy
- ✓ Setup and creation (3 networks)
- ✓ Business Page Optimization
- ✓ Account Management
- ✓ Updates (office hours, team member etc.)
- ✓ 3 Postings per week (3 networks)
- ✓ Content Creation (in collaboration with customer)
- ✓ Reputation Management, through monitoring of reviews and weekly reporting
- ✓ Social Media Competitor Analysis

Extended

- ✓ Paid Media (i.e. Facebook Ads, Instagram Ads...)
- ✓ Ad / Banner Creation
- ✓ Facebook Audience Insights
- ✓ Additional postings/networks
- ✓ Blog Article Writing, Press Releases
- ✓ Photo gallery & Slideshow
- ✓ Stock Photos
- ✓ Content Research and Development (customized content, latest market trends, news, article..)
- ✓ Development and implementation of contests and promotions
- ✓ E-Mail Marketing

Prices on request



Proposal

Search Engine Marketing & Optimization

SEM Packages

- ✓ Setup Fee
 - Keyword analysis & segmentation
 - Campaign construction and settings
 - Text ad creation
 - Landing page creation
 - Basic extension development
 - Conversion tracking setup
- ✓ Monthly Management
 - Campaign optimization
 - Keyword optimization
 - Ad management & testing
 - Landing page testing & development
 - Mobile optimized ads
 - Extension development
 - Support
 - Monthly reporting

Extended

- ✓ Video Ad Creation
- ✓ Display Banner Ad Creation
- ✓ Additional landing pages
- ✓ A/B Testing

SEO Packages

The packages include:

- ✓ Setup
- ✓ On-page Optimization
- ✓ Local Search Optimization
- ✓ Monthly reporting
- ✓ Support

Prices on request



Proposal



Do you have any Questions?
Are you in need of a customized offer?
Please contact:

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Marketing & Sales Manager

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F: +1 (604) 566 9218

E: customercare@smartwebcanada.com

Web: www.smartwebcanada.com

Thank you