

# *MSDI Dental*

# *Implants*

*Brand Repositioning Strategy*

# *Communications*

# Existing Insight Summary

<b>Company</b>	<b>Category</b>	<b>Customer</b>	<b>Competition</b>
<p><i>The company is personable, human and friendly. We speak your language (both in dentistry and dialect) and we treat you like a customer, not a just a sale order, a number or a deal. This equates to a better, more memorable buying experience.</i></p>	<p><i>The target market are dentists. Therefore, it's harder to sell with emotion and energy. Dentists crave reliability, safety and low costs. However, there is an opportunity to stand out in this category on the strength of our pre and post sale service.</i></p>	<p><i>The customers need assurity that our products are suitable for their clients. There's too much professional risk otherwise. There's also a comfort level of using the same implant for years and no incentive to switch</i></p>	<p><i>Every competitor in the industry promotes similar propositions and benefits. The products are similar, the branding is similar and the messaging is similar. It's time for a brand to stand out from the crowd. That brand is us.</i></p>

# *Value Proposition No. 1*

*Fast, transparent implant solutions.*

*We aim for speed in everything we do. That means rapid responses, rapid reordering and rapid delivery. Your time is literally your money, so we help you spend more time at the chair than on the chair.*

# *Value Proposition No. 2*

## *Flexibility that distributors can't match.*

*We have incredible respect for the precision that you work with and the excellent results you achieve for your clients — even under the most pressure-filled situations. That's why we offer custom pricing, flexible order quantities and terms that wholesale distributors cannot offer. You're in the business of margins. We are too and more margin for you, means a more successful practice.*

# *Value Proposition No. 3*

*A steady hand. Just like you.*

*All you really need from your implant supplier is the best product, at the best prices with the best pre and post-sale support. Our reviews, customer referrals and long standing relationships are testament to our reputability and reliability. You're in safe hands.*

# *Value Proposition No. 4*

## *Support. In every sense.*

*When you use our implants we want you to know that your patients are getting the best product on the market. One that's passed our rigorous quality control and meets international standards (we have the certificates to prove it), But you also want to know that our products will be backed with exceptional customer care and support. We're fluent in multiple languages, we understand our product and make ourselves available on WhatsApp at all times. How many other suppliers can offer that level of commitment and support. We foster friendships with our customers, not just business relationships.*

# *Customer Profile*

# Target Persona No.1

## **Persona:**

*- Dentist Derek*

## **Demographics:**

- Male*
- Father*
- 30-55*
- Married*
- Head Dentist*

## **Motivations:**

- Patient care is the primary focus of the dentist. Is the implant going to give the patient the best result.*
- Will less of these implants come back with issues or problems – I don't want to lose time replacing or fixing these.*

## **Pain Points:**

- Time poor. Doesn't want to sit through a presentation for the sake of changing a product that already works.*
- Cost. Wants a solution that will help the practice be more profitable.*
- Spoilt for choice. There are a lot of companies and a lot of implants on the market. Needs help organising them and ranking them.*

## **Needs From MSDI:**

- Proof that these products are reputable and well respected by other dentists.*
- Rapid re-ordering and support responses.*
- In-practice collateral and marketing support. Would love it if MSDI could help them generate implant leads for them.*

# Target Persona No.1

## **Persona:**

*- Distributor Dennis*

## **Demographics:**

- Male*
- Father*
- 35-55*
- Married, 3 Kids*
- General Manager*

## **Motivations:**

- Money, new markets, greater share of product and recognisable brands.*
- Keeping dentist customers happy over a longer period. Recurring revenue is built on the strength of good products.*

## **Pain Points:**

- Is pitched new products every day. Somewhat sick of the experience and would need proof that a new product would drive value.*
- It's impossible to know if any of the pitches he attends is going to be the game-changer.*
- Dislikes the proliferation of cheap implants and the consequences for his business and customers*

## **Needs From MSDI:**

- A brand that is already well-established, respected and idolised amongst the dentistry community and customers.*
- Logistical excellence*
- the order arrives when we say it will. The ordering process is easy and*

# *Positioning*

# Competitor Positioning – Top Tier

<b>Zimmer</b>	<b>Tagline (Or Vision)</b>	<b>Positioning</b>
<b>Zimmer</b>	<b>Restore Your Patients' Confidence</b>	<i>Reduce patient exposure with fewer patient visits. Combining technology and equipment innovation to ensure patients receive the best level of care.</i>
<b>Alpha Bio</b>	<b>Smart Implantology Solutions</b>	<i>We address the needs of dental professionals, leverage our experience and technologies, utilize experts and invest in research, training, and education. All these results in Sim-plantology: cost-effective solutions that simplify dental implantology procedures and deliver proven clinical success.</i>
<b>MIS</b>	<b>Make it Simple</b>	<i>Our mission is to simplify implant dentistry. MIS spirit is always putting people first and loyally caring for our customers as well as our employees. The MIS passion for making things simple is what drives our focus on innovation and excellence.</i>

# Competitor Positioning – Mid Tier

<b>Zimmer</b>	<b>Tagline (Or Vision)</b>	<b>Positioning</b>
<b>Royal Dent</b>	<b>All dental material for your consultation</b>	<b>Royal Dent is a dental warehouse, where you can find all kinds of material for your dental clinic. We offer you dental supplies, and everything dentists need in their offices.</b>
<b>Dibay</b>	<b>Your online implant system</b>	<b>dibay™ supplies high quality dental products to dental professionals around the world. We aim to offer fantastic value for your money and prompt, reliable service.</b>
<b>Sigma Implants</b>	<b>N/A</b>	<b>Sigma Implants Ltd is a German Manufacturer of premium quality dental implants and related products. A wide range of dental implants, abutments and instruments perfectly matched to any clinical cases. Free shipping to over 100 countries worldwide is available.</b>

# Competitor Positioning - Bottom Tier

<b>Zimmer</b>	<b>Tagline (Or Vision)</b>	<b>Positioning</b>
<b>Sydent Implants</b>	<b>Precision, Innovation and a Great Smile</b>	<b>Knowing us, our products and what we do is the best way to develop your business with top quality medical equipments.</b>
<b>Dental Solutions</b>	<b>Best Quality and Best Price</b>	<b>Dental Solutions specializes in manufacturing dental implants and prosthetics.</b>
<b>Dental Pro / Implanet</b>	<b>The #1 Online Implant Solution</b>	<b>To do everything possible to exceed our customers' and our own expectations every single day. We're an eCommerce based platform for dental professionals around the world.</b>

# ***Brand Attributes***

***Responsive Transparent Trusted  
Prompt Supportive***

# *Brand Tagline*

***Trustworthy implants from a trusted team***

***The personal touch***

***Committed to quality***

***Great dental products with the support of great people***

***Supplying implant reliability***

***Contemporary dental products and service***

# ***Brand Positioning Statement***

***MSDI is...***

***FOR...dentists and distributors who want a long-standing, personal relationship with a supplier of implant solutions***

***WHO BELIEVE...that implants should deliver peace of mind to them and their clients without costing the earth or coming with onerous minimum order quantities.***

***WE PROMISE...to support them in their discovery of new products, treatments and trainings by being available when others aren't, helpful when others can't and loyal through thick and thin.***

# *Brand Design*

# *Landing Page*

***<https://drive.google.com/drive/folders/1e-odSg2fESZ0eYINsXXdtixuaApAstJy?usp=sharing>***

# *Typography:*

Print Communication

Segoe UI Regular

**Segoe UI Bold**

*These choices establish MSDI as a contemporary medical brand. They instill trust — important in the medical industry — but also showcase a modern, digital-first offering.*

Screen-based Communicatio

Verdana Regular

**Verdana Bold**

# *Messaging Examples*

# ***Website Copy:***

## ***Refined and robust dental products from a proven team***

*For more than five year we've supplied our clients with high-quality dental implants with one goal in mind — to be the most trusted team in the industry. We do that by supplying a level of service rarely seen in our industry, but permanently admired by the dentists we work with.*

*It means making sure we're available to take your orders and answer your questions at any time, rewarding your loyalty with seamless support and delivering trustworthy and prompt service every single time.*

*When you choose MSDI, you're choosing the best possible product for your patients and the most responsive team.*



# ***Social Media - 1***

## **Don't overspend on quality dental implants!**

In these crazy times, prices matter now more than ever. Get quality products without breaking the bank and set your business up for success!

Get MSDI implants today to receive free shipping worldwide, CE & ISO certificates, and a lifetime warranty!

Special pricing is available for a limited time. Contact us today to learn more!

#msdiimplants #dentalimplants #highqualitydentalimplants #dentistry

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# *Social Media - 2*

**Get the best quality dental implants at the best price!**

You're placing hundreds of dental implants every year, so you deserve the highest quality product. Invest in your business with MSDI implants!

We offer the best implants on the market at an incredible price! You'll also get free worldwide shipping, a lifetime warranty, and CE & ISO certificates.

Special deals are happening right now! Send us a message today for more information.

#msdiimplants #dentalimplants #dentistry

# *Social Media – 3*

**In these crazy times, you want a reliable dental implant for your clients.**

Save money and get the best quality dental implants! We offer the lowest prices without sacrificing quality.

Discover the benefits of MSDI implants! We've got the best products at an unprecedented price, along with a lifetime warranty, free shipping worldwide, and CE & ISO certificates.

We're offering special prices now; just send us a message to get started!

#dentalimplants #msdiimplants #msdidentalimplants

# *Outreach Strategy*

# Website Conversion and Tracking Optimization

- \*Zoho Sales IQ – will allow you to chat in real-time with visitors who are demonstrating serious engagement. Ex: 3+ minutes on site or have reviewed a number of implants.**
- \*Crazy egg – will provide you with a heatmap to show what content on your website is responsible for capturing most user attention. As your landing page is quite content heavy this can be beneficial to figuring out which products to show higher or lower.**
- \*Whoisvisiting –will allow you to capture contact info of visitors based on certain software they use. Roughly 20% will be captured. Please check legalities for your country before using this.**
- \*Idevaffiliate –the program will dentists to refer you to their colleagues. It essentially provides them with referral incentive.**
- \*SEO Issues:**
  - ☒ Broken image link - <https://www.msdi-dental-implants.com/image/catalog/castable-abutment-cas.jpg>, 220 images are missing alt attributes, 5 pages have duplicate H1 and title tags, 3 pages are missing H1 heading, 3 pages are missing meta, 1 page is without hreflang and lang attributes.**



## **Social Media - LinkedIn:**

**\* Social media efforts should focus on LinkedIn as a primary. Youtube will also be a part of the strategy, it will benefit your SEO and help reach perhaps less experienced dentists who are doing research on implants.**

**\* LinkedIn Engagement :**

**- The main value of social media is virality. When someone engages with your content (likes, shares, or comments) it exposes the content to their friends who have showed interest in similar topics. For example a post talking about innovation in dental implants is favorable because a dentist may want to demonstrate their knowledge to the community. Healthcare verticals naturally have very low virality. A good way to get around this is through some type of community support/charity. Everyone on social media wants to appear philanthropic. A promotion that contributes a %of sales to a charity for example is a good way to build virality as well as enhance your brand perception. It can be a very small fraction, the action is what matters.**

**- LinkedIn paid media should target by position at a dental office and size of the office. Clicks here are expensive, so it's good practice to go**



## ***Social Media - Youtube***

### ***\*Youtube Engagement***

***\* Focus here is on tagging your videos with the right keywords dentists will search for.***

***Example: newest dental implants. Publishing weekly 10-30 second tips for dentists is good practice and easy way to build up quality content.***

***\* Youtube ads should be focused on question or research based keywords.***

***Example: how to find dental implant for \_\_\_\_\_ (patient type). Once we decide on the level of PPC you want to pursue, I can help you research the right ones.***

# Search Engine Optimization (SEO)

***\*In the long run your acquisition should rely on organic search. I would say over 40% should be driven by SEO. This channel is vital to you, because it is one of the few pull marketing channels available, and dental professionals do research. This means you are able to capture customers as they are actively looking for information on implants. It's much easier to capture a customer when your service is on their mind vs when they're looking at vacation photos or something irrelevant to your product.***

***\* Process :***

***\*Stage 1—website optimization. This needs to be done once and repeated on a small scale when Google or Bing make a major algorithm update. I outlined the pending issues above. To do a more thorough analysis, I would need back-end access. ☒ Stage 2—a 500-600 word blog needs to be published on your website weekly with keywords embedded at 1/100 keyword density. Naturally these need to be translated into whatever languages the countries you're pursuing have.***

***\* Stage 3 –For the more competitive keywords you would need to do link building. Link building implies getting your content published on secondary channels, which communicates to the search engine that your content is liked by others and as a result you're rewarded by being shifted up the search rankings***



## ***Paid Search (PPC)***

***\* This is a crucial compliment to your SEO efforts. While SEO will take several months to have true impact, since it takes time to reach the first page. PPC will allow you to obtain "SEO" traffic instantly. With this channel you bid on keywords you want to rank for, and unlike with SEO no keyword is out of bounds as long as it fits your target acquisition cost. on There're 3 PPC channels I would recommend. Whether we choose to pursue all 3 ultimately depends on your ad spend:***

***\*Google ads and Microsoft Ad Center –aside from some technical elements, these channels are nearly identical in their nature, with the latter covering Yahoo and Bing networks.***

***\* LinkedIn and YouTube –covered in the previous slides***



# **Direct Marketing**

***\*I would recommend using data.com or similar source to build a list of dental clinics. It's difficult for me to research data.com specifically for the countries you're targeting, especially where English is not spoken, but any developed country will have a similar platform where you can source direct contacts.***

***\*I recommend approaching new contacts as follows:***

***-Step 1-direct mail 1week prior to engagement to warm the lead***

***-Step 2-call to gauge interest***

***-Step 3-email funnel to those who do not close on the call or request do not call***

***-I can recommend the funnel sequence when we speak***

# **Referral Incentive Program**

- \*If you start marketing to a broader audience you will naturally end up reaching people who may decide your products are not for them, but will have colleagues they can recommend. We want to give them reason to do so.***
- \*Your existing customers who are happy with your products can be incentivized to do more to spread the word about your business.***
- \*Lower level employees at dental offices will have reason to recommend you to their boss.***
- \*The affiliate program will provide financial incentive for people to recommend you. The software referenced above will provide anyone who signs up with a unique referral link (ex: [msdi-dental-implants.com/affiliate5](https://msdi-dental-implants.com/affiliate5)). When that link is given to a 3rd party who comes to the website and completes the order, the lead is tracked back to the original party, who should be paid a referral fee.***
- \*The referral fee can be a %of the initial order or a smaller %of lifetime income from their referral. The latter will allow you to build a team of salesmen who will help further by following up on their referrals, reminding them to take care of themselves, etc. Idevaffiliate is a program Ilike to use***

# ***Public Relations /Partnership Marketing***

***Digital PR has several benefits:***

- \* SEO increase***
- \* Building trust factors***
- \* Referrals***

***Stage 1—build a media kit covering your reach, customer satisfaction, customer buying power, and marketing plans /potential reach. This document is intended to convince the prospect that you are a good partner to have.***

***Stage 2 –put together a list of local partners in each country. Consider anyone dentists interact with. Dental supplies distributor is a good example.***

***Stage 3 –reach out to follow engagement as follows:***

- \* Editorial placement (success rate on this is going to be under 5%)***
- \* Cross promotion***
- \* Paid placement***

# **Marketing Collateral**

***The following is what I recommend developing for your campaign:***

***\* Media kit for cross promotion and PR***

***\* Banners for affiliates***

***\* SEO blogs***

***\* Social media posts***

***\* Social media ads***

***\* PPC content***

***\* Video segments ☒ Flyers***

***THANK YOU***