



➤ Tips to leverage key Invisalign® brand marketing tactics

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 Additional information and clarification on brand marketing assets can be found in the Invisalign art & advertising standards guide for Invisalign providers located on the Invisalign Marketing Site which can be accessed from within the Invisalign Doctor Site

Introduction

The Invisalign brand marketing assets which are available online on Align Store, the Invisalign Marketing Site, on Invisalign.com and on our social media platforms are the result of years of consumer research and marketing expertise. They are meant to capture the attention of your potential patients, trigger their interest and increase their acceptance of Invisalign treatment.

One of the ways to achieve this is by addressing key questions or concerns that your potential patients may have at different stages in their consumer journey. For example, some prospective patients may not yet be familiar with Invisalign clear aligners, so through Invisalign brand assets such as TV spots, lobby videos and/or consumer brochures, we educate them on Invisalign treatment – how it works and how they can benefit from it.

There are many tactics that can be employed to address your objective of driving more patients into your practice and boosting the number of patients you treat with Invisalign clear aligners. For example, you could

- Customize Invisalign brand practice marketing assets such as TV spots, videos, and brochures
- Leverage radio advertising
- Air your Invisalign treatment spot on local television
- Promote Invisalign clear aligners using OOH (out of home) media
- Attend local events or engage with your community in other ways

We believe that an integrated approach is most effective but it is important that you focus on the key tactics that are relevant to your practice.

In this guide, we're providing you with examples and in-depth information for how to leverage

- "Made to Move" TV spots including how to air them on local television
- Other new and existing Invisalign brand videos
- Invisalign brand social media platforms
- Key practice marketing assets

Leveraging the Invisalign brand marketing assets is a key benefit to being an Invisalign Provider.

To maximize the effectiveness of your marketing tactics, we encourage you to take advantage of this benefit and develop your practice assets by building upon our marketing tactics.

This will help ensure that your messaging is rooted in valuable consumer insights and that your materials are consistent with ours, leading to more impactful assets, and more potential patients asking about Invisalign clear aligners and saying "yes" to treatment.

Grow your practice: Tips to leverage key Invisalign brand marketing tactics

“Made to Move” Invisalign brand TV spots

Objective

Reach a wide audience to create awareness and trigger interest in Invisalign treatment so that we can drive more patients into your practice

Messaging aligns with the prospective patients’ motivation to improve themselves in and out

Starting early April, you can access and customize the Invisalign brand TV spots with your practice information on the [Invisalign Marketing Site](#) (login using your Invisalign Doctor Site/doctor portal credentials)

How to use the customized Invisalign brand TV spots to showcase your skills and create awareness for Invisalign treatment and your Invisalign practice

01 Add the customized TV spot to your practice website

Ensure it’s in a prime spot so that your website visitors can notice it right away

- E.g. place it on your Invisalign treatment page
- Alternatively, you could include it on the homepage, and in the “About this practice” and “Treatment offerings” sections on your website

Provide context for the customized Invisalign brand TV spot

- When adding the TV spot to the homepage, and “About this practice” and “Treatment offerings” sections on your website, you may need to write additional copy to introduce the spot to your prospective patients

For example:

- Share that you are an Invisalign Provider and that you can treat a wide range of cases with Invisalign treatment
- Also, highlight the advantages of Invisalign clear aligners e.g. *Proprietary SmartTrack® material and SmartForce® features are clinically proven to achieve greater than 75% improvement in overall tooth movement predictability with Invisalign clear aligners**

Also, because they’re clear and removable, patients can continue to do the things they love—no avoiding sports, foods and drinks they like and no emergency visits due to broken wires or brackets

- End your sentence with a strong CTA (call to action) to motivate your website visitors to take the next step e.g. “Call us today to find out if Invisalign treatment is right for you” or “Call for a complimentary consultation to take the next step towards a better smile”
- For more inspiration, you could leverage the verbiage on our website, social media pages or in our digital banners

Measure the impact of the Invisalign brand TV spot

- Install Google Analytics (GA) on your website – free software – to gauge the interest of your website visitors e.g. number of clicks
- To set up GA, ask for assistance from the person who is managing your website. Alternatively, you could follow the steps below in case you have access to make edits to your website through a content management system (CMS).

Create a [Google Account](#) if you don’t have one already

Once you’re logged into your Google Account, sign up for Google Analytics

After you fill out the necessary fields and click “create account”, you will be given the tracking code that Google Analytics is using to track your website. Highlight and copy this code with “Ctrl+C”.

Paste the Google Analytics tracking code onto your website after you’ve signed in into CMS

For more details, you could watch this [video](#) or look for other helpful articles online on websites like [Google](#) or [HubSpot](#)

- Ask your new patients how they heard about Invisalign treatment and your practice (see Appendix for a sample patient survey)



“Made to Move” Invisalign brand TV spots (continued)

02 Add a link to your customized Invisalign brand TV spot on your social media pages

Recommended platforms: Facebook, Twitter, YouTube

- Add the customized Invisalign brand TV spot to your “Video”, “Posts” and/or “About” sections on your Facebook page. If applicable, do the same on your other social media pages.
- To add the Invisalign brand TV spot to your Facebook practice page, click “Photo/Video” at the top of your News Feed or Timeline, choose the spot from your laptop and click “Post”. If you’re experiencing any issues or want to learn more, check out Facebook’s [support page](#).
- To post the spot to your Twitter practice page, click the “Tweet” icon, search for the TV spot on your device and click “Tweet”
- To upload the customized TV spot to your YouTube practice page, click “Upload Videos”, fill out the required fields, locate the file on your device (“Choose File”) and click “Upload Video”

Personalize your social media post by adding a relevant message and call to action for your prospective patients e.g.

- “Invisalign clear aligners can effectively treat cases from simple to complex. Give us a call today to take the first step towards a healthy and happy smile”. Or
- “We can effectively treat teen cases with Invisalign clear aligners. Give us a call today to find out if Invisalign treatment is right for your teenager”.
- For additional guidance on how to craft compelling social media posts, check out the [Social Media Guide](#) resource on the Invisalign Marketing Site (under “Marketing Resources”)

Monitor the number of likes, comments and shares to determine the level of interest and engagement with your Invisalign brand TV spot

- Learn what type of content, image and/or call to action is most popular among your followers (highest number of likes, comments and/or shares) and apply the same insights to your future posts
- E.g. use similar call to actions (“Call now for a free Invisalign treatment consultation”, “Call now to take the first step towards a better self” etc.) if a particular CTA is outperforming the rest

03 Air your customized Invisalign brand TV spot on local television

Advertising Invisalign treatment on television is proven to have a positive impact on the number of cases treated with Invisalign clear aligners

- i.e. given our data, we know that when we advertise Invisalign aligners on TV, our searches and number of unique visitors tend to increase. These metrics are directly correlated with the patients’ consideration of Invisalign treatment (see below for how to air your TV spot on local television).

To reap the rewards, ensure you choose networks and shows that are appealing to the consumers who are most likely to sign up for Invisalign treatment

- Based on years of consumer research, we know that the prospective patients who are most likely to sign up for Invisalign treatment fall in one of the categories below
- Identify these patients in your practice by paying attention to their casual conversations with your staff and using the key points below as triggers/tips
- Adult females and males, ethnically diverse
 - You will notice that most of the prospective patients who are interested in Invisalign treatment, don’t like the status quo and strive to move forward both in their professional and personal life
They may be taking on new personal endeavors (hobbies, home improvements, travel etc.) or growing their professional career (signing up for courses, trainings etc.)
 - Their ideal orthodontic treatment is discreet and doesn’t disrupt their life today, so ensure you educate these patients on the lifestyle benefits of Invisalign® treatment (e.g. you can continue to eat the foods you like)
 - Some patients might be hesitant to ask about Invisalign aligners and expect you to discuss this treatment option

+ For tips regarding teen prospective patients and their parents, see the next page

“Made to Move” Invisalign brand TV spots (continued)

- Teens (male and female) and their parents
 - Teens coming into your practice may have interests and hobbies like sports, art or music
 - Their ideal orthodontic treatment enables them to pursue these hobbies without interruptions, so ensure you speak about the lifestyle and safety benefits of Invisalign treatment e.g. eat and drink almost anything you want, no injuries or emergency visits due to broken wires or brackets
 - Their parents (moms) might be in their 40s and expect you to introduce Invisalign clear aligners as a treatment solution
 - Both parents and teens are digitally-savvy and are looking for the most advanced technological solution and high quality results



Cost – the costs of advertising Invisalign treatment on TV (even local TV) are much higher than advertising online (e.g. Google or Facebook). If you have the budget and want to go this route, your local station will inform you on the actual cost for your TV spot – CPM*# viewers (CPM = cost per mile or 1,000 people who view your ad).

Key factors that impact CPM

- Location/city – the more advertisers in one area, the higher the advertising costs
- Audience – the most popular demographic for TV advertising is adults ages 25-54 years old
- Network/TV shows – TV networks that air popular shows demand higher prices for their advertising spots. However, the cost may be worth it if your prospective patients are watching these shows.
- Broadcast vs cable – broadcast networks e.g. NBC typically charge less for advertising than cable stations (individuals need to pay extra for these stations e.g. MTV)
- Time of day – prime ad spots (in the evening) are when the most popular shows are running hence advertising in the evening is more expensive. Select the time of day given the characteristics of the Invisalign treatment prospective patients e.g. advertise in the morning and/or evening if you want to reach the adults who are part of the first category from above (adult females and males).
- Time of the year – the quarters with holidays are more expensive than the others because every advertiser wants to promote their products around holidays. For Invisalign treatment, think of when your cases are spiking up and you can choose to further boost your case volume during this period by advertising on your local TV station.

How to air your Invisalign brand spot on TV

- Purchase directly from your local broadcast station or cable provider
- Alternatively, you can use an advertising agency to purchase spots on your behalf (this is more expensive, and we don't recommend it for most of our Invisalign Providers)

How to measure success

- Include a vanity URL* in the last frame of your TV spot (using the customization fields on the Invisalign Marketing Site)
 - You can create a vanity URL with Google Analytics. To learn how, refer to this [article](#) or look for other helpful articles and tutorials online.
- Dedicate a separate phone line to your TV ads and keep track of the number of calls
- Ask new patients for source of referral (see Appendix for a sample patient survey) and/or
- Track how many people are calling your regular phone line to ask about Invisalign treatment during the period of running the spot. If you get more cases around this time, your TV spot probably has a positive influence on your case volume. However, if you're employing multiple marketing tactics at a time or if you notice the spike in cases during a period where case volume goes up such as holidays, use a combination of the methods above.

Other Invisalign brand videos

Objective

Increase potential patients' consideration for Invisalign treatment and motivate them to ask about Invisalign aligners by using other Invisalign brand videos e.g.

- Straight Talk video
- Patient testimonials (existing and new)

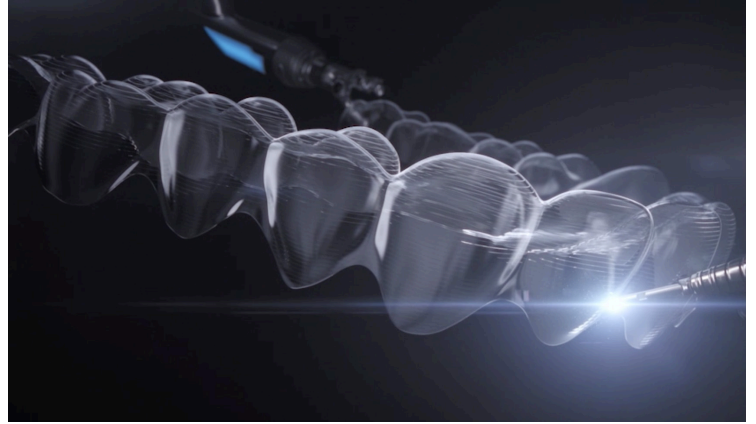
How to use the Invisalign brand videos to boost awareness and consideration for Invisalign treatment and your Invisalign practice

01 Upload the Invisalign brand videos to your website and share the link to your posting on your social media pages

- Link to/download the Invisalign brand videos from the Invisalign Marketing Site, Invisalign.com and/or our social media pages e.g. Straight Talk video and post it to your website. Share the link to your website posting on your social media practice pages – Facebook, Twitter and YouTube (refer to the steps on page 3).
- Post a relevant message for your audience when linking or sharing the Invisalign brand videos online e.g.
 - “Find out the connection between your oral health and your overall health” (link to Straight Talk video)
 - For more tips on how to write compelling posts and make the most out of your social media efforts, check out our [Social Media Guide](#) resource on the [Invisalign Marketing Site](#) (under “Marketing Resources”)
- Monitor your audience engagement with your posts e.g. likes, shares, comments and learn which social media networks work best for your practice and what type of posts drive higher engagement e.g. highest number of likes, shares and/or comments

02 Play the Invisalign brand videos in your practice

- On the monitor in your lobby, consultation room and/or operatory room (e.g. Straight Talk video)
- To find out who is viewing these videos, ask your patients how they heard about Invisalign treatment and your practice. This can also help you identify what other collateral and channels are driving awareness and consideration for Invisalign treatment besides the Invisalign brand videos (see Appendix for a sample patient survey).



Invisalign brand social media platforms

Objective

Increase exposure for Invisalign treatment and connect with prospective patients in unique, personal and meaningful ways to drive more interest in Invisalign treatment and more patients into your practice

How to leverage the Invisalign brand social media efforts to increase awareness for your Invisalign practice and drive interest for Invisalign treatment

01 Add the Invisalign brand [YouTube](#) channel to your website

- Leverage our branded content to educate your prospective patients on Invisalign treatment
- Measure the impact of posting the Invisalign brand YouTube link on your website by tracking the number of clicks with Google Analytics (refer to page 2 for more details)

02 Follow and connect with us on social media

- Like us on social media:
 - [Facebook](#)
 - [Instagram](#)
 - [YouTube](#)
 - [Twitter](#)
- Steal content from us to drive awareness and interest in your Invisalign practice. For example:
 - Re-share our patient stories or testimonials in case you don't have your own patient testimonials (more impactful)
 - Share our creative assets e.g. image depicting the features of Invisalign aligners (blue compliance indicators etc.), aligner case images, 4 Million Smiles video
 - Leverage our smile assessment posts and encourage your patients to take the first step towards treatment
- Make your voice heard and position yourself as an expert in treating with Invisalign clear aligners by leaving us comments on our social media pages and/or answering questions from potential or existing patients

03 Check out the Invisalign brand [Social Media Guide](#) which is available on the [Invisalign Marketing Site](#). This resource can help you increase the overall impact of your social media efforts.



<https://www.facebook.com/invisalign>



<https://www.instagram.com/invisalign>



<https://www.youtube.com/invisalign>



<https://www.twitter.com/invisalign>

Practice marketing

Objective

Extend the Invisalign brand national advertising efforts in practices to help educate potential patients on Invisalign treatment and get more patients to say “yes” to treatment

01 Consumer brochure

- Available on the Invisalign Marketing Site and in Align Store*
- The Invisalign brand brochures are more comprehensive than the other collateral which your patients may find in the waiting room making them great educational tools
- Place the consumer brochure in the lobby and also, use it during the consultation in case patients would like to learn more about Invisalign treatment
- Additionally, hand it out to your patients when they leave your practice in case they did not make a decision on Invisalign treatment on the spot. They could use it to learn more about Invisalign clear aligners at their own pace and/or use it to drive the conversation with their significant other about Invisalign treatment.

02 Straight Talk brochure

- Available on the Invisalign Marketing Site and in Align Store*
- The Straight Talk brochure is useful when you want to discuss the health benefits of straight teeth and help the patient visualize the impact of misaligned teeth on their health
- Use the Straight Talk brochure during the patient consultation to drive urgency for orthodontic treatment, and help patients understand why they should invest in their oral health
- Additionally, you could hand out the Straight Talk Brochure to your patients after the consultation (as a takeaway)

03 Lobby videos

- Available in Align Store and the Invisalign Marketing Site*
- Order the Invisalign brand lobby videos (DVDs) and play them on the monitor in your waiting room
- Use these videos to capture your patients’ attention in a busy environment and motivate them to ask about Invisalign treatment during their consultation



The Invisalign brand practice marketing assets go beyond what is shown above. To view and access the full breadth of the Invisalign brand practice assets, visit the Align Store and the Invisalign Marketing Site.

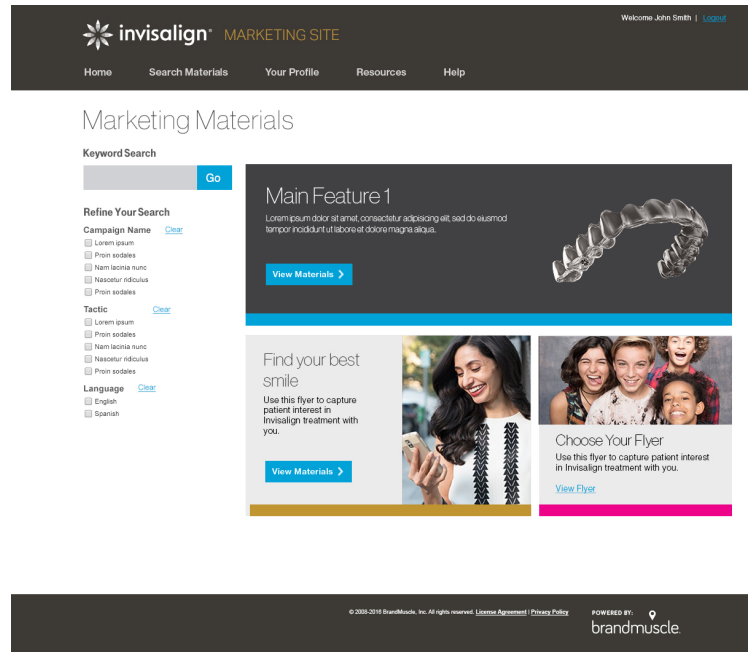
How to order and customize Invisalign brand marketing assets

- 01 To customize Invisalign brand assets, visit the [Invisalign Marketing Site](#) and login in with your Invisalign Doctor Site (IDS)/doctor portal credentials
- 02 Click “Search Materials” to browse the Invisalign brand customizable assets and find the desired marketing material
- 03 Click “Build” and follow the steps on the screen e.g. upload practice logo or choose image (where applicable)
- 04 When done, choose your preferred method of delivery if you’re satisfied with the digital proof e.g. download to desktop, deliver via email, print on demand, custom ad request (select this option if you want to request additional customizations)

Alternatively, you could use our creative assets to develop your own marketing materials such as online ads, digital promotions, flyers, billboards, newspaper ads, or custom graphics for your practice.

- To do so, please send/ask your designer to email us your marketing material at: adproofs@aligntech.com
- The Ad Proofs team is tasked with reviewing and approving all the marketing materials that include the Invisalign brand logo and/or creative assets. Their approval is mandatory.
 - For a smooth approval, use the Invisalign brand creative assets as detailed in the Invisalign art & advertising standards guide for Invisalign providers located on the Invisalign Marketing Site which can be accessed from within the Invisalign Doctor Site

For free, non-customizable assets, visit the [Align Store](#). It can also be accessed from within [IDS](#).



The Invisalign Marketing Site is currently being updated and may look different than in the image above. This image is FPO (for placement only).

Appendix

On the following page there is a short survey that you could share with your patients when they check out at front desk after their consultation or practice visit. It can help you identify what marketing tactics are successful at driving interest in Invisalign treatment and motivating your patients to sign up for treatment.

By analyzing the survey answers, you can maximize your spending and ROI by focusing on those marketing tactics which are more effective at driving patients into your practice and motivating them to pursue Invisalign treatment.

Also, you can gain more insights about your potential patients which could be useful when developing your future marketing tactics.

Dear Patient,

Thank you for visiting our practice today. Please take a few minutes to fill out our survey and let us know how you heard about our Invisalign practice and what motivated you to pursue Invisalign treatment.

01 Please select your gender below

- Female
- Male

02 What is your age group

- 1-11 years old
- 12-19 years old
- 20-35 years old
- 36-65 years old
- Over 66 years old

03 What is your level of education?

- High school, no diploma
- High-school graduate, diploma or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Master's degree
- Other. Please specify

04 How did you hear about Invisalign treatment?
Please select all the answer choices that apply

- Television
 - Invisalign brand TV spot personalized with our practice information
 - Invisalign brand TV spot
- Website
 - Practice website
 - Invisalign.com e.g. Invisalign Doctor Locator
- Social media
 - Our practice social media pages
 - Facebook
 - Twitter
 - Instagram
 - YouTube
 - Pinterest

- Invisalign brand social media pages: Facebook, Twitter, Instagram and/or YouTube
- Online
 - Our practice online marketing efforts
 - Banners
 - Search e.g. Google, Bing, Yahoo, Yelp
 - Invisalign brand online marketing efforts (examples above)
- Practice marketing materials
 - Consumer brochure
 - Straight Talk brochure
 - Lobby video
 - Poster
 - Tent card
 - Other. Please specify the practice marketing material here
- Other. Please specify e.g. front desk, my doctor, or a family member recommended it

05 What motivated you to sign up for Invisalign treatment?

Please select all that apply

- Right time (e.g. I'm getting married and I'd like to have a more beautiful smile in my wedding pictures)
- I was looking for a discreet treatment option
- Invisalign clear aligners are backed up by an innovative technology, and I trust this product
- Straightening my teeth can have long lasting benefits on my health
- Invisalign treatment is more affordable than I thought, especially with the insurance plan coverage (up to 50%)
- I'm playing sports, and with Invisalign clear aligners I don't need to worry about injuries and emergency visits due to broken wires or brackets
- Lifestyle benefits of Invisalign clear aligners (e.g. I can continue to eat the foods I like, shorter doctor visits and no emergency visits due to broken wires and brackets)
- Other. Please provide details



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