

OrthoMarketing Gains Rich Public Relations Tool, Avoids Missteps thanks to Dynamic Blueprint™ from Dynamic Answers

OrthoMarketing (OM) provides one-stop marketing for orthodontists at all phases and stages of their business. OrthoMarketing was created by The TransForm Group (TTG) of Atlanta, Georgia and Core Communications of Fresno, California. TTG is a marketing operations firm that specializes in creating turnkey marketing programs and managing all creative and operational requirements for execution. Core Communications, a company specifically serving the orthodontic industry, merged into the OrthoMarketing organization in 2006.

Business Case

OrthoMarketing wanted to extend their program offerings beyond typical online advertising to include a physician-branded website aimed at parents and their children. The plan was to offer doctors exclusive sponsorship of a “cool” website aligned with a school in their immediate community. The website would serve as a tool to help parents monitor the performance of their children. Students would be incented to login and report their progress in order to receive rewards set up by their parents.

While OrthoMarketing had great design resources and extensive marketing experience on staff, they were going to have to go outside of their organization to develop this web-based offering. After preliminary discussions with web design firms they realized that they needed to better clarify their goals

for the program before attempting to engage a solution provider. Otherwise they risked confusing vendors and getting inaccurate cost estimates.



OrthoMarketing President Gary Smith had learned of the success of Dynamic Answers through his personal relationship with Michael Wilkes. Recognizing OM’s need for both interactive website design expertise as well as his knowledge of local providers able to build this

solution, Smith decided to engage Wilkes, a.k.a “the Disambiguator.”

Guided by DAI, the requirements began to morph into a rich public relations tool and ultimately OM found themselves looking for a solution that did much more than they had originally envisioned.

Armed with a Dynamic Blueprint™

With a clearer vision and precise objectives, they were better able to solicit bids from internet development firms and quickly found that some of their early contenders were not ready to tackle a project of this complexity.

DAI facilitated the interview process to ensure that OM avoided costly missteps (like the shiny object syndrome) and ultimately



“Armed with the Dynamic BluePrint™, we didn’t waste time getting bids from builders that had no meaning,” explained OrthoMarketing President Gary Smith. “Since we were able to offer suppliers a clear specification to bid on, we got competitive bids and didn’t pay an exorbitant amount by approaching only one supplier.”

led them to a qualified partner they could trust. Now they are working together to build a solution that goes far beyond their original expectations for marketing orthodontists to their community.

How does it work?

They are delivering a platform that encourages communication between parents and children. online. The student is incented to earn points that can be redeemed later for rewards from their parents. The points are entered as tickets through the web site. Youth are excited to see their point totals climb. Parents are excited by the progress they are making. And of course every time either party logs in, they see the sponsoring ads from their community orthodontist.

The websites will be offered as an exclusive marketing program where only one orthodontist is aligned with one school. The sites will be sold to the schools under the concept of promoting academic excellence but ultimately parents will be able to use it for

encouraging progress towards any goal, whether that is reading or math or simply walking the dog and taking out the trash. This flexibility and ease of use will create stickiness and staying power for the orthodontist's best prospects.

Reflection

“DAI’s expertise was instrumental in our success,” continued Smith. “Their guidance brought us confidence, produced a better product design, and helped us select an excellent partner for the construction phase. Their blueprinting process really works.”



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