

ONLINE BRANDING GUIDE

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Introduction

Maximizing your AADSM membership when building your brand will help differentiate your dental practice and drive new patients to your office. This guide is designed to help you leverage your AADSM affiliation online to increase your credibility and customer base, positioning your dental practice as:

- The local source for information about dental sleep medicine
- Well networked within the professional sleep medicine community
- Highly experienced in oral appliance therapy

This toolkit provides you the resources you need to establish your practice as a leader in dental sleep medicine and engage people online, helping them make the connection that your dental practice is the place to go when they need solutions and expert knowledge for treating their snoring and sleep apnea.

Using the Toolkit

In this toolkit you will find materials designed to help support your digital efforts – giving existing patients cause to return to your business and potential patients reasons to be interested in your practice. The materials are customizable and contain placeholders to signify where you should provide specific information.

Below, please find a description of each toolkit item. To use the materials, you will need to fill in each piece appropriately. Please insert information in the fill-in-the-blank areas only as noted. All words in red should be replaced with the correct information – for example, insert your city name where it reads **CITY**. All words in black are options you can choose to personalize your release – for example, replace **his/her** with “his” if you are a male practitioner.

AADSM Membership Certificate

This certificate is the one off-line piece of this toolkit. It can be downloaded, printed and displayed in your office to showcase your membership with the AADSM, the leading dental sleep medicine association, and enhance your brand character as a well-connected expert in oral appliance therapy. The certificate is dated and, therefore, will be reissued each year, with the most updated version available for download on the member portal of the AADSM website.

Website Materials

- **Digital AADSM Member Badge**
 - The AADSM Member Badge is a graphic that can easily be displayed on your website to showcase your affiliation with the Academy. We recommend linking the graphic to the AADSM website and displaying it on the homepage and “About Me” section of your site, as well as any other webpage you see fit.
- **“About Me” Paragraph on AADSM Membership**
 - This template paragraph explains the benefits of working with a dentist who is an AADSM member and can be inserted into the “About Me” section of your website.
 - A biographical webpage is highly recommended to inform patients about your experience and expertise, and bridge a personal connection that differentiates your dental practice.
 - An informative “About Me” webpage includes your educational background, career highlights, experience in dental sleep medicine, relevant professional affiliations, community involvement (e.g. volunteer work) and some insight into your personal life (i.e. “Dr. Smith lives in Chicago with his wife and three kids. In his free time, he loves taking family vacations, biking and trying the many excellent Windy City restaurants.”)
- **Oral Appliance Therapy Overview Webpage**
 - The overview webpage is written to educate patients about obstructive sleep apnea and oral appliance therapy.
 - Create a new webpage on your site to host the information and embed a link to the oral appliance therapy overview on your website’s homepage.

Blog Posts

A blog is a simple, effective brand building platform for connecting with and sharing timely, relevant information with patients. A company blog can help drive more traffic to your website, build your brand’s credibility, position you as an industry expert and, ultimately, bring new patients to your office.

You don’t have to be a professional programmer to create a blog. Many blogging platforms, such as WordPress and Hubspot, are user-friendly and make it easy to get started. Publish one or two short blog posts each month to your website to stay active and relevant. To keep the posts engaging, link to fun facts and statistics about sleep that you find online.

The toolkit provides four template blog posts to get you started and a list of possible topics to help you write more content for your blog.

- **Customizable Blog Post: Sleep Apnea Warning Signs**
 - Key Message: Obstructive sleep apnea is a common condition and, if you observe any of the key warning signs, schedule a consultation.
 - Timing: This post can be posted any time throughout the calendar year.

- **Customizable Blog Post: Benefits of Oral Appliances**
 - Key Message: Dentists can help treat snoring and obstructive sleep apnea with oral appliance therapy, an effective treatment option that has several benefits compared to the traditionally prescribed CPAP.
 - Timing: This post can be posted any time throughout the calendar year.
- **Customizable Blog Post: AADSM Snoring Survey**
 - Key Message: The AADSM survey reveals that snoring is adversely affecting Americans' intimate relationships and health, and oral appliance therapy may be the best solution.
 - Timing: This post can be posted any time throughout the calendar year.
- **Customizable Blog Post: Sleep/Sleep Apnea Awareness Week**
 - Key Message: If you aren't getting quality sleep, you may have sleep apnea. Sleep/Sleep Apnea Awareness Week is the perfect time to take the necessary steps to get treated.
 - Timing: Sleep Awareness Week is annually in March and Sleep Apnea Awareness Week is annually in October. Check the official dates online and publish the blog at the beginning of the corresponding week.
- **Additional Blog Post Topics**
 - This one-page document provides several blog post topics to help you continue to populate your blog beyond the template content.

Social Media

Social media helps you effectively establish your brand's identity and gives your dental practice a personality that people can relate to and connect with online. Similar to publishing a blog, a social media presence helps increase trust in your business and the amount of traffic that your website receives.

The toolkit provides enough content for three Facebook posts and five tweets per week for three months. These posts are simply starting points – feel free to create posts of your own and get as creative and personal to your practice and passion as you feel appropriate.

- **Twitter**

Twitter is a tool that should be used for short snippets of information that can be shared in 140 characters or less. Twitter also uses hashtags, which are words or short phrases with the “#” symbol in front of them. A hashtag turns any word or group of words that directly follow it into a searchable link. By clicking on a hashtag, such as #dentalsleepmedicine, a user is able to follow along with all conversations that are taking place on Twitter about this topic.

We recommend posting to Twitter at least once a day. However, due to the nature of this channel, conversation moves quickly and it is acceptable to tweet every few hours. Twitter also provides the option to “retweet” posts from other accounts. For example, if you follow the AADSM Twitter account (@AADSMorg), you can retweet content by clicking on the rotating arrow button on individual posts. The post will then appear on your profile for your followers to see. Retweeting posts is a great way to engage with other users and provide your followers with an assortment of content.

- **Facebook**

Facebook is a tool that allows brands and companies to create profiles to communicate with their fans. Creating a Facebook brand page for your business allows you to share news, updates and photos, and exchange messages with fans. There is no limit on how many characters you can use in a post, and therefore, this platform is better suited for longer updates.

We recommend posting to Facebook at least three times a week, but no more than three times a day. Posts that include images or links to external websites are likely to be seen by a larger audience, therefore exposing your business to more people.

- **Visibility**

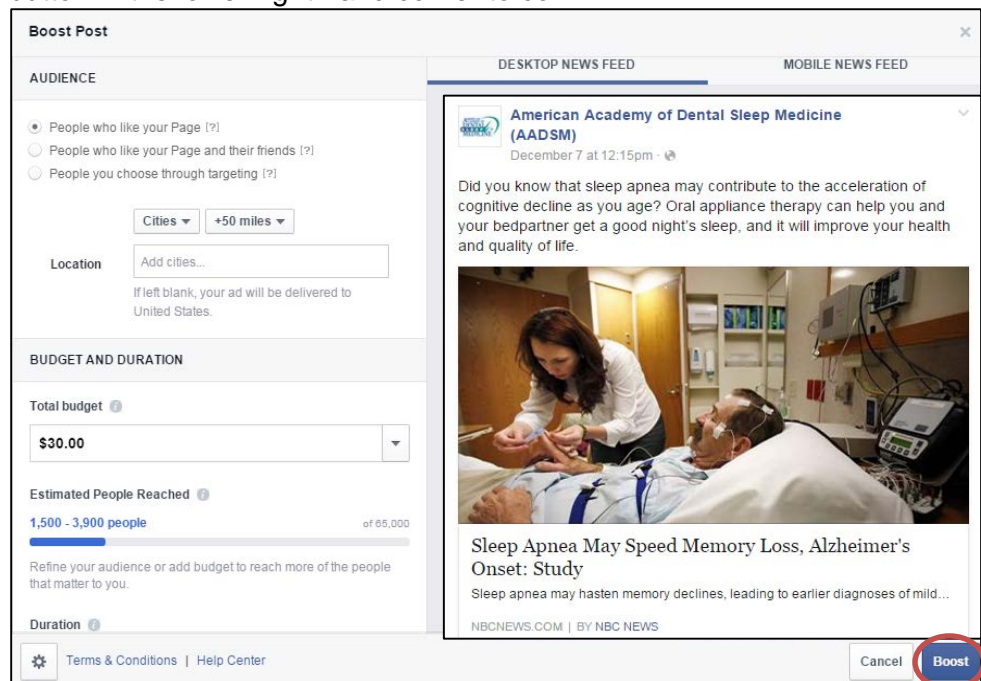
Facebook posts have the option to be “boosted,” which means that you can pay to have your post reach a wider range of people. Even spending as little as \$10-\$20 on a post can result in your content being seen by thousands of people, which can result in more people learning about your business.

- **How to Boost a Facebook Post**

1. Decide which post you would like to boost and click on the blue “Boost Post” button in the lower right-hand corner.



2. Choose your audience and budget based on how many people you want to reach and how long you'd like your boost to run. Click the “Boost” button in the lower right-hand corner to confirm.



Branding Addendum

Six Tips for Building Your Brand

It's important to have a foundation upon which to build brand recognition. In addition to creating your branded online presence, here are essentials for establishing a strong company brand.

1. **Write a mission statement.** Successful branding is about promoting your strong points and what you believe in as a business. A brief, internal mission statement helps you define your brand's character. When promoting your practice, reference your mission statement to ensure your messaging enforces your practice's strengths and values. Remember to include dental sleep medicine in your mission statement.
2. **Develop a memorable tagline.** A great tagline captures the value you provide to your patients in one or two sentences. Keep it simple and functional – explaining what you offer and reflecting your mission statement.
3. **Participate in your community.** Sponsor or take part in local charitable events or neighborhood initiatives to show that you are invested in the people who live and work in your community. Seek out programs that will reach potential patients and allow you the opportunity to discuss the importance of sleep.
4. **Network online.** In addition to establishing one-on-one connections at the office and around town, engage patients online via your website and social media platforms. People often search the Internet for business ratings and recommendations, and you'll miss out on opportunities if you lack an online presence. This handbook – AADSM Online Branding Guide – is a great tool to help you get started!
5. **Regularly work with media.** Media outreach involves working with local newspapers, magazines and broadcast stations to earn free publicity. Make sure reporters know about anything new happening at your practice – new hires, special events, etc. To learn more about conducting media relations, check out the [AADSM Member PR Toolkit](#).
6. **Be consistent and constant.** Always communicate with your mission statement in mind so that you cultivate and maintain a cohesive brand. From your front desk and in-office patient materials to your website and Facebook page, a consistent tone and key messages will help enhance your practice and foster relationships.