

Enhance Your Web and Social Media Sites with CareCredit's Easy-to-Use Online Advertising Toolkit

Each month more than 1 million unique visitors go to CareCredit's website for information*, including those looking for a provider in their community who accepts the CareCredit credit card. In fact, CareCredit's online Provider Locator is searched up to 560,000 times each month.

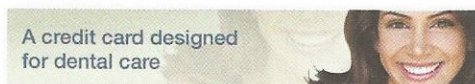
Want to make sure new and existing patients know you accept CareCredit as a financing option? Then tap into a suite of pre-built and pre-coded, digital assets to help you enhance your online presence.

Connect with Patients Online



Custom Apply Link

Add the Custom Apply Link and your patients can privately complete a CareCredit application online. Your Merchant ID# is embedded in the application so you can see who has applied for CareCredit from your site.



Banners and Buttons

Let visitors know you are committed to helping them get the care they need by placing banners and buttons on your homepage and throughout your site.



CareCredit Webpage

Add a financing tab to your homepage and a page detailing the benefits of the CareCredit credit card.

▶ To access CareCredit's online Advertising Toolkit and view the new patient video, log in at : www.carecredit.com/advertisingtoolkit and click on *Ad Toolkit*.



Date: January 1, 2015
To: ADA® Members
Re: Why Your Online Brand Matters

If it seems like everyone is online these days posting photos, updating their status and searching Google, it's because they are. In just 60 seconds, Google will be searched 2.66 million times, 4.7 million posts will hit Tumblr, and 67,000 photos will be uploaded to Instagram.* The average American now spends 23 hours a week on their mobile device.* That's why experts like Naomi Cooper, Chief Marketing Consultant for Pride Institute, are urging practices to look critically at their online brand.

"...there is nothing more important a dentist can do than clearly defining their brand promise/brand personality and then properly branding their practice website."

Enclosed you will find information on **two FREE resources** available to our Members, courtesy of CareCredit:

- ▶ ***Making the Best First Impression: Why Branding the Dental Practice Website is Essential for Continued Success***, an educational paper by Naomi Cooper
- ▶ **Online Advertising Toolkit** – one of the easiest ways to enhance your online presence, introduce the CareCredit credit card to patients and give them a way to apply directly from your website or Facebook page



To request these resources, call 800-859-9975, press 1, then 6, or complete and return the **enclosed fax response form**.

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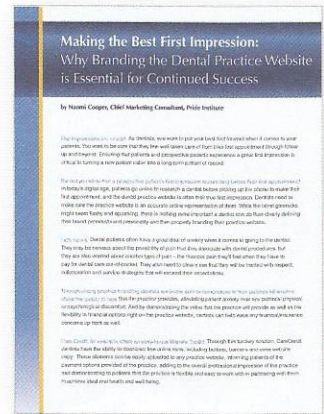
*Online in 60 seconds [Infographic] - A Year Later. (2014). Online in 60 seconds - A Year Later. Retrieved from <http://blog.qmee.com/online-in-60-seconds-infographic-a-year-later/>

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Making the Best First Impression: Why Branding the Dental Practice Website is Essential for Continued Success

by Naomi Cooper, Chief Marketing Consultant, Pride Institute



In this educational paper, Naomi Cooper shares her expertise and insight on how to create a great first impression on your website and social media sites. She also shares two real-life case studies that detail how one dentist from upstate New York and one from suburban Michigan made seemingly simple changes to their online sites to great success.

“ In today’s digital age, patients go online to research a dentist before picking up the phone to make their first appointment...through strong practice branding, dentists are able to demonstrate to their patients information about the quality of care that the practice provides... dentists need to make sure the practice website is an accurate online representation of them...”

— Naomi Cooper

The CareCredit Connection

“...the doctor chose to include one of CareCredit’s exclusive branded buttons from the Website Toolkit on the homepage of their new website, alerting both existing and prospective patients to the flexible payment options available in the practice. Through the new branding strategy, they were able to communicate a modern message to the community, ensuring patients understood they were in good hands, both in terms of their oral health and in terms of their budget.”

Yes!

I want my **FREE** copy of *Making the Best First Impression: Why Branding the Dental Practice Website is Essential for Continued Success*.

Call **800-859-9975**, press 1, then 6, or complete and return the enclosed fax form.

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How Can We Help You?

Update your website with a CareCredit Custom Apply Link with help from the Advertising Toolkit

Log onto www.carecredit.com/pro, select *Provider Resources*, then select *Provider Tools* and then select *Advertising Toolkit*.



Learn why Branding Your Practice is Essential

Contact your Practice Development Team for your **FREE** copy of *Making the Best First Impression: Why Branding the Dental Practice Website is Essential for Continued Success* by Naomi Cooper, Chief Marketing Consultant, Pride Institute.



Connect with a member of your Practice Development Team in **TWO** easy ways:



Call 800-859-9975, option 1, then 6, or



Fax this completed form to 866-617-6955

Name _____

Practice Name _____

Phone Number _____ ZIP _____

Merchant ID _____

By providing this information, you agree to be contacted by CareCredit/Synchrony Financial (formerly GE Capital Retail Finance). STAU21114DD



800-859-9975
www.carecredit.com/contact