



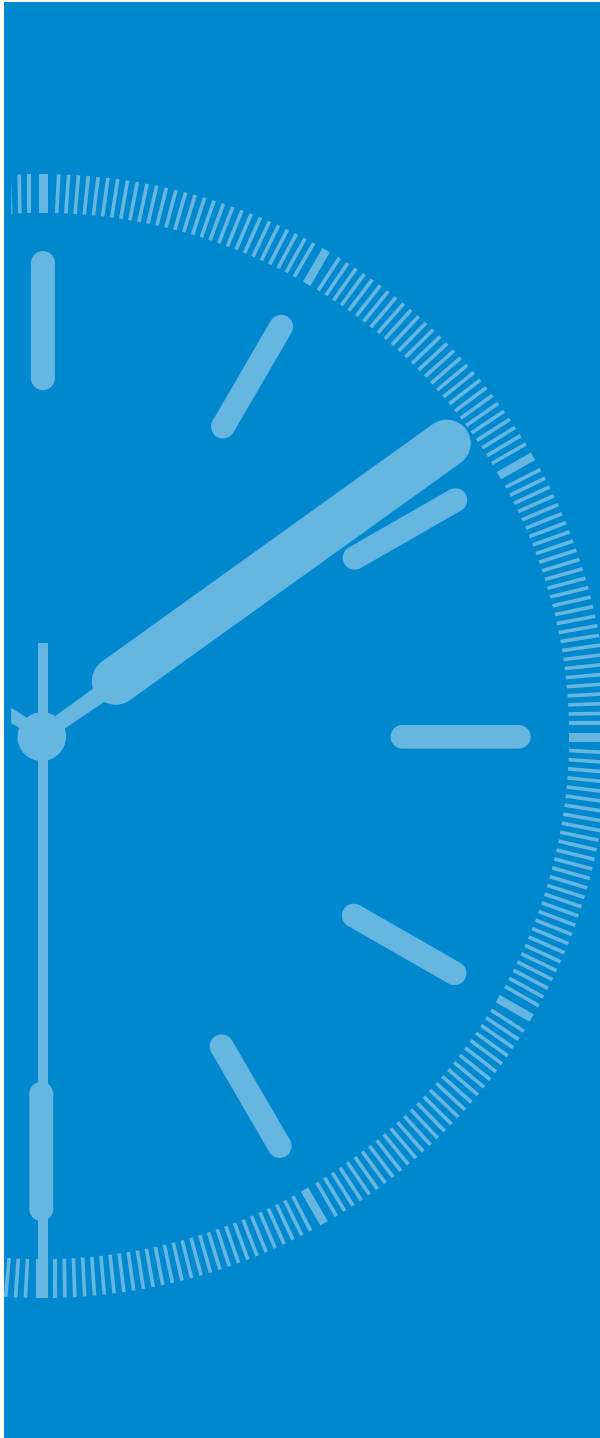
# One Visit

IN AS LITTLE AS ONE HOUR



Dentistry Powered by CEREC

Lasting restorations for patients.  
Long-term success for your practice.



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# CEREC Marketing Toolkit

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# How to use the CEREC Marketing Toolkit to help grow your practice

We created this user guide to help you get the most out of our extensive, integrated CEREC marketing toolkit—and let patients and prospects alike know that you offer the single-visit, in-office restorations they’re looking for.

The toolkit is designed to give you flexibility:

- Download and use the toolkit materials “as-is,” or customize them with your practice logo, contact information, and other messaging.
- Use all of the materials for a complete campaign—or pick and choose what you think will work best for your practice:

**Office materials:** a waiting-room video, posters, and a patient brochure

**Online materials:** social media posts, digital banners, and content for your website

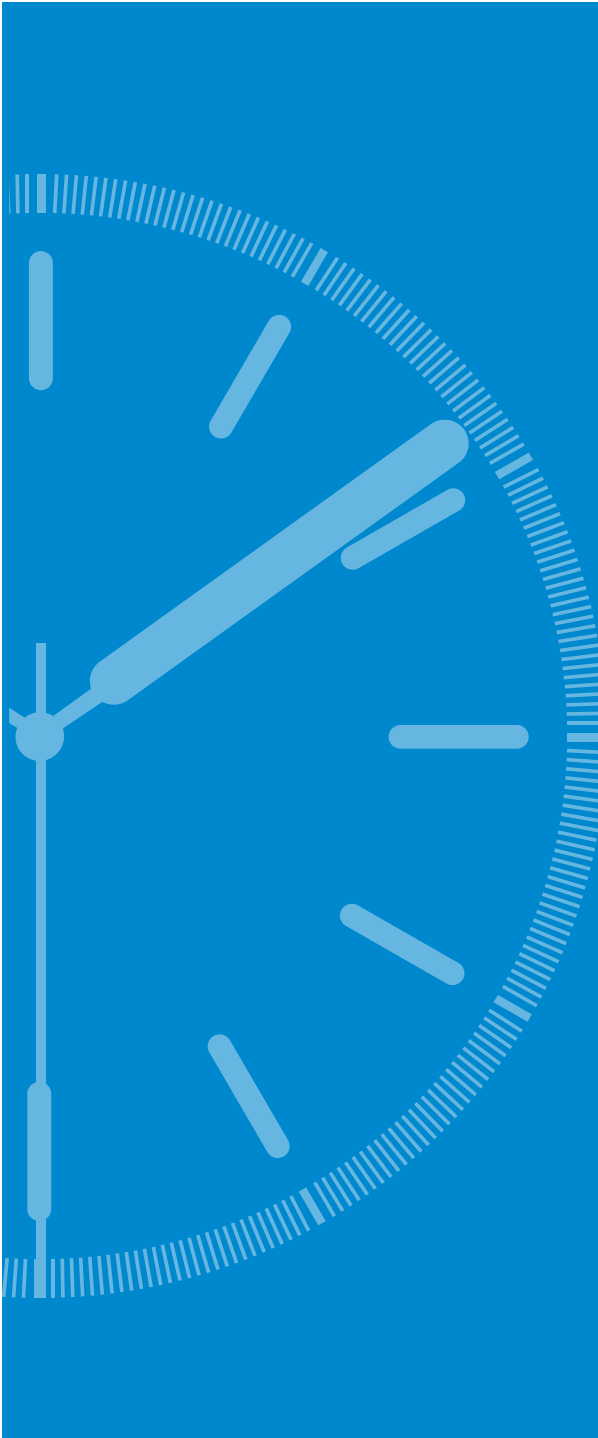
**In-home materials:** an appointment postcard and educational emails

- All of the materials are available in two messaging versions—choose the one that best fits your restorations practice:

**One Visit. In as little as one hour.:** highlights your ability to offer single-visit dentistry

**One Hour. One Visit.™:** makes an even stronger timesaving promise to your patients

Plus, you’ll find marketing tips to help you deploy these tools to maximum benefit. CEREC is not only a great fit for your patients, but also for the success of your practice.



## WHAT'S IN THE CEREC TOOLKIT?

### Easy access to everything you need.

Both messaging versions contain the following materials—download the version that works best for your practice at [dentsplysirona.com/onevisitdentistry](https://dentsplysirona.com/onevisitdentistry).

For You	Download File Format	File Contents
How-To Guide	.PDF	Printable .PDF toolkit user guide
For Patients/Prospects	Download File Format	File Contents
CEREC Appointment Postcard*	.ZIP	<b>Customizable, 4x6 in. reminder postcards:</b> <ul style="list-style-type: none"><li>• Print-ready .PDF file with crop marks</li><li>• Print-ready .PDF file without crop marks</li></ul>
CEREC Posters*	.ZIP	<b>Posters for in-office display—2 versions and 3 sizes:</b> <ul style="list-style-type: none"><li>• Versions (2): 1 Male Patient, 1 Female Patient</li><li>• Sizes (3): 8.5x11 in., 11x17 in., 24x36 in.</li><li>• Files (12): Print-ready .PDF files—one with and one without crop marks for each version/size</li></ul>
CEREC Patient Brochure*	.ZIP	<b>Customizable, 8.5x11 in. trifold brochure:</b> <ul style="list-style-type: none"><li>• Print-ready .PDF file with crop marks</li><li>• Print-ready .PDF file without crop marks</li></ul>
CEREC Practitioner Website Assets	.ZIP	<b>Text, imagery, and video that you can include on your website:</b> <ul style="list-style-type: none"><li>• Wireframe layout guide (.PDF)</li><li>• Website text document (.DOCX)</li><li>• 1440x417 pixel “Hero” image for header (.JPG)</li><li>• CEREC graphic (.JPG)</li><li>• Full-length CEREC overview video (.MP4)</li></ul>
CEREC Overview: Full Video	.MP4	<b>.MP4 video file with a CEREC overview that you can use in-office and online</b>
CEREC Overview: Social Video	.MP4	<b>.MP4 video file with the CEREC overview edited down for use on your social media accounts</b>
CEREC Social Media Assets	.ZIP	<b>A text document (.DOCX), sample mockups (.PDF), graphics (.JPG), and video (.MP4) for social media:</b> <ul style="list-style-type: none"><li>• 6 organic social media posts</li><li>• 5 paid social media posts</li></ul>
CEREC Email Assets	.ZIP	<b>A text document (.DOCX), sample mockup (.PDF), and graphic (.JPG) for each of 3 patient emails:</b> <ul style="list-style-type: none"><li>• CEREC overview</li><li>• Restoration types</li><li>• How CEREC works</li></ul>
CEREC Digital Banners	.ZIP	<b>Fully finished digital banners in 6 sizes for use on your website or in paid advertising:</b> <ul style="list-style-type: none"><li>• 160x600, 300x50, 300x250, 300x600, 320x50, and 728x90</li></ul>

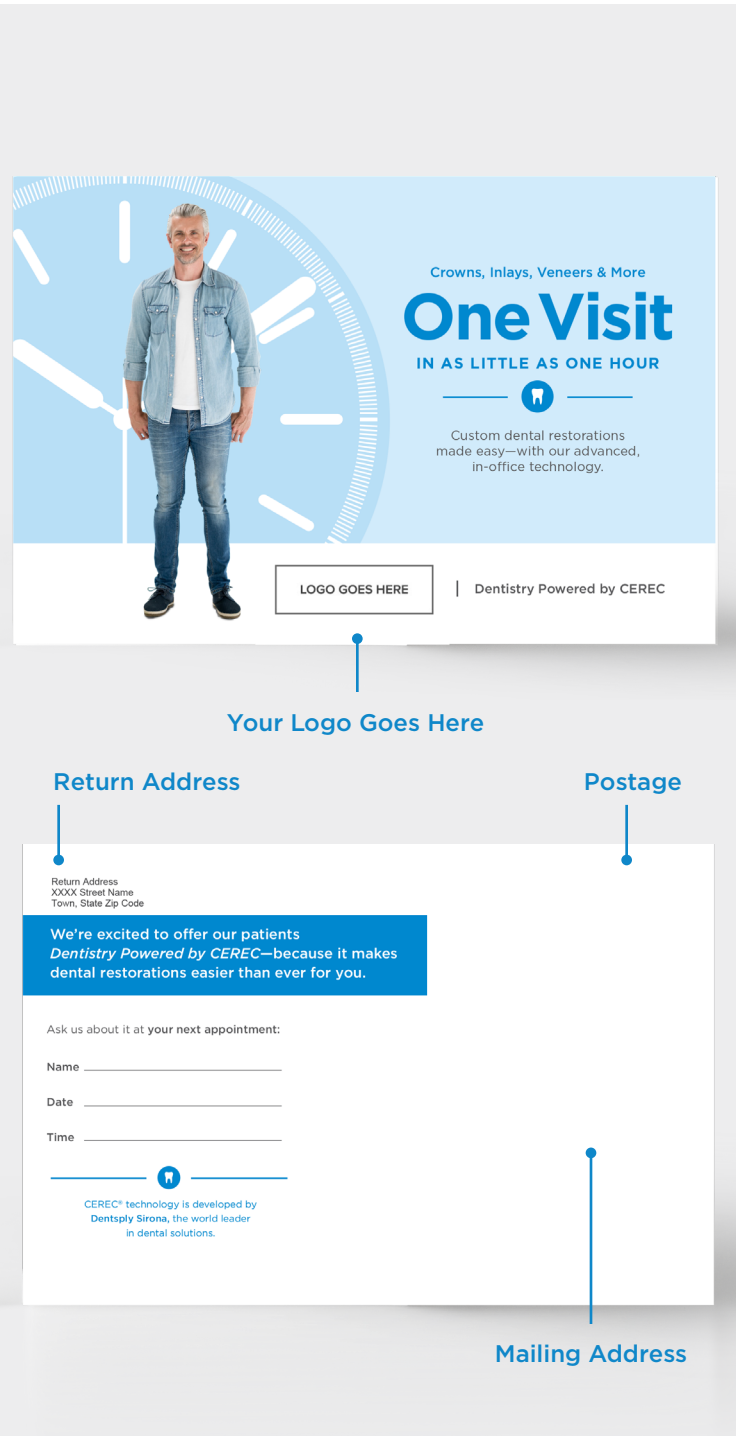
\*Versions with and without crop marks provided; consult your print vendor for usage.

## CEREC APPOINTMENT POSTCARD

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# Remind your patients about their appointment—and the benefits of CEREC.

- Send or hand out to your current patients, to remind them about an upcoming appointment and share a compelling message about your CEREC practice in the process.
- Use the editable .PDF file we've provided to customize the postcard with your logo and contact information.



## CEREC POSTERS

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# Can't wait to tell patients about CEREC? Start in your waiting room.

- Display in your waiting and/or treatment rooms to let your patients know you offer the latest in digital technology.
- Available with an image of a male or a female patient, to help the CEREC message resonate with the widest range of patients.
- Three different size options are available to help you fit them into your available space.
- A clear call to action encourages patients to ask you or your staff about the benefits of CEREC, and whether it may be right for them.

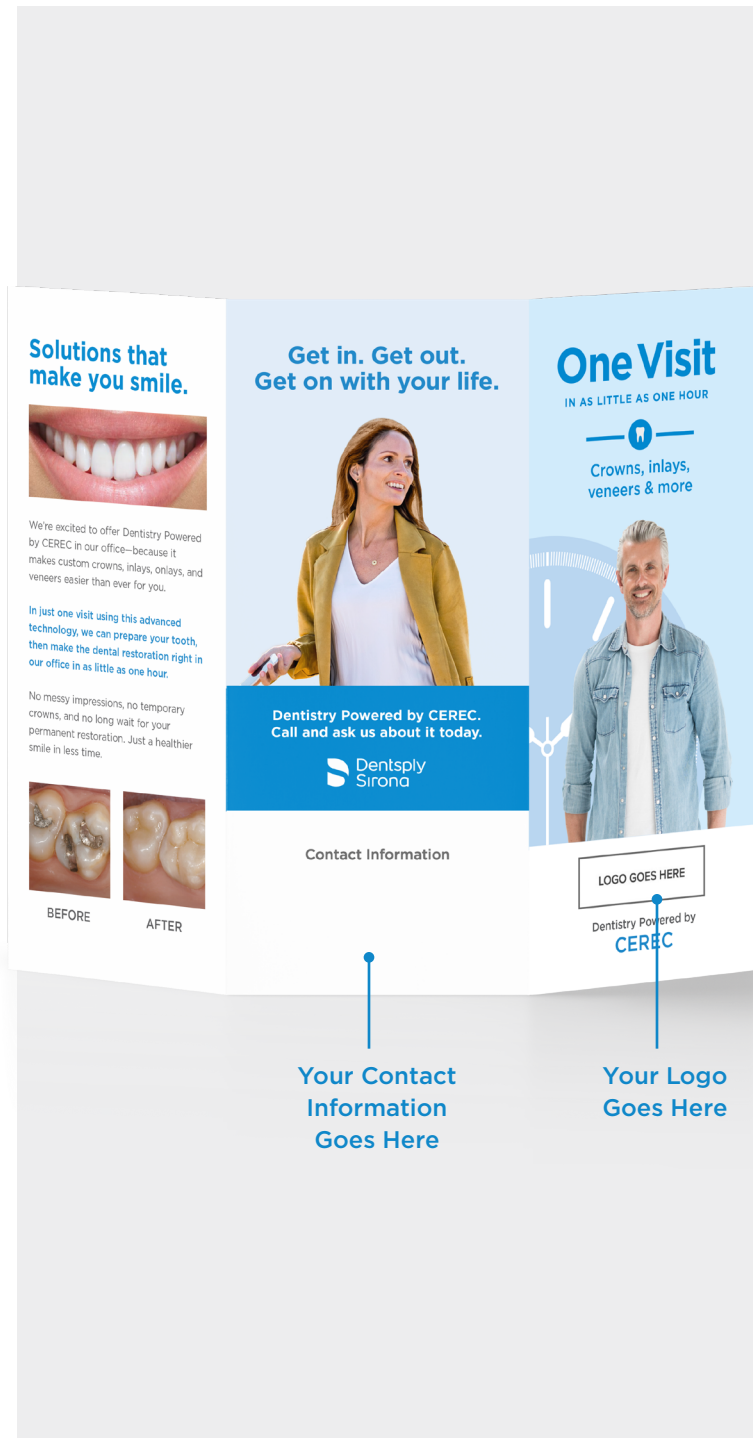


## CEREC PATIENT BROCHURE

# Reiterate your recommendation to your patients.

- This brochure gives patients everything they need to know about CEREC—and gives you everything you need to communicate its benefits.
- Informative text and engaging images help reinforce your recommendation, and remind patients that fixing a troublesome tooth is now easier than ever.
- Use the editable .PDF file to customize the brochure with your logo and contact information.

**TIP:** Distribute brochures in-office, mail them out to patients and prospects, or take a supply with you when you attend community events.



Your Contact  
Information  
Goes Here

Your Logo  
Goes Here

# Make a fantastic first impression online.

- Create a compelling page using the provided text, images, and video to attract inquiries and provide more information.
- Comprehensive text (in an editable .DOCX file) is written in a way that's easy for you to personalize to fit your website's tone and format.
- For convenience, the .ZIP file contains a wireframe layout guide (.PDF) with suggested placement of assets.

**TIP:** Add your own imagery, such as before/after restoration images.

**TIP:** To help your page appear higher in search engine results, add key words to the text that have local significance, such as city, town, and county names.





## CEREC OVERVIEW: FULL VIDEO

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# Entertain and inform, in-office and online.

- This attention-getting educational video delivers all the benefits of your CEREC system in less than two minutes.
- Especially designed for captive audiences in your waiting room, and for interested patients searching for solutions on your website.
- The end frame includes a clear call to action to ask you or your staff today about CEREC restorations.

**TIP:** If you have a booth or table at community events, the .MP4 video file can play on any portable laptop computer or tablet.



Dentistry Powered by CEREC:  
Ask us about it today.

End Frame With  
Call To Action

## CEREC OVERVIEW: SOCIAL VIDEO

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# Make an impact on social media with this powerful message.

- This brief video message can stop patients and prospects from scrolling and start the conversation about CEREC.
- Specifically designed to use on your social media feed for organic posts, or in paid social advertising.
- The end frame includes a clear call to action to ask you or your staff today about CEREC restorations.

**One Visit**

IN AS LITTLE AS ONE HOUR



Crowns, inlays, veneers & more

Dentistry Powered by CEREC:  
Ask us about it today.

End Frame With  
Call To Action

**TIP:** You can start with a video post on your Facebook page, then pay to boost it. See the section on using the CEREC social media posts for more information.

## CEREC SOCIAL MEDIA ASSETS

# Connect with your community and build your audience.

### Customization Area



- Quickly and easily inform your patient base about your CEREC offering with a quick post on your Facebook page.
- Social media is also a great way to extend your reach: when patients follow your feed and “like” your posts, their friends see your messages, too.
- Text and images provided for two different kinds of social posts:

**Organic posts** are free posts you can make on your social media page. There are no restrictions on text length, and they’re seen by those who choose to follow your practice.

**Paid ads** reach a wider yet targeted audience that you can select. These ads come with restrictions on text length: the ones provided have been written to current specs for single-image ads, as well as carousel ads that show a series of images.

**TIP:** [Follow this link for details on how to place a Facebook ad.](#)

**TIP:** The text we’ve provided can be used with the enclosed static images, or with the CEREC Overview: Social Video. You can also add a hashtag, such as [#OneVisitDentistry](#) or [#CERECsmile](#).

**TIP:** Ask patients you have particularly good relationships with for CEREC testimonials—with their permission, you can post their positive feedback, including before and after photos of their restorations.

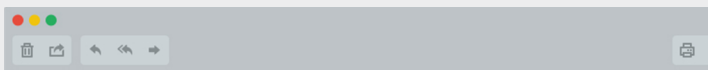
## CEREC EMAIL ASSETS

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# Multiple email messages to make maximum impact.

- This series of three emails helps you tell the CEREC story in bite-sized portions, enabling multiple touchpoints to help maximize the marketing impact:
  - CEREC overview
  - Restoration types
  - How CEREC works
- Designed to work as a series of emails sent in sequence, you can also send them individually, or in a different order entirely.
- The .ZIP file contains an editable text document (.DOCX), a suggested email mockup (.PDF), and a graphic (.JPG) to make it as easy as possible for you to get your campaign underway.

**TIP:** Drop these assets into your existing email template—or customize them by editing the text or adding your own images, such as before/after images of CEREC restorations in your practice.



### One visit. In as little as one hour. Crowns, inlays, veneers & more

You won't believe what we can do for your smile with our advanced technology

Now there's no reason to put off getting that troublesome tooth fixed any longer. With Dentistry Powered by CEREC—our advanced, in-office digital technology—we're making custom restorations easier than ever.

#### Ceramic Veneers

For chipped or discolored front teeth, ceramic veneers are a great, natural-looking solution.

#### Ceramic Crowns

Fix a damaged or decayed tooth with a lasting repair that virtually eliminates gum irritation and impaired taste.

#### Ceramic Inlays and Onlays

Unlike ordinary traditional materials, ceramic fillings offer you higher quality and a natural tooth-like color.

Walk out with your permanent restoration. And the confidence in knowing this technology has been proven in practices millions of times over.

*Dentistry Powered by CEREC: Call and ask us about it today.*

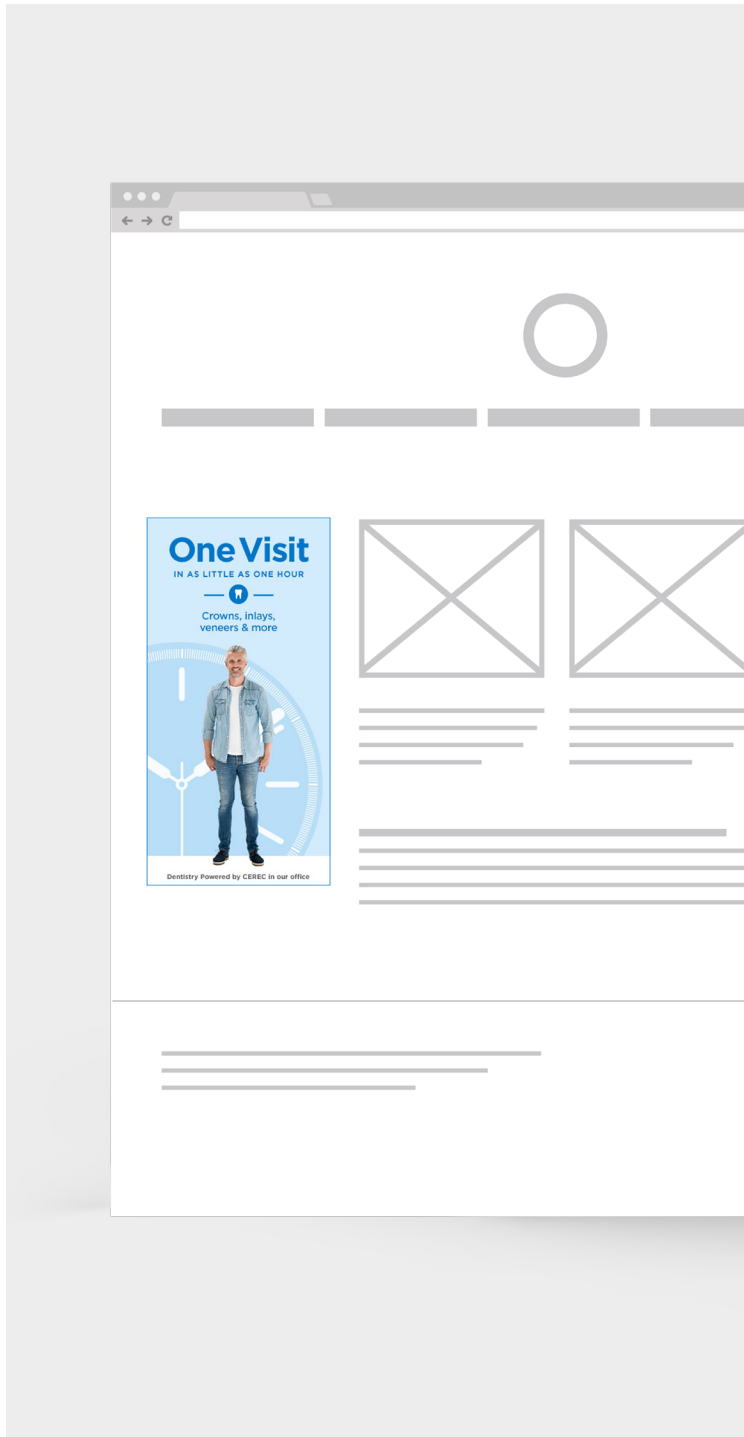
## CEREC DIGITAL BANNERS

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# Digital advertising for advanced digital technology.

- CEREC ads in six standard digital display banner sizes (including mobile) have been provided so you can choose the right fit for your website.
- Text and graphics (with male and female image options) match the other elements in the toolkit, to give your marketing a consistent look and message.

**TIP:** These digital banners can also be used as paid digital ads on local websites that are popular with your audience—when clicked, they'll drive the prospect to your website for more information.

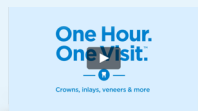


## ALTERNATE MESSAGING

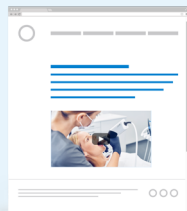
# Make a more powerful timesaving promise to your patients.

Throughout this guide, we've visually featured the "One Visit. In as little as one hour." messaging version of the toolkit. But if you're comfortable with messaging that promises restorations "in about an hour," choose the "One Hour. One Visit.™" version of the toolkit when you download the materials at [dentsplysirona.com/onevisitdentistry](https://dentsplysirona.com/onevisitdentistry).

Either way, Dentsply Sirona has your practice covered.



SOCIAL VIDEO



PRACTITIONER WEBSITE ASSETS



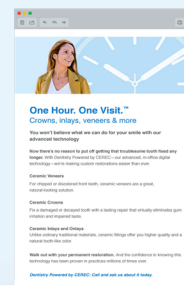
OVERVIEW VIDEO



DIGITAL BANNERS



POSTERS



EMAIL ASSETS



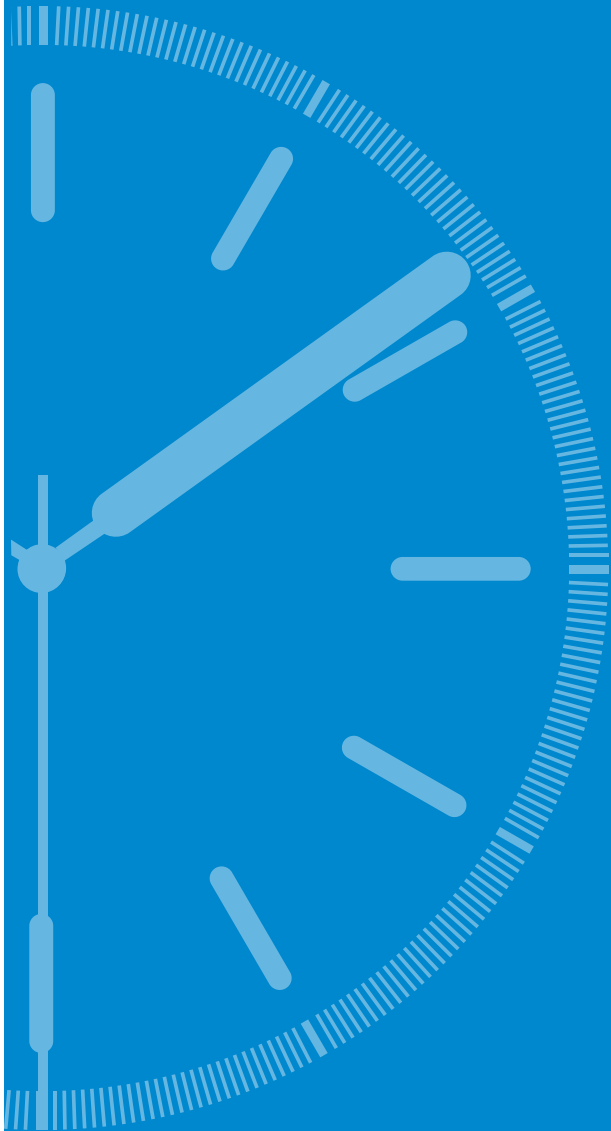
PATIENT BROCHURE



SOCIAL MEDIA ASSETS



APPOINTMENT POSTCARD



## Accessing Toolkit Elements

To download the files, please visit:  
[dentsplysirona.com/onevisitdentistry](https://dentsplysirona.com/onevisitdentistry)