




Why Most of the World's Largest Companies Don't Use SEO, PPC or Social Media:

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| Practice Site Sign: 95%+ Of Locals Exposed | 10,000 chrisad Mailers: 95%+ Of Locals Exposed Per Month |
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While You Must Have an Optimal & Synergistic chrisad Practice Website...
 SEO & "Pay Per Click"
 MISS 99% of Locals!

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|  Scientifically Based Practice Prosperity | Instagram Ad: Maximum of ONLY 10% Of Locals Exposed/Yr ↓  | Chrisad Websites Average 415 Visits per Month Per Office. .4% of Locals ↓  |
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Facebook Ad:
 Maximum of Only 34%
 Of Locals Exposed
 Per YEAR!

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Apple is the largest company in the world & is a tech company. They spend almost all of their Advertising Budget...over \$1 BILLION A YEAR...on "ACTIVE" outdoor advertising that UNAVOIDABLY REACHES ALMOST EVERYONE IN THE WORLD!

5-14-24 Hello! At chrisad, for 44 years we have been continually experimenting & evaluating media with the intent of stimulating the most local new & returning patients...at the lowest possible cost. Our worldwide advertising industry uses the "CPM" index ("cost per thousand" target persons reached) calculation to rank more...& less...viable media. Here are a few theoretical hierarchical "CPM" numbers for media that a practitioner/owner might consider for use in the context of dental practice marketing:

- BANNER \$350.00 to reach 100,000 eyes (every month) CPM = \$ 3.50 (actively reaches apx 95%+ of target)
- DIRECT MAIL \$14,000.00 to reach 30,000 eyes (minimum) CPM = \$ 446.67 (actively reaches apx 95%+ of target)
- WEB/SEO/PPC \$6,000.00/mo. to reach 1,000 eyes (maximum) CPM = \$ 600.00 (buried...& MISSES 99% of target)

I trust you can see why our clients very wisely primarily use direct mail & site signs. And please understand all communications are **interconnected, integrated & intertwined**: Our long-term review of hundreds of chrisad-managed websites suggest that most web visitors use a search term that could ONLY have come from referral...or other media...mostly mail &

signs. They VERY rarely type in “best dentist in Chicago” or similar. They inherently had already heard about the practice from advertising or friends. The website itself is RARELY the CAUSE of the new or returning patient contact.

Similar to the approach used by the largest companies in the world, we really don't need top web position. It is insignificant to practice growth. **Instead, we ACTIVELY REACH & INTERCEPT the BEST patients...LONG BEFORE they resort to a tedious web search!!!**

The largest companies in the world WISELY assign only a fraction of a percent of their marketing budget (at most!) to SEO, Pay Per Click or social media. They spend money on marketing that AGGRESSIVELY, UNAVOIDABLY & cost efficiently reaches their target consumer. Try googling “best department store” & see if Walmart or Target come up!!!

Why SEO/PPC Is Particularly UNWISE for IMPLANT & Big Case Marketing:

In hopes of finding a viable company to refer you to, we have tested dozens of “secret sauce” SEO companies. Lots of “SIZZLE” & “SEXY” talk. However, all have demonstrated lackluster or no results. **Big hat. No cattle. HERE'S WHY:** In a broad sense (there are obvious exceptions), most patients that require major dental work such as IMPLANTS are lower income & lower education individuals. Previously shocked by the unattainable high prices for implants, why would these low-income (retired/unemployed) individuals look on the internet again?



This chrisad optimally branded delivery van is seen by around 1.1 MILLION people a month for a fraction the cost of a typical SEO/PPC campaign which might only be seen by a hundred or so.

Way too expensive...**SO THEY GAVE UP LOOKING for IMPLANTS on the INTERNET!** The only way to reach this low-income IMPLANT/BIG CASE target patient is by using ACTIVE media that BREAKS A PATTERN & shocks them by reaching out to them. It must unavoidably GRAB the consumer, WAKE THEM UP...& offer IMPLANTS at a price that they can afford.

The marketing of high-priced IMPLANTS has never worked well in the U.S....but did work in countries where the government paid for them (ISRAEL, SWEDEN)...but only until the government stopped paying for them.

However, chrisad engineered, super low-cost & UNAVOIDABLE billboards, banners & rolling vehicle ads...with attractive monthly payment price offers...that REACH OUT & cost effectively GRAB 100% of the target market...will do the trick.

Even if These Schemes Worked...Nothing Can Sell an Appointment That Is Not Offered or Unavailable!

While you MUST have an optimally powerful chrisad website & an optimal online scheduling portal...for patients to further investigate your practice...or directly appoint...please UNDERSTAND THE ABOVE MEDIA MATH!

Avoid seductive...but dangerous..."sparky & sexy" schemes! Please EVEN MORE AGGRESSIVELY focus on correcting your weak Secret Shopper grades, inefficient schedules, pre-appointment policies & internal operation that will prevent ANY marketing from working! jc