

# Come up Smiling

The Legwork guide to  
building your online brand



# What is a brand?

It's often easier to describe what it's not. A company is not a brand. Neither is a logo, a headline, a product, or a service. Quite simply, a brand is another word for the reputation of your business. Or as Jeff Bezos put it, "Your brand is what other people say about you when you're not in the room."



## What comes to mind when you see these logos?

Strong brands are reinforced by a consistent message and experience across every platform and customer interaction. It's not a one-day process. It happens over time and is part of a unified strategy. And when it's built right, a brand can cement the bond between you and your audience, leading the way toward revenue growth.

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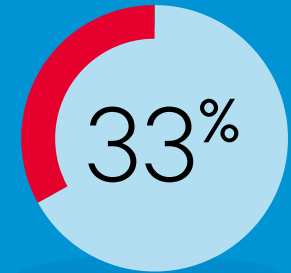
Your brand is what other people say about you when you're not in the room.”

*Jeff Bezos, CEO, Amazon*

# A brand is your reputation.

Effective branding tells an authentic story about what you do for your patients, what new patients can expect when they visit, and why you should be their choice. A clear, consistent story that is supported by everything—and everyone—in your practice is the best way to build a practice people love and trust.

Legwork can help you develop your brand story, and get the word out effectively, with professional expertise and software solutions.



A consistent brand can increase revenue by 33%.



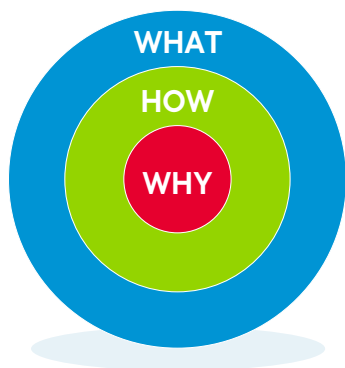
**TIP:** Click on any page number to return here.

# Zero in on the purpose behind your practice.

A successful brand builds on a compelling purpose that guides everything that flows from it. That's why you need to be clear about why you wake up in the morning and go into the office.

Leadership expert Simon Sinek has developed a model called the Golden Circle to help you drill down to the basics. Its three core components help clarify the purpose behind any business, including yours.

## The Golden Circle



**The products or services you offer patients.**

*Every business knows WHAT they do. These are the products they sell or the services they offer.*



**The things that differentiate you from your competition.**

*Some business know HOW they do it. These are the things that make them special or set them apart from their competition*



**The reason you're passionate and why your practice exists.**

*Very few businesses know WHY they do what they do. WHY is not about making money, that's the result. WHY is a purpose, cause or belief It's the very reason your business exists.*



### EXERCISE:

Fill out your own "Golden" Circle. [Find a Legwork template here](#)

**TIP:** Always start with your WHY.

A successful brand builds on a compelling purpose that guides everything that flows from it.

# Write your brand story.

Your brand story is the living embodiment of your business philosophy and tells patients all they need to know about you and your practice. Between your words and actions, people quickly learn:

- **Who** you are
- **What** you offer
- **Why** they should care

In a marketing space crowded with a mind-numbing jumble of messages, a focused and cohesive story is key to setting your practice apart. Legwork can help with a comprehensive solution that includes copywriting, design, customizable apps, software, and services that assure a frequent brand presence. Better yet, all the pieces fit together like a perfect bite.



## EXERCISE:

Twelve questions that help you define your brand. [Fill out this worksheet](#) to define yourself and your business.

**TIP:** Don't be afraid to ask friends, family, or even patients for help!



When you effectively communicate your brand story, you connect with people on an emotional level.



# Make a strong statement with sharp visuals.

Once you've established your purpose and are clear about your brand message, it's time to consider your visual story. Visuals are essential to reinforcing the promise your practice makes.

Because you and your patients will be looking at your graphics for a long time, it's important to get them right. After all, your logo, tagline, color scheme, and fonts should provide a constant reminder of all you and your practice represent.

The graphic designers at Legwork understand every element behind your story and the visuals you need to capture that truth. Each one is an expert in the psychology of color, layout, and everything in between. We'll help you put together a unique vision of your practice that includes:

- Logo size and placement
- Color palette
- Typography and fonts
- Iconography
- Photography/image style
- Web elements

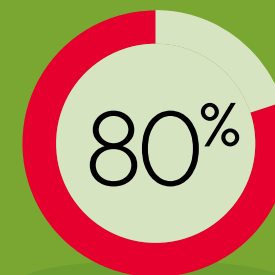
For more than two decades, Legwork has helped thousands of dental practices elevate their brands. Our in-house graphic designers specialize in dental branding and understand the unique emotional connections that are needed in a high-trust profession.

Let us help you capture your story in visuals you'll be proud to display.



## EXERCISE:

[Take this quiz](#) to help you hone in on imagery and tone that's right for you and your business.



Signature colors increase brand recognition by 80%.

# Leave a **great impression.**

A great brand story should touch everything a patient sees, reads, hears, and interacts with regarding your practice. Today that list includes integrating your story online and offline. Offline, your brand's imagery should be visible the moment a patient pulls up to your office. When they walk out the door, they should see it on the papers or product bags they carry home. From appointment cards to email reminders, everything they touch or see should display your mark.

While tangible brand elements may be easier to monitor and control, online components are constantly changing. That's why the online environment demands consistency in looks and tone from ads to landing pages to websites. If every element looks or sounds different, viewers become confused.

A mobile-friendly, engaging website that's consistent with the resource that led your audience to it is a powerful way to convey your brand. Everything should tell your story coherently, including your social media network profile pages.



Legwork designers consider every piece of the brand puzzle during website design. Our sites tie in with every digital piece we generate for your practice, as well as our features like Legwork Leads and Legwork Campaigns.

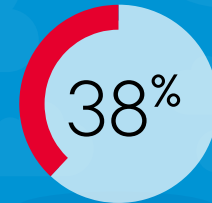
**Talk to us about clear, consistent messaging wherever patients encounter your practice, online or off.**



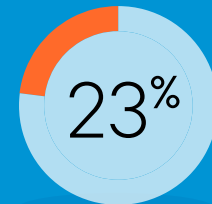
## EXERCISE:

An exercise in being present—where do you want your brand to be?

[This worksheet](#) will guide you to plan your brand presence.



**38%** of website visitors will leave your site if they have a poor user experience on any device.



Brand cohesiveness can increase revenues by up to **23%**.

# Your social presence **is required.**

Regardless of how you feel about social media, it's here to stay. And if you're not there consistently, another practice will fill the void.

**2.5B** 2.5 billion users worldwide spend an average of **2+** hours every day on social platforms.

**81%** 81% of small and medium businesses use social media, including savvy dental practices.

**74%** 74% of consumers use social media to help them decide where they do business.

You can choose your social media stage, but most practices find the most significant benefit comes from Facebook, followed by Instagram. Both allow you to get your story out to the community with regular postings. Adding an effective email campaign is another way to build bridges to new leads and current patients, especially when it includes a link to your website, where viewers can become more familiar with your story.

Legwork Campaigns delivers a steady presence and content flow for your practice. You can choose subjects from our extensive library, making it easy to keep postings fresh and relevant. All content is branded with your logo and colors, and includes reliable information so your patients will view your practice as a credible authority.

Branded content is valuable, but a cohesive delivery system matters just as much. By automating content delivery, your patients have regular, top-of-mind awareness of your brand. The Legwork marketing platform ensures everything works together to minimize time and effort for your team.

**We do the hard work so you don't have to.**



## EXERCISE:

[Fill out this checklist](#) to determine your social media goals.

## LET OTHERS TELL YOUR STORY.

A recent survey revealed that people read an average of 10 reviews before deciding to trust a local business. As a high-trust business, your practice can improve with enthusiastic fans.





# Let us help you write your next chapter.

If you have a practice, you already have a brand. But what is its story, and who's writing it? Dozens of experts behind the scenes at Legwork are ready to fine-tune your brand, create a full marketing solution that works for you, and support it with an ongoing media presence.

A commitment to brand-building keeps you connected with your target audience and supporting them through their patient journey. When people trust your brand, they become lifelong patients who send referrals to you.

Find out how we've helped other dental clients through our all-in-one marketing solutions and how we can help you.

Visit us at [legwork.com](http://legwork.com) or call **(877) 311-4690** to talk to us.

 [Visit legwork.com](http://legwork.com)

Happiness delivered.

