

# CASE STUDY GRINCAM

## Benefits of GrinCam

### OVERVIEW

GrinCam is a service your practice can provide to your community free of charge to potential patients. The program promotes your practice and healthy, beautiful smiles. It is a photography-based program that acts in conjunction with your sponsorship of and participation in booster activities. GrinCam provides your community with a pictorial account of an event and provides free photos that attendees can download, print, and share.

DOWNLOAD,  
PRINT & SHARE!

## GrinCam



### WHAT THE PROGRAM SOLVES

GrinCam solves a variety of issues that dental and orthodontic professionals face in their practices:

- Provides a benefit of sponsorship requests within the community that have little benefit to your practice
- Strengthens the relationship between schools, businesses, and individuals in your area
- Allows your practice to obtain a greater return on investment
- Targets your specific target market and demographics of moms, ages 25-49 and teens ages 13-18



SOLOMON ORTHODONTIC SYSTEMS

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### BUSINESS SITUATION

Many practices struggle with connecting to their communities in ways that also benefit their business. Patients asking for sponsorships or fundraiser participation are common, but they sometimes lack involvement with potential new patients.

*Example: A patient asks you to buy an ad for the high school baseball team.*

*Example: There are similar programs at baseball games and tourist attractions that will stop you and take your picture. However, GrinCam costs nothing to the people at the event.*

### HOW THE PROGRAM WORKS

Your practice puts together a GrinCam team of individuals who are naturally outgoing and good with people. With help from us [or on your own], you choose how many events you would like to attend and which ones. [In this example, the client would attend a baseball game.] After getting permission from the event, you send your GrinCam team to the event where they take pictures of people there. When taking pictures, the team hands out cards with your logo on them and a special event code that directs them to the GrinCam website. Here, the attendees enter their email address and event code to view the picture gallery. They find their picture and can share, download, or save it for FREE! Your logo will be on every picture and there will be a link to your website.

### SOLUTION

So instead of writing several checks to your patients sponsoring their schools, clubs, or teams with no return, tell them that you will attend one of the events and take free pictures. This allows you to increase your name and brand awareness while harvesting a list of email addresses that could possibly bring you new patients. You are also targeting the demographic that your patients belong to without paying for mailing lists.

*Be aware that some organizations will charge a small participation fee that you will consider as a part of your overall project evaluation.*

### BENEFITS

GrinCam is a fun, interactive solution to strengthen your practice's connection to your community. Not only are you spreading the name of your practice, but your staff is meeting potential new patients face to face. When a person logs in to see their picture, you are obtaining their email address and building your email marketing. Last, people have the option to link to your website to find information about you and what you offer. This increases your web traffic and will eventually bring in new patients.



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### EXAMPLES

We had a new client join GrinCam in March of 2013. They attended a community event for businesses in the area and set up a "photobooth" with props and took pictures of people at the event.

**190 VIEWS**  
*in first week*

*Results:*

- In the first week, they had 190 people view the pictures on GrinCam.
- This practice is still getting 10-20 views per week.

We also have a client who has used GrinCam for the past year. They attend many events (2-3 a month) and have had great success with the program.

**NEW PATIENTS**  
*from GrinCam*

*Results:*

- In a two week period, they average 150 website views.
- They can attribute new patients to GrinCam.

