

CASE STUDY GRINCAM

What is it?

GrinCam is a service you can provide to your community that does not cost potential patients anything. The program promotes your practice and healthy, beautiful smiles. GrinCam 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.



How much does it cost?

\$799
Tier 1 { Includes usage rights to GrinCam, training sessions via telephone or video conference, social media advisement, assisting in scheduling events, event code cards, and 10 worker t-shirts.

\$299
Tier 2 { Includes usage rights to GrinCam, an instructional guide to GrinCam, and limited email support. T-shirts and cards are available at a separate cost.

\$69/MONTH
hosting charges

What is the benefit?

GrinCam gives your practice an interactive way to sponsor events in your community that is synergetic with promotion of your practice and the purpose of creating healthy smiles. Also, GrinCam allows you to sponsor events in your community while benefiting your practice by strengthening your bond with schools, businesses, and individuals in your area. At GrinCam events, you can target your specific demographic groups and increase awareness of your practice. When they view the site, you are able to harvest their email addresses and have a new group to which you can market to through email marketing.

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How does it work?



Your practice puts together a GrinCam team and chooses community events to attend.



This team goes to the events and takes pictures of attendees while handing out event cards that have specific codes that people will need to access their complimentary picture. This protects against privacy laws and offers security.



Those people then go to www.grincam.com, enter their code and save/print their picture. Your logo is on every picture and on the GrinCam website so people can link to your website for more information about you!

Case Study

We recently had a new client join GrinCam in March 2013. They attended a community event for businesses in the area and set up a "photobooth" with props and took pictures of people that were at the event. **In the first week, they had 190 people view the pictures on the GrinCam site.** A month later, this practice is still getting about 10-20 new views per week.

Another client we have on GrinCam has been using the product for about a year. They attend many events (2-3 a month) and go to lots of high school basketball and football games, taking pictures of people watching the game. **In a two week period, they average 150 website views every time they have an event.**

With every site view, these clients are harvesting email addresses of potential new patients and sending an email to these people once every couple of months.

190
VIEWS
IN FIRST WEEK