

START WITH A CLEAR, PRACTICAL PROJECT

Your practice. Amplified.

Branding and practical marketing for Arizona dental practices. Help prospective patients find you, understand your services, and take the next step. Your practice keeps its existing name.

01 STARTER PROJECT

\$750

Two weeks

A small, defined first engagement

Review of your public website and appointment-request process; positioning recommendations; one agreed website or booking-process improvement; and a short handoff action plan.

Timing begins after scope, access, and required approvals are confirmed.

02 MARKETING PILOT

\$2,000

per month for 3 months
+ \$1,000 setup

One location. A defined 90-day scope.

Positioning, one landing page, one Google Search campaign, Google Business Profile cleanup, front-desk coaching, and regular reporting. See the delivery details on page 2.

Advertising spend is additional and paid directly by the practice.

03 OPTIONAL BRAND REFRESH

From \$1,500

Quoted by scope

A clearer expression of your existing practice

A separately scoped refresh of selected messaging or visual materials. Deliverables, revisions, timing, and final fee are agreed before work begins.

Your starter fee can count toward pilot setup

Apply the \$750 starter fee to the \$1,000 pilot setup when the same practice proceeds within 30 days of starter completion. No cash redemption; no credit toward monthly fees or advertising.

DEFINE THE WORK BEFORE LAUNCH

A clear scope and shared measures

For one practice location with available appointments, a responsive point of contact, and the ability to fund both service fees and advertising.

INCLUDED IN THE PILOT

Positioning	One workshop to clarify the audience, services, and message.
Landing page	One page, with two revision rounds before launch.
Paid search	One Google Search campaign with weekly optimization.
Local presence	Google Business Profile cleanup for the pilot location.
Booking support	One front-desk session on handling new-patient inquiries.
Reporting	Weekly aggregate reporting and two review calls per month.

ILLUSTRATIVE 90-DAY BUDGET

Setup	\$1,000
Service fees \$2,000 x 3	\$6,000
Illustrative ad budget \$2,000 x 3	\$6,000
Total without starter credit	\$13,000

With the starter credit, the remaining pilot outlay in this example is \$12,250. Including the \$750 starter already paid, the combined outlay is still \$13,000. The ad budget is illustrative and must be approved by the practice.

How we begin

Email Kevin at kevin@vibedental.com or complete the practice intake. Agree on fit, scope, budget, and responsibilities. Confirm the contracting details and terms, then provide approved access and establish a baseline.

Your role

Provide accurate business information, timely approvals, appointment capacity, and access to practice-owned accounts. Share aggregate performance totals only; do not include patient information in the intake.

Results vary; no patient volume, revenue, or return is guaranteed. This guide describes the proposed service offering, not an executed agreement. VIBE brand affiliation is not currently offered.