Since our founding, we have been focused on the dental industry.

We know dental professionals.
Get It Done

Strategic

Intimate

Original

Creative

Fast
What do power toothbrushes and snow in Vegas have in common?
Digitally Assisted Anesthesia
The Wand® STA® System

Periodontal Antibiotic
Arestin® (minocycline HCl)
Microspheres, 1 mg

Salivary Diagnostics
OralDNA® Labs (A Quest Diagnostics Company)
My PerioPath®, My PerioID®, and OraRisk® HPV Salivary Diagnostics Tests

Power Toothbrush
Interplak® by Conair®

CAD/CAM
Sirana Dental Systems, Inc.
CEREC® Chairside Restoration System

Digital Radiography
Schick Technologies: Schick CDR
Intraoral Digital Radiography Systems

Disrupting the Status Quo
Marketing for Today

1. Target the right leads
2. Improve audience segmentation and nurturing
3. Increase ROI
Our Methodology

Phase 1: Research
Phase 2: Strategize
Phase 3: Execute
Phase 4: Optimize
Our Partners
Strategic Planning and Creative
Strategic Planning
Building a strong foundation

- Learning your business is paramount
- Validating what we think we know through research
- Gaining insights for a focused brand communication strategy
- Linking strategy and creative
Creative
How storytelling builds a brand

Translate science into a rational human benefit
Find the right voice and tone for a brand or campaign
Create an emotional connection to the brand
Pull-through a big idea into every campaign element
There’s a hero in every hygienist

Dental hygienists are a fiercely dedicated and passionate group of healthcare professionals whose efforts largely go unsung. Our mission was to empower hygienists and create ambassadors for Johnson & Johnson.

Create a “feel good” campaign with a joint sponsorship between the American Dental Hygienists’ Association and Johnson & Johnson Healthcare while cross-promoting LISTERINE®, REACH® toothbrushes, and REACH® floss.

The campaign saluted dental hygienists’ outstanding commitment to promote oral hygiene in their local communities, and to inspire and empower all hygienists to nominate a fellow “Hygienist Hero.”

Hygienist Hero™ Honorees were selected and honored at the opening ceremonies of the ADHA’s Annual Session in Albuquerque.

Each Honoree was awarded $1,000 to donate to their local charity of choice creating additional media exposure.

Double digit increase in hygienist awareness after first six months of campaign.

Results

9

$1K

14%
Media
Media Overview

Reach the right audience at the right time with the right message

There is no silver bullet; a variety of channels are needed and coordination between them.

It’s about hyper-targeted media.

Content is king, more than ever.

Audit, recommend, measure, optimize.
Trade Media
We Know What Works.....and What Doesn’t

Decades of industry expertise and dental performance data

Is there truly an “Opportunity of a Lifetime?”

Negotiate powerful packages

Push publishers to provide custom programs

Keep dollar allocations fluid
| Trade Media (continued) | Align brand creative with relevant editorial | Comprehensive assessment reports using proprietary historical dental benchmarks | Integrate with existing lead-management systems | Central point of contact—soup to nuts | Trade media with non-trade media is key |
Philips wanted to introduce their new Bluetooth-enabled wireless electric toothbrush to the hygienist market. As this was the first of its kind “fully-connected” toothbrush with accompanying mobile app, Philips needed a way to get this toothbrush directly into the hands of dental hygienists.

Lanmark360 knows that hygienists will typically only recommend products based on their own real-world experience with a product. Lanmark360 recommended a higher-impact front cover tip-card on Dimensions of Dental Hygiene magazine, and worked with the creative agency to guide them on the most appropriate creative direction/messaging for this high-profile placement. The card included a toll-free number to request a product free trial and allow hygienists to realize the benefits of the product firsthand.

Results
Sample requests over-delivered by 300% compared to initial projections, helping make this one of the most successful new product launches for Philips to date.
Brasseler USA was interested in developing an e-book relating to Restorative Endodontics targeting GP Dentists in effort to promote recently launched EndoSequence®.

At the time, Dental Products Report was the only publisher offering these educational e-books. Because this publication was more product/technique focused vs clinical/educational/content driven, Lanmark360 felt the best publisher to help promote and educate dentists about this new product would be Dentaltown. With over 250K members actively engaged on their unique Message Board forum platform, this publisher offered the better resource to meet Brasseler’s goals and objectives at that time.

Lanmark360 was influential in convincing Dentaltown to offer this new turnkey program by providing compelling, factual, persuasive data to help prove the significant benefits of the program—including new revenue stream potential—all which satisfied the publisher’s decision to add to their platform. Efforts included aligning many internal publication departments to ensure full on-board accessibility.

Over 1,500 real-time, high quality leads between initial 30-day active promotional time and two-year archived period.

Sales increase

Our client followed up on these leads on an ongoing basis, and reported an increase in specific product sales as a direct result of doctors downloading the e-book.

Dentaltown now offers e-books as part of their custom platform of programs.
Mobile First Approach

DPs and mobile usage

- 81% Before work
- 78% While at office
- 82% Out-of-office during work hours
- 85% After work
Non-Trade Media

Programmatic

The “Big Data” approach to digital advertising—done in real time

Massive reach among a highly targeted audience
When Colgate launched their new website dedicated to topics on The Future of Oral Health, they wanted to spread mass awareness online among specific healthcare professional occupations with the ultimate goal of increasing site traffic. However, with tight budget parameters the traditional route of securing a number of placements through trade publications’ online properties was not feasible.

Advanced programmatic targeting capabilities combined with the ability to place our ads across hundreds of different websites allowed us to create a cost-effective and pervasive online presence for Colgate, while still reaching only our desired targets (physicians, nurses, and pharmacists). A/B testing on different creative allowed us to see what generated better results among each audience, and refine our messaging over time.

Results

60% of all website traffic during launch year was driven through Lanmark360’s programmatic campaign.
Non-Trade Media

Account Based Marketing (ABM)

A subset of programmatic wherein the audience is not anonymous—e.g. customers, qualified leads

Speak to your audience’s needs

Increased personalization leads to increased conversions
Non-Trade Media

Social

The rules of social have changed
An incredible amount of targeting detail
Content that fits in
A true two-way dialogue
OraHealth wanted to raise awareness of their OraCoat® line of products and engage their target audience of consumers through social media. However, FDA regulations for pharmaceutical companies and products on social media make effective and legal marketing a more substantial challenge. In particular, restrictions on how FDA-regulated social accounts can communicate benefit information about their products often makes the ROI of social media marketing less attractive per the value derived.

Our marketing program focuses on developing and distributing relevant disease-state education content via branded OraCoat Facebook and Twitter pages. By promoting educational content through branded social channels we’re able to increase brand awareness and product interest while simultaneously elevating the status of OraHealth as a thought leader and, most importantly, a partner, or ally, to the consumer, to better care for their symptoms.

Over 4,400 Followers to date

OraCoat Facebook and Twitter pages have generated over 4,400 combined followers to date and continue to move at a similar growth rate. This significant exposure gave rise to product advocacy on the social networks, with OraCoat’s followers frequently commenting on and sharing our content, praising the various products under the OraCoat brand.
Lead Management and Marketing Automation Integration
Lead Management

Common lead system to tie together measurement for DP activity in response to media

Enables outbound programs

Discern actionable data quickly and efficiently

Bridging the gap between customer and product
Marketing Automation Integration

Turn interested prospects into qualified leads or sales
Nurture current customers to derive further sales
Reinvigorate lapsed customers
You can’t communicate everything in one email
Public Relations
Public Relations Overview

Driving first and third party dialogue of your brand

Deep bullpen of traditional and influencer marketing dental relationships

Events that will put your brand at the center of the next dental conversation

Tight synergy and integration with media team

Experienced Ad Board and Educational Program development and management
Introduce Maxcem Elite™ Chroma to the dental arena placing an emphasis on the impact of its one-of-a-kind Color Cleanup Indicator. To create a splash in the noisy marketplace this needed to be presented in real time, to as many dental professionals, KTLs, and members of the media; all within a one-hour timeframe.

Launch Kerr’s Maxcem Elite Chroma at the nation’s largest dental meeting with a campaign built around the “Chroma Color Challenge,” providing clinicians and the dental media alike with the opportunity to have a hands-on experience with the product. The Chroma Color Challenge was set to be a unique learning experience that took place directly on the tradeshow floor, driving a substantial amount of traffic and attention to the tradeshow booth.

Results

25 press reps
All major print and online dental outlets attended the event and witnessed doctors’ reactions to the revolutionary new product firsthand. After the challenge, the media conducted one-on-one recorded interviews with the participants.

15 videos in 24 hours for press
Event videos were promoted via digital media platforms within 48 hours of the CMW event.

8 feature articles
Post-event, announcements were consistently placed and feature articles were generated by industry-leading publications such as Dentistry Today, Dentaltown, and Dental Products Report.
Thank you