

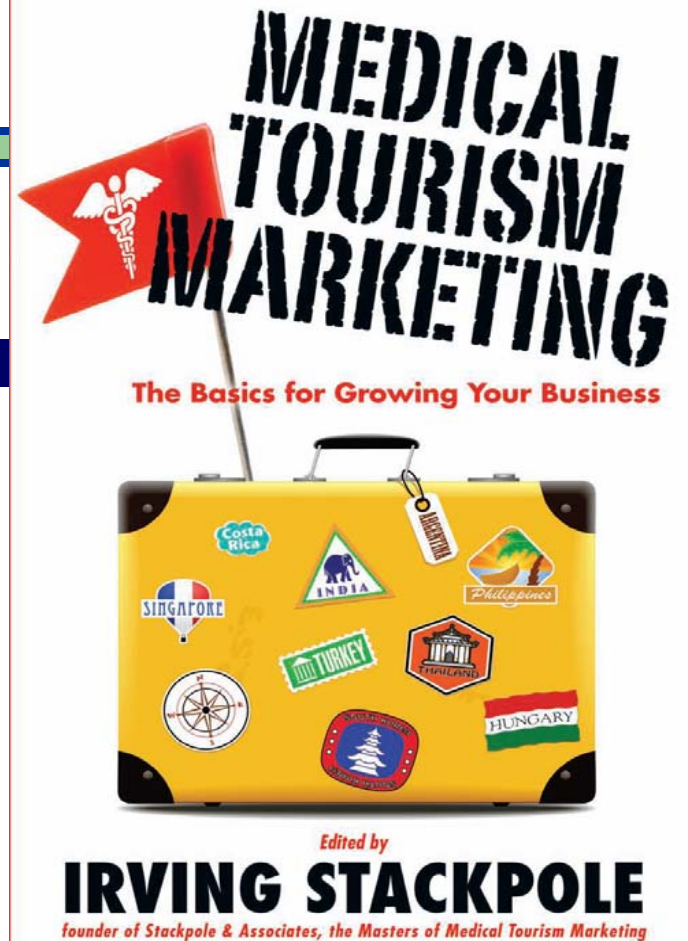
# *10 Terrible Marketing Mistakes*

*presented by*  
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*Presentation Available at:*

*[www. StackpoleAssociates.com](http://www.StackpoleAssociates.com)*



## ***How bad is it??***

Nine out of ten  
new businesses  
fail every year.





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**Mistake #1:**

**No Marketing Plan**

**Failure to COUNT!**



# **Mistake #2: No Marketing Budget**



**Mistake #3:  
Not Targeting a  
Specific Audience**



**Mistake #4:  
No Clear and Consistent  
Marketing Messages**

- ***Proper English***
  - *Creates credibility, builds trust*
  - *Fosters effective communication*
- ***Compelling messages***
  - *Quality*
  - *Available services*
  - *Price*
- ***Images that match the message***
- ***Prompt responses***



Welcome

## Los Algodones: Dental Center of Mexico!



Seven miles south of Yuma AZ in Mexico is the phenomenal town of Los Algodones (The Cotton). Once a sleepy agricultural hamlet-now possibly one of the fastest growing dental centers and tourist destinations in the World.

### Why Los Algodones?

#### Demand for competent reasonably priced dentists!

Los Algodones, Baja California has more square feet of dental offices than any other place in Mexico - probably the world. Over a 10 year period the number of dentists has grown from single digits to triple digits. There are over 350 dentists practicing in Los Algodones today, and all within ten minutes walking distance from the border. It happened in Algodones because low cost, high quality and efficiency came together.

#### Cost

Dental services in Algodones cost 70% to 75% less than in the United States.

Cost for using this service is \$5, plus a \$15 security deposit per confirmed appointment which is refunded when you keep your appointment-or cancel within 24 hours of your appointment.

#### Easy in, Easy Out

The small town of Los Algodones (al-go-dough-ness) is located in the northern most part of Mexico bumping up between Phoenix and San Diego. The city of Yuma AZ is seven miles away. The logistics of everything involved in visiting an Algodones dentist makes the experience highly efficient.



**Mistake #5:  
Believing Your Service  
will Sell Itself**

## ■ *Transparency*

- *It should be easy to find out*
  - *Who you are*
  - *What you do*
  - *How you do it*
  - *Where you do it*
- *And, of course,*
  - *Next Steps!!! (**Call to Action!**)*

**Mistake #6:  
Not Clearly Defining the  
Benefits of Your Product  
or Service**



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## Is safety and high standard important for you?



Medicare Partners cooperates only with selected clinics and medical professionals in Poland. What's more, in Poland, there are binding regulations that allows only certified doctors to work as implantologists and plastic surgeons. They are all bound to have attestation and years of practice in this field. In Poland you are protected by the same legal regulations as in Great Britain. **Save up to 60%** and obtain better results using our experience and a wide spectrum of treatment, in

the range of: cosmetic dermatology, plastic surgery, ophthalmology, dentistry, laser varicose veins treatment and orthopaedy.

**Medicare Partners takes care about organizing all formalites, like: cheap flight tickets, medical treatment, a tour guide, a hotel, personal care if needed and all transfers.**



We invite you to Wroclaw, the fourth biggest city in Poland and the most popular destination for health tourism. Just let us know you want to come!

**dental implants £660, refractive surgery LASIK £606, tummy tuck £2040, face lift £1930, eyelids £1300, breast enlargement £2190, breast reduction £2700, nose £1680, botox £300, ... see more by clicking on PRICES.**

What

»What is Dayo Dental?  
A dental network providing safe, affordable, and superior dental services in nearby Mexico.  
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»Why Choose Dayo?  
A high-quality network of carefully selected Mexico dentists.  
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Who

»Who is Dayo Dental?  
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### Resources

- » Tips for Choosing Dentists
- » Transportation to Mexico
- » Dental Procedures



Don't know how to see a dentist in Mexico ?

Where

## Welcome to Dayo

Safe, Affordable, Superior Dentistry in Mexico™

As a pioneer in the industry, we understand that finding the right dental specialist is the most important part of travelling to Mexico for dentistry. Dayo Dental is a U.S.-based company that seeks the latest advancements and best practices in the field of dentistry in Mexico. Dayo clients are connected to our network of pre-screened dental facilities along the U.S.-Mexico border, ensuring superior quality treatments from only the most qualified dentists in Mexico. We specialize in guiding you to the best dental specialist based on your unique dental needs and preferences.

Your dedicated Dayo Program Counselor will work closely with you and the Mexican dental facility throughout your treatment plan to ensure you have a convenient experience with the least amount of trips as possible. At Dayo, we make world-class dentistry affordable at no extra cost to our clients.

Dayo delivers you to the doorstep of one of our preferred dental facilities, helps guide you during your visit, and brings you home, all while providing the best services possible. That's the Dayo promise!

Why choose Dayo?

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Get Started >>

A Simple Process



Dayo in the News

- »HDNet World Report
- »ABC15 TV News
- »Natural Awakenings
- »Business Journal



Customer Testimonial

"In 65 years I've never had a better Dentist who cared more about his patients. He even emailed to check up on me a week later!"

- Irving Drummer. Mesa, AZ

Call to Action

Call to Action



## **Mistake #7: Not Diversifying Your Media Mix**

**Mistake #8:  
Not Understanding the  
Lifetime Value of a  
Customer**

## *Mastering Medical Tourism Marketing*

**All successful marketing tools have these in common:**

- **Call to Action**

- *What do you want your audience to do?*

- **Images / Visuals**

- *Do the pictures match the words?*

- **Transparency**

- *Who, what, where, & how*

- **Lead Management**

- *Convert the prospects to clients*

**Mistake #9:  
Not Having Loyalty or  
Affinity Programs**

**Mistake #10:  
Not Selling More Services  
to the Customer**

*Cheap subliminal suggestion* →



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