

ideandum®

## Dental Marketing and Dental Clinic Management

[uk.ideandum.com](http://uk.ideandum.com)

ABOUT US



**Forbes**

Il Sole **24 ORE**

**CORRIERE  
DELLA SERA**



# WHO IDEANDUM IS

One goal:  
**to generate  
value**



**Active  
since 2013**



**Founded by dental  
professionals with over  
20 years' experience**



**Offices in the UK  
and Italy**

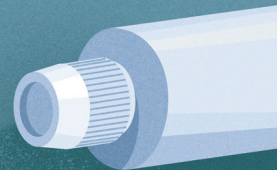
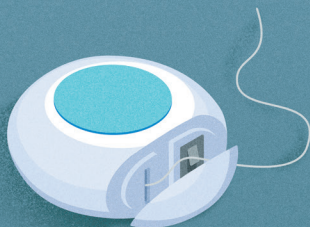
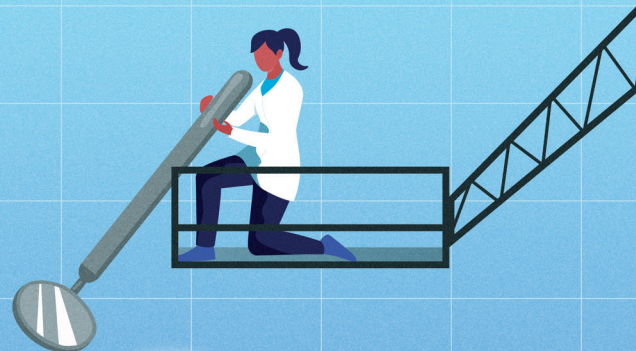


**Over 70 professionals in  
marketing and training**



Don't focus on contacts,  
focus on patients.

Choose the **Generate Value** method.





Do you recognise yourself in any of these actions?



## GENERATING VALUE HELPS:

### THE DENTIST

- **Increase** your value and **enhance** your skills
- Increase **turnover**
- Increase **visibility**

### THE DENTAL CORPORATE

- Boost internal marketing
- Increase **turnover**
- **Enhance** and give **visibility** to your services
- Integrate and develop corporate CRM

# OUR SERVICES



## GRAPHIC DESIGN

**LOGO  
SOMATIC MARKER  
STATIONARY**

**BROCHURE  
CATALOGUE  
GRAPHICS**

**PHOTO SHOOT  
VIDEO EDITING**



## WEB DESIGN

**USER EXPERIENCE  
WEBSITE ONE PAGE**

**WEBSITE MULTIPAGES  
DATA TRACKING**



## WEB MARKETING

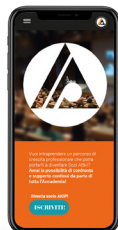
**DIGITAL PASSPORT  
SOCIAL MEDIA MANAGEMENT  
LEAD GENERATION CAMPAIGN**

**INFLUENCER INSTAGRAM  
ORGANIC GOOGLE RANKING  
GOOGLE ADS CAMPAIGN**

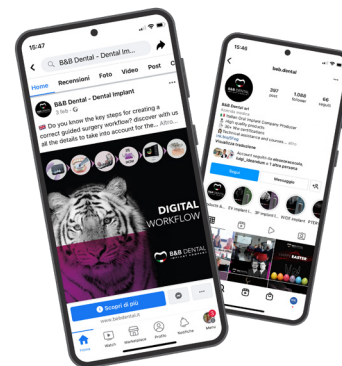
# PROJECTS FOR DENTAL CORPORATE



WEBSITE CREATION



STATIONARY



SOCIAL MEDIA  
MANAGEMENT

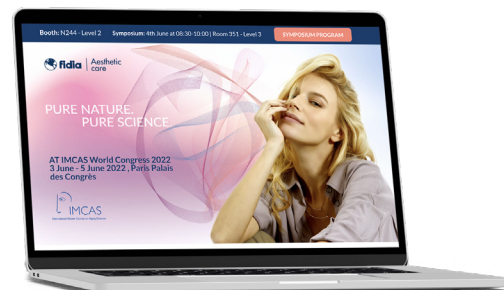


CATALOGUE



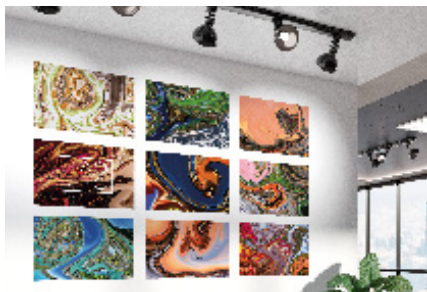
WEBSITE  
CREATION

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LEAD GENERATION CAMPAIGN

SOMATIC MARKER



PROJECTS FOR DENTISTS

WEBSITE  
CREATION



BROCHURE



WEBSITE CREATION



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SOCIAL MEDIA  
MANAGEMENT

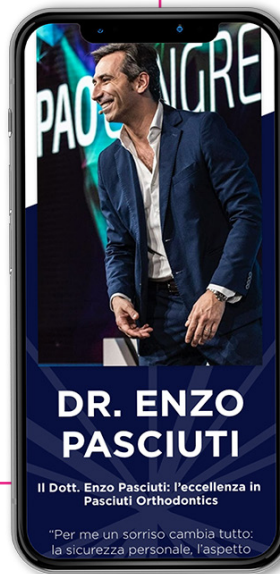
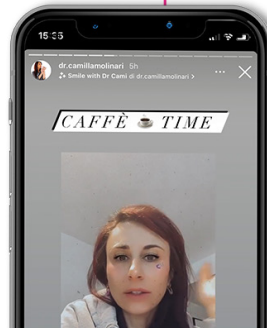
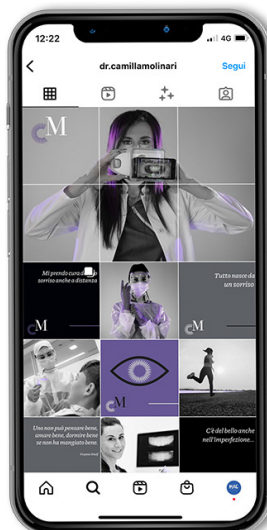
# PROJECTS FOR PERSONAL BRANDING

## SOCIAL MEDIA MANAGEMENT AND WEBSITE CREATION



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## BRAND STRATEGY



## WEBSITE CREATION



# GENERATE VALUE: THE METHOD THAT HAS BEEN THE **STARTING POINT** FOR THE **GROWTH** OF MORE THAN 500 OF YOUR COLLEAGUES.



Once upon a time people worked exclusively by word of mouth, today word of mouth remains, but it is not enough because the world is running and you have to try to keep up with it.

**DR ANTONIO FERRO**



I am interested in improving organisationally and beyond. Ideandum I think could do the trick.

**DR ANGELO BANZI**



I like to think there is an effective and efficient way to tell the world who I am and what I do.

**DR PAOLO MARTI**



Definitely inspiring because it gave me a lot of food for thought.

**DR.SSA CHIARA DI BARTOLOMEO**



It is not enough to do, it is necessary to make known.

**DR PAOLO DAL SOGLIO**



This course has been enlightening: it showed us the way.

**DR.SSA LAURA ANACCLERIO**



Generate Value Book



“Good morning Doctor,  
I would like a quote for  
implants”.

How many times have you  
heard this sentence?

Just as a dentist needs an initial visit to build the correct  
treatment plan, **an in-depth analysis of your case is essential**  
for us to design and implement your personal growth path.

And now, what to do? **Listen to our advice:** stop for a second,  
take the time to collect your thoughts, then...



# REFERENCES



Some of the more than **a thousand customers** we have had the honour of working with in **10 years**.

 @ideandum.marketingstudiodentistico

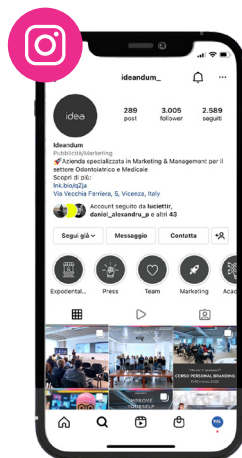
 @ideandum\_

 **GENERATE VALUE BOOK** on Amazon

Let's get comfortable,  
let's do an **analysis**.

**Tell us your story**, tell us about your  
goals and let's **work out together**  
how we can help you.

Scan the  
**QR Code**  
to access  
quickly links.



**uk.ideandum.com +44 7300 045946**