



# How Hive can help you

Open Days are a great opportunity to bring potential customers into your practice and show them exactly what you can offer, while adding a personal touch. We've found that they work particularly well for high value treatments, like implants or orthodontics. Here's our top tips for working with us to plan and promote your open day:

What we'll do

start

1

**YOU'LL**

let us know all the details. Date, time, any special offers?



Consider providing goody bags or something else for attendees to take home

What you can do

Make sure we've got all your social media details and a payment card set up

2

**WE**

create branded graphics including all the details, and plan targeted advertising



3

**WE**

start running social media adverts and generating leads, and create a Facebook event page



When leads start coming in, contact people as soon as you can to confirm their space, and answer any questions they have

4

**YOU**

contact all your leads as soon as possible and get them booked in



5

**WE**

update your website with a banner to promote the event, and a blog post too



Follow up with an email or WhatsApp message if you can't get through

6

**YOU**

promote the event in all the other ways you can, like word of mouth and organic social media posts

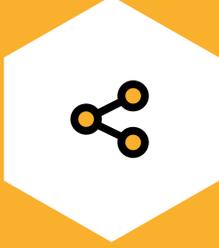


Some ideas for other social posts: a countdown; meet the team; treatment FAQs

7

**WE**

monitor all incoming leads to keep track, and tweak the adverts if necessary



Almost there!

8

**YOU**

continue booking in customers and make sure all your staff are feeling confident



9

**WE**

will stop the ads running the day before, so you have enough time to contact every last lead



If someone can't make it to the event but is interested, book them in on a different day

Contact us for extra training if you need to - we're happy to help

10

**ON THE DAY**

make sure you have enough staff so that everything runs smoothly. Enjoy!



After the event...

11

**YOU**

follow up any customers who haven't yet committed to treatment



Hooray!

12

**WE**

will remove the banners from your website, and review the campaign



finish

We're looking forward to working with you