

# Your In-Office Marketing Kit

## INFORMATION YOU'LL NEED TO GET STARTED

- Your practice logo, (high resolution .png, .svg or .eps files preferred)
- Your practice's contact information (name, address, phone number, email, website, etc).
- Your 7-digit Bento Practice Code.
- Plan name, description, tag-lines and any other details.
- Monthly + yearly plan cost, and savings for patients (value)
- Details about any other specials, promotions or discounts.

## PRINT + DIGITAL TEMPLATES - PDF

1. If you don't already have Adobe Reader download it for FREE at <https://get.adobe.com/reader/>
2. Once Adobe Reader is downloaded, open the file, download the file to your desktop and open the file you're looking to update in Adobe Reader
3. Fill in all fillable fields with the appropriate text
4. Save the document and print or use as needed

## PRINT + DIGITAL TEMPLATES - CANVA

Bento provides web-based Canva templates to easily edit and customize your marketing material using the Canva platform. Please reference Canva for specific details and instructions for their software.

## PRINT + DIGITAL TEMPLATES - InDesign

Take full control of your content and customizations using an InDesign template file. Adobe InDesign Required.

## EMAIL TEMPLATES

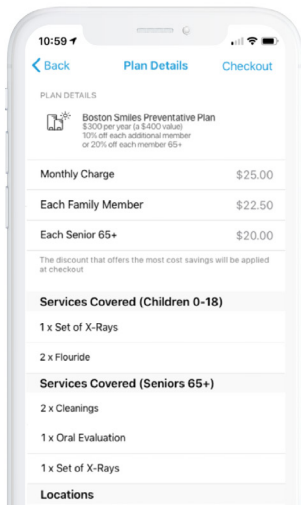
Bento provides templates in .html and .txt files for your use. Simply edit the HTML code with your information and bring into your email provider for next steps.

**WANT MORE INFO ABOUT IN-OFFICE PLANS?**

Visit Bentopedia | [bento.net/bentopedia](https://bento.net/bentopedia)

# How to Join Plan Postcard

## BENTO SMILES DENTAL



### HOW TO JOIN

1. Download the Bento Dental app on a smartphone
2. Create a free Bento account
3. Select "Purchase an In-Office Plan"
4. Enter 7-digit Search Code **1234567**
5. Choose your plan
6. Add family members
7. Complete your purchase

\*Plan example

● Insert practice name, office name or plan tag-line.

● Insert 7-digit Practice Code.

**BENTO SMILES  
IN-OFFICE PLAN**  
powered by  bento

● Insert plan name, practice name, or tag-line.  
Recommendation: keep text to maximum of 2 lines and 20 characters per line.

Templates also available for:



# Plan Overview Flyer

Multiple design options available

**NO DENTAL INSURANCE?**

ASK US ABOUT OUR IN-OFFICE PLAN OPTIONS

**WHY JOIN OUR PLAN?**

- Modern App Experience
- Real-time estimates, complete price transparency
- Immediate access to benefits
- Save on all dental procedures

**PLAN OPTIONS**

**ADULT SMILES PLAN**  
AGES 18-60

**\$200/YEAR (\$17/MO.)**  
A \$450 VALUE

2 EXAMS  
4 DECAY DETECTING XRAYS  
2 REGULAR CLEANINGS  
SAVE UP TO 50% ON ALL OTHER SERVICES  
\$325 IN OFFICE TEETH WHITENING

**CONTACT US**

Example Smiles  
800.123.4567  
membership@example Smile.com  
example Smile.com

Download the Bento Dental App, Create an Account, Use office code XXXX to purchase a plan

Insert the cost and value of the plan to patients.

Insert plan name and any descriptions.

Provide patients with details about the plan. Insert covered services, additional savings and details.

Provide contact information for your practice such as name, phone number, email and website.

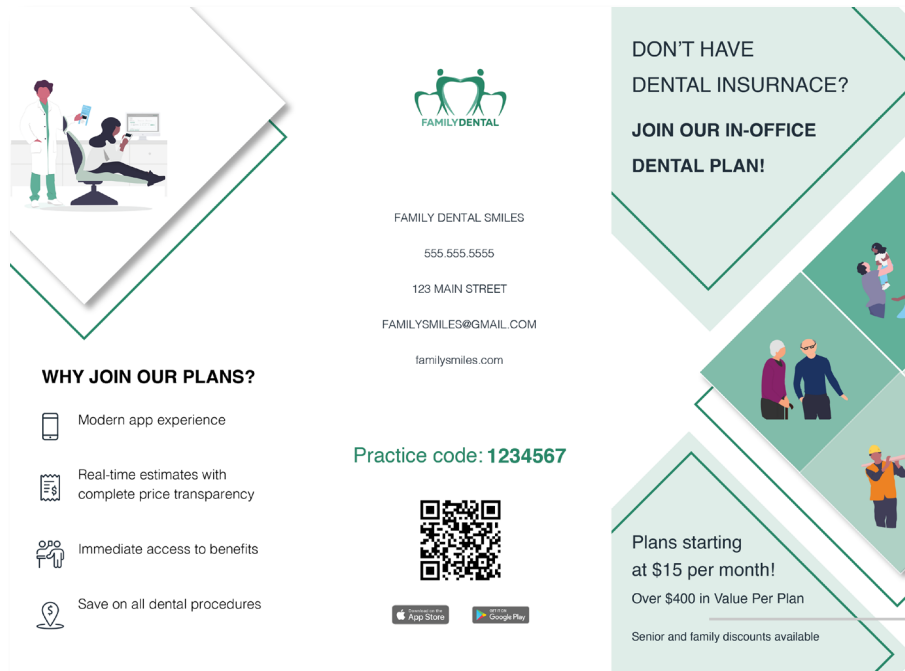
Insert your 7-digit Practice Code so patients can purchase your plan via the Bento Dental app.

Templates also available for:



# Plan Overview Brochure

Multiple design options available



### WHY JOIN OUR PLANS?

- Modern app experience
- Real-time estimates with complete price transparency
- Immediate access to benefits
- Save on all dental procedures

Practice code: 1234567



Insert pricing for patients such as starting monthly cost and savings. Add additional information or any other special offers.

Insert plan name with a sub-heading. Sub-heading can include a tag-line or any additional savings for patients.

### ADULT PREVENTATIVE PLAN

ADDITIONAL MEMBERS SAVE 10%

#### WHAT DO YOU GET?

- 2 COMPREHENSIVE EXAMS
- 2 CLEANINGS
- UNLIMITED X-RAYS
- ORAL CANCER SCREENINGS
- PLUS SAVE \$\$\$ ON ANY OTHER SERVICES

### CHILD SMILES PLAN

CHILDREN UNDER 18

#### WHAT DO YOU GET?

- 2 COMPREHENSIVE EXAMS
- 2 CLEANINGS
- UNLIMITED X-RAYS
- 2 FLUORIDE TREATMENTS
- PLUS SAVE \$\$\$ ON ANY OTHER SERVICES

### HOW TO JOIN

DOWNLOAD THE BENTO DENTAL APP

1. TO DOWNLOAD, SCAN THE QR CODE BELOW
2. CREATE A FREE BENTO ACCOUNT
3. SELECT "PURCHASE AN IN-OFFICE PLAN"
4. ENTER 7-DIGIT SEARCH CODE
5. CHOOSE YOUR PLAN **1234567**
6. ADD FAMILY MEMBERS (OPTIONAL)
7. COMPLETE YOUR PURCHASE

Insert plan details such as covered services and any additional savings.

Insert your 7-digit Practice Code here.

**\$17 PER MONTH**

\$200 ANNUAL COST

A \$450 VALUE

**\$15 PER MONTH**

\$180 ANNUAL COST

A \$400 VALUE



Insert cost and savings information.

Templates also available for:



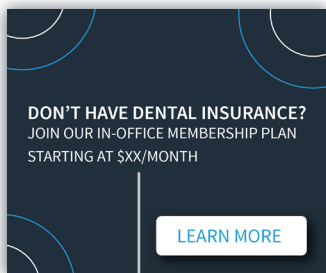
HOW TO GUIDE FOR

# Banner Ad Template

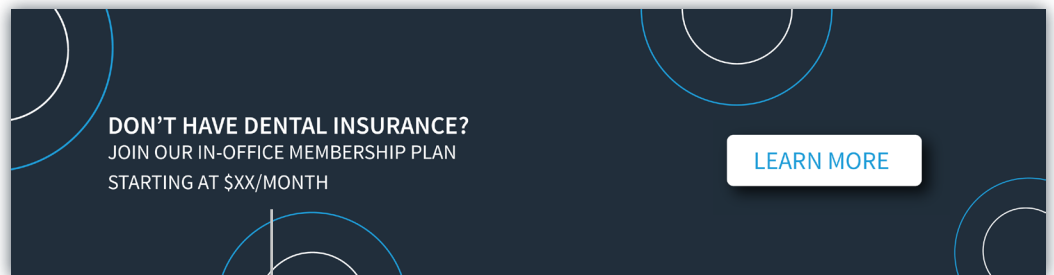
Multiple sizes available



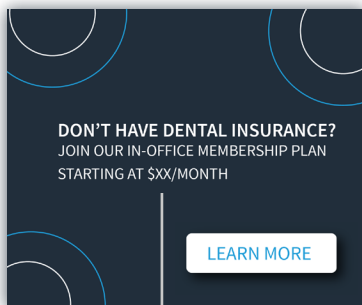
● Insert your plan's monthly cost here.



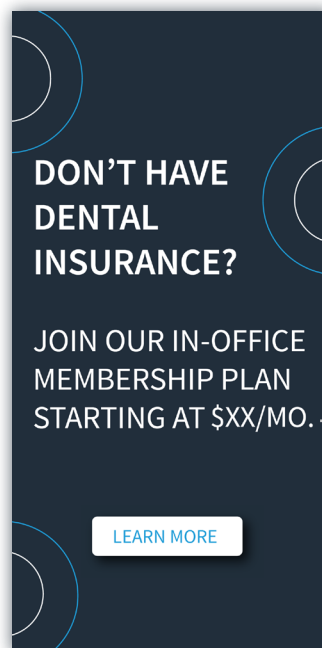
● Insert your plan's monthly cost here.



● Insert your plan's monthly cost here.



● Insert your plan's monthly cost here.



● Insert your plan's monthly cost here.

Templates also available for:



# Email Template - Visual

HTML Code Provided - Email Application Required



**Don't have Dental Insurance?**  
**Save with our Membership Plan Today!**

**Sign up for our Adult Smiles Plan**

We are happy to announce we now offer In-Office Plans!  
See plan details below

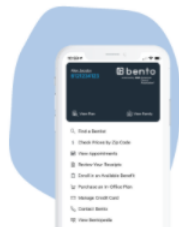
Insert plan name and/or tag-line.

Provide patients with plan details such as plan name, savings, and covered services.

**Adult Smiles Plan**  
Ages 18- 60  
**\$200/year (\$17/mo.)**  
A \$450 value

What's included?  
2 exams  
4 decay detecting xrays  
2 regular cleanings  
save up to 50% on all other services  
\$325 in office teeth whitening

**JOIN IN 3 EASY STEPS**



1. Download the Bento Dental app on your smartphone and create a free Bento account!



2. Select "Purchase an In-Office Plan" and enter 7-digit Search Code 1234567.

Insert 7-digit Practice Code here.

3. Choose your plan, add family members (if applicable), and complete your purchase.

**NEED MORE INFORMATION?**

**CONTACT US**  
123-456-7890  
123 Main Street  
email@bento.net

Insert contact information for your practice such as name, phone number, email and website.



Note: If you have a default footer from your email provider delete this section.

## HOW TO GUIDE FOR

# Email Template - HTML

HTML Code Edits - Email Application Required

```
20 <meta name="viewport" content="width=device-width, initial-scale=1">
21 <title>* Insert Subject Line Here *</title>
22
23 <style type="text/css">
24 p{
```

● Insert subject line to appear in web-browser.

```
596
597 <h3 style="text-align: center;"><span style="font-size:20px"><span style="font-family:helvetica neue,helvetica,arial,verdana,sans-serif">Sign up for our Insert Plan Name Here</span></span></h3>
598
599 <p style="text-align: center;color: #000000;font-family: &quot;Helvetica Neue&quot;; Helvetica, Arial, Verdana, sans-serif;font-size: 12px;line-height: 150%;"><br>
600 <span style="font-family:helvetica neue,helvetica,arial,verdana,sans-serif"><span style="font-size:14px">We are happy to announce we now offer In-Office Plans!<br>
601 See plan details below<span></span></span></p>
602
603 </td>
```

● Insert your plan name or additional plan tag-lines.

```
635 <td valign="top" class="mcnTextContent" style="padding: 18px;color: #F2F2F2;font-family: Helvetica;font-size: 14px;font-weight: normal;text-align: cent
636 <span style="font-size:16px"><span style="font-family:helvetica neue,helvetica,arial,verdana,sans-serif"><u>Insert Plan Name Here</u></span></span>
637 <span style="font-size:14px"><span style="font-family:helvetica neue,helvetica,arial,verdana,sans-serif">Insert Qualifications Here (Ages/Discounts/Subtitle)<br>
638 <strong>$XX/year ($XX/mo.)</strong><br>
639 A $XXX value<br>
640 <br>
641 What's included?<br>
642 Insert services here<br>
643 Insert services here<br>
644 Insert services here<br>
645 Insert services here<br>
646 Insert services here<span></span></td>
647 </tr>
648 </tbody>
```

● Insert plan details.

● Insert plan details, qualifications, etc.

● Insert your plan name here.

```
765 <br>
766 2. Select "Purchase an In-Office Plan" and enter 7-digit Search Code {Insert 7 digit code}</div>
767
768 </td>
769 </tr>
770 </tbody></table>
```

● Insert your 7-digit Practice Code here.

```
635 <td valign="top" class="mcnTextContent" style="padding: 18px;color: #F2F2F2;font-family: Helvetica;font-size: 14px;font-weight: normal;text-align: cent
636 <span style="font-size:16px"><span style="font-family:helvetica neue,helvetica,arial,verdana,sans-serif"><u>Insert Plan Name Here</u></span></span>
637 <span style="font-size:14px"><span style="font-family:helvetica neue,helvetica,arial,verdana,sans-serif">Insert Qualifications Here (Ages/Discounts/Subtitle)<br>
638 <strong>$XX/year ($XX/mo.)</strong><br>
639 A $XXX value<br>
640 <br>
641 What's included?<br>
642 Insert services here<br>
643 Insert services here<br>
644 Insert services here<br>
645 Insert services here<br>
646 Insert services here<span></span></td>
647 </tr>
```

● Add your contact information.