

# Marketing playbook

## Leveraging Align's NFL sponsorship

Through Align's sponsorship with the National Football League, we are creating new experiences that expand recognition of in-office, doctor-delivered Invisalign® treatment. The Invisalign brand is now featured in multi-media advertising during the NFL season, as well as in the off-season, to drive consumers to your practice. Use this marketing guide to help maximize the reach of NFL-branded content in your practice and online.

### Align-provided resources

#### Align's NFL microsite

[nfl.invisalign.com](http://nfl.invisalign.com)

Visit Align's NFL microsite to view the latest details on the NFL sponsorship. The site contains all the resources and links you'll need to maximize the NFL sponsorship in your practice. As more information comes available, our team will continue to update the site. Remember to check back for more!

- Launch sizzle video
- The Official Clear Aligner Sponsor of the NFL
- NFL team sponsorships
- Align's partnership with New Orleans Saints' Cam Jordan
- Information about practice marketing materials
- Preview and shop the new NFL-branded aligner cases
- More to come!

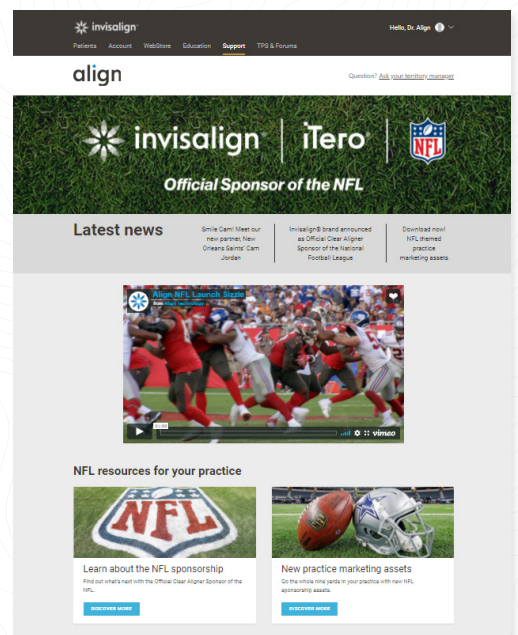
#### Invisalign Marketing Site

[aligntech.brandmuscle.net](http://aligntech.brandmuscle.net)

The Invisalign Marketing Site gives your practice access to all available Invisalign marketing materials. To view the NFL-branded assets, simply click "Browse" and select "Sports Partnerships."

You may choose to download digital assets, such as the NFL sponsorship video, virtual backgrounds for Invisalign Virtual Appointments, and football-themed assets for social media. You can also order professionally printed materials to feature in-practice, including NFL-branded or team-specific:

- Calendars
- Posters
- Window clings
- Marketing kits



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## Social media resources

### Instagram, Twitter, Facebook

Follow the Invisalign® brand and our partners on social media to see and share the latest NFL-themed posts. Check the NFL microsite for updates as they come available.

For examples of how to leverage these posts for your practice, please see the examples available on the following page.

### Invisalign social

[@invisalign](#) | [facebook.com/invisalign](#)

### NFL social

[@nfl](#) | [facebook.com/NFL](#)

### Cam Jordan

[@camjordan94](#) | [facebook.com/whodatcamjordan](#)

### New Orleans Saints

[@saints](#) | [facebook.com/neworleansaints](#)

### San Francisco 49ers

[@49ers](#) | [facebook.com/49ers](#)

### Chicago Bears

[@chicagobears](#) | [facebook.com/chicagobears](#)

### Tampa Bay Buccaneers

[@buccaneers](#) | [facebook.com/tampabaybuccaneers](#)

### Kansas City Chiefs

[@chiefs](#) | [facebook.com/KansasCityChiefs](#)

### Dallas Cowboys

[@dallascowboys](#) | [facebook.com/DallasCowboys](#)

### Philadelphia Eagles

[@philadelphiaeagles](#) | [facebook.com/philadelphiaeagles](#)

### New York Giants

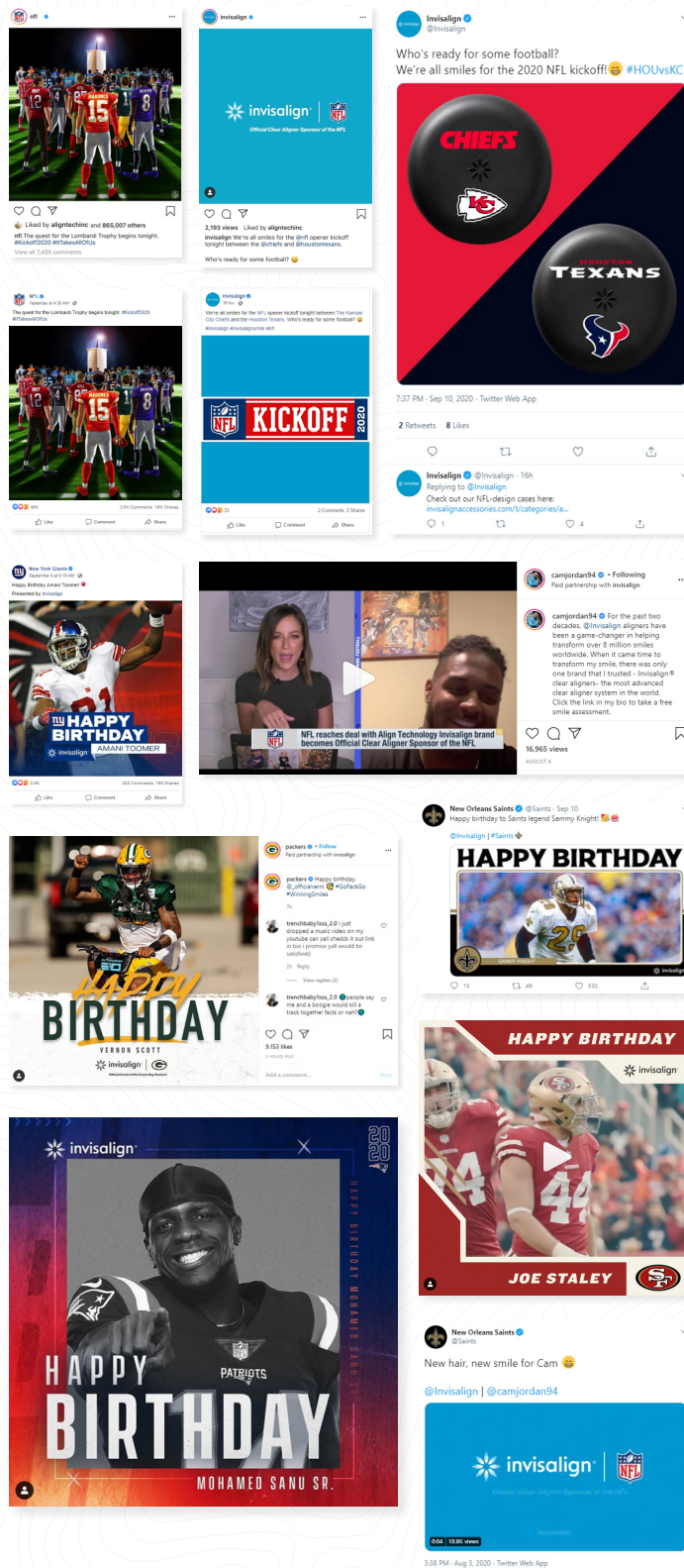
[@nygiants](#) | [@giants](#) | [facebook.com/newyorkgiants](#)

### Green Bay Packers

[@packers](#) | [facebook.com/Packers](#)

### New England Patriots

[@patriots](#) | [facebook.com/newenglandpatriots](#)





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## Social media inspiration

### Instagram, Twitter, Facebook

Share your favorite social media posts to create excitement with your followers. Customize your posts with captions and hashtags, such as #invisalignprovider, for example: "Winning smiles start with Invisalign clear aligners! Tag us in your #winningsmile post for a chance to be featured in our story!"

#### 01 Instagram

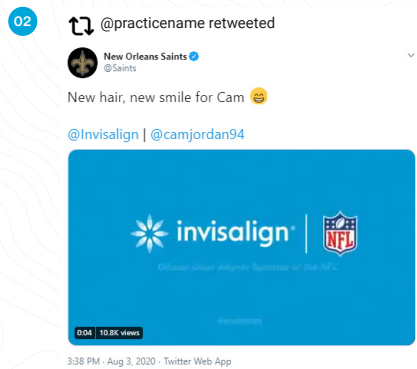
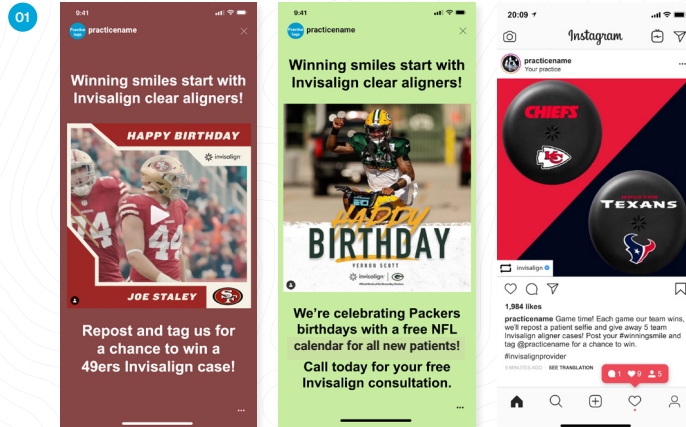
- Consider a repost app to share content from the Invisalign® page on your practice account.
- Share a post to your story with a promotion.

#### 02 Twitter

- Retweet to spread the word on your practice Twitter account.

#### 03 Facebook

- Share the message with your Facebook fans by clicking the "Share" button.



## Social posts themes and contests

### Instagram, Twitter, Facebook

#### Birthday social posts

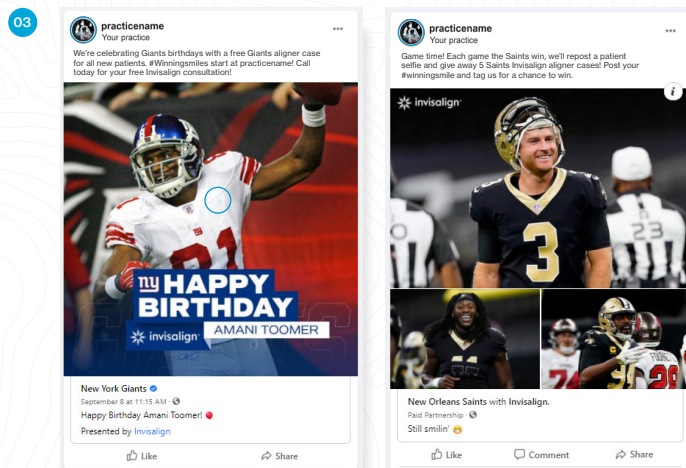
Celebrate your local team's birthday posts with creative messaging, contests, and giveaways:

- "We're celebrating [team] birthdays with a free [team] aligner case for all new patients. Call today for your free Invisalign consultation!"
- "Winning smiles start with Invisalign clear aligners! Repost for a chance to win a [team] Invisalign case!"

#### Game day wins

Harness the power of user generated content by celebrating your local team's win:

- "[Team] win! Tag us in your #winningsmile selfie for a chance to be featured in our story!"
- "[Team] win! Show us this post on your next visit to receive a free NFL calendar!"
- "Game time! Each game [team] wins, we'll repost a patient selfie and give away 5 [team] Invisalign aligner cases! Post your #winningsmile and tag @practicename for a chance to win. #repost"



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## Utilizing the Invisalign® Marketing Site assets

### Invisalign | NFL sponsorship sizzle reel video

#### *Invisalign Marketing Site - Digital download*

Choose from 15, 30 or 60 second videos to announce to patients that Invisalign® clear aligners are now the Official Clear Aligner Sponsor of the National Football League.



#### **Play in your practice waiting room.**

Broach the conversation of Invisalign treatment with new and existing patients by displaying the NFL sponsorship sizzle reel video in your waiting room.

#### **Feature on your website.**

1. Ensure it's in a prime spot so that your website visitors can notice it right away, such as your Invisalign treatment page, homepage, or "About our practice" page.
2. Provide context for the NFL sponsorship sizzle reel video. When adding the video to the homepage, and "About this practice" and "Treatment offerings" sections on your website, you may need to write additional copy to introduce the spot to your prospective patients. Consider the following points:
  - Share that you are an Invisalign Provider and that you can treat a wide range of cases with Invisalign treatment, the Official Clear Aligner Sponsor of the NFL.
  - Highlight the advantages of Invisalign clear aligners e.g. SmartTrack® material when combined with SmartForce® features and SmartStage® technology allows predictable tooth movement.
  - Because they're clear and removable, patients can continue to do the things they love – no avoiding sports, foods and drinks they like and no emergency visits due to broken wires or brackets.
  - End your sentence with a strong CTA (call to action) to motivate your website visitors to take the next step e.g. "Call us today to find out if Invisalign treatment is right for you" or "Call for a complimentary consultation to take the next step towards a better smile."
  - For more inspiration, take a look at the verbiage on our website and social media pages.
3. Measure the impact of the NFL sponsorship sizzle reel video. Install Google Analytics (GA) on your website – free software – to gauge the interest of your website visitors e.g. number of clicks.
  - To set up GA, ask for assistance from the person who is managing your website. Alternatively, you could follow the steps below if you have access to make edits to your website through a content management system (CMS).
  - Create a Google Account if you don't have one already. Once logged into your Google Account, sign up for Google Analytics. Fill out the necessary fields and click "create account".
  - You will receive the tracking code that Google Analytics is using to track your website. Highlight and copy this code with "Ctrl+C".
  - Paste the Google Analytics tracking code onto your website after you've signed in into CMS.
  - For more details, many helpful articles are available on websites like [Google](#) or [HubSpot](#).

#### **Share on social media.**

For use on social media, simply repost/share/retweet the Invisalign video post from August 3, 2020. Consider offering a free consultation or even a prize for patients who repost/share/retweet your post.



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## Utilizing the Invisalign® Marketing Site assets

### NFL Zoom background

#### *Invisalign Marketing Site - Digital download*

Highlight the NFL sponsorship during your Invisalign Virtual Appointments with a digital background featuring your local team or the NFL.



### Sports partnerships social media assets

#### *Invisalign Marketing Site - Digital download*

Choose to highlight winning smiles and team aligner cases on your social media accounts with these images. Customize your posts with captions and hashtags, such as #invisalignprovider, for example: "Winning smiles start with Invisalign® clear aligners! Tag us in your #winningsmile post for a chance to be featured in our story! #invisalignprovider"



### NFL calendar and NFL poster

#### *Invisalign Marketing Site - Print*

Showcase the Invisalign brand's relationship with your local team or the NFL with co-branded calendars and posters.

- Frame and display in your practice.
- Give away to new patients as part of your new patient welcome kit.
- Advertise your NFL-themed giveaways on your website and social media. Consider customizing this example for your practice:

"For a limited time, all new patients who start Invisalign treatment in the month of \_\_\_\_ will receive a limited edition Invisalign | NFL calendar. Call us today to schedule your free consultation!"



### NFL window cling

#### *Invisalign Marketing Site - Print*

Highlight the potential for winning smiles with a window cling featuring the NFL sponsorship. Display in an exterior window for optimal visibility.



### NFL marketing kit

#### *Invisalign Marketing Site - Print & aligner cases*

Order a team-branded marketing kit to showcase your local team in your practice. Each marketing kit includes:

- (1) 18x24 Poster
- (1) 12x18 Calendar
- (4) Team-branded aligner cases
- (1) Table tent
- (1) Window cling

