



# Sesame Sweepstakes Stay Connected



Grow your social media base, engage your patients,  
and acquire new patients with Sesame Sweepstakes™.



Sesame Sweepstakes and contests will help you grow your social media base through word of mouth referrals, and engage your patients to help keep your practice top of mind. Better engagement translates into improved patient treatment compliance, and a strong social media presence extends your reach to your patients' social media circles, to help your practice connect with new prospective patients.

Sesame is the only technology company within dentistry to offer comprehensive integration between patient data and contest platforms. Sweepstakes features the Facebook™ Recommendation plugin, allowing practices to collect and group recommendations in one powerful location online.

Sesame takes care of all of the finite details of your campaign including compliance with Facebook guidelines, local and state regulations, promotional email blasts and newsletters to existing patients, campaign designed landing pages, capturing of entrant contact details, and more.

Your practice stays informed on the progress of your campaign every step of the way with detailed reporting on all entrants, including the status on participant activity, along with daily reporting of all call requests from entrants.

To take advantage of Sesame Sweepstakes Sesame Social™ and \*Patient Login™ are required.

Sesame Communications offers an award-winning suite of patient communications and engagement tools exclusively for dentistry to give you, the practice CEO, everything you need to grow your practice and strengthen patient loyalty.

Contact us today at **866.592.7572** or online at [sesamecommunications.com](http://sesamecommunications.com)  
Over 6 million people use Sesame to communicate with their dental providers.

## Features

- Choice of sweepstakes or contest promotions – Limit of one to four promotions per year
- Duration of 4 – 8 weeks depending upon practice preference and type of promotion
- Full-service management of all aspects of the promotion including:
  - Design, administration and management
  - Promotional emails, newsletters and outreach to the patient base\*
  - Google Places plugin on Facebook Timeline (even when promotion is not running)
  - Facebook Recommendations plugin on Facebook Timeline (even when promotion is not running)
  - In-office promotional materials with convenient QR Code
  - Legal compliance
  - Detailed reporting on all entrants
  - Daily reporting of call requests from entrants

A recent study saw the average practice increase their Facebook likes by 217% through Sesame Sweepstakes.

