A production built for dentists who are serious about growing their implant practice.

THE SMILE SPOTLIGHT

WHAT IS SMILE SPOTLIGHT?

Smile Spotlight puts you on screen with a nationally recognized television personality for a professionally produced, interview-style conversation—built to educate patients on a specific procedure and position you as the trusted expert in your market.

We handle everything. Production, broadcast placements, digital distribution across Meta, YouTube, and social media, and the coaching and tools you need to turn that visibility into booked appointments.



YOUR SETUP FEE DELIVERS A COMPLETE MEDIA PACKAGE.

Everything you need to build authority, reach new patients, and convert interest into booked appointments.

It begins with a 30-minute, professionally filmed conversation in a multi-camera studio with Tamara Day, designer and host of Magnolia Network's Bargain Mansions and a nationally recognized television personality.

From there, the remaining media is built, including:

- Cinematic b-roll footage to enhance storytelling, including an additional filming day on-site at your practice.
- Five consulting calls centered around the full implant growth process, including how to sell, manage and execute cases with consistency.
- Service highlight videos focusing on specific procedures such as implants, veneers, Invisalign®, and smile makeovers.
- Short-form social clips to optimize vertical videos for Instagram Reels, YouTube Shorts, and Facebook.
- Targeted ad campaigns to distribute across YouTube, and Facebook to put your content in front of the right audience.
- Website landing page or mini-site built to convert visitors into consultation requests.
- Search & AI setup to ensure your practice is found when patients are actively looking.
- A marketing playbook that provides a complete guide to ad placement, funnel strategy, and campaign implementation.
- Practice operations playbook to learn proven frameworks for booking consultations, presenting treatment, and closing cases with confidence.
- A welcome mailer box including additional manuals and resources.

40+
Consults Scheduled

End-to-End Funnel Performance

28K
Average Production Per Case



MONTHLY MANAGEMENT ENSURES A CONTINUED RETURN ON INVESTMENT.

Every month, we actively manage your digital presence, media distribution, and website performance—keeping your content working, your ads optimized, and your pipeline full.

- Ongoing campaign optimization across Meta, YouTube, and Facebook to maximize reach and lower cost per patient acquisition.
- Continued media placement and scheduling across local television stations.
- Website and landing page maintenance, performance monitoring, and conversion optimization.
- SEO & AI search management to keep your practice ranking in traditional and AI-driven search results.
- Regular performance reporting across every channel.
- Ongoing distribution, scheduling and publishing of your short-form social clips.
- Continued guidance on optimizing your funnel, consultation booking process and front desk workflows.

1M+
Impressions

13K+
Landing Page Views

205K+
Eyes on the Brand



Magnolia Network Exclusive

Your interview is conducted by **Tamara Day**, designer and host of **Magnolia Network's Bargain Mansions** and a nationally recognized television personality.

General Cost

- Setup Fee: $36,000
- Monthly Management: $4,000
- Monthly Media Spend: $5,000+

About Smile Spotlight

Smile Spotlight is a production of Implant Growth Collective—a media and marketing network dedicated to helping dental practices grow through education, visibility, and trust. Implant Growth Collective develops platforms and content that connect patients with the right providers, and Smile Spotlight is its flagship production.

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THE SMILE SPOTLIGHT

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