FGM360°

BE DIGITAL
BE PRESENT
BE CLINICAL.

FGM DENTAL GROUP

CONCEPT

The FGM 360° plan is an **incentive campaign** for the FGM Distributor, with **targets, points and prizes**!

The campaign, which **starts on March 1 and ends on December 1, 2023**, has as its purpose to put in practice the MARKETING actions that are important for FGM and will bring even **better results for the Distributor**. The dynamics of the campaign is simple and is summarized in **3 courses of action, or areas**:

BE DIGITAL: online media;

BE PRESENT: field work;

BE CLINICAL: clinical cases.

READY FOR THE CHALLENGE?

BE DIGITAL

HOW?

It is simple. Just post or repost, weekly, one post or video related to FGM on your company's Instagram or Facebook (Feed and Stories) pages, **marking FGM Dental Group Global (@fgmdental.global) so that we can validate the publication** (**NOTE: it has to be posted always on a Thursday** and you cannot post the same post repeatedly, ok?) If you got a ♡ as a comment from FGM on your post? You scored a point!

HINT:

Use the posts shared weekly by the communication group (WhatsApp) or any of the posts made available in the Download Center (DC) of FGM! You can also repost the recently posted posts on FGM's Instagram or Facebook pages.

BE DIGITAL

SCORING: one post per week, feed+ stories = **50 points**

CHALLENGES TO GET EXTRA POINTS:

+300 points: ask 4 of your customers (dentists) to record and publish a short video, one each, demonstrating and talking about any of our products in a format of "hint" (the video must be published in the feed and stories of your customer, marking FGM and your company);

+300 points: at least one banner with FGM products published in the home of your site for good (notify FGM);

+500 points: make 2 lives till the end of the campaign focusing FGM products (it is necessary to have a dentist as host and reach out to at least 20 online participants! DO not forget to communicate the date and time of the line to your FGM Marketing Analyst ahead of time!);

+500 points: have a page on your website dedicated to FGM or an e-commerce page (it must have also an FGM institutional section, besides complete information about the products!).

ATTENTION: the four challenges above can be fulfilled till the end of the campaign; however, you will get points only one time for each challenge! Therefore, take advantage of the opportunity!

FGM360

FGM DENTAL GROUP

BE PRESENT

HOW?

Going beyond! Display merchandizing materials at strategic locations or organize face-to-face hands-on courses or product demonstrations for dentists/students at renown institutions or even at your own premises! NOTE: for the hands-on courses and product demonstrations is MANDATORY: sale of FGM products on the spot, distribution of at least one exclusive FGM printed material (i.e.: flyer) and the use of at least 1 FGM banner (printed or digital)! The evidence (photos or video) must be sent to your FGM Marketing Analyst for validation and scoring.

HINT:

Use the images and patterns available at the FGM Download Center (DC) or, in the case of customized graphic artworks, printed materials and merchandize, ask your country's FGM Marketing Analyst for help.

BE PRESENT

SCORING:

Organization of a course or demonstration of products with at least 10 participants = **300 points.**
Organization of a course with hands-on with at least 15 participants = **500 points**.

CHALLENGES TO OBTAIN EXTRA POINTS:

+300 points: display at least 2 different pieces of merchandizing (mobiles, wobblers, displays, totems or banners) in 10 different strategic places till the end of the campaign (scoring per store/clinic/education institution);

+300 points: displaying of indoor panels that are fixed/permanent in strategic places – the graphic artwork must be requested to FGM and must be at least 1m² (score per store/clinic/education institution).

NOTE: in order to fulfill the challenges shown above and receive the score, it is necessary to send photos as evidence of what has been done. Some materials may be printed/manufactured by the distributor itself, however, with the support of FGM (consult conditions).

+500 points: at least 2 members of the distributor's team have completed all the courses available on the FGM Academy platform by the end of the campaign.

FGM360°

FGM DENTAL GROUP

BE CLINICAL

HOW?

It is time to talk to the dentist! Request clinical cases using FGM products from your customer dentists. Clinical cases will only receive points after the final approval of the FGM's technical consultants!

HINT:

FGM may provide a quota of products for clinical cases! To increase the chances that your clinical case will be approved, use well-photographed high-resolution images with the complete description of the step-by-step part, according to the FGM standard (available at the Download Center "DC").

BE CLINICAL

SCORING: each approved clinical case: **800 points.**

CHALLENGES TO OBTAIN EXTRA POINTS:

+ 500 points: get a different clinical case approved for each segment of the ESTHETIC DENTISTRY until the closing of the campaign (take-home whitening, in-office whitening, composite, cement and fiberglass post!);

+ 500 points: 3 approved clinical cases about IMPLANTS/BIOMATERIALS till the closing of the campaign;

+ 500 points: at least 1 approved clinical case until the closing of the campaign featuring a dentist who is also digital influencer (minimum of 10K followers in one of the networks: Facebook, Instagram or YouTube – containing publications with FGM products).

+ 500 points: at least 1 clinical case approved till the closing of the campaign featuring a dentist that is Professor at a renown educational instutition/university! (evidence through photos the professor uses to promote FGM products in his classes).

AWARD

Classification	Scoring
Expert	10,000 points with action in the **3 areas of the campaign** (minimum of 3,000 per area).

Classification	Scoring
Advanced	7,000 points with actions in the **3 areas of the campaign** (minimum of 2,000 per area).

Classification	Scoring
Standard	5,000 points with action in the **3 areas of the campaign** (minimum of 1,000 per area).

FGM360

FGM DENTAL GROUP

EXAMPLE

To be an EXPERT, the distributor must:

- Make one weekly post on Instagram or Facebook and complete 3 “BE DIGITAL” challenges;
- Carry out 4 face-to-face events till the end of the campaign, 2 of them with hands-on, display 5 fixed FGM panels in strategic locations and fulfill the other 2 “BE PRESENT” challenges (Merchandising and FGM Academy);
- Get 4 clinical cases approved till the end of the campaign.
- Total: **10.000 points!**

FGM360

FGM DENTAL GROUP

IMPORTANT INFORMATION:

- Your questions about the campaign may be clarified with **your FGM Marketing Analyst**, who will support you and will be responsible for validating your points in the campaign;
- **It is your responsibility** to communicate your FGM Marketing Analyst about the actions that are being carried out as well as about the required evidence to guarantee scoring;
- Besides the prizes in FGM products, the distributors that reach the EXPERT category will also receive **3 vouchers** for online purchases of **US$ 100.00 each**, which will be directed to the members of their marketing team.

Want to participate?

REGISTER AT:
https://fgmdentalgroup.com/intl/fgm-360/
AND WAIT FROM A MESSAGE FROM YOUR FGM MARKETING ANALYST!

BE DIGITAL
BE PRESE
BE CLINICAL.

Obrigado / Thank you / Gracias!