

# TIPS and TRICKS

## SOLUTIONS CENTER

FOR MAXIMUM EXPOSURE & EFFECT

Participating at an in-person event?  
**Use a QR code for attendees** to easily  
visit your Solution Center profile!



**Add a link to your Solutions Center profile** in your meeting app listing for any upcoming live events you are participating in.



Your profile is not MDA member-only, it's public!  
**It authenticates you as an allied dental business on an MDA branded platform**, easily sharing your profile, products and services with your clients and prospects!

**Update often!** Dental professionals can sort the content by clicking most recent, make your listing go to the top!



**Make simple videos to ...** Introduce you and your team !  
Tour your business! Show your products, services and processes!  
**People do business with people**, so showcase the faces of your company's key contacts for MDA members.



**Get creative with your CTAs!**  
Send visitors to any website you'd like with custom call-to-action buttons

**HAVE QUESTIONS? CALL US, WE'RE HERE FOR YOU!**

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