



2020 MEDIA KIT

EDUCATIONAL MARKETING

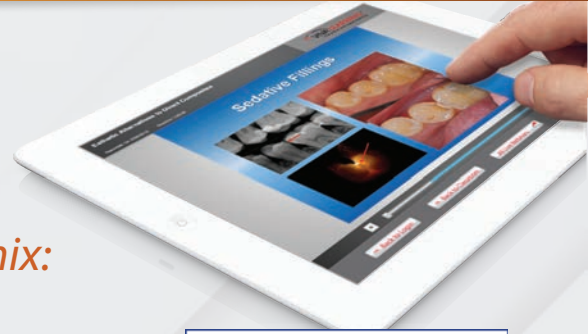
LIVE & ON-DEMAND CE WEBINARS

Target Audience: Dentists/Staff

Generate quality leads

7 Reasons to add CE Webinars to your marketing mix:

1. Cost-effective and efficient way to educate a large audience of dental professionals
2. Attendees are engaged and highly influenced by Key Opinion Leader CE presentations
3. Teaching is deeper and more accelerated than other forms of online content
4. Boost awareness, clinical relevance and credibility of your products and company
5. Highly attended live events are converted to on-demand videos for on-going engagement creating an excellent ROI
6. Products addressed in webinars lead to increased sales
7. Generate quality new leads with proven and successful post-webinar marketing tools



Viva Learning Users

General Dentist	90,455
Dental Assistant	41,225
Specialists	25,811
Hygienist	38,720
Office Admins	8,629
Student (Dentist/Hygienist)	6,743
Sales Rep	4,787
Lab Technician	4,258
Total Active Viva Users	220,628

5-Year Comparison: Users, Visits, Views and CEU Awarded



Double-digit growth in all Viva categories

CE WEBINAR MOBILE APP

Target Audience: Dentists/Staff

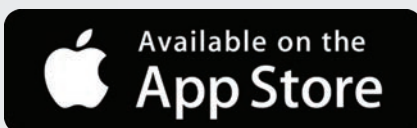
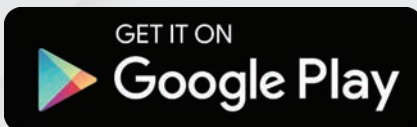


Viva's mobile app for Viva CE webinars

- Ideal for the busy dental professional
- Reliable, convenient and simple to use
- Turns a mobile device into an interactive Viva classroom
- Supports live, interactive and on-demand Viva webinars



Free download. Search "Viva Learning Mobile".

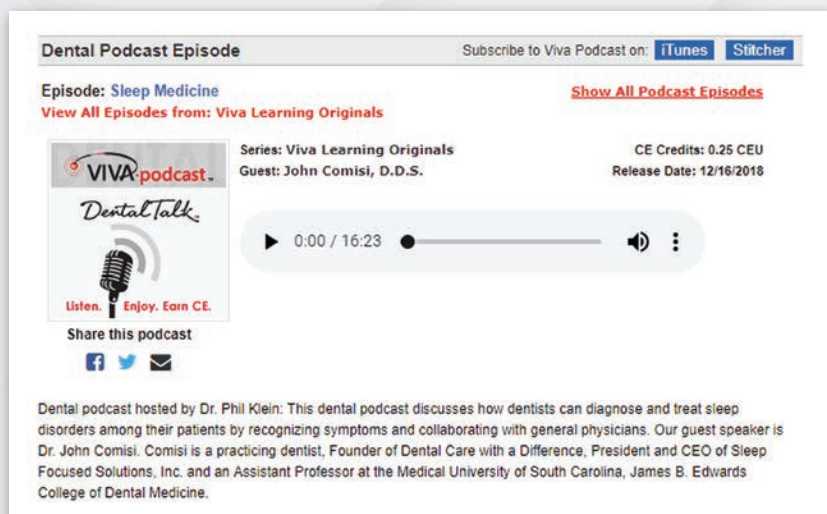


CE PODCASTS

Target Audience: Dentists/Staff



5 Reasons to Add Viva Podcasts to Your Digital Marketing Mix



Available on iTunes, Stitcher, and Vivalearning.com

- 1 Podcasts are a cost-effective way to communicate your message to Viva's large targeted dental audience.
- 2 Podcasts offer busy professionals a quick and easy way to get information about your products and techniques in short and concise episodes.
- 3 Podcasts are ultra-convenient as content can be listened to from anywhere at any time—using popular podcast platforms and mobile devices.
- 4 Podcasts are becoming more popular with more than 67 million Americans listening to podcasts monthly.
- 5 Podcasts can be accredited, offering dental professionals a new way to earn CEU.

CUSTOM PRODUCT VIDEOS

Target Audience: Dentists/Staff, Sales Reps

Viva product videos get right to the point!

Reach thousands of desktop and mobile users

- Proven to increase sales
- Easy to share, find and access
- Fast and easy to update

Production services include:

- Script writing
- Professional voice-over
- Instructional design/layout
- Integration of client-provided visuals
- On-screen bullets



KEY OPINION LEADER VIDEOS

Target Audience: Dentists/Staff



Key Opinion Leader (KOL) presentation

- 4 minutes or less (excerpts from CE webinars)
- Demonstrates and highlights the clinical benefits of your products
- Includes voice-over, slides and video clips
- Produced as a stand-alone video or as an excerpt from an on-demand CE webinar
- Your video will be featured in the Clinical Tips section of the Viva Portal
- Distributed throughout the Viva Network





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