

Introduction to IDM



Formed in 2001, Integrated Dental Marketing (IDM) remains Australia's only dedicated dental marketing company. With a deep understanding and commitment to the dental profession, IDM will help you achieve your commercial objectives. Whether you simply require new stationery or you want to rapidly expand your practice through a comprehensive marketing campaign, IDM have the skills and knowledge to help you achieve this and more.

Your IDM team consists of professional business advisors, graphic artists, copy writers, project managers, web designers, e-commerce web developers and a whole department dedicated to search engine optimisation and

search engine marketing. Many of your IDM team have a formal dental background and all of your team have a strong understanding of the dental profession.

IDM has been responsible for creating Australia's fastest growing dental practice, the formation of a major dental group, launching numerous dental products and helping over 600 individual dental and specialist practices with their marketing needs.

No matter what your design and marketing requirements are, IDM is dedicated to help you achieve the best result for you and your practice.

What We Do

- Web Design
- Search Engine Optimisation
- Practice Development
- Branding
- Logo Design
- Patient and Professional Newsletters

- Information and Education Brochures
- Practice Brochures
- Search Engine Marketing
- Ad Campaigns
- Staff Training
- Professional Photography

- Video Production
- E-Commerce
- Web Development
- Product Design



Brooke Zielke
Senior Project Manager



Carl Burroughs
Managing Director

Our Commitment

The team at IDM is committed to providing you with the highest standard of outcome focused marketing material and advertising campaigns.

From internal marketing solutions, to highly advanced on-line strategies, IDM will help you achieve your goals.

Our work is not finished until you are delighted.



integrated dental marketing™

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