

Understanding the KRS Designation

What is the KRS Designation?

It means you are designated as an official Key Resource & Sponsor of the Dental Nachos Community, which includes, but is not always limited to the Dental Nachos Facebook Group.

It means you have paid for some level of a formal sponsorship package with Dental Nachos.

It means that when interacting in the group in a way that promotes your brand, your products, or services, you use the phrase *"I or We are a Key Resource & Sponsor of Dental Nachos."*

What is the purpose of our Key Resource & Sponsor (KRS) program?

For the dental professionals in our community:

It provides knowledge of and often special access to the types of services, products, and resources that will help make their lives less stressful and/or more productive.

It gives them key insight into these services in a way that will help them make an informed decision about using them, and often at special pricing or with added value just for Dental Nachos members.

These resources can help them save time, reduce overhead, increase revenue, or improve their quality of life in other ways.

It allows Dental Nachos to provide content and our own services at either extremely low costs, or often free of charge.

For the sponsors:

It gives them access to the dental professionals in our audience, which includes but is not always just limited to the 36K plus members of our Facebook Group.

It helps bring them to life amongst dentists in a way that is genuine and engaging, while increasing brand awareness and generating new business.

It provides an affordable method for the marketing and promotion of their products and services in a way that is creative enough to attract those who may not normally learn about them.

It allows them to support an incredibly positive community and support our mission of increasing success and decreasing stress for dental professionals.

What is the 60-40 Rule and Why Do We Suggest It?

This refers to the concept that Key Resources & Sponsors should make 60% (or more) of the posting and activity in the Facebook Group as non-promotional as possible.

This means we will allow you to do a promotional post as often as you wish, provided that you do your best to follow this ratio.

We do this not to limit you promoting as much as we do it to encourage more JBY activity. We want the feel of the group to stay primarily about dentists supporting each other, with the resources and sponsors being a bonus to their experience without being overwhelming.

This also helps you as the sponsor to get more exposure. The more active you are in the Facebook Group in a non-promotional way, the more the Facebook algorithm directs people to see your promotional posts.

This 60-40 rule is on the honor system. We trust that our key resources & sponsors will do their best to adhere to this requirement.

What is a Promotional Post or Comment?

A promotional post or comment is when the subject matter is regarding a product or service that your business sells, and this subject matter was **initiated by you**.

If someone asks a question about a product or service you sell, you are encouraged to answer that question explaining who you are and what you do without this being counted as a promotional post. We just ask that in that scenario, you mention that you are a *key resource and sponsor of Dental Nachos*.

Promotion posts and comments also include those advertising free products, services, or webinars you promote.

If the post or comment can be deemed by the members of the group to be an attempt to acquire leads, or even promote yourself and your brand, then it counts as promotional.

Always remember that when doing a promotional post or comment to use the phrase “*we are a key resource and sponsor of Dental Nachos*” somewhere in that post.

What is a Non-Promotional or JBY (*Just Be Yourself*) Post or Comment?

This is any post or comment not considered promotional.

This is where you are *Just Being Yourself*, posting about topics that mean something to you, like hobbies, food, travel, business, etc.

You can post general knowledge or advice, and we encourage that, but we know this presents a gray area between what is and is not promotional. For example, if an attorney were to post something giving legal knowledge that would be a promotional post, because it is branding them as an expert. Now if that same attorney just posts an article about something that a dentist may find interesting, then it is **not** a promotional post.

When unsure, a good question to ask yourself is, “*Could someone who does not have expertise in my field have made the same post?*” If the answer is yes, then consider it a JBY non-promotional post.

Remember again that if someone asks a question that you can answer professionally, this does **not** count as a promotional post. In this case you are just being the resource we want you to be.

Summary

Enjoy interacting in the Facebook Group. Interact as yourself, not your company page. You are making the group better just by being in it. If you do not hit the 60-40 percentages perfectly, don't worry too much. Just remember that the more the members get to know you, the better your experience will be getting them to show interest in your business!

Best,

The Dental Nachos Sponsor Team