

DENTAL NACHOS KRS FAQ's

“Am I able to post as much as I want in the group, or am I limited?”

As a Key Resource and Sponsor of Dental Nachos, you have full access to the Facebook Group through the KRS Designation. However, we do recommend that you follow the 60/40 rule. We want our sponsors to be an extension of us and provide value, education and resources to our community!

Here is the [KRS Designation](#) document with a breakdown of what it means to be a sponsor!

“How many team members can we have in the Dental Nachos Facebook group?”

You can have as many employees of your company join the Facebook group as you'd like. However, we recommend that only 1-2 interact as the spokesperson of your organization. What we recommend is that you have 1 primary person designated to post and be the point sales person. Then 1-2 individuals monitor conversations and make sure nothing is missed by providing content and/or tagging that primary person.

“What do you suggest we post to keep a strong engagement without being promotional? I see most posts are around the business of the practice (insurance, staff, etc)”

I would suggest you remain consistent in the group between posting and commenting. Interacting for 15 minutes of your day for 20 days on Facebook is much more valuable than 5 hours for one day and then not again for another month. We want to get people in your lead funnel.

What you are doing when interacting is getting people interested in you, the individual, and then secondarily in what you do as a professional. So once you start getting interconnected to more people in the group, they will proactively check out the other things you post, both promotional and non-promotional, as well as research who you are outside of the Facebook Group.

“What if I don't want to use my personal Facebook profile?”

That is totally fine, and we understand!

What we recommend is that you create a profile that all team members can use and interact as a random person. What we don't recommend is that you interact in the Facebook Group as a business page. This will not aid in relationship building and connections with our community, and historically we have seen business page interactions to not gain a lot of traction.

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“We see value in the relationship but are concerned about the immediate ROI.”

The most success that sponsors have is by educating, sharing, and helping with pain points without a sales agenda. What we do is, we highlight you as sponsors with a direct Call to Action (CTA). So, if you could give us a very specific call to action alleviating a pain point in dentists' lives this will help us maximize sharing about you on our end.

“What is the Talking Nachos interview like? What kind of questions will I get asked?”

This is a sitcom style interview with maximum 5 sponsors featured. You will have your own segment where you can be expected to talk for 5-8 minutes. Dr. Nacho interviews in a conversational style. You can expect to be asked who you are, what you do to help dentists, and a success story!

An example of a full Talking Nachos is [here](#) for reference to see how it flows. [Here](#) is an example of how it gets edited and cut.