



Advertising Toolkit for Healthcare Providers

# How-to Guide

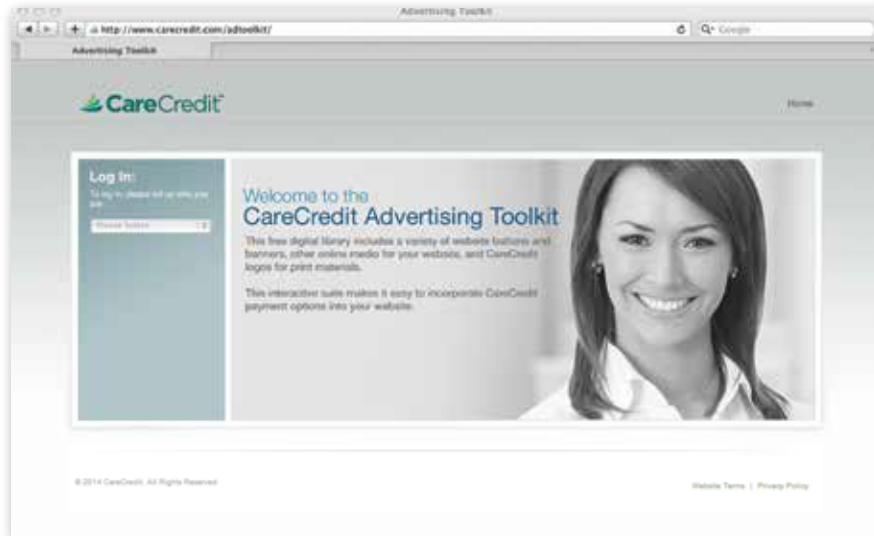
**Technical instructions for quick,  
easy and customizable web tools.**



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# ADVERTISING TOOLKIT



- Developed exclusively for practices that offer CareCredit® as a payment option.
- Contains multiple, customizable web assets you can add to the practice's website.
- Create links to [www.carecredit.com](http://www.carecredit.com) to enable patients to apply directly from the practice website.

## HOW TO:

### *For Providers*

1. Logon to <https://www.carecredit.com/adtoolkit>
2. Choose CareCredit Provider
3. Enter your Merchant ID#.
4. Enter your Zip Code associated with that Merchant ID#.
5. Click Login.

### *For All Other Visitors*

1. Logon to <https://www.carecredit.com/adtoolkit>
2. Choose All Other Visitors from the drop down menu and register.
3. You will automatically login after you complete registration.

## CUSTOM APPLY LINK



- Directly links the visitor to the CareCredit application page, allowing the visitor to apply for financing directly, without having to choose a specialty or doctor first (as they would via [www.carecredit.com](http://www.carecredit.com)).
- A CareCredit®-generated link that embeds the Practice's Merchant ID# into a line of code that allows you to place the code within the Banners/Buttons.
- More streamlined online process for practice's patients.

### HOW TO:

1. Select the link in the Website Toolkit from the left hand navigation or visit [carecredit.com/customapply](http://carecredit.com/customapply).
2. Select Custom Apply Link.
3. You will need the practice's Merchant ID and Zip Code.
4. Enter your e-mail address and the custom link will be emailed to you.
5. Click the Submit button and the custom link will be shown on screen.
6. Once applied, if the applicant is asked to "Find a Doctor" during the application process, the Custom Apply link is not properly implemented.

**NOTE:** *The Custom Apply link URL is case sensitive*

## SAMPLE WEBPAGE

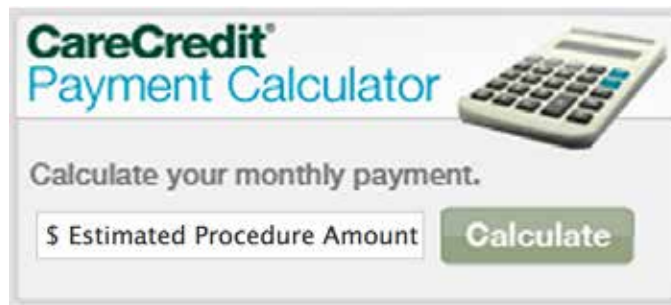


- Pre-built and pre-coded page that uses assets from the Website Toolkit.
- Can be used “as is” or coded to link to the CareCredit® application process. See previous page for Custom Apply Link instructions.
- CareCredit recommends embedding a Custom Apply link into the page and coding it to lead applicants directly to the CareCredit application process. See previous page for Custom Apply Link instructions.
- Includes only a single financing option, but can be customized based on what the practice offers – ask your client what options to include on the web page.

### HOW TO:

1. Use the menu on the left in the Website Toolkit.
2. Browse the sections to find the Sample Webpage.
3. Click the link to download.
4. Add the HTML code for Custom Apply link.
5. Choose HTML text update to add additional financing options requested by practice.
6. Save changes and close the file.
7. Upload the customized page to the web server.

## PAYMENT CALCULATOR

The image shows a screenshot of the CareCredit Payment Calculator. At the top left, the text "CareCredit" is in green and "Payment Calculator" is in blue. To the right is a small image of a white calculator. Below the title, it says "Calculate your monthly payment." There is a text input field containing "\$ Estimated Procedure Amount" and a green "Calculate" button to its right.

### Patients can instantly estimate monthly payments from your client's website

- Results are displayed in a new page.
- Comes pre-coded and embedded on the CareCredit® sample webpage.
- Can be inserted as a stand-alone asset on any webpage.

### HOW TO:

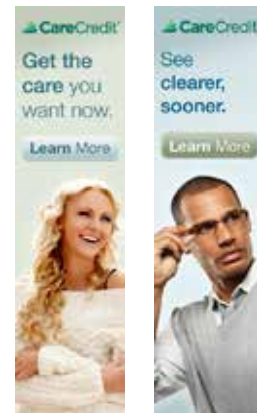
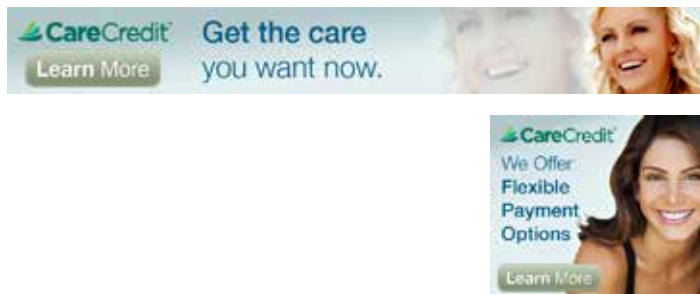
1. Select Website Toolkit from the left hand navigation.
2. Select Payment Calculator.
3. Click to download the zip file containing the HTML code.
4. Save the zip file to preferred location.
5. Open folder containing the file.
6. Double click to extract the HTML code.
7. Copy and paste the code into the webpage using your preferred web editing program or interface.

## BANNERS AND BUTTONS

- Multiple standard IAB options, most are customizable to meet practice needs.
- Ideal for homepage placements or other highly visible areas of the website.
- Choose from static or animated banners that can be linked to CareCredit® sample webpage or directly to CareCredit.

### Banners

- Choose from static or animated images ranging in size and style to suit the practice's website.



### Buttons

- Link to learn more or apply for CareCredit with a Custom Apply link.
- Link to CareCredit sample webpage.



## HOW TO:

1. Use the menu on the left in the Advertising Toolkit.
2. Browse the sections to find the specific assets the practice has requested for their website.
3. Click the link to download each asset.
4. Upload to the directory of the page you will be editing.

## SOCIAL MEDIA TOOLKIT

- Enhance the practice's social media presence with messages about CareCredit.®
- The digital library includes all materials you need for Facebook and Twitter.
- The practice must have an existing Facebook business or fan page in order to install the CareCredit Custom App.
- Add a Custom Apply link too.



### Facebook Custom App

- Add the CareCredit Custom App to the practice's Facebook page.
- Provides patient-friendly information about CareCredit financing options.
- Add a Custom Apply link so that patients and clients can apply directly from Facebook.
- Includes the Payment Calculator so patients can estimate monthly payments.

With the CareCredit healthcare credit card, you can enjoy special financing options\* so the care you want and need is always within reach. Call for an appointment today! (\*Subject to credit approval.)

Like · Comment · about an hour ago

SAMPLE POST

## HOW TO:

1. Go to [www.carecredit.com/adtoolkit](http://www.carecredit.com/adtoolkit)
2. You will need: Practice Merchant ID# and Zip Code and the payment options they offer.
3. Verify the Provider information.
4. Configure the CareCredit Custom App.
5. Confirm the Payment Options the practice offers.
6. Install the Custom App to the Facebook page.



# SOCIAL MEDIA TOOLKIT



## Posts and Tweets

- If you have administrative access, use the sample Facebook posts and Twitter tweets in the Social Media Toolkit to keep the practice's fans and followers up-to-date on their practice.

Need to make an appointment? Come in before [DATE], we'll tell you about CareCredit's 25 Years of Caring program.

↩ Reply □ Retweet ☆ Favorite · Open

SAMPLE TWEET

## HOW TO:

1. Go to [www.carecredit.com/adtoolkit](http://www.carecredit.com/adtoolkit)
2. You will need: Practice Merchant ID# and Zip Code and the payment options they offer.
3. Verify the Provider information.
4. Select Posts and/or Tweets approved by the practice.
5. Post to practice's Facebook page/Twitter feed on requested schedule.

# TECHNICAL INSTRUCTIONS

## CARECREDIT® HTML CODE TABLE

PAGE	HTML CODE
<p><b>Apply Page with custom link implementation</b></p> <p>REMINDER: We strongly recommend using a custom link when linking users to the apply process.</p>	<p>To use the custom link process, replace the “apply now” link with the following framework that includes your custom generated link from our website (<a href="http://www.carecredit.com/customapply/">http://www.carecredit.com/customapply/</a>) where the XXXX are equal to the generated link.</p> <pre>&lt;!-- Begin CareCredit link code here --&gt; &lt;a href="XXXXXXXXXX" target="_blank"&gt;CareCredit Instant Credit Application&lt;/a&gt; &lt;!-- End CareCredit Custom link code --&gt;</pre>
<p><b>Apply Page</b></p> <p>Replace ‘FILENAME.jpg’ with the name of the image file you would like to use.</p>	<pre>&lt;!--Begin CareCredit link code here --&gt; &lt;a href="http://www.carecredit.com/apply/index.html" target="_blank"&gt; &lt;img border=0 src="FILENAME.jpg" alt="CareCredit Payment Plans Available"&gt; &lt;/a&gt; &lt;!--End CareCredit link code--&gt;</pre>
<p><b>CareCredit Landing Page</b></p> <p>Replace ‘XXXX’ with the appropriate practice type (cosmetic, dentistry, hearing, lasik, other, vetmed)</p> <p>Replace ‘FILENAME.jpg’ with the name of the image file you would like to use.</p>	<pre>&lt;!--Begin CareCredit link code here --&gt; &lt;a href="http://www.carecredit.com/XXXX/whycc.html" target="_blank"&gt; &lt;img border=0 src="FILENAME.jpg" alt="CareCredit Payment Plans Available"&gt; &lt;/a&gt; &lt;!--End CareCredit link code--&gt;&lt;!--End CareCredit link code--&gt;</pre>

## PRACTICE REQUEST CHECKLIST

Please use the following CareCredit online tools on my practice website and/or Social Media platforms:



### ON MY PRACTICE WEBSITE

- Sample Webpage**
  - As is
  - Add Custom Apply link
  - Customize with practice payment options
- Payment Calculator**
- Banners**
  - Add Custom Apply Link to Banners
- Buttons**
  - Add Custom Apply Link to Buttons



### ON MY PRACTICE FACEBOOK PAGE

- CareCredit Financing Tab
- Add Custom Apply link

**For Practice Merchant ID# and Zip Code, please contact:**

Name \_\_\_\_\_ Phone \_\_\_\_\_





**If you or your team needs  
help, contact us at  
[websupport@carecredit.com](mailto:websupport@carecredit.com)  
or call 800-859-9975.**

