

Blog Sample

Original blog post:

<https://www.masterorthodontics.com/recognizing-and-treating-a-misaligned-jaw/>



Recognizing and Treating A Misaligned Jaw

If you're wondering how to tell if your child needs orthodontic treatment, you're not alone! Many of the parents we meet at Master Orthodontics ask us this very question. There are quite a few factors that need to be considered, including the child's age, how their teeth and jaws are aligned and developing, and the desired results. The good news is that recognizing and treating your child's orthodontic issues is what our office is here to do!

The best way to address all of these issues is an early orthodontic evaluation. The American Association of Orthodontists recommends that every child see an orthodontist by age seven. Around this time, most children will have enough dental landmarks in place that their teeth, jaw, and bite can be examined for orthodontic treatment.

There are several common issues that Dr. Caballero will be checking for during this initial evaluation, regardless of the age of the child. Let's take a closer look at some of the most common things we see in our Master Orthodontics patients!

Underbite

An underbite occurs when the bottom teeth protrude in front of the upper teeth (a front-to-back problem). There are several treatment options available for patients with underbites at Master Orthodontics. These include:

- **Traditional braces with rubber bands** to adjust the misaligned teeth. An additional spring appliance may be used if rubber bands aren't enough.
- **Jaw surgery:** This is used to correct the most severe underbite cases.
- **Orthopedic appliance:** This type of appliance aims to stimulate growth and or redirected i order to correct the underbite. Obviously the genetic component will play an important role in the success of the correction.

These treatments will make it easier to smile, eat, and possibly even breathe more effectively.

Deep overbite

When a patient has a deep overbite, the upper front teeth overlap the lower front teeth too much. A deep overbite can be detrimental to the teeth and potentially the health of the jaw joints. The lower front teeth can be significantly and prematurely worn down from this positioning. It can have an impact on face shape and appearance by aging the face with collapsed lips which can make the chin and nose more prominent. Correcting a deep bite misalignment like this will greatly improve the functionality of your child's teeth and dramatically improve the appearance of their smile!

Open bite / Habit

If your child has an open bite, the upper and lower rows of the front teeth don't touch or close when smiling or chewing. Open bites often come from extended thumb sucking in childhood, which can cause the teeth to grow into a noticeably rounded formation. Most thumb habits are easy to break with a gentle appliance that doesn't poke. The sooner your child stops the habit, the more the teeth will revert to where they were supposed to be.

Excessive Overjet

If your child has an overjet that is too large, their top front teeth will protrude far beyond the bottom front teeth. This is commonly referred to as "buck teeth." Teeth that stick out too far are much more likely to have trauma occur to them (a fall, a ball to the face, etc.). The child's age and unique needs will determine what treatment approach we take, but options most often include:

- Tooth extraction
- Traditional braces

- Bite correction devices
- Removable orthodontic appliances

Once Dr. Caballero decides on the correct treatment for your child's overjet, they'll be left with a beautifully balanced smile after it's completed.

Gapped teeth

Gaps in teeth are very common, especially in children. They appear for a variety of reasons, from genetics to bad oral habits like thumb sucking or extended pacifier use. If your child has too much space between their teeth, Dr. Caballero will identify the underlying cause, then create a personalized treatment plan to close the gaps. This will improve the overall appearance of your child's smile.

Missing teeth

Gaps can exist because of congenitally missing teeth or a loss of a tooth due to injury or disease. Dr. Caballero can close the space left by the missing tooth. In other cases, our skilled office will properly position the adjacent teeth and the overall bite to ensure the success of a future dental implant (any implants will be done by an oral surgeon, not your orthodontist).

Crowded teeth

Healthy teeth and gums are an important part of your child's oral health, but crowded teeth can make it difficult to brush and floss effectively. This increases the chance of tooth decay and cavities. If your child has crowded teeth, Dr. Caballero can move them into a better position in small increments over time. This will result in a smile that's easier to clean. Treatment can even correct chewing and speech problems!

Get a beautiful smile at Master Orthodontics

At Master Orthodontics, we aim to provide patients with a professional and stress-free orthodontic experience, from your first visit to the day your brand new smile is revealed. Our offices in Bremerton, Gig Harbor, and Port Orchard believe every patient should have access to high-quality, affordable orthodontic care, and we work hard to ensure this for every patient. To learn more about treatment, costs, and payment options, contact our office to schedule your complimentary consultation. No matter your age, we want to be there for you every step of your orthodontic journey. Get in touch to schedule your FREE consultation today for prolonged oral health!

B2B Sample

Content Development Assignment Sheet

Client ID: XXX-1X

Version: v2.0 012722

Due Date:	2/1/2022
Article word count	900-1100
Emails	4 (2 - cross industry; 2 client segments 2A and 3B)
Social Comments	4 LinkedIn (Company page and CEO personal page), 4 Twitter, 3 Facebook
Keywords:	Hispanic market(ing), Hispanic consumer(s) (local geo keywords)

About your audience

Who you're writing to	Decision-makers, business owners, and organization leaders in XXX
The controlling idea	Is it time for your business to consider allocating more of your marketing spend to the Hispanic demographic?
The problem & how they feel about it	Not sure how to adjust strategies, need someone to provide data-driven guidance
How they'll overcome it:	Seeking marketing consultation from a trusted marketing agency company (XXX) who will implement the right solutions for them that will help them develop KPIs and reach growth goals
Interview Recording and Brand Guide	Linked here: XXX Teams client folder

Calls to action

Call to action 1	Read XXX blog
Call to action 2	View XXX capabilities webpages and/or video
Call to action 3	Contact us for complimentary consultation

Blog Image

Image title (50-60 characters): **XXX**
Image file name (use dashes): **XXX-XXX-XXX**
Image alt tag (16-word limit): **XXX**

Why **XXX** Businesses Should Double Down On Hispanic Markets

As you build marketing strategies for key target markets that will help you grow your business, odds are you might not be connecting with up to **20%** of your potential customers.

Despite now representing 18.7% of the total US population, Hispanic consumers make up a disproportionately small proportion of overall marketing spend. Only 6% of overall industry investment is spent toward the Hispanic community, per the Hispanic Marketing Council.

As the largest minority market in the greater **XXX** area, adjusting your strategies to this new changing consumer base is more important than ever for businesses.

This shift also presents an incredible opportunity for your brand to stand out.

From healthcare, beauty, automotive, legal services, and more, creating authentic marketing messaging to reach Hispanic consumers should be top of mind this year.

Keep reading to learn more about why you need to be reaching the Hispanic market in 2022 and key takeaways to share with your leadership team.

1) Hispanics account for half of U.S. population growth

Hispanic consumers represent the second-fastest growing demographic group. According to the Pew Research Center, in 2019, the number of Hispanics reached a

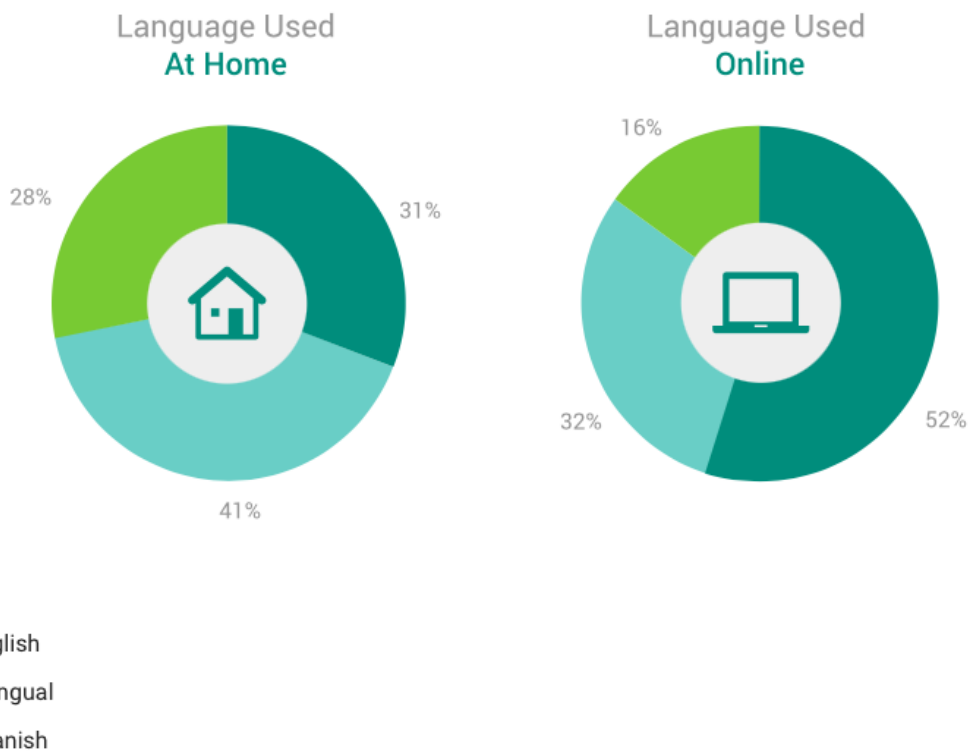
record 60.6 million, making up 18% of the U.S. population. In at least twenty-one states, Hispanics account for more than 50% of statewide population increases from 2010 to 2019.

Takeaway: With these growing numbers, businesses need to review their current marketing strategies to see if they should include the Hispanic market differentiators into consideration in their inbound and outbound lead generation plans. [\(link to client's capabilities webpage\)](#).

2) 44% of Hispanics claim they only consume online content in English.

One of the primary concerns for advertisers when appealing to bilingual markets is deciding whether to market in English or hire Spanish translators. But this may not be as big of an issue as one would believe. Research from [Think With Google](#) has found that Spanish-speakers only consume English-language content online, even if it differs from the language they would normally speak at home. But while Spanish-speaking customers may consume English content, they are more likely to be loyal to a company that advertises in Spanish. In a survey conducted for Accredited Language Services, the results found that Hispanic consumers say they are more loyal to companies that advertise in Spanish.

Takeaway: When advertisers incorporate the Spanish language and culture correctly into their marketing, this not only brings in more customers but promises more loyalty from them compared to companies that solely advertise in English.



Think with Google. Source: Google/Ipsos MediaCT, Digital Hispanics: The Role of Culture and Language Online study, April 2019.

3) More than half of the U.S. Hispanic population is under the age of 29.

Young people are an economic powerhouse in how they are capable of shaping trends, culture, and advertising. According to Ad Age, 25.8% of all children in the U.S. ages nine and under are Hispanic. This growing generation of Hispanic young people will no doubt shape the media landscape in the coming years.

Takeaway: Businesses should keep this growing potential market in mind when considering their marketing message strategies now and years down the line. This generation will help predict trends in the future.

4) Hispanics' media consumption outpaces other demographic groups

According to Nielsen, Hispanic consumers' love of media is evident in their weekly media consumption, which speaks volumes about their appetite for content. At 69%, Hispanic adults 18+ have the highest share of online time spent consuming audio and video; that's 15 percentage points higher than for the total U.S. In addition, they were 42% more likely to have watched subscription service content on their

smartphone, again illustrating the importance of the smartphone in the entertainment lives of Hispanic consumers.

Takeaway: Whether it's the 29+ weekly hours spent with TV, the 27 hours spent on apps/websites via smartphones, or the 13 hours listening to the radio, marketers have ample choices when determining which path to follow to reach Hispanic consumers.

5) Hispanic millennials are more likely to interact with brands on social media.

In the era of online influence, social media is a vital part of reaching customers. And in a study by Adelphic, 50% of Hispanic millennials said they had talked about a brand online with others or used a brand's hashtag, compared to 17% of non-Hispanics. Given how much time millennials spend online, and how heavily social media influences their purchasing decisions, these numbers speak loudly to the Hispanic market's hold on social media advertising.

Takeaway: Not only does social media provide a direct gateway to this loyal Hispanic consumer base, but they, in turn, provide a passageway to widespread, online exposure for companies.

5) Latino-owned businesses are on the rise

In a research study by Stanford Latino Entrepreneurship Initiative, Latino-owned businesses have grown over 34% over the last ten years compared to 1% for all other businesses. On top of this, Latino-owned firms grew revenue at an average of 25% per year while white-owned businesses grew revenue at 19%.

Takeaway: With Latino-owned businesses becoming a greater economic force, it would be useful to see how they connect with Hispanic customers and view them as potential opportunities for partnership and collaboration.

Conectamos con el público español

The Hispanic market continues to prove to be a source of untapped potential for companies looking to expand their consumer base. With an increase in Hispanic-owned businesses, the flexibility that comes with bilingual marketing, and a rising Hispanic population of young consumers, this market proves to be an exciting and essential new opportunity for marketers.

We know how to reach Hispanics.

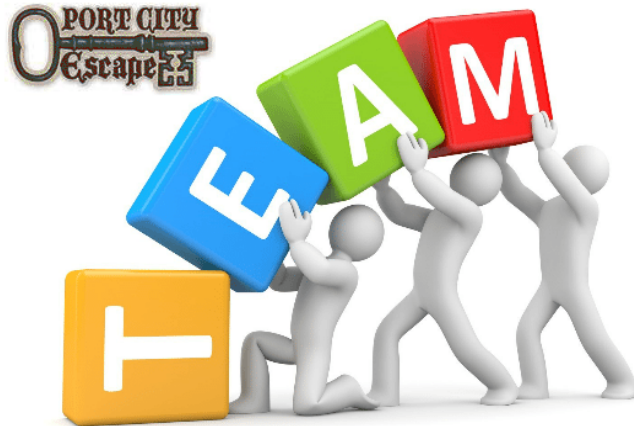
The bilingual team [\(link to team page\)](#) of [XXX](#) connects with potential customers across different language-speaking markets. With creators fluent in both English and Spanish, and a deep understanding of the nuanced demographic and cultural differences, no other agency is better at reaching a greater market of customers and businesses. This also means our content can be translated to cast a wider net in terms of who our services (and yours) can reach.

To learn more about us, or just have a question about what you should be focusing on next for your brand, give us a call and we'll set up a complimentary 30-minute consultation.

Button - Let's Talk

Blog Sample

Build and Bond and Engage Your Team: Taking the Guesswork Out, and Adding the Fun In, Your Staff Development Events



filename: port city escape team building.jpg

Here at [Port City Escape](#), our goal is to provide each guest with an interactive experience solving puzzles, finding clues, and getting out of the room in an hour or less.

For human resources and talent managers, today's tight employment market creates its own unique "challenges." Many might argue that employee engagement is crucial to a company's success.

According to a Gallup poll, in the U.S., 70% of workers aren't engaged, and it costs businesses a total of \$500 billion a year.

Imagine a company where the "just to earn a paycheck" employees are few and the "excited to contribute to the mission of the company" staffers are plentiful.

Team building exercises provide one simple and relatively cost-effective strategy to encourage motivation and engagement, as well as to attract the best and the brightest employees available.

In particular, escape rooms offer a valuable tool for companies that want to assess their employees, grow their skills, and engage them outside the workplace.

Are you game? You should be. And here's why...

Team Building 2.0

Gone are the days of icebreakers, dry erase board activities, and bland pastries at coffee breaks. Corporate speak needs to be left in the boardroom with the focus on allowing the activity to guide the growth. That being said, extreme hiking adventures might not fit the bill for everyone. Team bonding events should all come equipped with the ability to create a fun, learning environment. More than any other option, escape rooms allow employees to practice work-related skills in an immersive environment with themes to please just about everyone.



Filename: no bored employees port city escape.jpg

Mix it up

Team building events should allow employees from different areas of the company to get to know each other. In fact, for escape rooms, the more diversified the skill set, the better. Pair linear thinkers with creatives, executives next to interns. When you're locked in an escape room everyone will have an equal opportunity to help advance the group to the next clue.

Better mental health?

[Headtohealth.gov](https://www.headtohealth.gov) suggests that "People who work in healthy workplaces are more likely to share ideas, work efficiently, engage with each other socially, and feel comfortable being themselves. The culture of a workplace is important for employee mental health." By prioritizing frequent team building events, you are demonstrating to employees that you are in tune with the overall well-being of the team members.

Engage. Engage. Engage.

With so many employees working remotely or on flexible schedules, it's more common than ever for employees to only know each other via digital communication channels. There is nothing like physically being locked in a room to bring everyone together and can make even the most isolated of employees feel more part of a team.

Pause for the Cause

Even under the best of circumstances, sometimes taking a break from the list of things "to do" is just what your team needs. Offering paid time off work to try something new that doesn't require athletic skills or breaking a sweat? Now that's something nearly every employee can get excited about. By allowing your employees to build connections in a more relaxed environment he/she will feel more valued and engaged at work. As mentioned before, truly engaged workers will be more productive, which will inevitably result in a stronger bottom line.

As reported by [Forbes.com](https://www.forbes.com), studies show that companies with engaged employees earn as much as 2.5 times more income than competitors with low employee engagement. Have issues with employee attrition? It might be helpful to know that engaged employees are 87% less likely to leave a company.

Develop Communication and Collaboration

Escape rooms are designed specifically to foster small group communication. Ideally, communication bonds made during a team building event will continue to resonate at the office. Employees become more acquainted with the communication styles of their co-workers and might be more likely to seek out projects that invite collaboration. They are open to creative solutions to challenges, work to each other's strengths, and encourage the facilitation of innovative strategies ways to get the job done.

Trust

Trust is earned over time. Observing a C-level executive working with an entry-level employer to work a puzzle offers a glimpse into each person, not the title associated with the person. Offering the ability for employees at all levels to transition beyond a strictly professional relationship builds trust and increases collaboration within the organization. And when some friendly competition arises between groups of diverse employees, everyone can gain new perspectives.

Bonds

Sharing a memorable experience away from the walls of a workspace can be one of the most meaningful tools to build lasting connections. Everyone can get to know their co-workers on a more personal level, perhaps learning more about their interests, hobbies, and home lives.

A Better Corporate Culture

Team building goes a long way towards fostering a culture based on strong, communication, positive employee relationships, and inherent trust. The result will be more engaged and productive employees. It's an investment in the future and one that growing organizations really can't afford to not make.

And then what?

So, your team had fun. Lots of laughs, some heart-pumping moments as the clock winded down. Perhaps a few great selfies and team photos to celebrate breaking out of a room. Now the ongoing challenge is creating opportunities for people to continue to connect and interact in meaningful ways both inside and outside of the 9-5 workplace. Here's where the escape room team building experience stands out.

Producer and partnerships lead Doc Preuss of SCRAP Entertainment, an escape room development company, sums it up nicely:

“When everyone contributes, there are more opportunities for shared learning and bonding. With everyone working toward the same goal, there’s a lot of good decompression that can happen after the game. Corporate groups can host a session with a facilitator afterward to talk about what happened during the game and analyze the skills it took to solve the room. People can talk about their team’s strategy and compare it to their coworker’s team. Managers who are watching can see how people do and determine what lessons can be taken back to the office based on what they observed. And players can reflect on what they accomplished, or how they could have gone about things in a different way.”

A case in point for HR managers

Because all the action is captured on video, managers can observe how staff members approach “time crunch” challenges, conflict, and problem-solving. You have the unique opportunity to assess an employee’s strengths and weaknesses in real-time. Later, skill-based training or additional continuing education opportunities could be developed to build skills that merit improvement for one employee or many.

Better Team Building with Port City Escape

We believe escape rooms represent the best team building activity in the world. At escape rooms like Port City Escape, groups of players do exactly two things:

- Using their brainpower, they work as a team towards a common goal.
- Have a stupendous amount of fun.

That's all there is to it! We see it time and time again at Port City Escape. Leadership will bring a team to play, and the players automatically assume they are in for another tedious team building event. Then, once the game is going, they experience their first "a-ha!" moment as they overcome a mental obstacle as a team. All of a sudden the players buy in to the experience. They use their brains, they work together, and they have an incredible time.

And when they're done, they contact us to tell us two things:

- Their Port City Escape experience built new relationships, strengthened existing ones, and vastly improved the team's performance.
- They want to know when they can come back and play our other rooms.

Studies have found that those who play games are better learners. Team building events such as escape rooms create stronger relationships and can lead to a more collaborative-focused culture in the workplace. To us, there is no better investment.

Let our team help strengthen your team!

Visit our team building page to learn more >>>> [Read Here](#)

Let's start planning your next event today! >>>> [Connect Now!](#)