

tarranto

ONLINE

**THE DIGITAL COMMUNITY
FOR DENTAL HYGIENISTS**

The first online platform entirely managed

by Dental Hygienists for Dental Hygienists.

OUR STORY

Tartaro Online was founded in 2020 by Ilaria Carretta and Tatiana Giulia Rizzati as an online magazine dedicated to professional updates for Dental Hygienists.

Today, we are the future RDH's community. We are always learning, studying and connecting with companies. We want to grow together. We make it happen.

Tartaro Online organizes webinar series, events, and social content for Dental Hygienists.



WHO WE ARE

Tatiana Giulia Rizzati

**Dental Hygienist, graduated in
Bologna in 2004.**

**A pioneer in digital communication in
the dental field.**

**Instagram: @mysmileroutine
Blog: www.mysmileroutine.com**

KOL for Oral-B

**Speaker for Colgate Talks, White
Dental Beauty, Ivoclar, and Align.
Consultant and content creator for
industry companies.**



Ilaria Carretta

**Dental Hygienist, graduated in
Turin in 2012.**

**Owner of a private dental hygiene
practice.**

**Instagram: @lingienista
Blog: www.ilariacarretta.it**

**Co-founder of the literary
magazine CARIE
(@carielletterarie).**

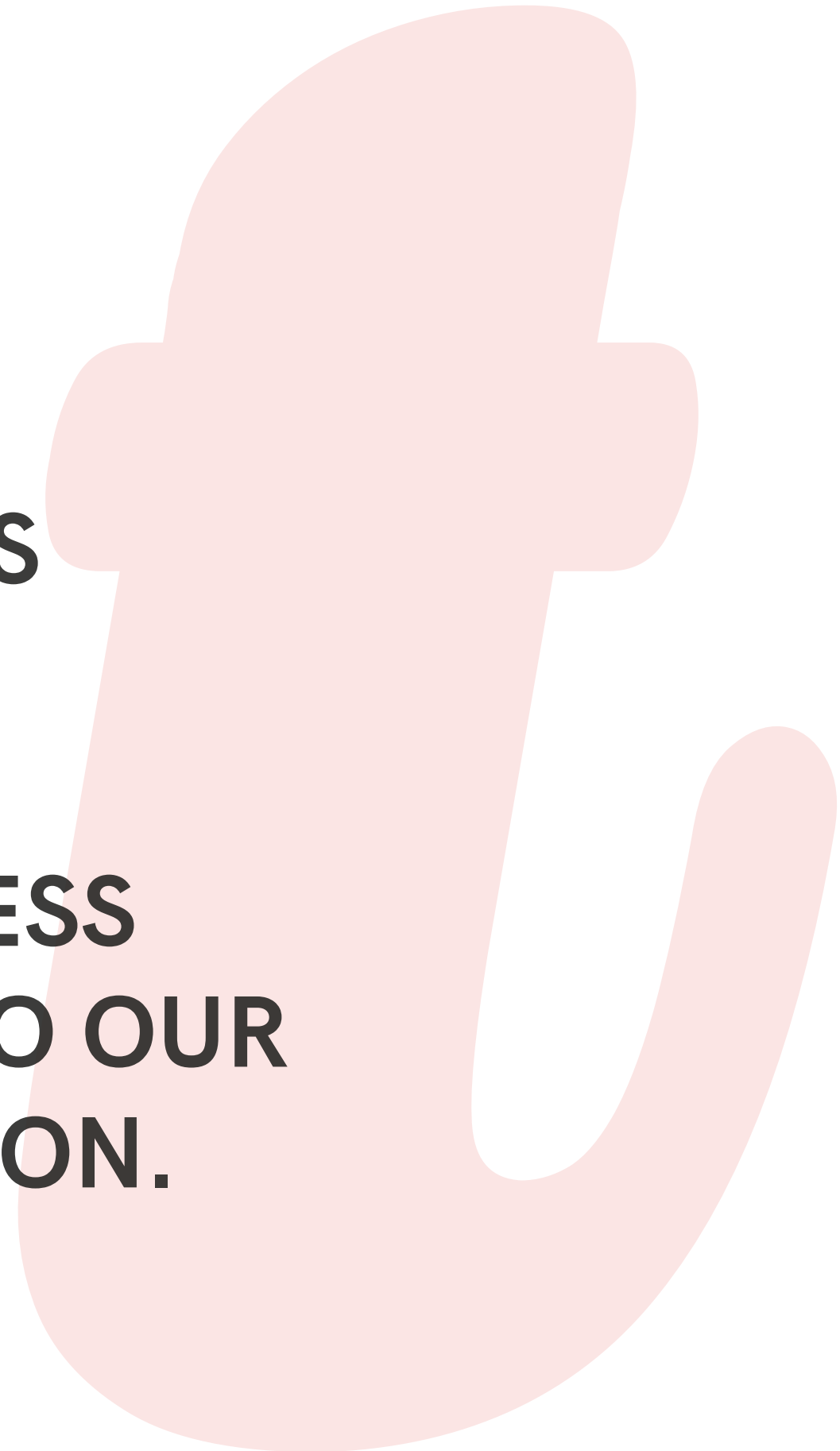
**Author of the column "Dritti alla
Polpa" for the children's
newspaper Lo Spunk.**



MISSION

**EDUCATION, GROWTH,
SHARE KNOWLEDGE AND SKILLS**

**PROVIDING CREDIBILITY, AWARENESS
AND PROFESSIONAL RECOGNITION TO OUR
CONSTANTLY EVOLVING PROFESSION.**



OUR SOCIAL MEDIA



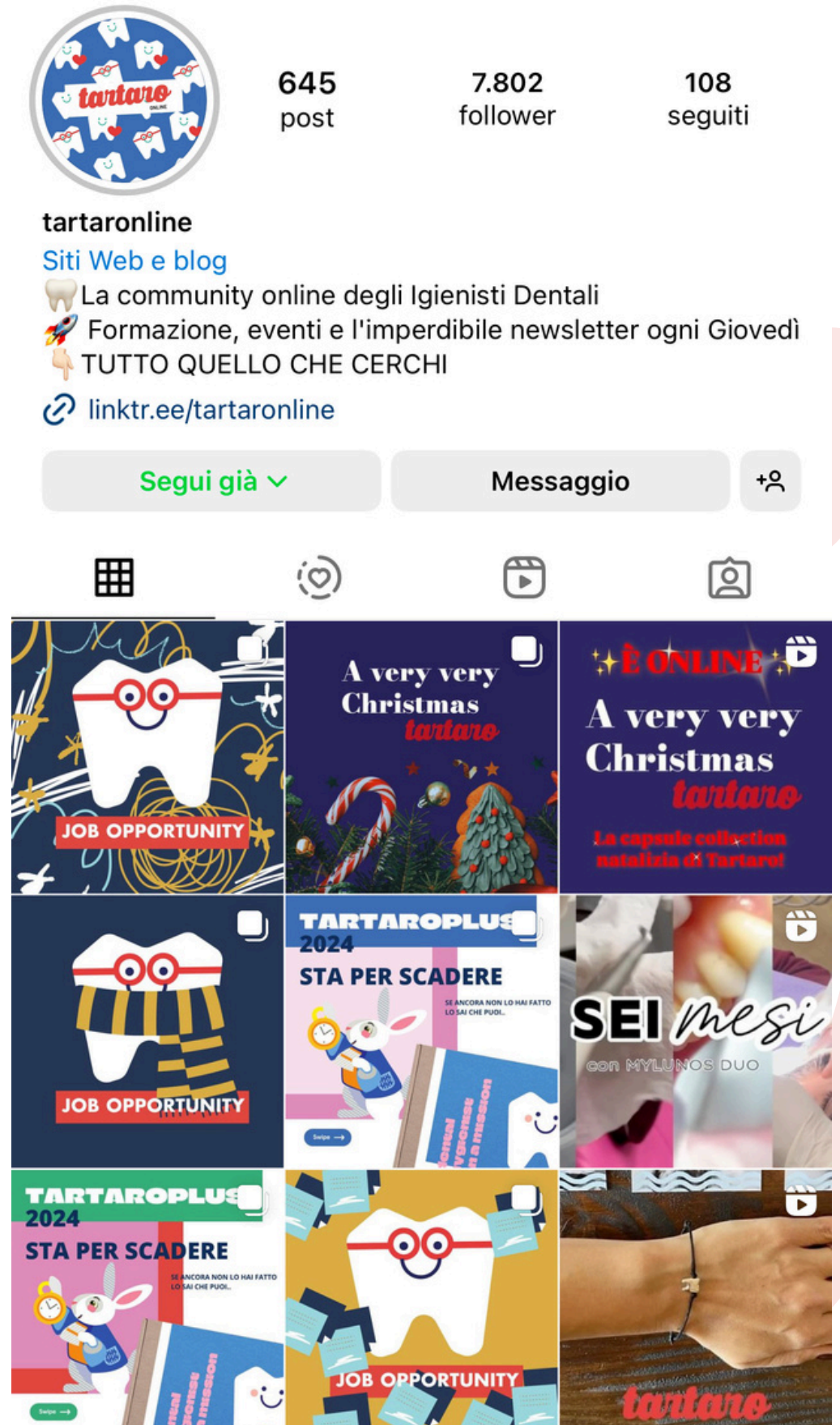
FACEBOOK
+1400 FOLLOWERS

All articles are published on our Facebook page and shared in major Dental Hygienist groups.



INSTAGRAM
+7700 FOLLOWERS

Through stories and reels, Tartaro Online shares event coverage, conferences, and industry news. The account @tartaronline is followed exclusively by industry professionals.



64,2% Media Tasso di apertura
12,4% Media Tasso di clic

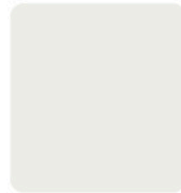
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Sottoscritto/i 5.029 di 6.009 contatti

INSIGHT

buone vacanze!

56,9% Aperture
13,6% Clic



Email regolare
Inviato: 27 luglio

Replica

The summer is magic and full of Tartaro

57,2% Aperture
13,8% Clic



Email regolare
Inviato: 20 luglio

Replica

Il viaggio dentro lo smalto e le altre notizie della settimana

63% Aperture
6,4% Clic



Email regolare
Inviato: 13 luglio

Replica

OUR NEWSLETTER

Over 5,000 dental professionals subscribed (constantly growing).

60% average open rate.

Exclusive content, including downloadable guides and special papers, every Thursday at 9 PM.

Companies can promote events, job offers, and product sales through our newsletter.

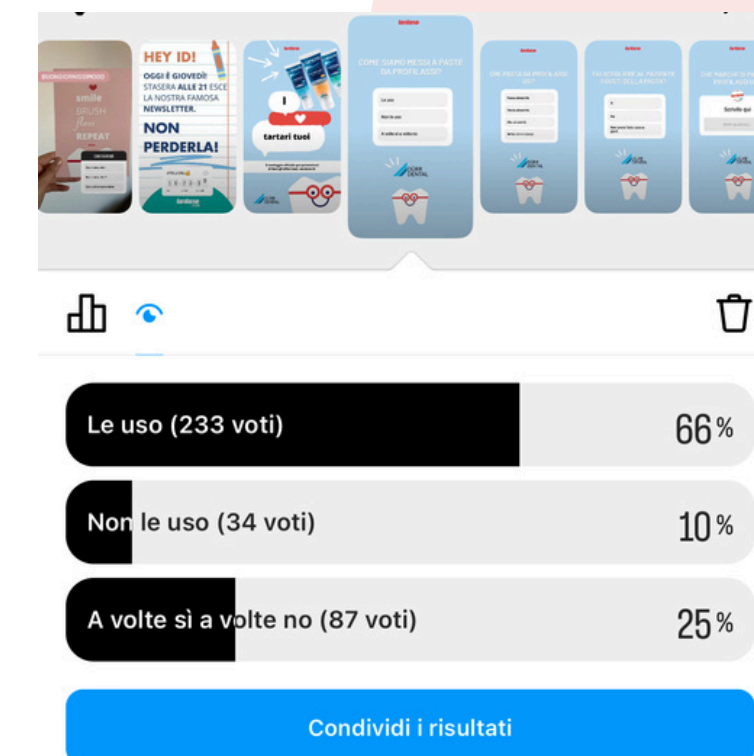
OUR SERVICES

INSTAGRAM CONTENT

- CREATION OF STORIES AND REELS STORYTELLING EVENTS, CONGRESSES, AND NEW INDUSTRY PRODUCTS.
- PRODUCT, TECHNOLOGY, AND BOOKS REVIEWS FOR A HIGHLY TARGETED AUDIENCE.
- TUTORIAL REELS AND COURSE/EVENT ADVERTISING.
- SPONSORED POLLS AND SURVEYS.



EXAMPLE OF THE "I TARTARI TUOI" FORMAT SPONSORED POLLS FOR DÜRR DENTAL IN STORIES.



NEWSLETTER SERVICES

NEWSLETTER

- DOWNLOAD PDFS, NEW INDUSTRY PROTOCOLS, EVENT PROGRAMS, AND WEBINAR SUBSCRIPTIONS.
- PRODUCT LAUNCHES, CAMPAIGNS, AND CONTESTS.
- CONTACT FORMS AND SAMPLE REQUEST FORMS.

HELLO
HELLO
HELLO

Halloween è alle porte e quindi vi beccate le gif a tema.

I see dead people.

QUESTA SERA LA RIBATTEZZEREMO LA MERIDOL NIGHT!

Il motivo è molto semplice!

Dal 2022, dopo anni di studi di laboratorio, meridol ha iniziato la transizione ad una nuova generazione tecnologica. Ed è appena uscita una nuova formulazione!

MERIDOLBOX

LA MERIDOLBOX è GRATUITA!
Vedrete solo le spese di spedizione :)

Interazione ⓘ

2.800 Aperture uniche	▲ 66,7%	>
1.107 Clic unici	▲ 26,4%	>

EXAMPLE OF A NEWSLETTER SENT FOR COLGATE.

OUR SERVICES

TARTARO BOX

A UNIQUE HIGH-VISIBILITY MARKETING TOOL FOR COMPANIES.

A SURPRISE SELECTION OF PRODUCTS IS SENT TO BUYERS.

INCLUDES UNBOXING REELS, NEWSLETTER REVEALS, AND FEATURED INSTAGRAM STORIES.

A NEW EDITION OF TARTAROBX IS RELEASED EVERY FOUR MONTHS, EACH TIME FEATURING A DIFFERENT COMPANY.



EVERY 4 MONTHS, A BRAND-NEW EDITION OF TARTAROBX IS RELEASED WITH A SURPRISE CONTENT. EACH EDITION IS DEDICATED TO A SPECIFIC COMPANY.

OUR SERVICES

EVENTS
ORGANIZATION OF
MEETINGS BETWEEN DENTAL
HYGIENISTS AND
COMPANIES.
EVENT PROMOTION ON OUR
CHANNELS.
FULL EVENT MANAGEMENT:
LANDING PAGES, PROGRAMS,
SPEAKER COORDINATION,
AND ADMINISTRATIVE
SUPPORT.



UN EVENTO DI **tartaro**
ONLINE

DÜRR DENTAL EXPERIENCE



28 OTTOBRE 2023

GELDIS[®]
HuFriedyGroup
The Best In Practice



EVENTO GRATUITO

tartaro
**DISCOVERY
INTERPROX**
EVENTI PER IGIENISTI DENTALI CON DENTAID

BOLOGNA - 18 NOVEMBRE 2023

GESTIONE DEGLI SPAZI INTERDENTALI AL 100%: CI PENSA DENTAID	Rel. Dentaïd Alfonso Basso
FOOGRAFIA ODONTOIATRICA DI QUALITÀ: IL CONFINE TRA REFLEX E NUOVI DISPOSITIVI PORTATILI	Rel. Tartaro Simone Villa

DENTAID **interprox.**
Esperti in Salute Orale

OUR SERVICES

WEBINAR

ORGANIZATION OF LIVE WEBINARS FOR COMPANIES.

PROMOTION VIA OUR CHANNELS.

COMPLETE SETUP, INCLUDING LANDING PAGES, ZOOM HOSTING, PARTICIPANT CERTIFICATES, AND ADMINISTRATIVE SUPPORT.

OPTION FOR ACCREDITED WORKSHOPS AND WEBINAR BOXES (PRODUCT/SAMPLE SHIPMENTS TO ATTENDEES).

webinarbox Chiara Galano

IL RUOLO DELL'IGIENISTA DENTALE NEI CASI ORTHO-PERIO

FREE

WEBINAR 25 ottobre 2023 ore 20:30

#quellicheiltartaro **CURASEPT** FIRST BECAUSE WE CARE

Daniele Modesti

BEHIND AND INSIDE THE ENAMEL!

DAI DIFETTI DELLO SMALTO ALLA PATOLOGIA.

WORK SHOP

WEBINAR 27 SETTEMBRE 2023 ore 20:30

#quellicheiltartaro **DÜRR DENTAL**

Alice Alberta Cittone **webinarbox**

VECTOR. LA PERCEZIONE È NELLE TUE MANI

FREE

5 aprile 2023 ore 20:30

WEBINAR **#quellicheiltartaro** **DÜRR DENTAL**

EROSIONE E SENSIBILITÀ DENTINALE

COME POSSIAMO AIUTARE I NOSTRI PAZIENTI

Sara Saponaro

ESCLUSIVO PER tartaro^{PLUS}

CON FAD 30 ECM

In collaborazione con **elmex** Scegli la certezza

Stefano Cecchi

SAPPIAMO CONSIGLIARE BENE I NOSTRI PAZIENTI?

WEBINAR BOX!

Dott. Daniele Modesti e Dott. Matteo Basso

WEBINAR **#quellicheiltartaro** Mercoledì 19 ottobre 2022 ore 21:00

CURASEPT FIRST BECAUSE WE CARE

LO SMALTO E I SUOI DIFETTI

COME RICONOSCERLI E TRATTARLI

WEBINAR BOX! **ECM**

Prof.ssa Maria Grazia Cagetti + WORKSHOP IVOCLAR by Antonello Rossi

WEBINAR **#quellicheiltartaro** Mercoledì 9 novembre 2022 ore 20:30

ivoclar

TRUSTED BY



Oral Health Experts



**Now is the time
to invest in Dental Hygienists!**



CONTACT US
info@tartaronline.com

tartaro
ONLINE