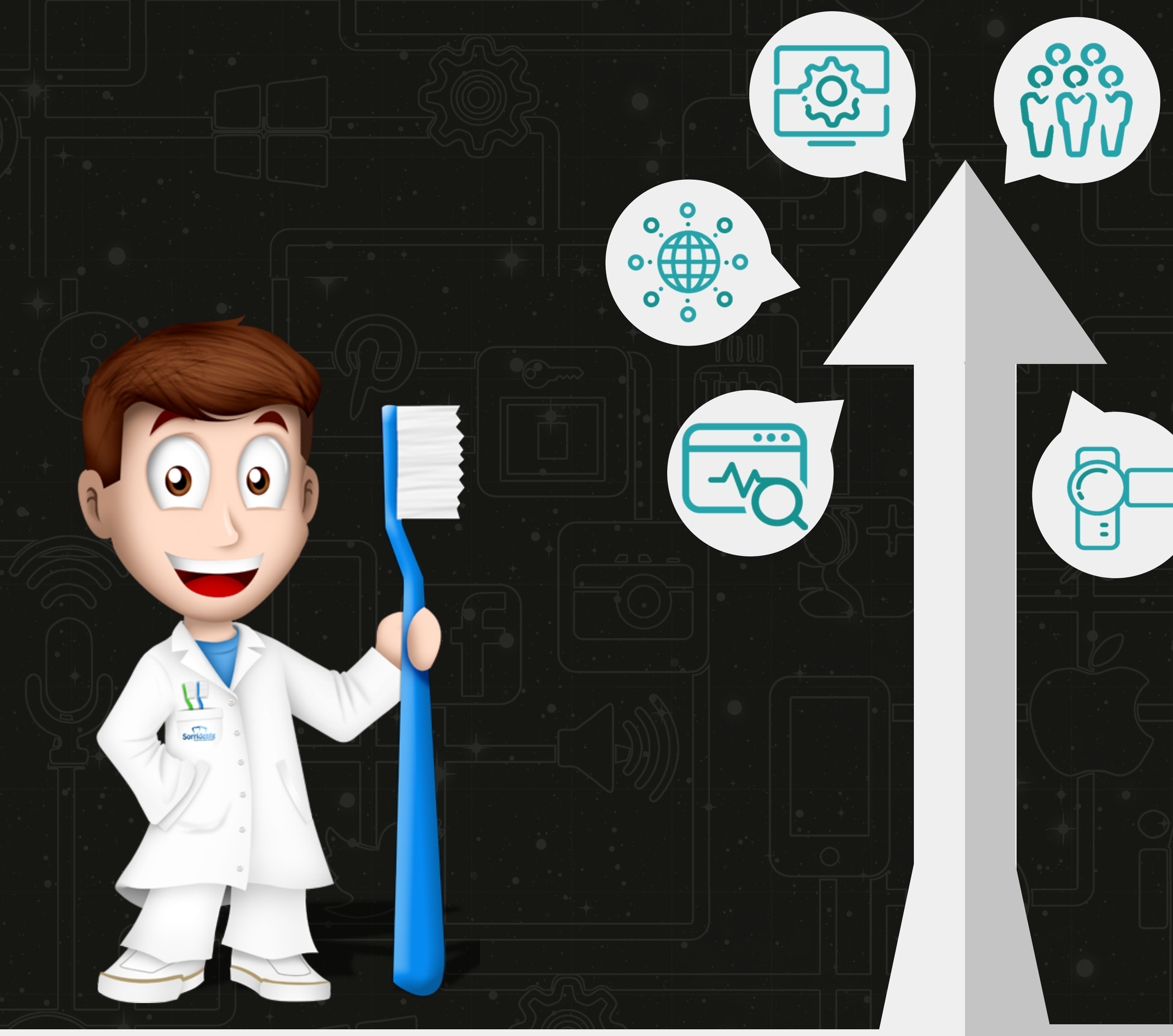
10 DENTAL DIGITAL MARKETING TACTICS TO GROW YOUR PRACTICE



MARKETING IDEAS PROVEN TO ATTRACT NEW PATIENT IN 2019

INTRODUCTION

LEVERAGING DENTAL DIGITAL MARKETING TO GROW YOUR PRACTICE

The average solo dental practice needs more than 20 new patients per month (at a minimum) in order to grow and succeed.

Here's the problem: traditional dental marketing practices aren't going to cut it anymore. As of 2019, 97 percent of consumers go online to find local services, 73 percent use online search engines to research dental treatments, and the first step 72 percent of patients take when searching for a new doctor or dentist is looking up online reviews.

Welcome to the age of digital dental marketing.

10 DENTAL MARKETING IDEAS

PROVEN TO GROW YOUR DENTAL PRACTICE

Since most traditional dental marketing strategies won't work anymore, you need new dental marketing ideas. The good news? We cracked the code on what it takes to get more patients online.

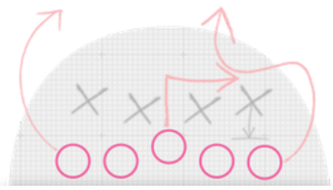
Below you'll find the best dental marketing ideas that have been proven to snag you more new patients. You should walk away with a clear understanding of how the modern online patient behaves and what they want when seeking a new dentist, as well as concrete ideas you can implement right away.

OVERVIEW

CREATE/ OPTIMIZE WEBSITE

LEAD GENERATION SALES FUNNEL

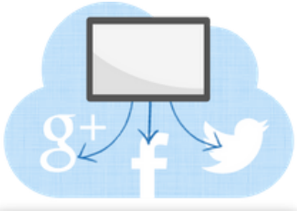
SOCIAL MEDIA LEVERAGING



EMAIL MARKETING

SEARCH ENGINE OPTIMIZATION

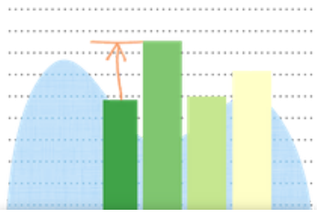
GOOGLE MY BUSINESS



CONTENT CREATION

REVIEW SYSTEM

DIRECTORY LISTING/ CITATIONS



PAY-PER-CLICK ADS

HAVING DENTIST OPTIMIZED WEBSITE

HAVE A PATIENT CENTERED

If your operations manager tried to rent a new dentist's office in a back alley somewhere—complete with a sketchy front entrance, dim lighting, and decade-old equipment—what would you do?

You'd probably suspect they've been abusing your stock of laughing gas. Why? Because first impressions matter and patients don't want to be treated in a place that looks like it doubles as a black market surgical center for stolen organs.
Here's the thing: Your website is frequently the first interaction a patient has with your practice and patients WILL judge you based on how it looks and functions. In fact, 48 percent of people cited a website's design as the number one factor in deciding the credibility of a business, and once your page loads, users form an opinion in .05 seconds.

Need some ideas to make your website not so back-alley-ish? These are the key features your website needs in order to attract more patients:

- **Online scheduling**
- **Online bill pay**
- **Online prescription renewal**
- **Messaging capabilities so patients can communicate quickly with dental providers**
- **Profiles for each dentist**
- **A healthy supply of videos (see more about that further down)**
- **Content that helps patients keep their mouths—and lives—healthy**

But having these features and capabilities on your website isn't your only task. In order for your website to attract more new patients:

- You need to make it fast – Patients need to see something happen on your website within three seconds of landing there. If it takes longer, almost 50 percent will hit the "back" button.

- You need to secure it – This is a no-brainer for dental care (and healthcare in general), but if for some reason your website isn't secure, you've got a problem. Learn more about website security here »

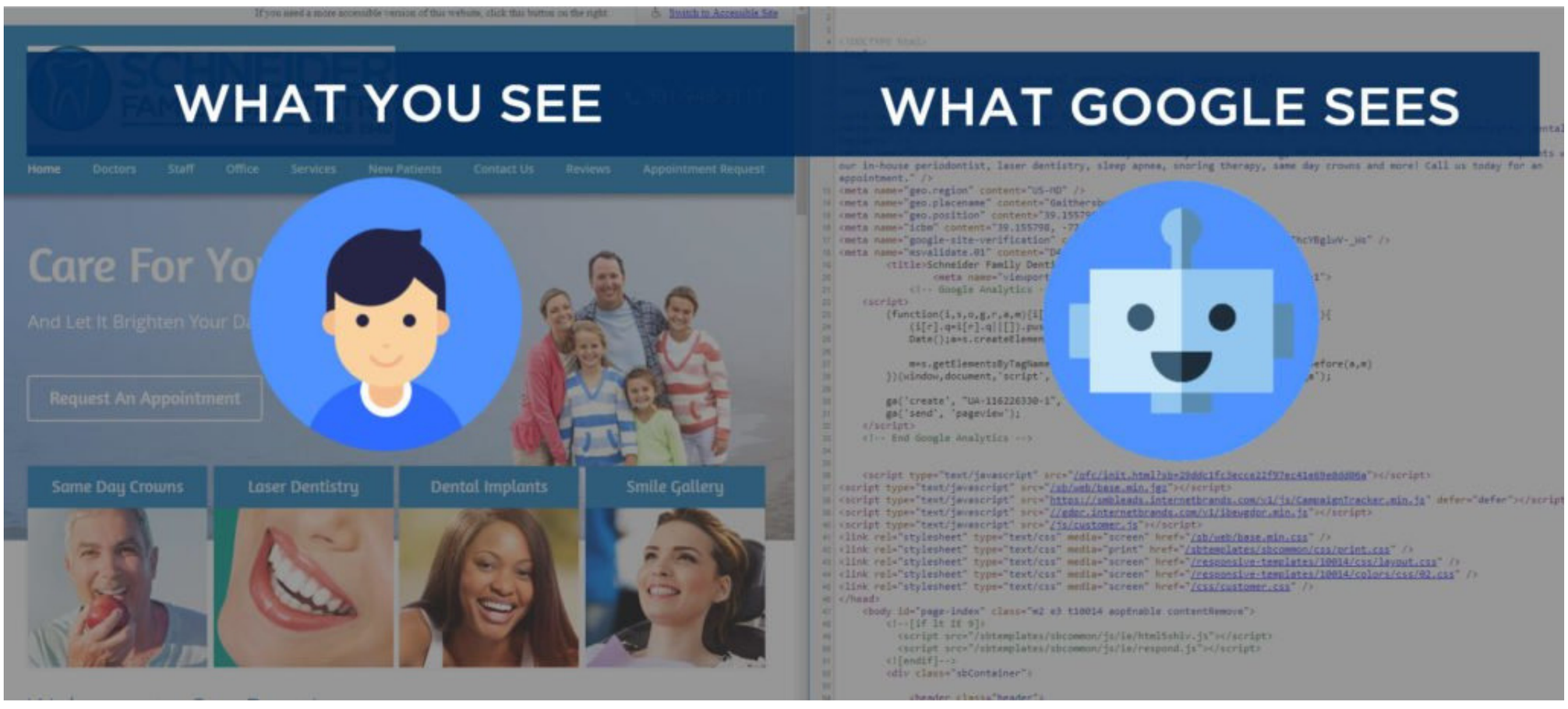
- You need to make it mobile-friendly – 62 percent of smartphone owners use their device to look up health information, and 82 percent of smartphone users use a search engine when looking for a local treatment center or health facility. Not only that, but according to Google, 77 percent of smartphone owners have used their smartphones to find local health services in the past six months, and 79 percent of them say they're more likely to revisit and/or share a mobile site if it is easy to use.

- You need to code it for SEO – The best dental websites are coded in a way that makes it easy for the search engines' software to find, crawl, and index them (see more about SEO below).

DENTAL MARKETING TACTICS #3

OPTIMIZING FOR SEO

SEARCH ENGINE OPTIMIZATION

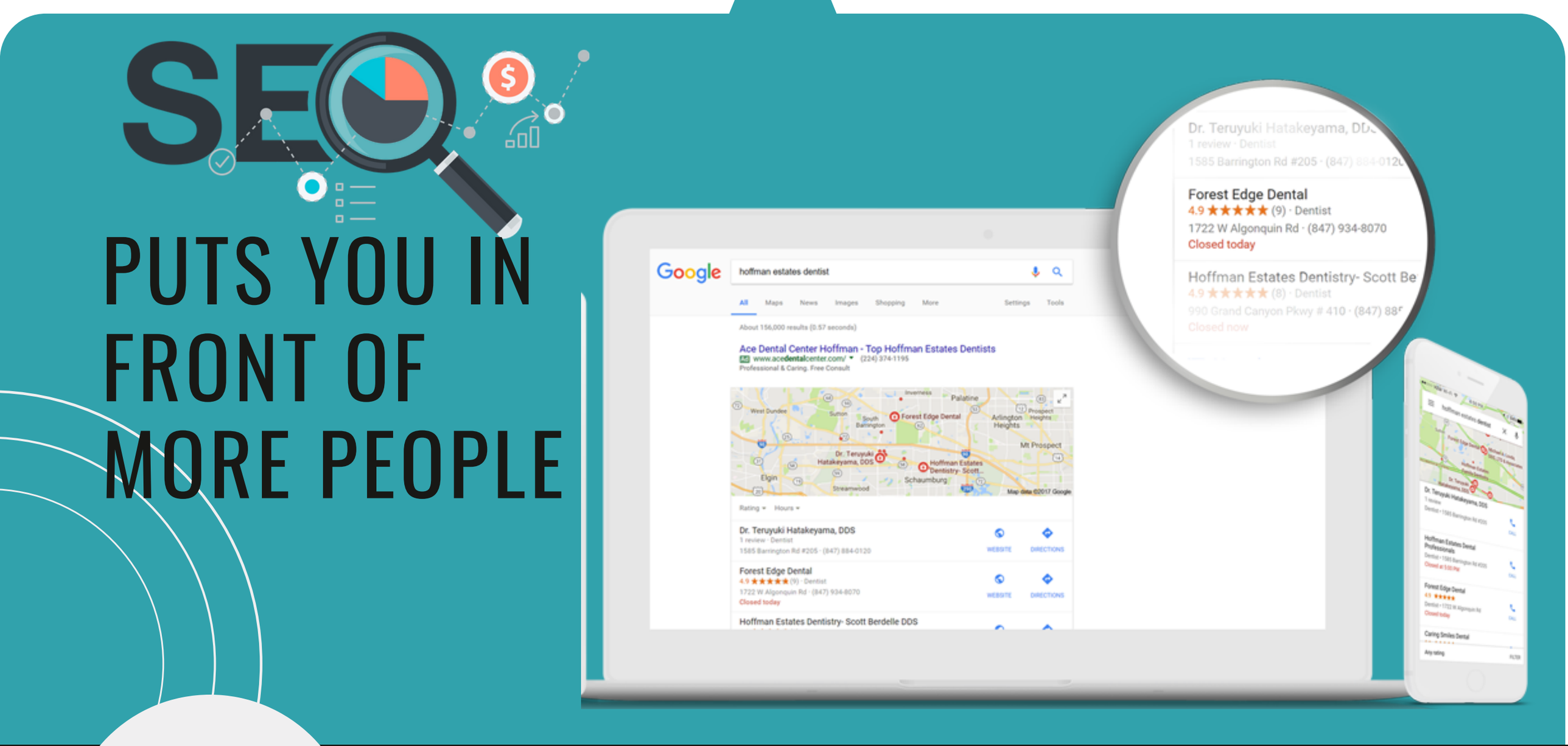


SEO stands for search engine optimization. It's process of editing your website content and code so the search engines can understand it better and rank your web pages higher in the search results for related queries.

Google's search result rankings are determined by a complex algorithm, which is carried out by "spiders." These "spiders" crawl your web pages and look for indicators, keywords, and other factors in order to decide what it's about and what search queries it best answers.

Here's where SEO comes in: these spiders speak a different language that humans do—HTML. It's like someone who speaks Russian trying to determine what a web page in English is about. The technical bits and indicators we add with SEO are like adding subtitles for the robots to help them better understand—and better categorize and rank—your web pages.

- A website speed under three seconds
- A website that's mobile-friendly
- A website that's secured (HTTPS vs HTTP)
- Images with completed alt-tags
- Dental schema on every website page
- Pages on pages of quality content
- A presence on social media
- Lots of backlinks from authoritative websites

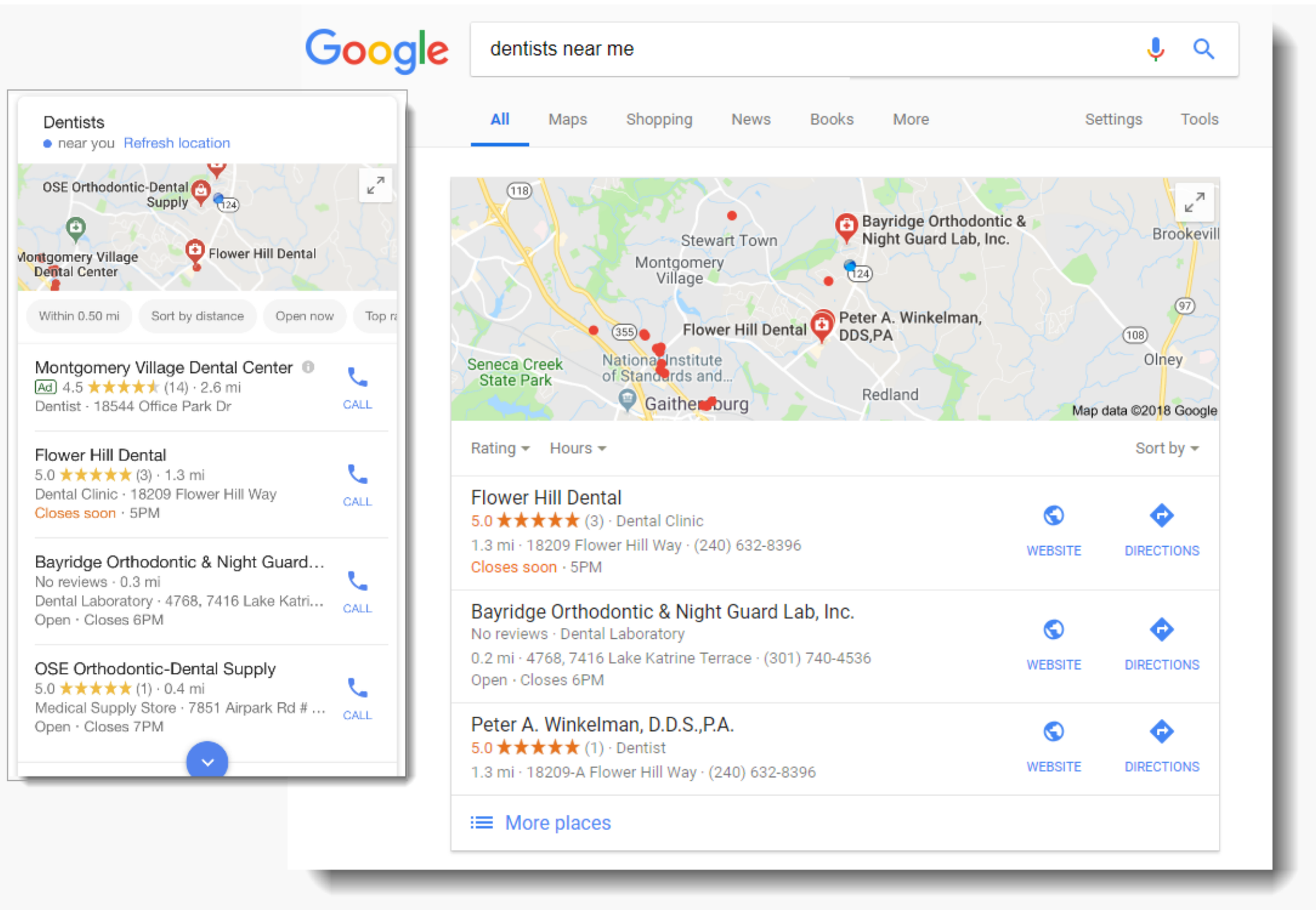


DENTAL MARKETING TACTICS #4

UPDATE AND OPTIMIZE YOUR GOOGLE MY BUSINESS PAGE

Optimizing your Google My Business (GMB) page is a small dental marketing idea that packs a HUGE punch—by optimizing your GMB page you can almost immediately attract more patients (not enough to grow your business by itself, but a few).

You know that map of local listings that pops up when someone makes a location-based search? That's called Google's Local Pack, and the information in it is pulled from various local Google My Business pages.



The Local Pack listing alone accounts for approximately 44 percent of clicks by users of Google, primarily with traffic to the business name and the website link.

First, if you haven't already, claim your Google My Business page.

- **Your business's categories (above, you can see it says either "dentist" or "dental clinic" right under the average review rating. That's a feature inside GMB, and it helps searchers find specific needs)**
- **Your main phone number**
- **Your business's description**
- **Your hours of operation**
- **Your address or service area**
- **Your review section (more on reviews a bit further down)**

LEVERAGE SOCIAL MEDIA

DENTAL SOCIAL MEDIA MARKETING

By 2021 the dental industry is projected to be worth around $36.8 billion. That's a lot of teeth for the tooth fairy. But if your practice wants a piece of the profit, it's incredibly important to start a social media marketing plan for dentists and your specific industry.

For decades, dentists relied almost exclusively on reputation and word of mouth marketing to help them build their practice. But it's 2018 and more likely than not, your audience is on social. Whether it's blogging, video marketing, paid social ads or even podcasts, you have to learn the specifics of social media marketing for dentists.

Just like any other industry, there are ways to better attract, retain and ultimately market to your patients.

SOCIAL MEDIA DENTAL POST IDEAS

DENTAL SOCIAL MEDIA MARKETING

More than 25 percent of people with dental insurance don't take full advantage of their benefits. Tie it back to being money-savvy and taking advantage of the things consumers have already purchased.

CREATE VIDEOS HIGHLIGHTING PATIENTS AND THE WORK YOU DO

People want a dentist they can trust, and testimonials and reviews from other people will put their mind at ease.

CREATE SIMPLE INFOGRAPHICS

Infographics are great because they're easy to read, enjoyable, and can sway potential patients. You can create simple, easy ones for free with Canva.

SHOW BEFORE AND AFTERS

People always want to look like an "after," and seeing someone with a "before" smile that looked like theirs does now could be the swift kick in the rear they need to go after that "after" for themselves.

DENTAL MARKETING TACTICS #5

LEAD GENERATION FUNNEL

DENTAL SALES FUNNEL TO ATTRACT **NEW** PATIENTS

By far, the best and most effective dental marketing strategy you can use to help turn strangers into patients is a well-designed funnel. For those who are new to dental marketing: funnels allow you to automate the process you or your team would normally do in-person or on the phone to accomplish a particular goal. Many times, the goal is to acquire a new patient. Other times, it can be to sell a particular procedure. The funnel acts to automate the process of achieving the goal, thus freeing up your and your team's time to make money serving existing patients while your funnel works in the background. Because funnels serve a dual role of freeing up your and your team's time while efficiently and effectively achieving goals in the background, creating dental-marketing funnels is one of our favorite dental-marketing tactics.

DENTAL MARKETING TACTICS #6

USE EMAIL MARKETING TO STAY TOP-OF-MIND WITH PATIENTS

EMAIL MARKETING FOR DENTIST

Chances are you use dental marketing postcards. While you shouldn't nix these, you should consider adding a corresponding email element. Checking email is the very first thing 66 percent of people do after they wake up. Greet them by reminding them of upcoming appointments, tips to keep their teeth white and healthy, and motivation to keep up with their dental health. Over 90 percent of adults want better email communication from their doctor, and a dentist is no different.

- **Appointment reminders**
- **"It's Time For..." reminders that inform patients when they are due for a cleaning or x-rays**
- **Request a friend referral**
- **Latest dental news and expert commentary**
- **Announcements about the latest technology in your office and how it helps**
- **Seasonal beverage tip sheets on how to avoid teeth stains**
- **Dental health product reviews**

GET MORE REVIEWS AND MANAGE YOUR REPUTATION

You need reviews, and you need them consistently. As of 2018, the first step 72 percent of patients take when searching for a new doctor is looking up reviews. Not only that, but 88 percent of consumers trust online reviews as much as recommendations from friends or relatives. As if that's not evidence enough, 48 percent of patients would go out of their insurance network for a doctor with great reviews.

HERE ARE THE PLACES YOU NEED REVIEWS:

- GOOGLE
- FACEBOOK
- YELP
- RELEVANT DENTIST DIRECTORIES MENTIONED ABOVE

THERE ARE A FEW WAYS YOU CAN GET REVIEWS FROM PATIENTS:

- HAVE THEM GIVE A QUICK VIDEO TESTIMONIAL AFTER AN APPOINTMENT
- ASK THEM
- ASK THEM WHILE THEY'RE ON LAUGHING GAS (I JEST, YOU PROBABLY SHOULDN'T DO THIS)
- ASK THEM ON FACEBOOK
- ASK THEM VIA EMAIL
- IN SHORT, ASK FOR THEM ALL THE TIME
- SIGN UP FOR A REVIEW AGGREGATION SOFTWARE LIKE REVIEW US NOW

GET YOURSELF LISTED IN RELEVANT DENTAL DIRECTORIES

There's one thing EVERYBODY wants to remove from their daily lives: bad decisions. Well, thanks to search engines and a consumer-powered internet, they can. Research from Google found that today's consumer is researched-obsessed, largely so they can feel more confident in their decisions. For 90 percent of consumers, that includes looking up ratings and reviews online—88 percent of consumers trust online reviews as much as a personal recommendation. Aside from the traditional directories like Yelp and your Google My Business page, you should update or claim your listing on the following websites:

- ADA – AMERICAN DENTAL ASSOCIATION
- THE DENTIST HUB
- ZOCDOC
- EVERY DENTIST
- SMILE GUIDE
- SUPER DENTISTS
- DENTISTS.COM
- DENTIST DIRECTORY
- RATEMDS.COM

DENTAL MARKETING TACTICS #9

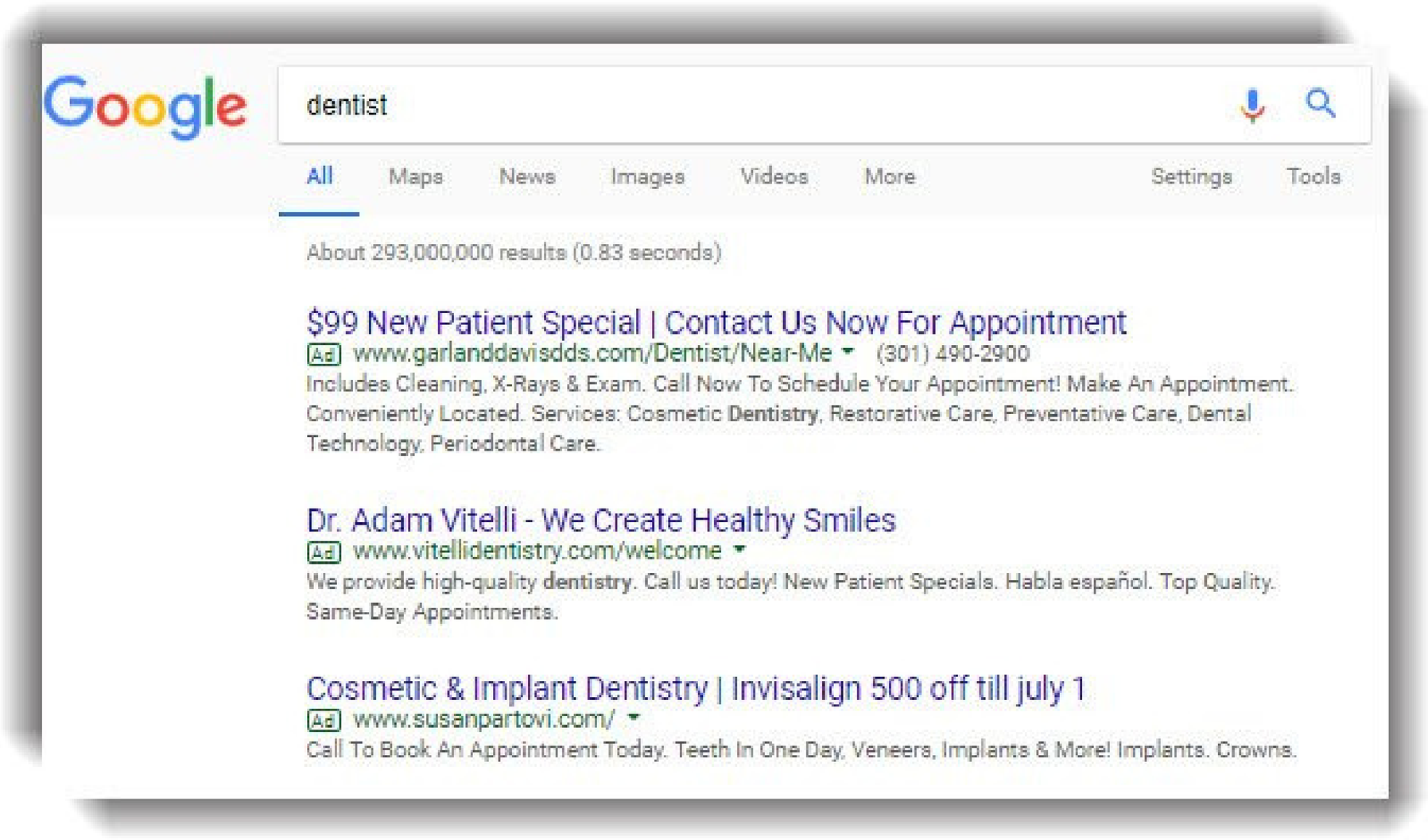
TAKE OUT PAY PER CLICK ADS FOR YOUR HIGHEST-CONVERTING DENTAL KEYWORDS

APPROXIMATELY 44 PERCENT OF PEOPLE SAY THEY DON'T GO TO THE DENTIST BECAUSE IT'S TOO EXPENSIVE. A WAY AROUND THIS IS TO TAKE OUT PAY PER CLICK SEARCH ADS AND ADVERTISE SPECIALS AND PRICES.

Here's an extremely simplified description of how pay per click ads work:

1. YOU PICK KEYWORDS YOU WANT YOUR ADS TO SHOW UP FOR
2. SOMEONE SEARCHES FOR YOUR KEYWORDS
3. YOUR AD POPS UP AT THE TOP OF THE SEARCH ENGINE RESULTS PAGE
4. WHEN SOMEONE CLICKS ON YOUR AD, YOU PAY A CERTAIN AMOUNT OF MONEY

Here's what they look like in action:



By advertising your price upfront and labeling it a special, you're addressing one of the biggest pain points consumers have.

If you choose to take out PPC ads, get the advice of a professional. Google makes it seem easy. It's not. That's why we pay our experienced PPC team the big bucks to manage our clients' campaigns.

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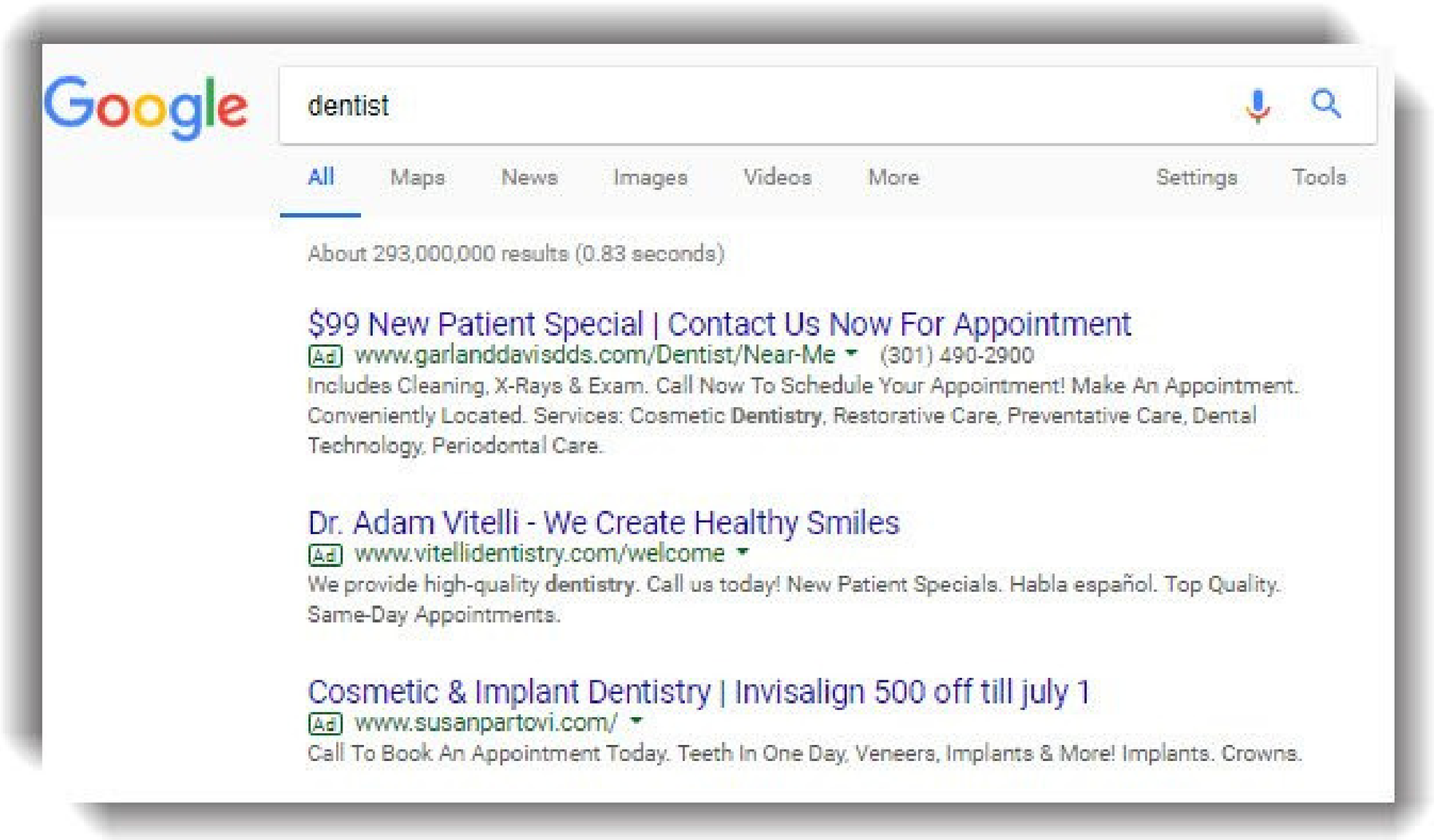

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CREATE CONTENT FOR YOUR PRACTICE!

HOW CAN DENTISTS BENEFIT FROM CONTENT MARKETING?

Your marketing strategy needs to show potential patients why your practice is the right choice, then get them to make appointments. Content marketing can help you reach both of these goals.

There are many ways it can work to your advantage, but these seven are some of the biggest benefits.

1. **CONTENT MARKETING IMPROVES VISIBILITY**
The more quality content you create, the more opportunities there are for people to find you online. If you optimize them correctly , your blog posts and other content will show up in search engine results when users look for information on the topics you cover.
Content can also help you improve your visibility on social media platforms like Facebook, Twitter, and LinkedIn. When you share valuable information, your followers can share it with their friends and family, driving even more traffic to your content.

2. **CONTENT MARKETING HELPS YOU REACH THE RIGHT AUDIENCE**
Traditional marketing methods are much harder to target than content marketing. TV ads and billboards, for example, are seen by lots of people, but there's no guarantee that any of them are actively searching for a new dentist.
Content marketing materials, on the other hand, are likely to be found by people who are looking for dental practices online. You can take this a step further by running ad campaigns that attract users to your new content.

3. **CONTENT MARKETING BUILDS YOUR REPUTATION**
Your dental practice's content should be related to dental health and provide valuable, accurate information to potential patients. When you do this consistently, you'll gain a reputation as valuable resource for dental health and an expert in your industry.
Over time, this can help you build a name for your practice online – so that when potential patients are ready to make an appointment, they'll know you're a trustworthy place to go.