

Get Precise

To Secure The Right Patients Through

DENTAL MARKETING



For the Dental Practice that wants to
STAND OUT & Grow!



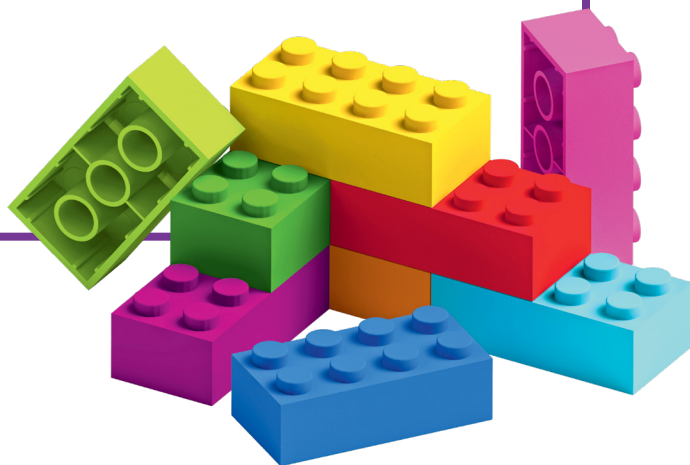


The most successful companies learn everything they can about their potential customers and the competition before rolling out a marketing strategy.

Apple, quite possibly the most revolutionary tech giant of our time, uses online surveys to glean insights into what customers really want from their devices. This constant feedback leads to a multitude of well-received products and product enhancements ... and billions in sales.

LEGO® did a four-year study with 3,500 girls and their mothers before launching the “Friends” line of toys. And it was exactly what they needed to do to develop characters that would end up in the hands of this demographic.

Top-performing companies use market research to maximize their profits and rise above their competitors...





"The best vision is insight."

– Malcolm Forbes, American entrepreneur

**...but you don't have to be a global name or have bottomless pockets
to take advantage of market area analysis.**

Dental practice owners like you can benefit, too. In fact, in today's competitive environment, it's an absolute must to know who your most loyal, revenue-generating patients will be. Not only will they be the ones most likely to respond to your services, but once they discover your practice excellence, they'll refer friends and family – patients just like them. Think of the exponential value!

What is a dental market analysis?

Think of a comprehensive market area analysis as an in-depth study of your neighborhood.

- No business owner should rely on a “gut feeling” when it comes to who they should – and shouldn’t – be targeting with their marketing.
- And then there’s the other costly mistake of taking a “spray and pray” approach in the hopes that something will stick.

Both these unpredictable and unmeasurable tactics will lead you down a path of disappointment, frustration, failed marketing campaigns, and lost money

With a dental marketing analysis, you eliminate poor campaign outcomes by wisely spending money and time, increasing your return on investment, and winning the new patients in your neighborhood. Get the data – and facts – you need about...

- ✓ current patients
- ✓ potential patients
- ✓ competitive environment
- ✓ growth trends in your community
- ✓ and barriers that are stopping prospects from visiting you.



Why does all of this matter?

Because when you're armed with all the vital data about your practice area – where you're drawing your new patients from – the rest of your marketing plan is a matter of checking off the boxes that meet the needs of your community.

You'll make the most of your marketing spend – on every campaign. And that means...

- ✓ more calls to your practice
- ✓ more scheduled appointments
- ✓ more growth opportunities
- ✓ more of the patients you want
- ✓ more effectively invested dollars
- ✓ more critical thinking and precise targeting
- ✓ more understanding as to who your ideal patients are and how to capture them.





3 Key Questions That Market Analysis Will Answer For You

1. “What is my competitive environment?”

At this very moment, do you know how many dental practices you’re competing against? Do you also know...

- Who they are and where they’re located?
- What services they offer?
- What they provide to patients, i.e. services, specials, insurance, hours, payment plans ... and more?

Consider the **dentist-to-population ratio** of your practice area. The US national average is one dentist to every 1,639 people. In a high-density neighborhood, most patients – and competitors – are within one mile of a dental office. But in a very rural area, it can exceed 20 miles.

Depending on your location and area demographics, discovering your specific ratio is important because it does have an affect on your business operations, should influence your marketing efforts, and will help you to manage revenue expectations. It will also give you insight on the level of repeated touchpoints that you need to build into your campaigns to generate new, quality patients and hit your production projections.



Bottom line... When you know your competition, you have the power to make your practice **STAND OUT**. As a result, you can make better operational decisions and communicate your top competitive advantages to your team, patients, and prospects. Everyone who walks through your door will know what truly makes your practice unique and why they should choose you above all others.



2. “Who is in my community?”

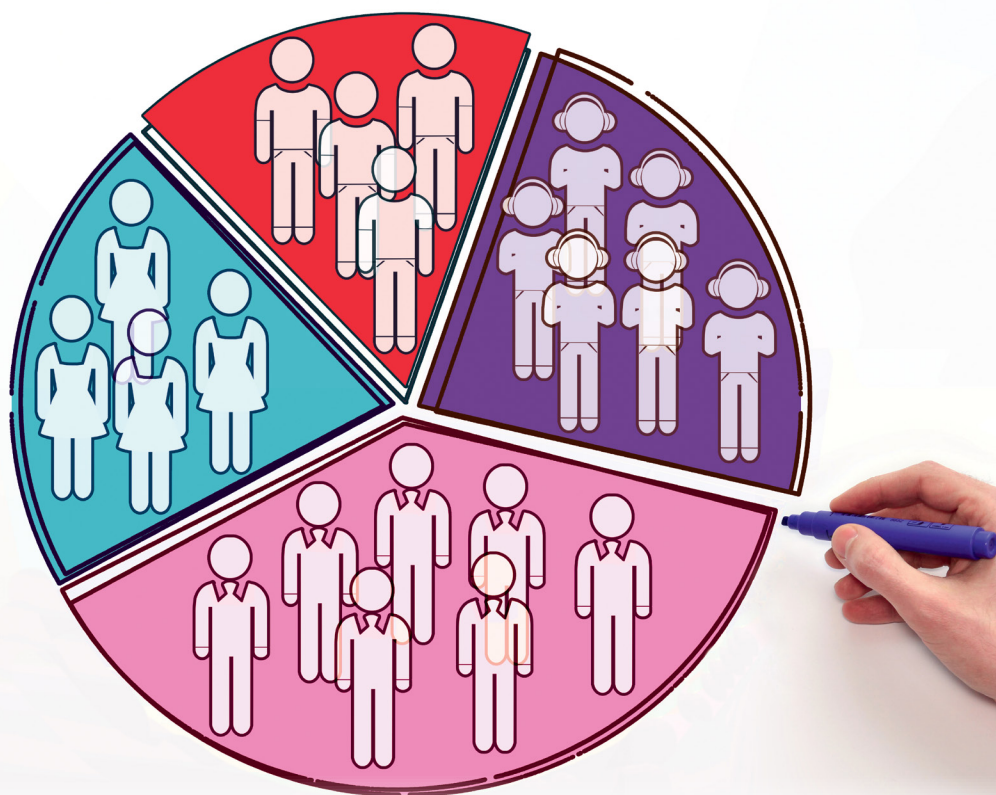
Using the right technology, you can obtain a wealth of information about your practice neighborhood. Some vital stats include:

- annual income
- household composition (families with children, empty nesters, etc.)
- social and cultural factors
- consumer profiles
- demographics.

When you know who your *hottest prospects* are, you can strategically create marketing content and messaging that will **resonate** and drive **higher response** to your campaigns.

Dental practice owners are often surprised by what is revealed in their market analysis, where they currently draw patients from, and the opportunities that exist around their practice.

This happens a lot... Dentists will want to target higher-income patients from a higher-end neighborhood that’s outside the recommended marketing practice radius – much further away from where most of their patients live. But think about it... How many of your competitors practice in that neighborhood? And how many live between there and here?



It's important to differentiate what you think is a "juicy neighborhood" and focus on what actually delivers for your practice.

Consider your own valuable current patients. There's a lot to learn from them.

With **geographic plotting**, a part of marketing analysis, you will spot trends such as where most of your patients are already coming from, the most common services they're seeking, and the average number of referrals they're generating.

Always accept "guidance" from your best patients; they are a critical part of your marketing planning.



3. “Which employers offer dental coverage?”

Nearly 50% of the US population and 65% of Canadians have dental coverage as part of their employee benefits package. There has been an upward trend over the last three decades, which is a good thing for dental practices.

So... the question of the hour is: Which plans cover the patients who live in your practice neighborhood?

This matters, because patients with dental benefits are more likely to **visit the dentist, keep regular appointments, accept treatment recommendations, and enjoy better overall health.**

In the US, by identifying which insurance companies have the most members in your area, you'll make an informed decision when it comes to picking the plans you want to be in-network with. As an in-network provider, you're well-positioned to attract and retain these employees as patients.

Marketing Tip: Being an in-network provider is a competitive advantage that can help your practice stand out over your competitors. Communicate this key differentiator in your marketing materials, in both print (direct mail, postcards, etc.) and digital (website and social media).

Now... Get Clear On What Makes Your Dental Practice Special

Once you've completed your market analysis and know exactly which new patients are a fit for your practice and who else might be vying for them, it's time to establish your Unique Value Proposition (UVP).

What is your UVP? Quite simply, it's what separates your practice from the pack. A solid UVP underlines the unique benefits you provide to your target audience.

Are you the only dentist in your neighborhood who...

- provides 24-hour emergency service
- guarantees on-time appointments
- validates parking
- offers evening appointments
- is certified in IV sedation.



Pro Advice: Use phrases like “warm, caring, and family-focused.”

Why do these words work? Research shows that women drive over 90% of all healthcare buying decisions. They want concrete reasons why your practice is perfect for their family.

Your market analysis will shine a spotlight on the households – including those in your high-penetration areas – that aren't part of your patient base. And since you now have their profile and the demographics associated with this buying group, you'll be ready to create a killer UVP to win them over.



BONUS! A UVP Checklist For Your Dental Practice

Print this and keep it handy for when you and your team are ready to create a one-of-a-kind UVP that will help attract patients and keep them coming back.

Do the following reflect your established unique value proposition?

01

Office building, exterior areas
& entrance



02

Practice signage – street-side
& billboards



03

Marketing materials – direct
mail, website, online reviews



04

Reception – cleanliness,
friendliness & enthusiasm



05

Voicemail – ideally answer live
for superior UVP performance



06

Appointment timeliness, treatment
rooms, team personalities



07

Services, payments, follow-up



Get Started Now! ...with a **FREE DISCOVERY SESSION!**

Practice intelligence is something that every single dental office needs to attract more of the right patients, boost production, increase profits... and make 2020 a year of achieving milestones!

Propel your way into the new year with a free live practice intelligence demo of your practice metrics using Practice ZEBRA™. It's the software solution that provides actionable performance analytics, marketing reporting, phone metrics, industry benchmarks, as well as easy-to-implement marketing automation.

When you call, you'll also get these reports free:

1. **Free market area analysis**
2. **Free competitor breakdown**
3. **Free patient cluster report.**

Our team of dental marketing intelligence experts will be pleased to share with you how our documented, analyzed, and expertly created dental marketing process will virtually guarantee practice growth.

With your FREE CONSULTATION, you'll receive these reports and more, absolutely free with zero obligation... then you can determine if we have a solution to suit your practice to help you keep your schedule full and production pumped.

Helping Dental Practices STAND OUT and Grow!
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