

How To Boost Your

Practice Reputation

...& WHY IT MATTERS



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

N patient **NEWS**  practice **ZEBRA**
DENTAL MARKETING & TECHNOLOGY



Your Competition Is Doing It. So Should You...

Before the world was thrust into a pandemic, 80% of consumers relied on online reviews as much as a personal recommendation. And when it comes to dentistry, it can't be denied that this form of "social proof" has become a critical component of the consideration and research stage of the patient journey, which occurs right before someone is ready to "buy."

In recent months, online activity has shot up tremendously. With people spending more time at home because of COVID-19, they've been connecting with friends and family – from a distance – on social apps and through virtual services. *And get this...* In the US alone, online-shopping transactions in April and May **surpassed last holiday season** (November and December) by \$10.5 billion.

This translates to even more reliance on online reviews on Google and Facebook for products, services, and businesses. According to a recent report by PowerReviews, consumers are interacting with review content (sorting, filtering, etc.) before converting at **as high as twice the rate they were at the tail end of February.**

With the recent surge in digital activity, it's very safe to assume that patients will continue reading online reviews when selecting a dentist. And the practices that meet the highest standard will outshine others. Especially as risk-averse patients look for reassurance that it's safe to get back in the dental chair.

So, the million-dollar question is: Do you have a reliable reviews strategy in place to drive business for the remainder of the year and into 2021?

“Your brand is what people say about you when you’re not in the room.” – *Jeff Bezos, CEO of Amazon*

Would you invest in one set of new golf clubs over another before finding out how they’ve helped or hindered another golfer’s game? Would you spend a weekend at a resort you’ve never heard of without reading about other guests’ experiences? Highly unlikely. And dental patients are the same when it comes to the care they want for their smiles.

As a society, we’ve come to put a lot of trust in online reviews. Searching for them has become second nature, mainly because it’s so easy to do. More than 80% of people have a smartphone, and that puts them within almost constant reach of a device that connects them to the internet whenever they want.

And patients are all about doing their local research which includes looking at your website, social channels, and reading what current patients have to say about your practice on Google and Facebook.

97%

of consumers say reviews influence their buying decisions.

93%

use reviews to make up their mind as to whether a business is fantastic or not.

89%

89% of people look to see how a business responds to reviews.



Top 3 Advantages Of Getting A Steady Stream Of Reviews

1

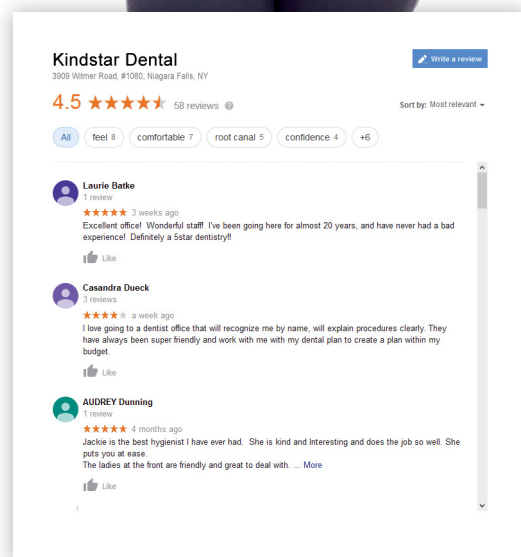
Enhance the patient experience with **real patient input**. Find out the good and the not-so-good based on the interactions patients have had with you and your team. This makes it easier to identify areas of improvement and confirm what is working.

2

Gain the trust of new patients. People tend to want to hear from others who are just like them. And during COVID-19, risk-averse patients need to hear – repeatedly – that it's safe to return to the chair. Reviews will help tremendously, but it will take a specific number of them before new patients call your practice. Data shows that consumers need to read an average of 10 reviews before they feel they can trust a local business. The benchmark for the average number of reviews is 39 – you want to be higher than that. The average Google star rating is 4.42 – and you want to be higher than that too. Also, review ratings are the primary driver of website link clicks.

3

Improve Google search results. “Online review signals” account for 15% of Google’s local pack ranking factors. What does that mean? The local pack is a set of businesses Google displays first in a search result based on the user’s query. It’s a highly coveted place to be because 93% of the local pack appears at the top of the page. Businesses that secure a spot here have an average of 47 reviews, whereas those in spots 7-10 have 38. Dentistry is very much a local business, so make it a priority to lead the local pack.



5 Tips To Get High-Quality Reviews & Respond Effectively

There are a few things you and your team can **do right now** to leverage online reviews for your practice. If this currently isn't an aspect of your dental marketing plan, it needs to be. By placing a focus on it, you will...

- boost your practice's reputation
- increase website activity
- improve patient satisfaction
- attract more new patients
- build trust with new & existing patients.



TIP #1 – FOCUS ON GOOGLE & FACEBOOK REVIEWS

There is a multitude of reviews sites out there. And it's great for your reputation and SEO if your practice is mentioned on all of them. But set your sights on Google My Business and Facebook first. Google is the internet giant every business wants to be recognized by. It's the most popular online ranking site, according to US Alexa Ranking. And in the first quarter of the year,

Facebook had 256 million active users in North America. When it comes to value for local, service-based businesses, it's the top dog. One of the first things people will do is type your business name into its search bar and scroll through the reviews that appear.



TIP #2 – ASK FOR A REVIEW AT THE RIGHT TIME

Just before a satisfied dental patient leaves your practice, it's critical that a team member kindly asks them for an online review. Doing so will generate a better response rate and high-quality feedback. It's best to ask while scheduling their next hygiene visit. **75% of patients will oblige.** And that's because they're highly satisfied and pleased with how you've helped them regain their confidence, get a smile brighter, and improve their oral health. They want to reciprocate, and reviews are an easy way that only takes minutes.

While it can be intimidating for a team member to ask, just remember to be positive and friendly. People have come to expect review requests – so don't worry about catching them off guard. With practice, asking will become a habit.

Help your team with consistent, easy to remember scripts – then help your patients by following up after they leave with a text message and/or email to make it easy for patients to (a) remember and (b) click through and DO IT!

TIP #3 – REPLY TO ALL REVIEWS

It's crucial to respond to positive, negative, and so-so reviews promptly. Half of all consumers (including dental patients) expect a business to respond within one week. By staying on top of this, patients will feel appreciated and that their input matters. New patients will notice and give your practice points for acknowledging, appreciating, and replying to patient feedback.

If you receive a resoundingly positive review, it opens the door for you to not only thank the patient, but reinforce your competitive advantages in your reply.



Example: "Thank you for leaving your review, Julie! We're so happy that our convenient hours were helpful to your busy schedule and that you found our hygienist to be gentle and caring. Remember that we're here for your friends and family and we will find a convenient appointment time for them too."

Wondering how to handle negative reviews? Should you ignore them? *Absolutely not.*

When you get one that's not so great, it creates an opportunity to respond in an effective and constructive way that will reflect on your business positively. Just try to take the conversation offline so that it can be resolved directly with the patients. Invite the patient to call you to discuss their issue(s) further. You don't want to risk further criticism appearing online should the conversation go south.



TIP #4 – USE AN AUTOMATED REPUTATION MANAGEMENT SYSTEM

Although your team might do everything correctly when asking a patient for a review, it doesn't necessarily mean the patient will follow through. They have every intention of doing it ... then life gets in the way. But thanks to innovations in technology, you can easily overcome their distractions to secure the review.

An automated review tool can send patients a reminder text and email a few hours after their appointment. All they have to do is click a button to be redirected to the review site of their choice. This easy patient communication tool can also include value-added information, including future appointment details and an informative oral health article. They'll take the time to read it – and appreciate it.

TIP #5 – TEAM UP WITH THE DENTAL MARKETING PROS

As a dental marketing agency, we know you and your team want to focus your efforts on dentistry and making a difference in the lives of patients. And you have, especially with all of the additional protocols you must follow nowadays.

That's why, as dental marketing professionals, while you focus on what you love – dentistry! – **we can help you with proven tactics for revenue generation and strengthening your digital presence.** You don't have to take risks or try to figure it all out on your own.



Patient Reviews Made Easy

Review Booster™ review generation software makes it easy for your patients to give you more positive online reviews. This is important because, as we know, they heavily influence consumer buying decisions. With Review Booster, the average user experiences a 30% increase in positive online reviews just weeks after launch. This is important because university research shows that each additional review you receive increases revenue.

Stand out online and attract more patients today!

GET A FREE DEMO NOW.

We're so confident you'll find it a gamechanger that we're offering a risk-free 30-day trial. Plus, you'll get expert guidance from your dedicated Account Success Manager along with scripts and messaging to respond to reviews, allowing you to increase your reviews – and production – with ease.

Be the dentist who gets more glowing reviews with this automated solution.

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