

How Digital Marketing

Drives Dental Practice

GROWTH & RETENTION



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



Digital marketing is a critical strategy in which dental practices must excel to dominate their neighborhoods, win against their competitors, gain more new patients, and be the dental authority who new patients call.

With the 1.5% projected growth of the dental practice market in 2020, patients will have more options than ever when choosing a dental practice for their families. And many of these dental practices are aggressively marketing themselves to attract these new patients. **Your practice must be competitive** in every way possible to **STAND OUT** and grow.

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Dentists need to keep up with
the high expectations of
discerning patients.

Patients want excellent
customer service.

They want convenient
added value.

They want quality information
with which they can make good
decisions, and they want to feel
that their business is valued.

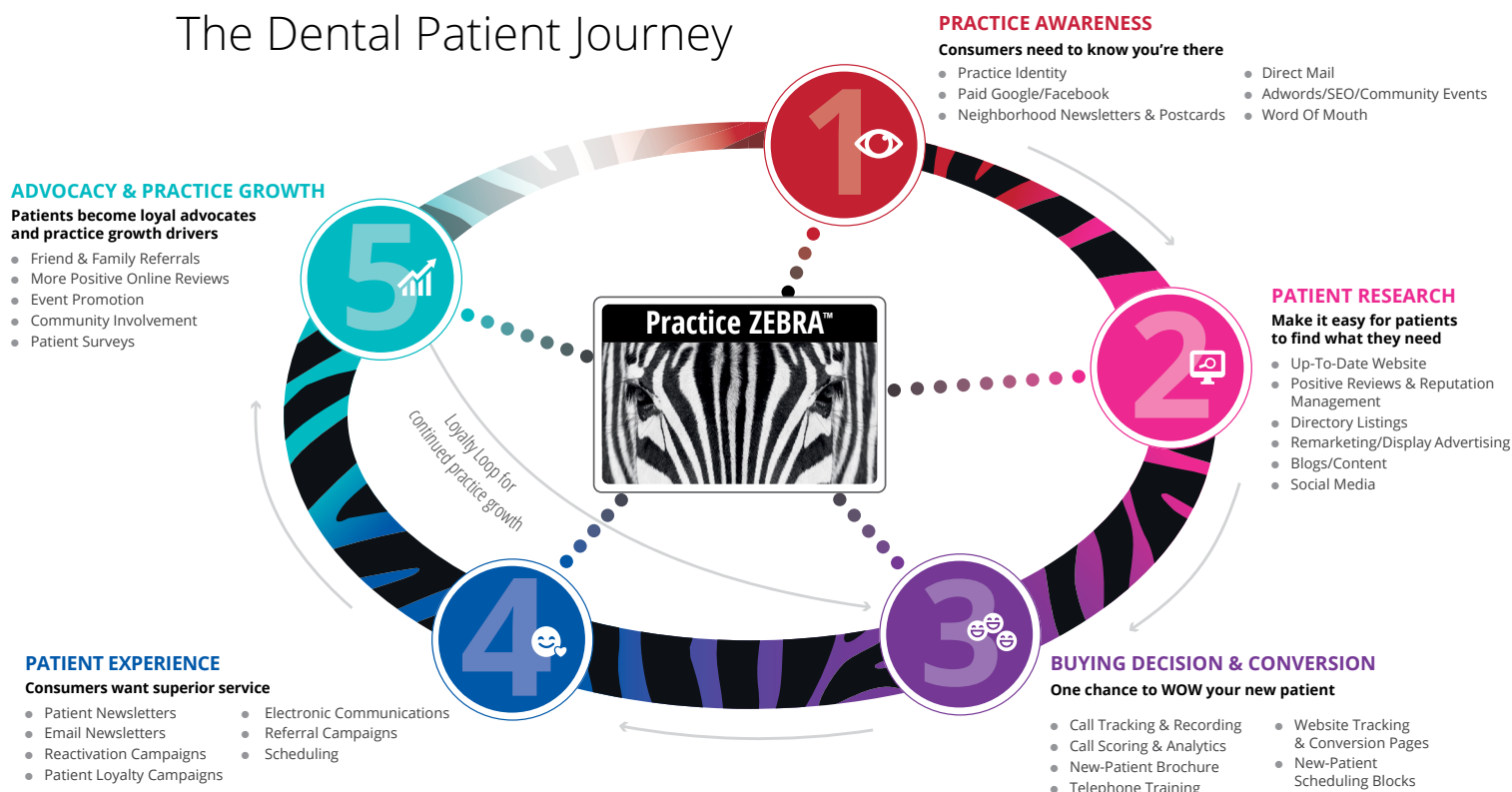
How The Patient Journey Plays A Role

Each new patient follows a specific path before they join your practice. Known as *the patient journey*, it's comprised of five key steps: practice awareness, consideration and research, buying decision and conversion, patient experience, and advocacy and growth.

For example, once potential patients become **aware** of the importance of dentistry and of your practice, they go online to conduct their own **research**. They browse your website, social channels, and online reviews to see how current patients rate their experience at your practice.

Before making a purchase, 81% of consumers look for information on the web...
including people who are looking for a dentist!

The Dental Patient Journey



In addition, over 50% of adults avoid going to the dentist.

Of those surveyed by the *Health Policy Institute*, **nearly one-third didn't think they needed dental care.**

That's where consistent, educational marketing can change behaviors and draw these patients to you. But it takes *persistence* to be heard. That's why **frequency** is the key to getting your practice name known and keeping it top on mind.

When it comes to guiding new online patients to you, a strong digital strategy that incorporates paid media can position your practice right in front of them at the most crucial time.

Without a doubt, digital marketing is an integral and incredibly important part of today's patient journey.



"Marketing's job is never done.
It's about perpetual motion. We must
continue to innovate every day."

– Beth Comstock, former CMO & Vice Chair of General Electric



A Digital Marketing Checklist Every Dental Practice Needs

To achieve greater success with your marketing activities, embrace a leading-edge digital strategy.

A complete, highly effective digital marketing plan includes:

1. strategic dental website
2. customized search engine optimization (SEO) strategy
3. data-driven & targeted paid media
4. active & engaging social presence
5. steady flow of 4- to 5-star patient reviews
6. accurate online listings
7. eNewsletters that are content-rich & benefit the reader.

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How Digital Marketing Solutions Expedite Practice Growth

1. Strategic Dental Website

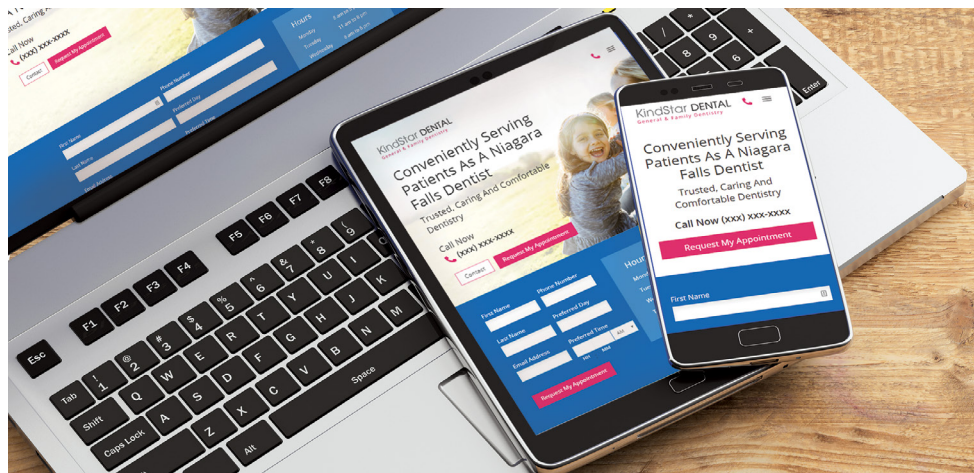
Your **dental website** needs to look good, be secure, and be user-friendly. Its primary role is to get visitors to take the desired action which could be one – or all – of the following:

- call your practice
- email your practice
- request an appointment online
- text chat
- complete & submit a new-patient intake form.

Your website needs to answer the most-common questions patients have about your dental practice. These include...

- **About Us** – Let them know about your credentials, practice philosophy, and what you do in your spare time. By showing your human side, and that of your team, you will make it easier for new patients to connect with your brand and like you even before stepping into your practice. The highest click through rate is the About Us page. Over 30% of traffic visits this page.
- **Appointment Information** – Convenience is key: Emergency treatment, walk-ins, and weekend/early morning/late hours.
- **Your services** – By highlighting what makes your practice unique and better than your competition, it encourages patients to choose you. This is your unique value proposition. It could be your convenient hours, anxiety-releasing sedation techniques, your community involvement, or your state-of-the-art technology. Identify what it is that makes you stand out, then put it out there, front and center.
- **A breakdown of financial options** – Cost is one of the top reasons adults skip dental visits. Outline how your practice puts their care within reach. Touch on insurance coverage, financing and membership plan options (if you offer them), and explain how your team will help them process claims and provide answers to any questions they may have.

A solid website with quality content builds trust with search engines and patients (especially with the female head-of-household who makes over 90% of all healthcare buying decisions!) and increases calls to your practice so your team can convert more appointments. **And that makes for more production and profits.**





2. Rank Higher With Search Engine Optimization (SEO)

A state-of-the-art **SEO strategy** will help your website rank higher on Google and in organic search results. Your goal is to get your practice appearing on page one of search results, ahead of your competition, giving you the edge when new patients search for a dental practice.

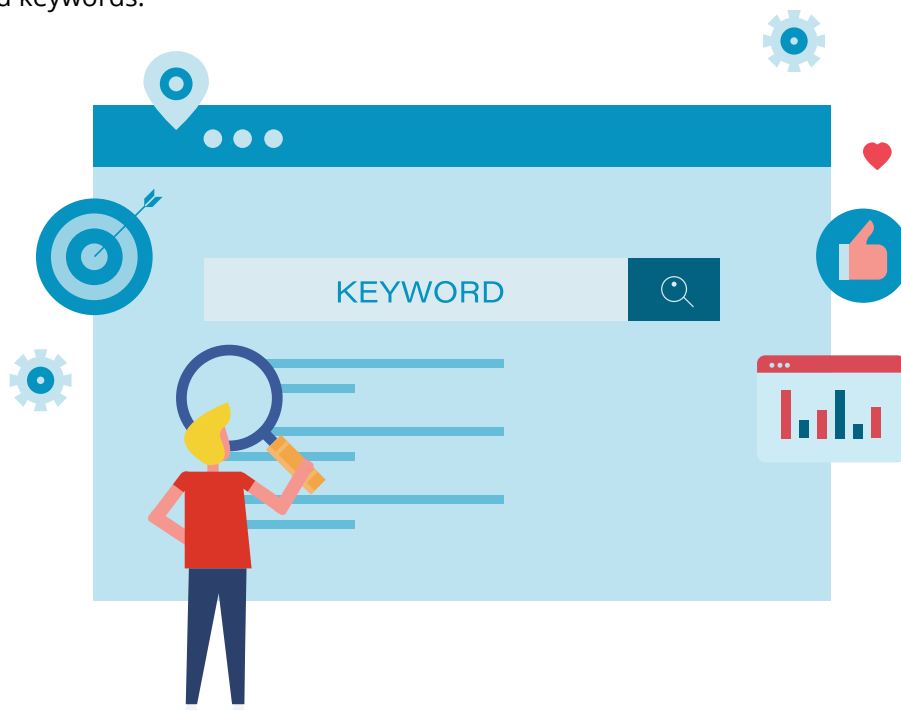
For example, when a potential patient searches "dentist in [your city]" or "dentist near me," the most relevant results, *according to Google*, will appear on page 1. Google considers several factors in determining which websites show up first ... and which don't. Including this criteria on your website is "Search Engine Optimization."

But why is SEO important? How much of an advantage does it give you?

After typing in a question (like "dentist near me,") nearly 70% of people will only look at the first five search results.

Some of the **key SEO factors** to get your practice on page 1 are:

- **On-page SEO.** This boils down to the tactics used on your website, such as technical actions behind the scenes (meta descriptions, alt and title tags, etc.), user experience, and well-placed keywords.
- **Off-page SEO.** This encompasses other online activities outside of your website. They are social media, local listings (*Google My Business, Yelp, Bing, and WebMD*), and links from other reputable sources – like other healthcare professionals' websites that link to your site. The more links, the better – they're like a vote that supports your authority.
- **Linking.** Links direct visitors to other resources that will enhance their experience or give them more information. They can be links to other pages on your website or to other websites that reference your practice.



If your dental website isn't getting the traffic you want and need, or appears several pages down in your Google search result...

- know your top keywords that your target audience is searching
- take a critical look at all of your content and update it using top keywords

- ensure you publish fresh content regularly, like blogs that also contain keywords.

If you're lost and need SEO support, call a trusted dental marketing agency to help you through it using data-driven, research-supported answers.

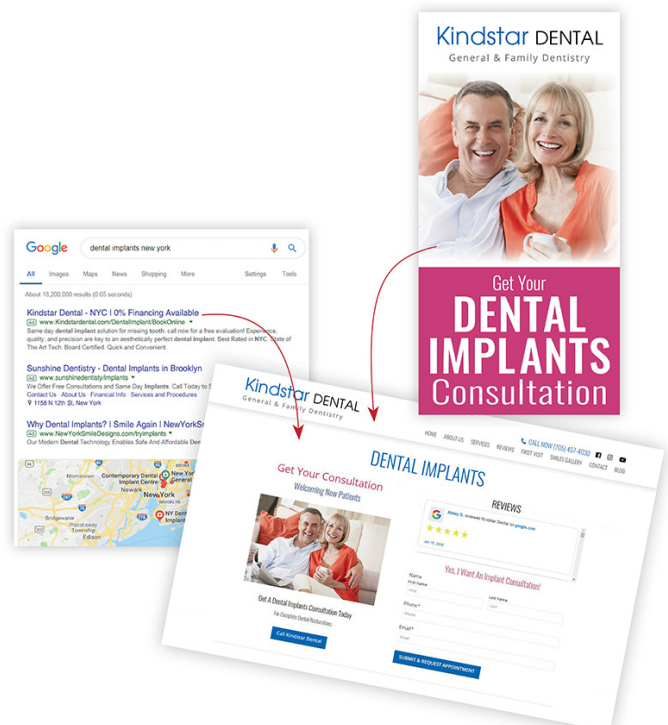


Break through the online noise and acquire more new patients with Paid Media Ads

3. Smartly Targeted Paid Media Ads

Using this savvy marketing will definitely raise awareness of your brand and help drive new patients to your practice.

You'll always need effective, fresh, organic content on your website and social channels. But due to the vast amount of content being published on these outlets every day, it's becoming increasingly difficult to break through the noise. Paid media can do that for you. Plus, Facebook gives you an advantage by altering its algorithm to favor your paid media ads... which is very advantageous.





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Paid Media Options:

Facebook Ads

- Remarketing
- Boosted Ad
- Audience Insights
- Demographic Targeting

facebook

Google Ads

- Search Ads
- Display Ads
- Remarketing
- Local Pack

Google
Partner

Bing Ads

- Search Ads
- Display Ads
- Remarketing

Bing ads

With these cost-effective paid media campaigns, you can target specific audiences based on their demographics, location, behavior, interests, and more. That makes it possible to maximize your online-marketing dollars.

How does it work? You've definitely experienced it. Let's say you google Mercedes C-Class coupes. The next day, "out of nowhere," you see an ad for them. Then you're researching iPhones. Shortly afterwards, iPhone-sponsored ads start popping up in your Facebook feed.

What is it that users like about paid ads? Take a look at these powerful statistics...

- A whopping 75% say paid search ads make it easier to find the information they want.
- One-third of users click on these ads because they answer their questions.

Imagine this happening when patients google "dental practice near me" and they begin seeing your practice ads addressing their pain points!

4. Get Active On Social Media

Social media marketing helps you gain a following, build your brand, and helps strengthen relationships with your patients when they're not in the office. Use Facebook, Instagram, and Twitter and post engaging, personalized, and shareable content that benefits the viewer.

- 36% of patients have looked for their dentist on social media.
- 44% were happy to connect with dentists on social media platforms.
- Two out of three Facebook users go to the page of a local business each week.

Many people will first encounter your social media channels during the second phase of the patient journey. Known as the consideration and research stage, this is when the prospects you've targeted with direct mail or other marketing strategies will heighten their engagement with you.

What are these visitors looking for? Practices that engage with their followers, content that demonstrates that your practice is a dental authority (articles, oral health care tips, research findings, etc.), photos and videos, reviews (Facebook), and information that gets to the core of what you offer.



Dental offices with a Facebook page are now getting appointment inquiries and other questions through Messenger, Facebook's real-time messaging app.



And last but not least... Social media has become a communication tool for patients, just like email, texting, and phoning. Dental offices with a Facebook *business* page are now getting appointment inquiries and other questions through *Messenger*, Facebook's real-time messaging app. 68% of app users are on it, making it the third most-used app on the entire planet.

Get your team to monitor and respond to those messages within **six hours**, but the faster, the better. It could be the difference between getting a new patient or not ... which means hitting your practice goals this year – or not.



5. Online Reviews Speak For You!

Once new patients learn about your practice, they'll go online to investigate you. And one of the main things they're looking for is **online reviews**. This is "social proof" – what current patients say about you – and it has a major impact on whether they'll call your practice or not.

This is how much influence they have...

- 94% of consumers will use a business if it has a four-star (or higher) rating.
- 40% of patients won't choose your practice if you haven't received a review in the last two weeks.
- 80% of people trust online reviews as much as personal recommendations.

In 2020, online reviews will continue to play a critical role in the research and consideration stage of the patient journey.

Your practice needs to proactively and regularly generate reviews on Facebook and Google by...

- asking happy, satisfied patients for a review as they leave their successful appointment
- use an automated review system that's easy and is email- and text-based
- using "care to share" cards and promotions
- responding to reviews to thank patients for commenting and asking for a referral.



In addition to garnering more new-patient inquiries, reviews are important as they will boost your practice's ranking on local search results. Also, the input you get from patients can help you identify areas in need of improvement.

By responding to both the positive and negative reviews, your practice will demonstrate it cares. And that shows you're NOT indifferent (which is the #1 reason patients leave a practice). It improves patient loyalty and retention.

Did you know... With an automation tool, you can generate more quality online reviews, address poor ones quickly, and enhance your reputation? It's always recommended that a member of your team asks a satisfied patient for a review right after treatment. A review tool will send them a friendly reminder. All they do when they receive it is click to where they'd like to publish their review.

Every business gets negative reviews once in a while. Do you have any?

If so, it's imperative that you don't ignore them.

New patients are looking to see how you respond, and there's a skill to it. Acknowledge the feedback (*Thank you for your review, John*), apologize (*I'm sorry the experience at our practice fell short of your expectations*), and ask the patient to call your office to discuss it further (*I'd really appreciate the opportunity to speak with you about this and invite you to call the practice to speak with me*). Do not get into a battle online. Skillfully take it offline.

6. Online Listings Are A Must

According to *Think With Google*, 53% of us search online for directions to a business and 50% want the address. Consistent and accurate **online listings** help people find your details and your...

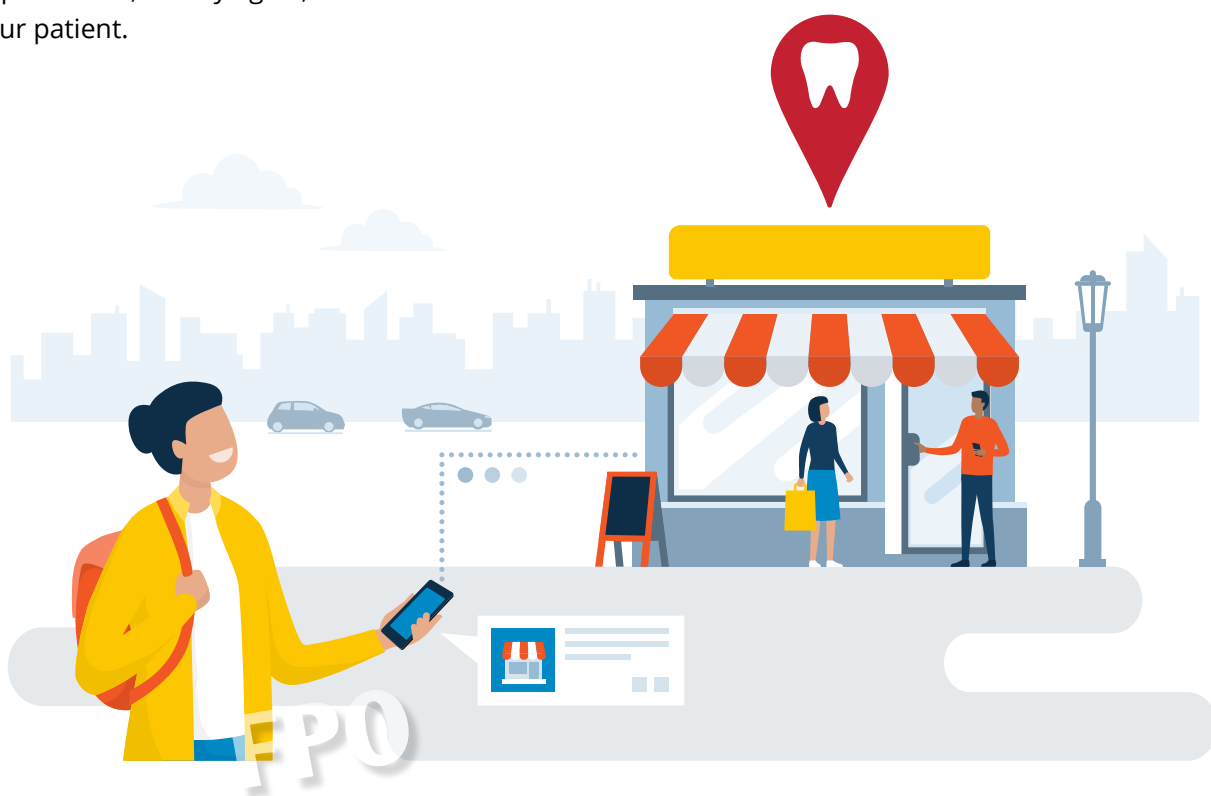
- Phone number
- Website link
- Multimedia (photos and/or video of your team, office, happy patients, etc.)
- Practice description (mission, values, treatment plan approach, etc.)

If any of this information is wrong, it could cost you a new patient. Imagine how your new patient would react if they drove to their first appointment only to arrive at a lawyer's office because the Internet gave them your old address. Pretty sure that person will miss their appointment, not try again, and not become your patient.

Listing accuracy is one of the most effective ways to improve the visibility of your practice for local searches.

Maintaining dozens of listings on **search engines, social networks, maps, and directories** is difficult for anyone to do, let alone a dental team who is focused on giving your patients the exemplary service they deserve. But over the years, different people have submitted your business information to a variety of listing sites, so it's likely you have a few variations. This causes mistrust by search engines (tanking your ranking), and that will cause confusion for new patients.

Vice versa, accurate information is valued by search engines. The more your web information is consistent, the more valuable your practice is and the higher it ranks.



4 Free Tips To Improve Your Practice's Brand Online – Now

Do you want to make your digital mark in 2020? There are steps your practice can take right now that will make noticeable changes to make a positive first impression with patients who are looking for their next dentist.

4 Top Tips To Make Patients Call YOU!

1

Enhance your Google My Business page.

Ensure all information is up-to-date so prospects can easily find your practice and so that you appear on page one of online searches. Check your address, phone number, and practice name and ensure it's correct on every possible online listing.

2

Get your listings straight.

Check out your information on some of the big sites like Google, Facebook, and Twitter. If you or your team are strapped for time, ask a reputable dental marketing agency to devote their resources to checking the many listings sites that contain your information to ensure it's accurate, consistent, and updated regularly.

3

Generate more great online reviews.

Encourage your team to ask for more reviews from happy patients in order to generate more. "Thank you, Sue! We appreciate your continued loyalty at Perfect Choice Dental. Let's get you scheduled for your next hygiene visit ... and oh, would you mind giving our practice a great online review?"

4

Earn website points with a linking strategy.

SEO experts believe external links are the #1 source of ranking power. These links, found on other websites, give your practice credibility. They could be in dental-related blogs, media articles, or when your business is included in an online directory. A quick way to get these links is to ask trusted health professionals to post a link on their sites to direct visitors to your page. You can return the favor.

Get the digital edge you need to gain more patients, secure their loyalty, and increase your profits.

There's a lot to managing your dental practice's digital presence and in this whitepaper, we've only scratched the surface. And if you're scratching your head and thinking, "Where do I begin?" ... we can help.

Find out how your practice is doing online with a **FREE web audit!**

We'll share all of your results and how we can make things better by helping you Stand Out and grow.

CALL NOW! 888-699-2755

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