

# Dentistry Domination

## Referral marketing strategies: (Phase 1)

### Getting involved with the community: \$

Dental practices rely on their local community for providing patients. Thus getting involved in a local community can increase awareness and ultimately, your OPD.

- Teaching a dental hygiene class at a local elementary school
- Sharing knowledge at a local college or university
- Participation in health affairs or community gatherings
- Local clubs and associations
- Sponsoring a local event.

### Special Offers and Referral Programs \$

Incentivize all patients to refer to your clinic. To increase referrals, use tools like:

- special discounts,
- referral rewards
- Hand out your business cards
- Ask them to refer their friends and family (if they are satisfied)

This can potentially have a direct bump up in your OPD.

### Free dental camp \$

Start holding **Free Dental Check-up Camps once every fortnight**, and make the people living around aware of it through Fliers along with newspapers and Banners outside.

You can convert 30-50% of the Free patients to your regulars. At first, *Treat them like you would treat any paying patient*, Make them feel important even though they are not paying you, People immediately respond to kindness and good behavior

### Local writer \$

- Become a medical writer for local wellness newspapers or websites. Talking about dental problems and making people generally aware of them can make you perceived as authority in the space.
- Talking about common dental problems, with a cta for contacting or visiting the clinic can increase your OPD

### Selective advertising \$ \$

- Instead of burning large amounts of money spreading your advertising banners all over the city
- Only have banners and flexes on specific locations. Where there is a high chance for the crowd to move through and look at.
- In this way, people will become aware that there is a new dentist in town and might consider you over others, Increasing your OPD.

### Traditional Marketing Method \$ \$

You consider traditional marketing methods such as:

- print ads in newspapers
- Magazines
- flyers
- Business cards

And other locations where your potential prospect can see it.

### Partner with other local businesses: \$ \$

Partner with other local businesses, such as:

- Gyms
- Schools
- Sports team

For cross-promote your services and reach new audiences

### Host educational events: \$ \$ \$

Host educational events, such as:

- Seminars
- Workshops

to build your reputation as an expert in your field and attract new patients.

### Local newspaper \$ \$

We can ask the local town paper to come and interview you.

- Builds connection with the audience
- Can easily catch the eyes of the residents
- Will build trust
- Cost effective

You'll be perceived as a celebrity and people will prefer coming to you.

### Patient Education Materials: \$ \$

Provide:

- Informative brochures
- Flyers
- Digital materials

Patient education materials like brochures and digital resources are vital for boosting referrals by showcasing expertise, ultimately attracting more patients and enhancing referral marketing success.

### Continuous Training for Staff: \$

Customer Service Training: Ensure that your staff, including front desk and clinical personnel, receives ongoing training in customer service and patient communication. (some staff can come across as rude, unhappy or too professional. Which can be repulsive to the patients)

### Tracking and organizing customer/caller data: \$

When advertising or doing referral campaigns, we need to know if it is being successful or not. So that we can double down on that marketing medium and potentially create massive results.

- Name
- Phone number
- Email
- Medium of discovery

We can use a simple google spreadsheet at the start to gather this data effectively. It needs to be organized in such a way that it records new customers and leads throughout the week, their discovery marketing resources, total appointments booked, and, most importantly, total revenue per week. This is important for understanding underlying trends and effectiveness

### The strategy:

Most of the clients visiting you will be in the vicinity of a 2–3kms radius, identify their type , like which marketing tactics will be more beneficial for us, online or printed marketing. Start making our presence on social media and print media and keep on constantly uploading new updates and cases.

After you have got customers comin' in... you can move onto

## Digital domination (Phase 2)

### **Social Media Presence:**

- Leverage platforms like Facebook, Instagram, or tiktok to engage with the local community. Share informative content, success stories, and before-and-after images (with consent) to showcase your clinic's expertise

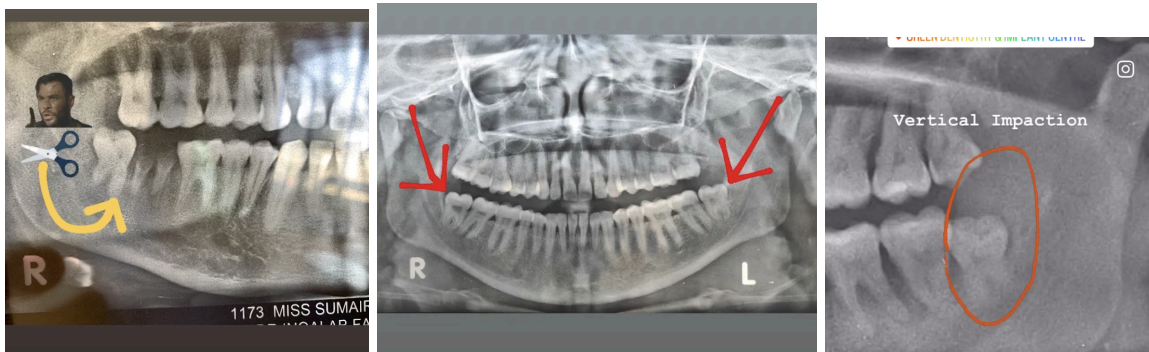
Simple action steps for building authority and attracting clients effortlessly:

- Images of Before/after your treatments

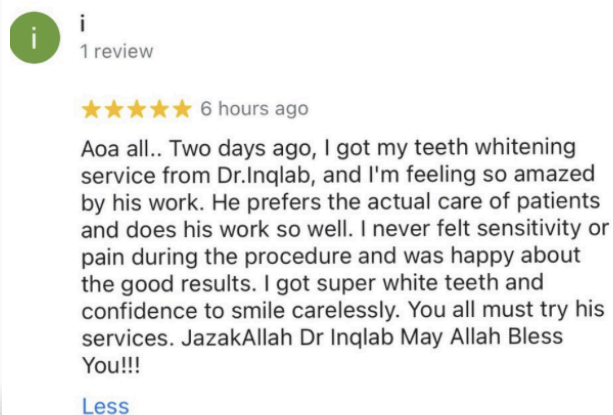
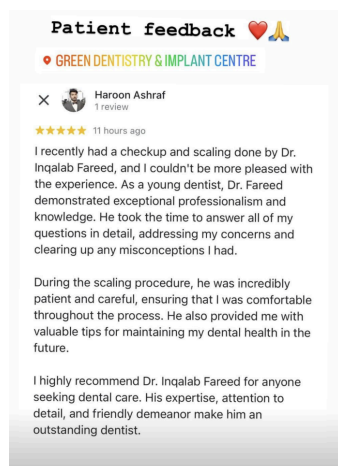




- Case studies with Before/after images. (this guy had this problem, we did this and this, now this is the result)
- X-rays - addressing problems like wisdom tooth, etc.



- Share patient's testimonials and comments



- Educatinal content: write down educational posts providing value

- (here are 5 things you should avoid while...)
- Images of your workspace (look how hygienic we are)

## Facebook Marketing

- Facebook is great because we can get so granular with our targeting.
- For example, we can target married mothers who recently moved within 10 miles of our office, purchased a home within the last 6 months, with a household income of at least \$100k per year, and are between the ages of 27-and 40.

## YOUTUBE and Video Marketing

- Marketing your dental practices with the help of videos can help you draw in more and more patients. Video content is a great option not only for your dental practice's YouTube page but also for your website. You can easily link your video to your website service making a massive difference.

## TikTok is incredibly local friendly.

- Make sure your office stands out on TikTok, you will get calls. Several dentists have done incredibly well just doing free TikTok posts nationally. Maybe **offer up a celebrity to come into the office**. If they do, you'll give away \$100K in dental services to people in need or a smile makeover to someone in need. They get exposure, you get exposure, and ask others in the field to help if you do not offer all the services of a complete smile makeover.

## Answer patients' questions Online:

- Use social media and blogs to answer patients' questions (that the patient will leave in the comment sections in the future). This will spike your trust, credibility and authority within the space and will incentivise the patients to come to your practice.

## Online Reviews and Testimonials:

- Encourage satisfied patients to leave positive reviews on platforms like Facebook, Google My Business, Yelp, or local directories. Highlighting genuine experiences fosters trust.

## Local SEO Optimization

- : Ensure your clinic appears in local searches. Optimize your website and listings with relevant keywords

### **Engaging Website:**

- Make your website informative, user-friendly, and visually appealing. Showcase services, patient testimonials, and the expertise of your dental professionals.

### **Google AdWords -**

- When people in your city search for something like “dentist near me” the intent is very clear - she (or he) is looking for a dentist near her and there’s a good chance she’s looking to schedule an appointment. With AdWords, you can target searches like this in your city or zip code and get right in front of potential patients.

### **Optimize Your Google My Business Page -**

- GMB pages by Google can enhance your revenue generation and returns. This step gives you faster results. Why is this important? A Google business page usually shows up in the form of a “map” or a directory of your business when someone looks up local dental practices. It is a great way to introduce your business to potential patients. Moreover, it takes your Google rankings a notch higher.

### **Get Listed on Other Local Directories -**

- If you can list your dental practice on other local directories, you are all set to boost your dental practice in the local search engine rankings. When a potential patient searches for dental services, there is a higher chance of local directories popping up on their search results over your dental practice website. The organic search results might not be fruitful for your website in these cases.
- Therefore, you need to make sure your dental clinic and all the related information are listed clearly on a local directory website.

### **Tele-Dentistry Services -**

- Offering tele-dentistry consultations can differentiate your practice, providing convenience for patients who prefer online consultations before visiting in person. Implementing a mix of these strategies can help increase your dental practice's visibility, attract new patients, and build stronger relationships with existing ones. Tailor your marketing efforts to match your practice’s unique strengths and patient needs for the best results.

### **Appointment Scheduling Optimization:**

- Online Booking System: Implement an online appointment scheduling system on your website to make it easy for patients to book appointments at their convenience.

### **Invest in professional photography:**

High-quality photos of your clinic, staff, and treatments can help improve your online presence and attract new patients. Can help you come across as committed, professional and high value.

### **Patient Relationship Management (PRM) Software:**

- PRM Software (Solutionreach, Lighthouse 360): These tools automate appointment reminders, follow-ups, and patient communication, enhancing patient satisfaction and retention.

### **Brainstormed successful online strategies (reading not required\*)**

#### **How do I promote a dental clinic through Facebook advertising?**

##### **Know Your Audience**

Having a clear idea of your target audience is important. To build your customer avatar, consider these three factors (ALL of which can be targeted on Facebook):

**Demographics** - age, gender, profession, income level, marital status

**Psychographics** - buying habits, spending habits, hobbies, and values

**Technographic** - what device, websites, and social media sites your customer use

##### **Generate Reviews and Referrals**

Facebook is extremely powerful for word-of-mouth marketing. We trust our friends, and we trust other consumers. And this social proof can be leveraged on or off your Facebook page.

A great review can have the power to make a patient switch to a new dentist from one they've used for years. And search engines like Google will capture your reviews on their search results page, boosting your reputation even further.

##### **Keep a Close Eye on Your Competitors**

It's smart business to keep tabs on your local competitors.

Look for these things:

- What customers do they attract?
- What, and how often do they post?
- What seems to be working?
- Provide a Clear Call-to-Action

The most successful Facebook pages and posts involve a clear call to action - something that moves your patient closer to scheduling an appointment.

A simple way to offer this on Facebook is to let patients “Book Now” with the main button on your Facebook page pointing to a form on your website.

### Share Content That is Relevant and Encourages Engagement

Every strategy for social media marketing for dentists boils down to this: without engagement, there is no traction. Using Facebook advertising is a perfect way to target your audience and increase your likelihood of getting likes, shares, and comments out of your post.

- 
- PHASE 1: Building A Warm Audience For Facebook Ads (Days 1–45)
  - 
  - During the first forty-five days, Focus on four key activities:
  - 
  - Running a community engagement campaign with local businesses where you’ll give away gift cards from local businesses on social media.
  - Running a smile makeover competition, where you’ll generate buzz through giving away a life-changing smile transformation to one person in need.
  - Setting up Facebook marketing “retargeting” audiences, which are saved audiences in Facebook’s advertising platform that places ads to people who have engaged with my practice’s online platforms.
  - Training your team on using the phone to convert leads generated from our phase-one activities into new patients.
  - PHASE 2: Start Running Funnels And Email Nurture Sequences (Days 46 - 50)
  - 
  - In Phase 1, You generated buzz, built advertising audiences, grew your reputation in your local community, and trained your team to pre-qualify and convert leads into patients. At this point, you will likely have begun generating leads and scheduling new patients. That’s a natural result of the Phase 1 activities.
  - 
  - In Phase 2, You want to get even more intentional and strategic about using the goodwill and audiences you’ll have set up to generate new patient leads. The specific types of patients you target include dental implant patient leads, Invisalign patient leads, and patients who are at risk of cavities or more advanced tooth decay. In just five days, you will start generating results from all the effort we put in during Phase 1.
  - 
  - For dental implant patients, you would post a Facebook ad targeting people who visit my website’s dental implant page, which can be done using our website traffic retargeting audience. You would also send out an email to all patients on our email list. With both

the ad and the email, You would invite people to take a quiz to learn whether they are a candidate for dental implants.

- 
- PHASE 3: Building Buzz And Nurturing Leads (Days 51 – 80)
- 
- During phase three, you will focus on nurturing relationships with leads and continue to target potential patients for high-value services. To nurture relationships, you will run a 30-Day Floss Challenge and run video ads of patient testimonials.
- 
- PHASE 4: Driving Traffic And Converting Leads Into Patients (Days 81–100) When I follow the first three phases, I will likely be generating patient leads regularly. I may have already generated more than 100 patients. When I help practices walk through these phases, we see tremendous growth, not only in patient growth but also in profitability and practice culture.
- 
- No matter what my results are to date, however, during Phase 4, I get even more focused on driving the right traffic to my dental marketing funnels and converting the leads those funnels generate into new patients.
- 
- For a refresher, here is just some of what I accomplished during the first 80 days:
- 
- Built relationships with local businesses
- Organized multiple giveaways to build relationships with social followers and community members
- Conducted a smile makeover promotion to help transform the life of someone in need
- Set up Facebook retargeting audiences to get better results for my dental marketing campaigns at lower costs
- Trained my team members on how to convert leads into patients
- Run campaigns for dental implants, Invisalign, cavity risk, or whatever other high-value procedures I decided to grow, and more!

## Golden Advice - Dentists:


### [Source 1:](#)

- **Vijay - BDS**
- Your **clinic should be neat and clean**. It doesn't need extravagant furnishing, but it should be spotless.
- **Train your nurse/assistant to become your right hand**, no words should be necessary between the two of you when you need something in the course of your procedure. It may take a while to get to that level of coordination. It will happen quickly if you respect them, and **never scold them in front of the patient**. Your nurse is the first person whose trust you have to earn.

- *Patients observe everything* when they are on the dental chair. **They are impressed if you treat your nurse like a colleague**, which they are.
- Most people visit the dentist only when they are in pain. **The first duty of a dental surgeon is to relieve the pain or discomfort of a patient.** *The quicker you can accomplish this, the more famous you become.*
- **Avoid calculating the money** you can earn through fancy procedures, especially *early on in your practice.* That can come later.
- Try to only **treat the patient's chief complaint in the first visit.** eg. I wouldn't advise you to try convincing them about zircon, implants, etc when they come with irreversible pulpitis. *Only when your treatment has relieved their pain, will they come back or refer friends and family to you.*
- **Include the patient by using the first person plural.** For instance, say "We'll first place a temporary restoration on the tooth, and review it after a few days." I mean avoid using "I".
- There are many other new marketing strategies that you can employ in the current digital world, but **word-of-mouth publicity still works the best.**
- —
- Do a good job. Be a good dentist. Don't *cheat or deceive your patients with unnecessary procedures.* Don't be a salesman or a con artist. **Be the dentist that your patients brag to others about.**
- —

## The Work

- **Ask yourself 'Who's your ideal patient'?** Your strategy would depend on whether your clinic is in a posh area or a crowded alley in an old town. Selective work or bulk practice? Both have the potential to make you successful but you'll have to be clear to yourself and plan accordingly.
- **Location. Location. Location.** Find the location where your ideal patients are.
- Always do the right thing. Even if it means losing the patient. There'll be temptations to take the shortcuts, but never compromise. Look at the bigger picture. **Build yourself a BRAND.** It'll take time.
- **In the first few years focus on marketing.** Again, you are in it for the long term. Build a wider base right from the start.
- **Focus on simple, everyday dentistry in the beginning.** Don't get all hung up on implants and full mouth rehabilitation just yet. They'll come when your practice is mature enough. *Till then do simple things better.*
- Last but not least, **treat everyone like a family!**
- —
- **Word of mouth.** *Treat your patients like family. Be kind gentle, and understanding. Make certain the front desk staff understands this concept. Be fair and take the time to discuss treatment and financial policy. Make certain no one is pushed or rushed into treatment they don't want or can't afford. Offer options.*



**Andrew Harding**  
 BDS in Bachelor of Dental Surgery (BDS) & Dentistry, Newcastle University (Graduated 1979) ·  
 Author has **1.1K** answers and **761.6K** answer views · 1y

Related **How do I attract dental patients to my dental clinic with a limited budget?**

I was working as an Associate Dentist at a small NHS practice with an annual turnover of £32,000. The owners sold it to me for £18,000 in 1985.

When I retired in 2015 the turnover was 10x higher, how did I achieve this?

By putting my patients first!

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
Having friendly, well paid and appreciated staff, an informal, but professional atmosphere in the Practice. I also carried out domiciliary care to patients who could not attend the Practice.

Send out letters to care homes offering to treat residents, it is very rewarding, emotionally and financially. In many cases it is an untapped market and you will make a big difference to patients' lives.

Finally treat your patients as people, who vary from apprehensive to terrified, you have to be patient to build up confidence and just as importantly, maintain it!

Good luck, I hope you enjoy your career as much as I did?

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**Jinette Mendez**  
 Registered Dental Assistant (1995–present) · 5y

Related **What would be an effective and cost-efficient way of attracting new patients to my struggling dental practice?**

Why is your practice struggling? This is a question you must ask yourself before you do anything else. It can be a number of things but I can tell you that from what I have seen in my 24 years in the field, it's usually something lacking in your office either directly relating to you or one of your employees. And all you need to do to find out is ask your staff especially the ones who have been with the the longest. Make an environment where they can share their thoughts and ideas. They know you and your practice better than anyone and your patients share things with them they would never share with you(good things and bad). Listen to them and keep an open mind be sure to make each meeting private. You may be surprised at how much you will learn.


Good Luck

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- you can conduct once a fortnightly intervals free consultation and further treatment to be taken from you. B. For implantation, root canal treatment for such costly treatments gives patients to pay installment basis up to their sittings are over. C. Liaison with Lions Club, rotary club, etc. and conduct rental camps to nearby areas once a month so that the patients will know you and come for treatment you. S. If any specialist treatment is necessary, Don't drag on, immediately them and bring the specialist.
- Many are involved in "UPSELLING" that is you go in for an exam and the dentist will sometimes find much to do that one question. I have spoken to **hygienists who are**




**discouraged by this.** They will see a patient and when the dentist examines them the treatment “Needed” is a lot more than some feel is necessary. Having said that, materials and treatment options are great. I loved doing veneers, they were minimally invasive and I have some myself that have been in place for 20 + years. But when I see photos on dental forums where all teeth are crowned ??? A head of a crown and bridge unit at a University told me a crown will last 15–20 years.


**Bud**  
 Former 40 Years in the Healthcare Industry. · Author has **607** answers and **181.9K** answer v... · 1y

Related **How do I attract dental patients to my dental clinic with a limited budget?**  
 I'm guessing that you have more downtime at work than you care for because you don't have enough patients? Well then use that open time to schedule some speaking engagements to small groups like Boy/Girl Scouts, science classes in schools, art groups, card groups, clubs etc.. I hated doing this, but it did get my name out there and brought patients in because it was much more personal than sleazy advertising, coupons, new patient deals, etc. Also, be sure to treat your patients like family. Word of mouth from them is the best advertising.

 Upvote
 




**Veena Rakesh**  
 Dental Surgeon at Al Aman Medical Center · Author has **143** answers and **188.5K** answer vi... · 2y

Related **What are some tips to increase dental patient retention?**  
 The foremost important thing is to focus on patient doctor relationship. Put your patient first ! An honest , relationship build on trust and empathy will thrive.  
  
 Second , secure utmost quality control. Deliver what you promise and do not promise what you cant deliver. !!  
  
 Last, be a thorough professional !

## - Listen to all of their problems

- \_\_\_\_\_
- 1. Brand name and education/experience of the main dentist
- 2. Location of the clinic
- 3. Ease one can provide to its customers.
- \_\_\_\_\_
- In a competitive scenario, pricing also matters. Most of the clinics aim to cater to everyone and that is where they fail. You cannot target the whole society. You have to differentiate your services/brand name from others.
- \_\_\_\_\_

## Strategies we can look into (not required reading\*)

**Anubhav Aggarwal**  
startup analyst · 8y

Haha... I wish a good health for everyone, simultaneously wish for your clinic to grow. So here is my thinking for clinic -

**Targeted Market Base** - Entire population of city having dental problem and falls within the affordability limits.

**Dentist Need** - Instant in problem is serious, otherwise after a few research on available and nearby doctors.

**People Approach for Doctor Selection** - Everyone has own priority - Distance, Money, Brand Name etc etc

**Market Capturing Approach**

[1] **First Capture the Nearby Area** - By making your name visible in the vicinity. Try to advertise as much as possible with some mind catching tricks.

[2] **Secondly Capture the Entire City** - By making your clinic as a brand name of the city.

[3] **Thirdly Deepen Your Presence** - By capture the entire volume of city ie affordability limits.

[4] **Fourth Make it a Brand Name** - To capture other cities as well.

**Marketing Strategies** -

**Local Advertisements** - TV, Press Media, Doctor Directory Portals, Canopy Marketing

**Free Checkup Camps** - Conducting free camps would help in getting long term customer relationship

**Local Seminars** - For making your presence visible

That's small input from my side. Hope it would be of some help for you.

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Good luck, I hope you enjoy your career as much as I did?

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- Do a SWOT analysis

- 
- Social media is a huge tool right now for small businesses, even for specialty-service businesses. I'd leverage Instagram and other visual content platforms to highlight the benefits of your services.
  - 
  - You could create a fun "word of MOUTH" campaign with short 90-second explainers; "Why you should brush your teeth after every meal." "Why veneers are a great option." "Do you need a root canal?" "Is toothpaste really necessary?" "What's a tongue scraper—and how should I use it?" Only show the "after" photos of your patients. Create some "Kill 'em with kindness—and a gorgeous smile" flyers with just the smiles of your patients.
  - 
  - There are so many questions about our teeth and our mouths in general; if you could start creating fun, engaging content online it becomes something people want to share. And it doesn't have to be costly; you can film videos with your phone at your clinic.
  - 
  - If you specialize in a particular procedure, perhaps you could create content around all of the things that might lead someone to need that procedure. Think about what your ideal patients would Google if they didn't realize they needed your services. Answer those questions.

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### What makes a successful dental clinic?

A successful dental clinic in which these points are found -

## **Engage your Employees**

- The most successful dental practices all have something in common, they focus on the details. You have an opportunity to provide a great patient experience through every interaction, even down to those micro-moments.

## **Expand your Dental Team**

- Determining what key hires to make next can be tricky. There are some formulas you can use to determine a few key hires like front desk and dental assistants.

## **Train your Dental Team**

- When was the last time you thought about having your team brush up on their skills? Or what about your employee onboarding experience?

## **Automate your Billing Desk**

- So you performed the service, now it's time to get paid. Easy, right? That is not always the case. Tracking down patients to pay their co-pays and processing insurance claims can create headaches for everyone involved and can be expensive.

## **Provide Flexible Dental Financing Options**

- Let's face it, dental care can get expensive quickly, and not everyone can afford dental insurance. That's why practices are beginning to offer their own flexible dental financing options allowing patients to make monthly payments towards services rendered. Other 3rd party options can include accepting CareCredit, a company that offers lines of credits that are strictly used for covering medical expenses not covered by insurance.

## **Stay Actionable with Goals**

- Creating attainable goals can help improve employee morale and create an upbeat office environment. It's never encouraged to put financial goals in place because it can hurt the quality of patient care. However, you can set aspirational goals that can lead to greater productivity and more revenue for your business.

## Market Research (not required reading\*)

Raw customer language for research

Alex:

- First of all, he must let people know that he exists. Sitting in a corner posting banners won't do a thing
- Once or twice a month for one or two hours, he must do free checkups of the common people so that he can get the word out that he exists and there is a competition.
- Objection: people here don't care about their teeth unless the case goes extreme
- Specially for younger people, you can use negative future pacing to make them realize how bad the situation can get.
- For the people that come for a checkup in the free camp, you can offer them free consultation plus a discount if they are alone with you for the treatment.
- The most important thing for a doctor are his manners
- Access the market and price yourself just to be perceived as valuable
- Half of the sickness goes away if the doctor is good
- Yeah he listens, listen to the patient even if you get what his disease is so that he says give patient a proper time, so that he says the doctor gave him time
- Harsh language, even if the doctor is good, if he'll he gets angry upon telling the name of the medicine the second time, he loses respect in the eyes of the people
- Second reason, the consultation fee is 700 rs, which is like their entire day pay, if you can go and offer ten a free of dilation they will be happy with you and will refer you to others as well
- You can use the near masjid to announce that the doctor is sitting on your area.
- Give nasally to the parents when if the kid is okay, show them that you are checking him
- **On the upcoming Eid, you will have patients with teeth problems**
-