



Internal, Online and Community Marketing

Internal – how well are you tapping into your patients' circles of influence? The best approach is to come up with a 'Year of Marketing' – planning a year in advance ensures consistency – here are some ideas!

- **Layers of communication** – whatever the message (end of year insurance, promotions, etc.), remember you must use 3-4 layers of communication to be effective... social media, videos, email, texting, discuss face to face in the office, etc.
- **Asking for Referrals** – this is not to be an 'awkward afterthought' – in other words, if you find that you're forcing yourself to say something like 'Oh by the way, send your friends and family our way!', you're probably not doing a ton to boost your referrals. Don't get me wrong, it's great that you're at least letting patients know that you accept new patients, but it's not meaningful – not relevant. See you're already having conversations with your patients about their family – both immediate and extended, their friends, their hobbies/interests – so make it part of the conversation! I.e: 'Mrs. Jones, I hear about your sister that lives across town all of the time – why don't we see her here in our practice?' or 'John, you said you were playing soccer again with that indoor adult league – who on your team needs a good dentist?' You can even customize offers that they can pass on to those that you have specific conversations about. Then always, always, always – reward your referrals. If you can deliver their reward to their place of business, even better.

- **Promotions** – you ought to have some sort of promotion/give away going on all of the time. You can base it on a theme that has to do with the time of year, set a budget, then go! Here are some ideas...
 - Sweet Swap/Candy buy back
 - Mall gift card giveaway for Christmas shopping
 - Valentines Day gift card give away to a nice restaurant
 - Thanksgiving - Nominate those you're thankful for – drawing for prize
 - Summer weddings – whitening for the bridal party drawing/giveaway
 - Guess the number of candycorn/m&m's, etc. for a prize
 - All who come in for cleaning during February (or any traditionally slow month in your practice) entered into drawing for prize.
 - Family fun night/gift basket giveaway

You'll come up with some even better ideas! Set a budget, and above all remember the layers of communication.

- **Community involvement** – participate in events for cause in your hometown – sponsor a run or a golf hole, a Friday night football program, attend Rotary, etc. Get your name out there as a community supporter.

- **Community promotion** – Identify a list of 10-12 entities – professionals and businesses that you can show an interest in helping – deliver 'goodies' to them and be sure to include items with your name/number and some gift cards for cleanings, implant consults, etc. in your office. The goal should be to reach out to one per month – don't just 'dump and run' – have a conversation. Show an interest in their business and what they do. Build the relationship. Revisiting the same businesses is essential.

- **Community Events** – participate 2-4 times a year in an event such as a health fair, assisted living event, bridal fair, etc. Don't go in to the event with the expectation that you'll necessarily schedule a lot of appointments – but gather email addresses and cell phone numbers in exchange for a small item for their 'goody bag' ie: toothbrush, mouthwash, sugarless gum, etc. The emails/cell numbers will be used to market to these prospective patients.

- **Endorsed marketing** – have patients in your practice with their own businesses? Offer to highlight them in your next electronic newsletter. In return, ask to distribute it out to their client base – of course you'll have a new patient offer included.

- **Social Media** – don't rely solely on what your social media support company is doing for you. You have to personalize. Pics of the team at lunch – video testimonials of patients – contest/giveaway promotion – interact with your patients – offer 'grab bag' goody if they 'like' you while in the office – team members – send invites out to all of your facebook friends to 'like' the business page.

- **Website** - Your typical website designer doesn't always get the marketing side of things. Remember, are you trying to impress your colleagues, or gain new patients? If it's the latter you're after, keep the following in mind...
 - Focus on benefits, not features. Avoid the bullet point lists of treatment offered
 - Remember that patients make decisions emotionally - get rid of technical descriptions of procedures, and again, focus on the benefits.
 - REAL PATIENT PHOTOS - not stock photos. These are best used with testimonials.
 - Testimonials are a must - on the first page prospects should immediately see what others have to say about you
 - Call to action - The 'experts' say that an offer button in the upper right hand corner is essential.
 - Headline- a compelling headline should result in your prospect asking themselves, 'How can I do this?' ie: **'Straight white teeth in two visits, no braces'** or **'No insurance? We can help!'**, etc.

Resources for promotional items –

Deb Culig - 303-820-8643 – Jackie Schafer sister in law. If you call her, tell her Jackie sent you. Several Brady Group practices use her as a resource.

[Dragonfly](#)

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Social Media Marketing

The social nature of technology has rapidly changed the way that your patients make decisions when choosing a dentist. Research has shown that people often use online search engines (primarily Google) to find the products and services that they need, but more and more, are using social media (like Facebook) to familiarize themselves with the brands and products they find. In simpler terms, your potential patients will find you in a Google search, but will probably look for and consult your Facebook page before they make their final decision before booking an appointment. If you don't have FB, haven't posted since 2014, or if you see FB as nothing more than another opportunity to 'educate' your patients, don't have many likes or activity, you're missing the boat.

Check out these Facebook statistics:

- 64% of Twitter users and 51% of Facebook users are more likely to purchase the products or services from the businesses they follow on social media. - Dentistry IQ
- “85% of Internet users have a Facebook account.” – Hubspot.com
- “70% of local businesses use Facebook.” – Jeff Bullas

Social media is no longer something that only teenagers and college-aged young adults engage in. The future of online marketing is becoming more and more dependent on social media and if you want to get more patients online, your practice not only needs a Facebook page, but one that's active and relevant. If you're thinking you don't have time, I can promise you that creating a Facebook business page doesn't have to be time-intensive, daunting or difficult.

Social media is ever-changing. In fact, Zuckerberg changed the algorithms again in January of 2018 to emphasize social interaction. So how does this affect you? If you're not producing high quality content that generates conversation, you're irrelevant.

1. Your Profile Photo Matters – Use YOUR photo as your profile picture instead of your practice logo or a picture of your building. Why? People connect with other people much more than any logo or image, so using a photo of yourself is much more appealing to your potential patients. Your logo or a picture of your beautiful reception area will fit nicely in the cover photo section.

2. Increase your 'likes'. Send out an email inviting you current patients to 'like' your page. I would include a promotion of some sort to start. It could be a giveaway of some sort (every like during the month of May will be entered in to a drawing)

3. Post a picture of the giveaway item. place it in your office and promote it several times/week on Facebook

4. Ask EVERY patient you see - 'Do you know about our promotion?' 'Are you on Facebook?' The majority of your success will be a result of the enthusiasm you and your team show when communicating your promotion.

5 Stay away from too much dental info - keep it mainly social. Patients are much more interested in pictures of your assistants' birthday celebration than they are a link to a dental journal discussing the stages of periodontal disease. Here are some ideas for 'social' postings -

- **Celebrate your patients on Facebook.** Set a goal to choose 2 patients a week (minimum) to highlight on Facebook - maybe they have something special going on in their lives (birthday, anniversary, baby). You could have some flowers to present while taking a picture if that's easy for you. At the beginning of the week, look at the schedule and decide ahead of time who you will highlight.
- **Tell stories** of how lives have been impacted in your office. People love stories of life-changing events!
- **Post a couple of 'personal' photos each week** - your patients will love to see what you are like when you're not a dentist - maybe a picture of you with family, engaging in a hobby you enjoy, etc.

- **Post something having to do with the team each week** - maybe it's a picture of you all at lunch, or a team building activity out of the office.
- **FUN IDEA** - What do your neighbors/patients/social media followers know about you? Consider a trivia contest about you, your practice and team members. Send it out every month. Anyone who returns it filled out correctly earns a prize. The whole idea is to direct them to your website and social media, giving you more exposure

6 Patient testimonials - Post at least one a week. A video would be awesome. if you have a patient that compliments you, or that you know has had a great experience, Ask them if they'd be willing to record a short (less than a minute) video sharing their thoughts and experience, that you can share with potential patients. Written testimonials are fine, too, but videos and photos will always rank you higher.

7. Engage Enthusiastically! Not just with your patients and individuals, but with business pages as well. Post often and quickly reply to comments. Engaging with your patients or “fans” on Facebook is the most important part of this whole social media thing. The likes, shares and comments from your Facebook fan base not only send social signals to Google for SEO but also gives you one more opportunity to connect with your patients. Don't have the time to post throughout the day? No big deal. Facebook allows the page administrator to pre-schedule posts for a later date. Just make sure someone in your office has the availability to respond to comments to your posts in a timely fashion. This is why it's a benefit for your team to be administrators on the page.

Facebook for biz allows you to 'boost' your page and posts by targeting a certain area, by age, gender and interest. It's very inexpensive and worth budgeting a few dollars a week to build your online rep

WHAT EVER YOU DO – REMEMBER THE LAYERS OF COMMUNICATION. You can't simply throw a message out there without reinforcement and enthusiasm and expect it to work

“Marketing is not
an emergency.
It’s a planned, thoughtful
exercise that started a long
time ago and doesn’t end
until you’re done.”
Seth Godin

Written Patient Testimonial with a photo	Who is your longest-term patient? Recognize them with a treat and post	Dress up to celebrate a holiday and post - even obscure holidays!	Go 'live' and Host an 'AMA' - 'ask me anything' (3x the exposure of normal video)	Share a recently received online review	Use the survey tool to poll your audience - not sales-related. Make it a conversation!	Short office tour video - keep it fun and casual!
How do you give back? Post a picture or link of a cause you happen to support in your practice	Share a story/content from another page with a comment - engaging grows your audience	Picture of the team outside of the office - team building, out to lunch	Post a team members' favorite recipe- maybe even a team contest to showcase!	Talk about community events - esp those you are taking part in!	Celebrate patient birthday/anniv - surprise them with a cake and take a photo	Offer a promotion or opportunity exclusive to your social media followers
Fun fact about a doctor or team member (can be business or personal)	Choose a patient of the month -hook them up with some swag/prize and post photo	'Transformation Tuesday'- great opportunity to post before/after & testimonial	Cross-promote with the page of a patients' business	Share pics of team/doctor travels (both personal and business)	'Feel Good Friday' - Post testimonial/pic of a patient who is happy about their smile/results	Team up with a local biz fav restaurant, shop - cross-promote
Take a video/picture of seasonal decorations or decor update	Ask a question to engage patients - preferably non-dental	Video Testimonial - short (45-60 sec) candid	Answer FAQ - in video or post format	Personal image of a team member- bio, or enjoying family/hobbies	Discuss a trending topic - not dental!! (keep it positive- no politics)	Picture of doctor at CE course
Dress to support your favorite in-season sports team - in-office rivalries are the best!	Go Behind the scenes! Don't be afraid to share your antics - authenticity is valuable!	Share a milestone - what's a recent success of the team or individuals?				

ANNUAL **MARKETING** PLAN - Date _____

What's our marketing budget? \$_____

The suggested range is between 1-8% of revenue, based on where you are in your growth. Newer practices hoping to grow quickly will be investing a higher percentage whereas mature practices that have a healthy new patient flow predominately from referrals will be on the lower end of the spectrum. This budget covers ALL marketing -internal, external, online reputation marketing, referral rewards, promotions, website expenses, etc.

1. **REFERRALS**

What is our plan to generate referrals in the practice?

Who?

When?

How will we measure progress?

What is our reward system for patients who refer to us?

What is the reward?

How will it be delivered?

Who will oversee?

Reward frequency?

2. SOCIAL-MEDIA MARKETING

List all social media accounts and the admin info -

Facebook - Login _____ Password _____

Twitter - Login _____ Password _____

Instagram - Login _____ Password _____

Wordpress Blog - Login _____ Password _____

Other - Login _____ Password _____

It's recommended that everyone on the team have administrative rights to all social media accounts.

Social Media is a Team Effort - Take turns posting ie: you can rotate weeks, or days, whatever works best.

What is your plan?

Who	When

Schedule your posts - rather than trying to make time for social media every day, make note throughout the week of things you'd like to post, take/collect pictures and videos, and then schedule one time a week to post all content. You can schedule the time and day. Schedule the posts daily in the evening (7-10pm)

Set some goals for your social media

Goal for # of 'likes' on page _____ by when? _____

How will we achieve the goal? (contest, promo in office, etc)

What content will you post, when?

(sample)

completed

MONDAY	patient of the week	✓
TUESDAY	Promo (np offer, consult)	✓
WEDNESDAY	dr blog post; latest CE	
THURSDAY	short patient video testimonial	
FRIDAY	fun Pic or video of team	
SATURDAY	Celebrate a patient - bday, etc.	
SUNDAY	personal pic of dr or team	

YOUR PLAN -

MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		
SUNDAY		

3. B2B Marketing

We will reach out to the following professionals/entities/businesses -

BUSINESS - name of entity you want to connect with
WHAT will you do? lunch & learn? deliver sweets?
special offer cards?

WHO will oversee that month?

WHEN is your actual target date for execution?

MONTH	BUSINESS	WHAT	WHO	WHEN
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

4. PROMOTIONAL MARKETING

We will run the following promotions -

WHAT will you promote? give away? goodie basket? drawing

WHO will oversee the project that month?

WHEN will you set your target date to have it completed?

HOW will you promote - in office, facebook, email, etc.

MONTH	WHAT	WHO	WHEN	HOW
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

5. COMMUNITY MARKETING

We will participate in the following community events -

EVENT	WHAT TO PROMOTE	WHEN	WHO	PREPARATION

6. ENDORSED MARKETING

Who are patients in our practice that run their own business, that would be good candidates for an endorsed marketing campaign?

PATIENT	BUSINESS	WHO WILL CONTACT	TARGET DATE

