

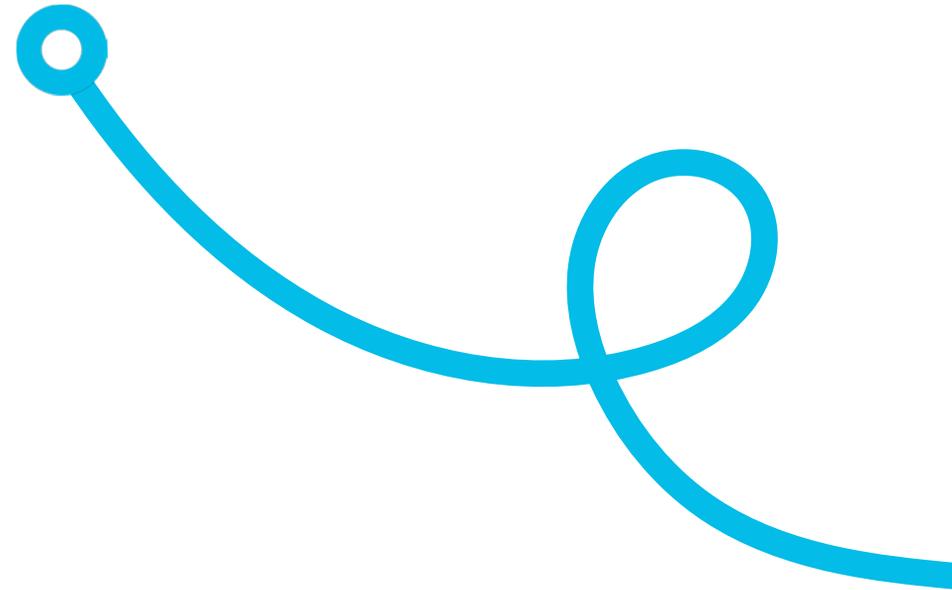
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Marketing 101 for Dental Professionals

Harnessing the Power of Modern Tools



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Introduction

Let's face it - in today's world, it's not enough to just be a good dental provider to survive in this highly competitive industry. You need to be a good marketer too.

Marketing is a critical aspect of any business and the dental industry is certainly no exception! But there's so much more that goes into marketing than just advertising. You must identify your target market, create a strong online presence that establishes brand credibility, and find ways to reach patients through digital channels.

If you're unsure of what your marketing plan should look like or how to get started, you're in the right place! This guide will provide you with modern marketing techniques that can lead to increased patient numbers, improved satisfaction rates, and growth for your practice.



Let's Talk Target Market

The first step in any marketing plan is identifying your target market. For dental practices, this process typically requires answering questions such as:



WHO

Who are your patients and what services do they need?



HOW

How can you reach potential patients?



WHAT

What makes your dental practice stand out to your patients?



HOW

How can you differentiate your dental practice from your competitors?

Once you've identified your target market, the second step is to create a marketing plan that can help you reach them.

Let's get started.

Building Your Online Presence

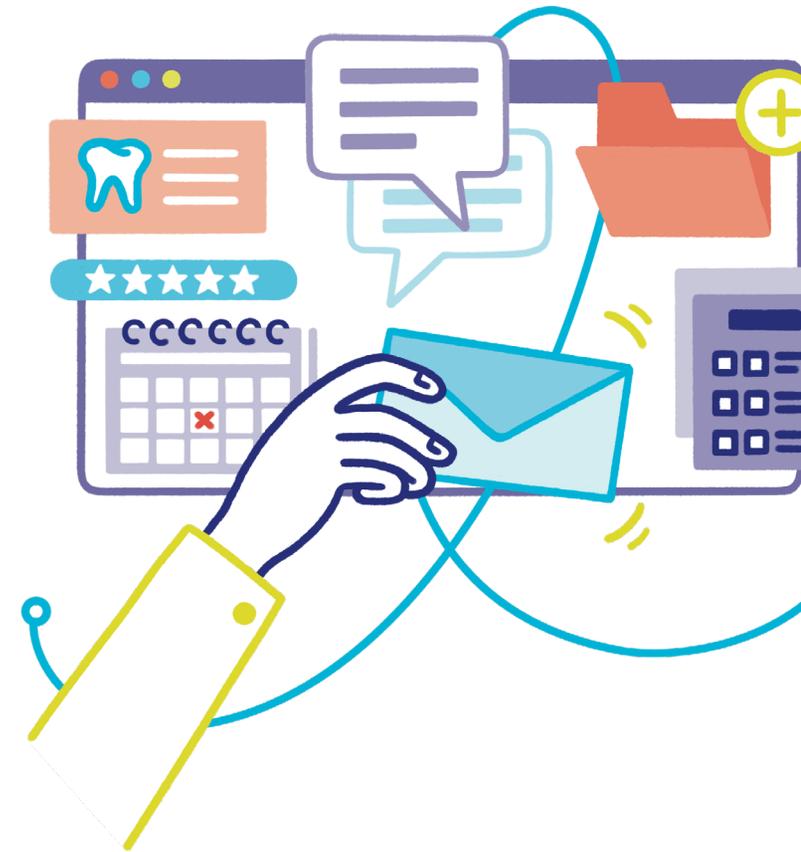


1 Your Website Matters

A website is one of the best marketing tools that you can use to help grow your dental practice. It allows you to get in front of potential patients who may not be aware of your services and build trust with existing patients by publishing relevant and educational content.

Your website should:

- Showcase your practice's expertise
- Provide valuable information about treatments and procedures, hours of operation, location, and contact information
- Be easy to navigate
- Be visually appealing



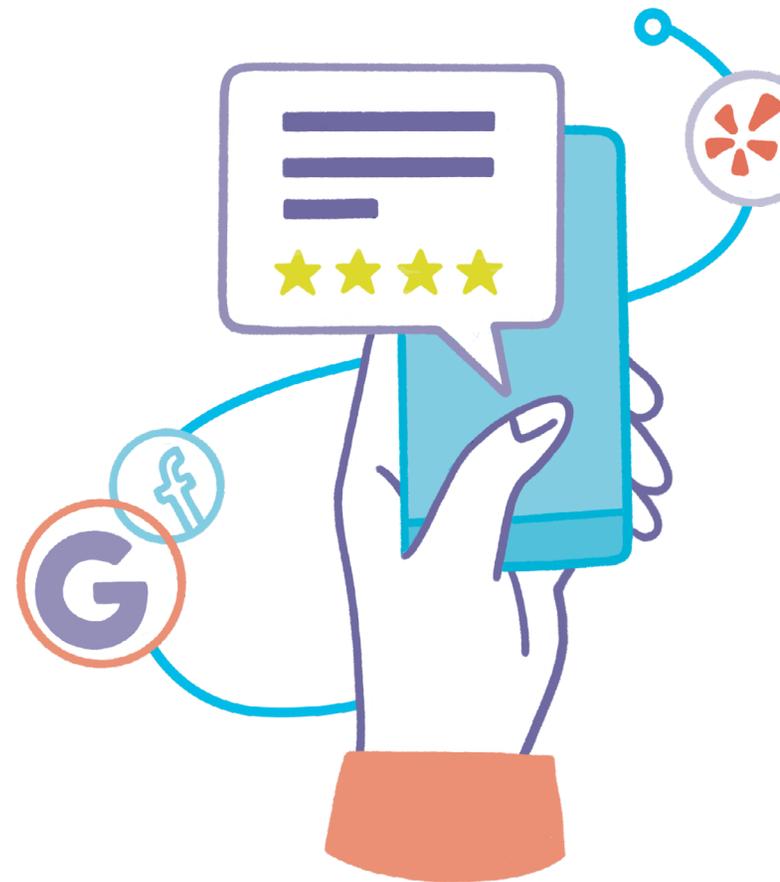
2 You Need A Strong Social Media Presence

Social media is one of the most essential components of a marketing plan. It allows you to become a thought leader in your field, which can lead to increased visibility and even new patients! Social media is also an excellent way to engage with existing patients and get feedback on how you're doing.

You're probably already using social media in your personal life, so it's easy to get started, but knowing which platform is best for your practice can be difficult.

According to Firefly Marketing¹, here are the top social media platforms for dental practices:

- Facebook
- Instagram
- Youtube
- TikTok
- Twitter



¹Williams, Laura. "The Best Social Media Platforms For Dentists In 2022." Firefly Marketing, 21 June 2022, <https://marketwithfirefly.com/the-best-social-platforms-for-dentists-in-2022/>. Accessed 8 February 2023.

3

Boost Organic Traffic With Search Engine Optimization

Search engine optimization is a marketing strategy that helps dental practices increase their website's visibility in search engines like Google, Yahoo, and Bing!

By optimizing your website and improving its relevance, authority in the field, and trustworthiness, your practice can rank higher in search results and attract more patients. To do this, these search engines use algorithms that take into account many factors when determining which websites appear first in search results.

Here are some key website factors that affect your SEO:

- Relevant keywords
- Backlinks
- Engagement metrics
- Visitor traffic



4 Developing Online Reviews and Reputation Management

Studies show that 71% of patients² read reviews before making an appointment. Online reviews are one of the most important tools for attracting new patients and retaining current patients. The good news is that you can take control of this situation and encourage your patients to review you online.

Here are two ways you can ask patients for online reviews:

Ask at the end of an appointment. Right before the patients leave, ask them if they would be willing to leave an online review about their recent experience.

Send a text follow-up after the appointment. Here at Intiveo, we know a little something about post-appointment messages. You and your staff have one less thing to worry about when leveraging a patient engagement tool that automatically prompts your patients to leave an online review after their appointments - all while their experience is still fresh in mind.

We believe that your patients are the best advocates for your practice. To support you in gathering those online reviews, we built a Social Reviews Add-On that strengthens your practice's online presence and reputation! [Learn more about this tool.](#)



²Hedges, Lisa, and Collin Couey. "How Patients Use Online Reviews: What You Need to Know." Software Advice, 3 April 2020, <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>. Accessed 9 February 2023

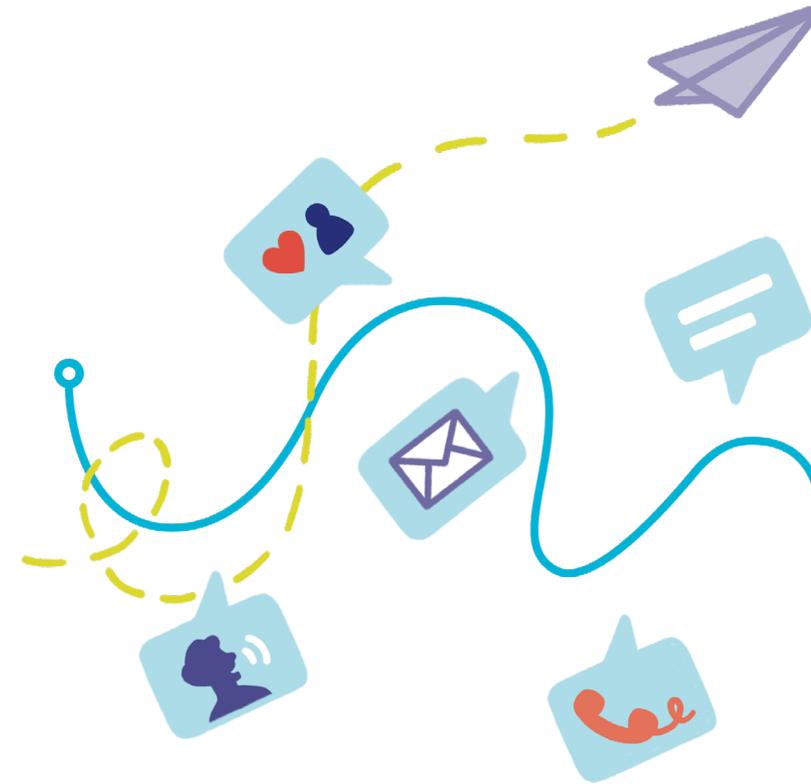
Email Marketing

Email marketing is one of the most powerful tools for dental practices. It's a way to communicate with patients, share helpful information, and connect with them in an authentic way.

Email marketing can help your practice:

- **Keep in touch with your patients.** If you have an email list, it's easy to send out reminders about upcoming appointments, birthday cards, holiday greetings, or even just regular newsletters about things going on in your practice.
- **Let people know about new products or services.** Send out email blasts announcing new promotions such as a free whitening session, or new services such as dental implants.

[See how Intiveo's notification tool can help you quickly filter and get in touch with many patients at once.](#)



Paid Advertising

Paid advertising is a powerful way to reach your target audience. There are many paid advertisement platforms out there, but with over 6.9 billion searches daily, Google Ads are typically the go-to ad platform for dental practices.

For example, if you're a dentist in Vancouver, you can use Google Ads to target patients who are searching for terms like "dentists near me" or "dentists accepting new patients in Vancouver."



Word-of-mouth Marketing

Studies show that 92% of consumers trust recommendations from friends and family over any other form of advertising.³

The challenge for dental practices is getting people talking about their business. But with this one secret, dental practices will surely increase their likelihood of receiving word-of-mouth referrals.

Create memorable patient experiences.

Patients are looking for dentists who provide an exceptional experience the moment they walk into your practice. They want to feel comfortable, have a positive relationship with their dental provider, and feel confident that they will be receiving the best possible care.

The more positive experiences you provide, the more likely it is that your very own patients will recommend your practice to others in the future, and in turn - your dental practice will stand out from the others in your area.



³Newswire | Consumer Trust in Online, Social and Mobile Advertising Grows." Nielsen, <https://www.nielsen.com/insights/2012/consumer-trust-in-online-social-and-mobile-advertising-grows/>. Accessed 9 February 2023.

Patient Experience: The “Forgotten” Marketing Component

Regardless of how much time, money, and effort is spent on marketing tools, they won't work unless a business has a genuinely good product. In a dental setting, none of the tools mentioned previously will work unless your patients are satisfied with their overall experience with your practice.

The dental experience starts with your patient's very first interaction with your practice, and it doesn't end. Creating your practice's marketing strategy based on the patient experience will benefit your practice in many ways.

We at Intiveo wish your dental practice the best and much success!

