

intiveo.

5 Marketing Strategies to Gain More Dental Patients



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It's time to start marketing

It's challenging to build a sustainable practice without acquiring more patients. And, it's not easy to acquire more patients without marketing!

In many ways, marketing is a very simple process. You are trying to let people know that you have a great service to offer. What gets complicated is finding the right audience and using the right methods to reach that audience. That's why we created this resource!

According to DemandHub, to keep your practice sustainable, you need to grow your patient base by 20 patients a month. And, with 77% of patients finding dentists online, you will need to focus a lot of your marketing efforts on the digital space, including social media, online advertising, and more.

Here are five strategies to reach new dental patients for your practice.

Tip:

Know your audience! Before you create any marketing strategy, you need to know who you're trying to reach. For example, if you specialize in creating dentures, it's unlikely that you will want to market to the parents of young children. Think of the different dental needs that you might need to address for these different audiences:

- A double-income family with several children
- An elderly person who requires support from caregivers
- A young single person who does not have access to dental benefits

Ask yourself, what types of patients most need your services? And, who do you want to attract based on factors like age, location, and other factors that matter to your practice?

#1: Promote educational content

Your patients want their dentist to show their expertise! They want to know that their dental health is in the hands of someone who really knows what they're doing. This is part of why promoting educational content can be such a great marketing strategy: you are showing your potential patients how well you know dental health. And, there are a lot of different subjects you could cover and different types of media you can use.

Educational subjects	Media
<ul style="list-style-type: none">• At-home oral hygiene• Dental implants vs. dentures• How dental health is connected to overall health• How to make the dentist fun for kids	<ul style="list-style-type: none">• In social media posts, use strong graphics, keep it short, and provide a link to a video or blog• Start a blog about dental health topics and post regularly• Showcase your staff in a video

You may well be wondering how to make your educational content stand out. After all, many dental practices are currently engaged in marketing efforts. Creating something that sets you apart can be a challenge!

Here are some tips to try when making your content different from the competition:

- Get creative with visually appealing elements
- Try something interactive, like a quiz (e.g., what are your dental hygiene habits?)
- Highlight any awards or achievements to showcase your expertise
- Try a promotion (e.g., enter a draw for free teeth cleaning by filling out this survey)

Tip:

Have you got unengaged patients that you'd like to bring back into the practice? Leverage an engagement software feature like mass messaging. This allows you to send out educational content efficiently by reaching many patients at once.

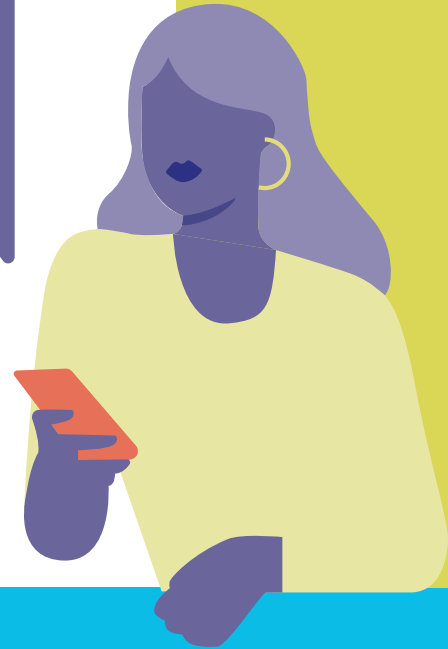
#2: Leverage patient reviews and stories

A happy patient is your greatest advocate.

Positive reviews are an important part of your marketing materials. They showcase what your patients love about your practice – and if one patient likes something, odds are more will! Positive reviews showcase what it's like to choose your practice and what kind of results patients can expect.

Leveraging reviews in your marketing materials might look a lot of different ways. For example:

- Featuring the review in an online ad
- Including it on your website
- Posting it on your Instagram or Facebook profile
- Creating an Instagram reel or TikTok featuring more than one positive review



How to manage reviews

Managing reviews can be a challenge. It's hard to leverage good reviews if they're piling up and you're not monitoring them. And, negative reviews require attention and responses from your practice. Here are some ways you could ensure that reviews are properly managed at your practice:

- Set aside weekly or monthly times for your team to take a close look at both positive and negative reviews
- Established guidelines and preapproved messaging that is aligned with your dental practice's voice
- Develop responses to common scenarios that you can use when responding to patient reviews

Intiveo allows you to automate review requests, allowing you to easily prompt happy patients to leave a review! Want to see it in action? [Let's chat!](#)

Let's take a look at an example of a good review, one that could be used in your marketing materials:

“

“Intiveo is incredibly user-friendly and is customizable down to the last detail! With Intiveo, we have seen a huge improvement on recalls, and we now have an increased success rate of 70%.”

- Amy, Front Desk, Lakeside Pediatric Dentistry

There are a few reasons this is a valuable review. These reasons provide a checklist for what kind of review to leverage in your own marketing materials:

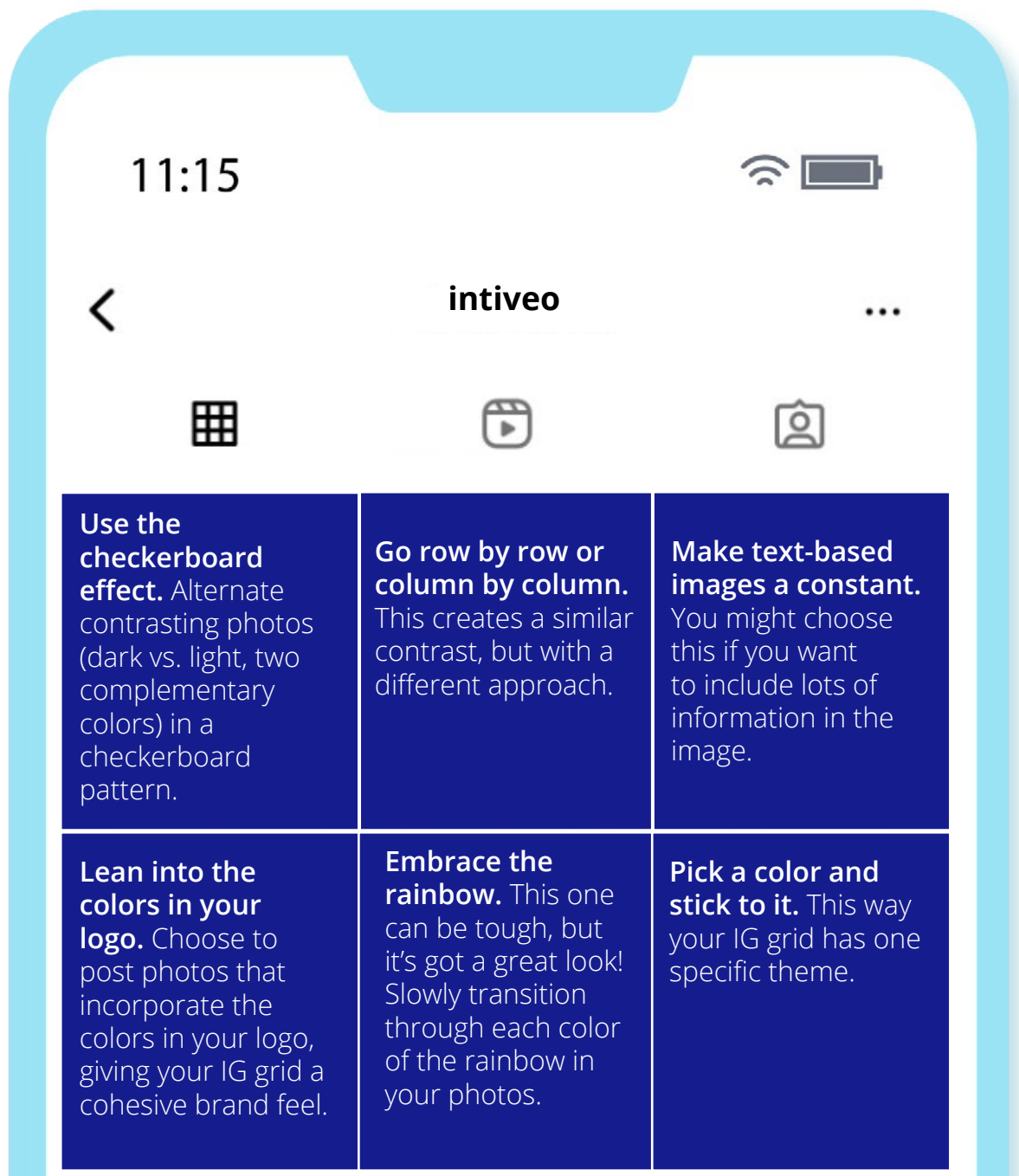
- **It speaks highly of what makes the business great.** In this case, the review mentions Intiveo's user-friendliness and the ability to tailor messaging specific to different specialties. In the case of your dental or oral surgery practice, this might include welcoming staff and thorough, compassionate treatment.
- **It highlights specific results.** In our example, Amy at Lakeside Pediatric Dentistry notes an improvement on recalls and offers a statistic about the improvement of their success rate. For your practice, that might mean successful appointment outcomes and positive long-term oral health of the patient.
- **The reviewer themselves is valuable.** In our case, Amy works at the front desk, and is exactly the person who will use Intiveo the most every day. She also works at a specialist dental clinic, highlighting that Intiveo is a valuable tool for dental specialty practices. At your dental practice, this could look like a review specifically mentioning their oral health issue and speaking to how your practice helped.



#3: Use the IG grid!

A lot of people use social media to learn more about goods or services they are considering. Make sure you're using platforms like Instagram IG to promote your dental or oral surgery practice. And, when someone arrives on your IG profile, it's important to make it look aesthetically pleasing.

One easy — but creative! — way to create an aesthetically pleasing profile is to pick a theme for your grid. Let's look at some different options.

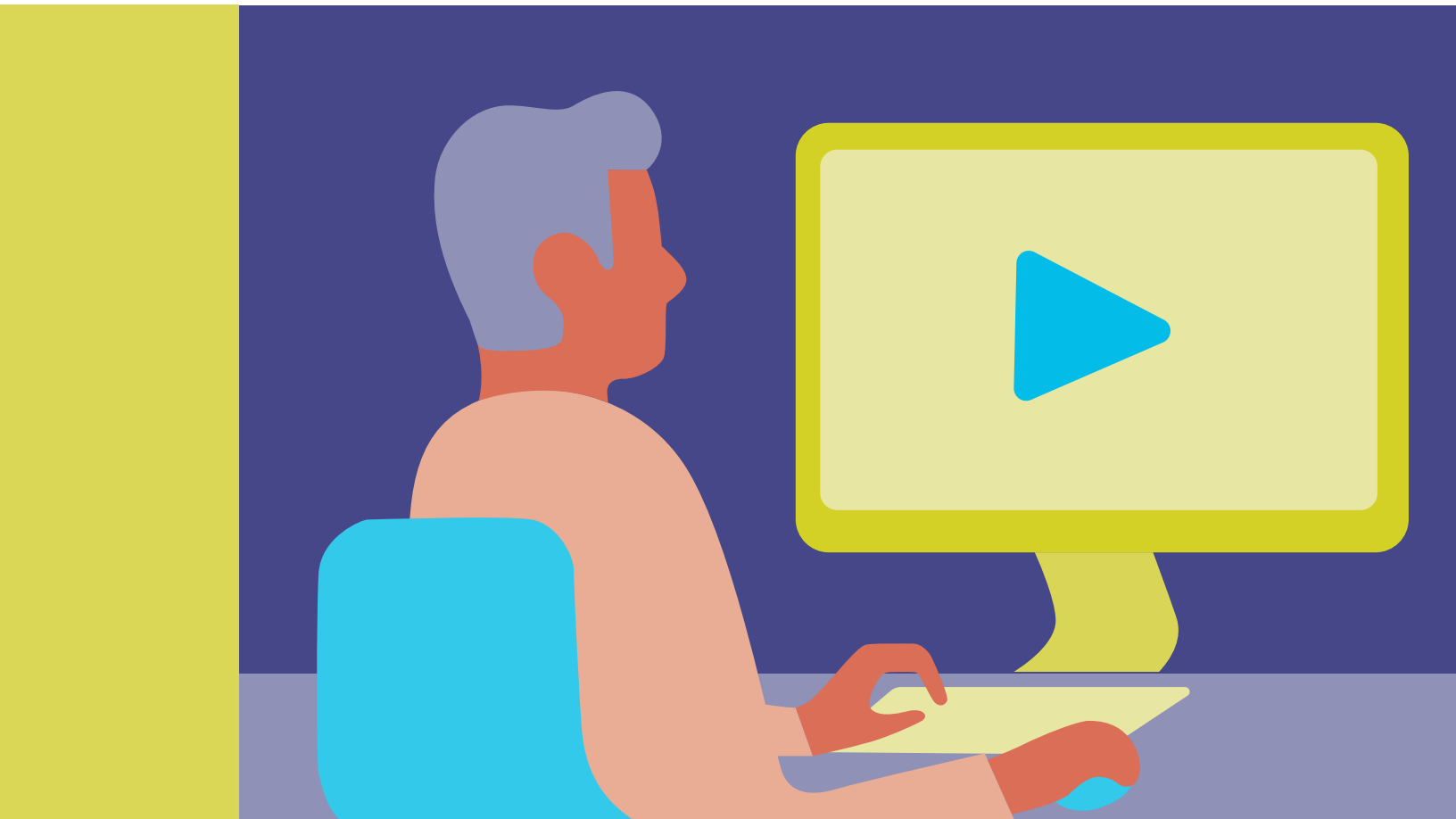


#4: Don't sleep on video

Video, in particular short-form video, has come to dominate the social media landscape. Visual content plays a pivotal role in marketing, which is why video has become such a powerful and engaging tool. Its versatility opens up numerous opportunities, such as:

- Cross-platform adaptability: Videos can be tailored to suit various platforms. Short clips are perfect for ads, Instagram and Facebook Reels, or TikTok. Meanwhile, longer videos can find a home on YouTube or your website, with shorter snippets easily extracted for broader distribution.
- Showcasing your team's personality: Videos give potential patients a behind-the-scenes look at your practice, introducing them to your staff's faces and voices. This personal connection helps build trust, even before patients walk through your doors.
- Highlighting patient experiences: Patient testimonials truly stand out in video format. Collaborating with satisfied patients to share their stories creates authentic endorsements that resonate deeply with your audience. Additionally, involving current patients in this way makes them feel appreciated and valued, often leaving a meaningful impression on them.

By combining a personal touch with practical utility, video offers a wealth of benefits to enhance your marketing strategy.



#5: Measure your success

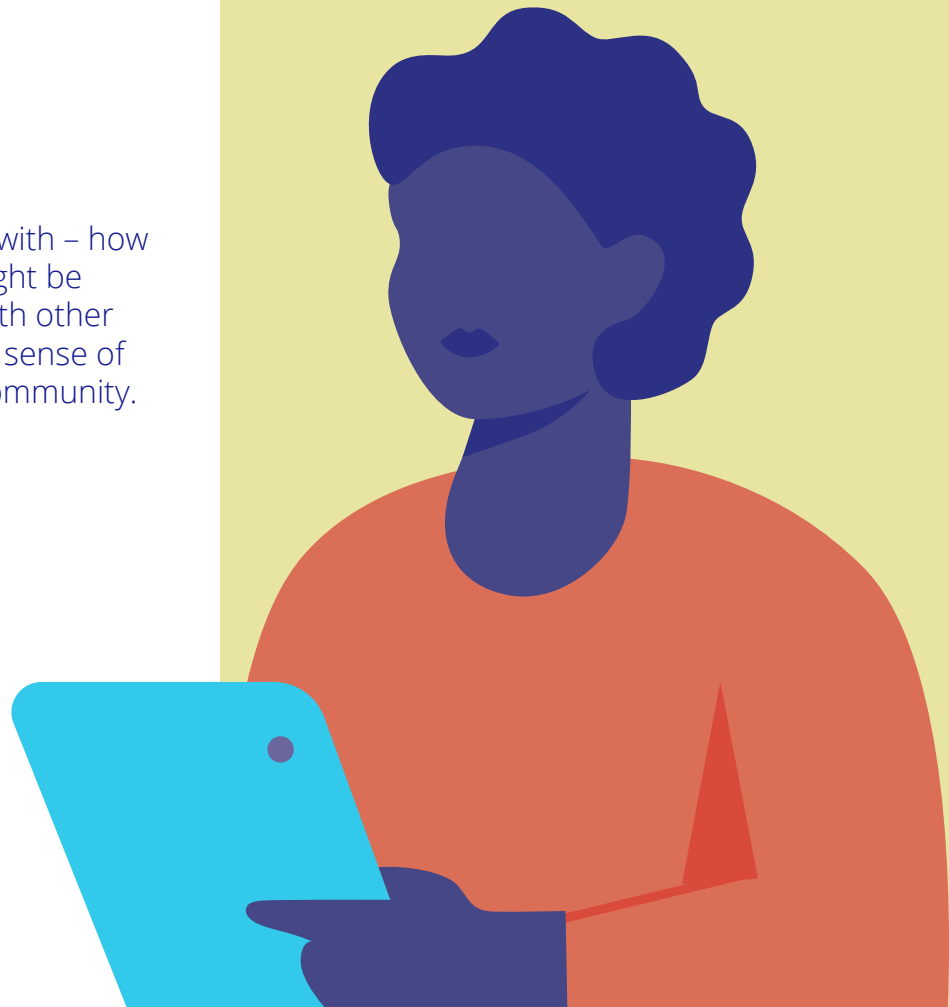
The first four strategies don't work unless you can measure if you are achieving your goals!

Of course, one the most tangible ways that you will be able to measure success is by seeing an increase in the number of new patients at your dental practice. Using the standard of 20 new patients a month from our introduction is a great place to start. But, you will have to find a goal that makes sense for your practice, both in the short term and the long term.

There are a number of ways you could measure success in your marketing efforts, including:

- Increased calls
- More scheduled visits
- Fewer no-shows
- Greater engagement in social media
- And more!

If you're not sure what numbers to work with – how many increased calls, for example – it might be time to do a little networking! Connect with other dental professionals in your field to get a sense of what to expect from your location and community.



The future is bright

While it may seem daunting, your marketing efforts will pay off in the long run. Feel free to start small: choose one marketing method and see what success you can generate.

If you're interested in receiving resources like this one straight to your inbox, [subscribe now](#) and never miss another one!

About Intiveo

Intiveo is a patient engagement software, designed to empower dental practices to enhance the patient experience. Our platform improves patient engagement and outcomes through two-way chat, recall reminders, quality improvement surveys, and online review management tools. With comprehensive integrations across major PMS systems, Intiveo streamlines front office workflows, centralizing patient engagement and communication management. Intiveo serves over 3,000 dental practices across North America, helping them improve their patients' experience, streamline operations, and drive revenue growth while improving staff morale. For more information, please visit intiveo.com.

