
Dental Social Media Marketing Success

**5 Result-Driven
Implementations**



Introduction

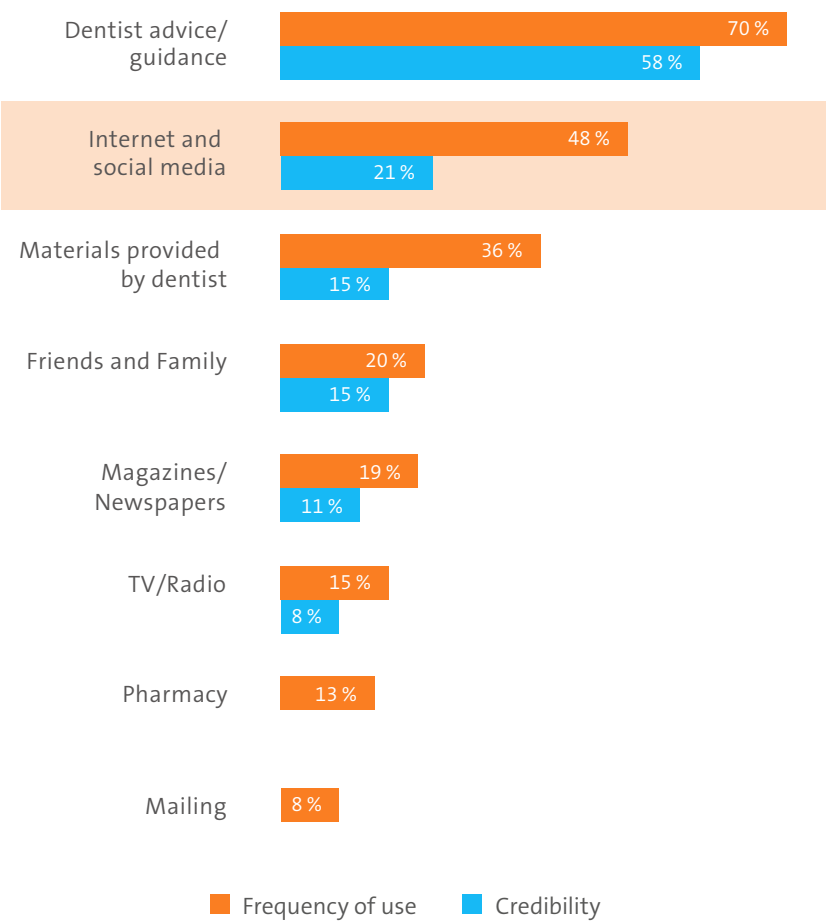
Congratulations! The fact that you’ve started reading this document says that you have a vision and you're working for it, and even if you may not yet be sure how social media can help your practice, I commend you for the actions you've taken to get you this far. Doing new things takes guts and implementing new things for a business can sometimes be a leap of faith.

Now why Social Media? First of all, it's (almost) free! If properly implemented, a good social media strategy will generate visitors and referrals to your practice over time.

Almost 50% of patients seeking a dental implant treatment go online at some point in their decision making process. It is essential that you are there to grab their attention during their patient journey!

Social Media Marketing (SMM) is a fantastic tool for a dental practice. And it takes patience and persistence! If you're looking for more immediate results I'll point you in the direction of Google AdWords. That's a whole different beast to tackle and is part of your marketing strategy as a whole. The rewards with SMM may not be as immediately apparent but, aside the profits and branding, the strengthened relationships with patients makes a difference and it enhances the experience of every team member!

PATIENT INFORMATION SOURCES.



The Business You're In

You spend a lot of time inside people's mouths. But when you step back and think about it, what else do you provide? How could you describe what you do without talking about teeth? Relationship marketing through social media helps your practice stop focusing on the dentistry side and focus on the things you make possible for people. These things are comfort, health, appearance, confidence, and trust. Social media provides the stage for telling that story. You're treating people, not just teeth!



Engagement

The engagement you achieve through social media will set you apart, strengthen powerful one-to-one connections, and create greater perceived value for your practice. This will in-turn, generate happy clients who refer you to every one else!

Who do I engage with?

If you haven't already, ask yourself these questions. What type of new patients do you want to bring through your door? What type of patients do you want to retain? Keepers? Those who love and appreciate what you do? Social media marketing allows you to talk *with* these kinds of patients and prospective patients, not *at* them.

What will I get out of this?

People often ask, "*Can the ROI of social media marketing in a dental practice be measured?*" Of course it can! Make a commitment to the future of your dental practice today by understanding and executing on *The Success Implementations* outlined in this document.

Now go and take ACTION!

In-House Reach

Dental practices are unique, in a similar manner to mechanics, in the sense that you're some of the only businesses that can expect customers to voluntarily walk through their doors a few times a year. This captured, face-to-face audience is a marketer's dream! Are you leveraging this opportunity?

One of your big advantages in gaining early traction with your social media efforts is obvious — so obvious in fact that you may not even be thinking about it. Your team!

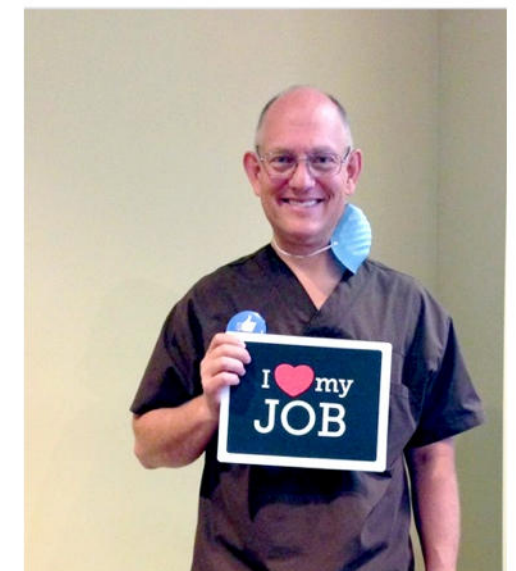
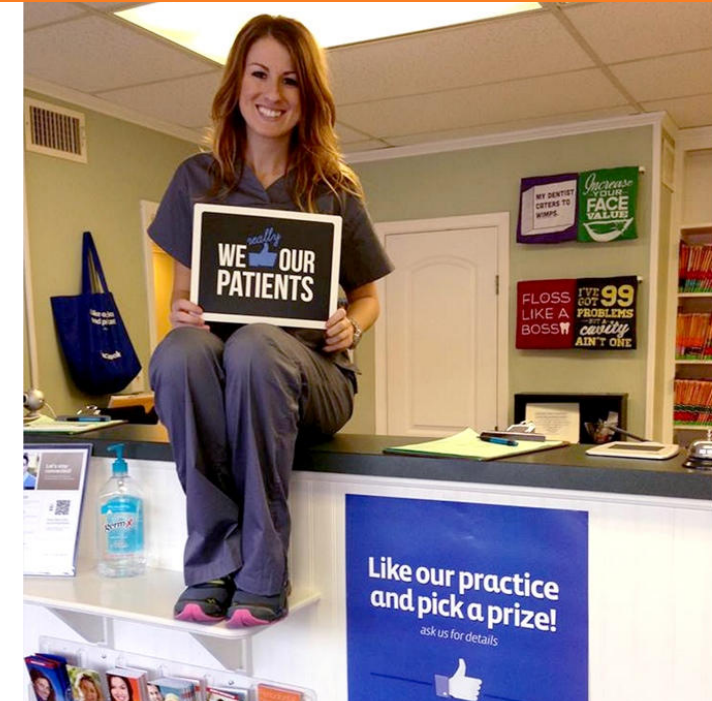
Team members have close relationships with your patients. Team members live and work in the same communities where your new, prospective patients live and work.

Enrich the culture in your practice and your team members will love you what they do. If you team members have a nurtured passion for their work then it'll be easy for them to tell the people in their lives about what you have to offer!

They have extended family members, gym buddies, their church congregation, neighbors, and tons of friends in their online social networks who are all prospective new patients.

Team members are a pivotal key to getting the early word out about your new social media campaigns both face-to-face and online.

Work with your team to facilitate your efforts and entice them to help you out!





This in-house work helps build your marketing momentum from the inside out. At the beginning of your campaign, you probably won't be experiencing crazy amounts of hyped up followers and subscribers to fuel content to viral levels. In fact, unless you're already a big practice, chances are that any shares, blog interactions, and Facebook Likes you receive will be few and far in between. So, the best place to start your efforts (and continue them) is in your practice, with your team.

To help with this, you can print up or invest in a few signs and materials. The purpose of these is to break the ice, spark conversations, and create interest face-to-face. It's also important to have an easy, accessible way (such as an iPad) for people to subscribe, Like, share, upload and comment on your page!

You can also have a link ready to text to your customers.

(This is also incredibly useful for your Google Listings as well! Have them review your business while they're there!)

And don't be concerned that you'll have a hard time getting team members' support. They will love and appreciate the opportunity to be a part of the practice's growth. So **show** your appreciation for their efforts and be grateful for how much they contribute. Over time the contagious energy that comes from heightened friendships and engagement with your patients will be more and more noticeable. You'll be surprised how these campaigns can invigorate the passion inside your office.



Engagement

Let's be honest here, cold calling and straight out selling to people just doesn't cut it anymore. Nowadays, what drives big business is good customer engagement. That means getting to know your clients and delivering on their needs. Unfortunately, when it comes to social media marketing and sometimes "marketing" in general, that's exactly what a lot of businesses are missing.



To my surprise, a lot of businesses still rely on traditional methods for acquiring clients and, as a result, struggle to grow. Adaptability is crucial for business.

The strength of Social Media Marketing lies in that it becomes about the other person. Your audience gets to be heard and you get to be interested in what they do and who they are.

You find “connective points” which is how relationships begin face to face—and, that’s exactly how relationship marketing begins and grows using social media.

How and why this applies to you - dentistry is a relationship-based business. Whether by referral or customer reviews, these relationships often end up being a large part of your business and that’s one of the reasons why social media marketing in your practice can be so effective.

Be Part Of The Conversation

Take this on as an example, go on Instagram and search the hashtag "#dentist".

You'll see examples of how some practices are engaging with their patients and visa versa. You may even see some ideas for yourself!

You could also film weekly or daily personal videos in which you directly wish your clients/team a happy birthday or share about things you're up to in your practice as well as provide dental tips!

Patient of the Month Program

3 Simple Steps To A Patient Of The Month Program

It's super easy to start a Patient Of The Month (or week) Program. Grab a pencil and your client list and follow these three steps:

Step 1

What does your Patient Of The Month get?

It can be as simple as a gift card. Don't stress about it too much, the main thing is the recognition your clients are receiving.

Step 2

Come up with a criteria and pick the lucky winner!

Again, don't make this too complicated. It could be something along the lines of "Committed client: travels the most distance to come see us!"

You could even just pick someone you really like. Look through today's or tomorrow's schedule of patients coming in and pick someone!

Step 3

Spread the word!

Post on your social media platforms with a photo or very short video of you and your winner.

And that's it! Just like that you're creating engagement within your practice's community.



Content

Content. This one is the big bad boogeyman business owners deal with and not without its good reasons. It can honestly be time consuming but it is the most important aspect of SMM. Content really is king!

To keep it simple, though. Good rule of thumb when it comes to content is don't try to sell your services every time you post! Always look to create engagement and value.

Take Blogs and free eBooks such as this one you're reading. My purpose is to provide up-front value to you and your business such that you'll love to work with us in the future! ;)



Keep in mind that, for the most part, the topics should be interesting and relevant to a dental practice. It's alright if they're not always purely dental related but try to look for content that does point back to you in some way!

Let's actually look at some examples.

Instead of simply posting things like "5% Off Any Dental Service!" or "FREE Whitening".

Try on creating a piece that talks about the benefits of a SPECIFIC service, and after informing the reader and delivering great value - include your offer!

The purpose of the content will be for the reader to become aware of their need for the service and your offer will make it easier for them to take action!

Speaking of which, if you've read this far you deserve a reward! You really are committed to your business! Mention this when you contact us and receive a special DentalDiscount on my part! (Hooray for shameless business plugins!)

Carrying on. If you're stuck for ideas, search around. Here's a [collection of posts you can get ideas from for engaging content!](#)

Great Content Provides Value

Modern dentistry topics are interesting to readers when they're relevant. Personalize them. Provide information, tell stories, and show examples of the many ways great oral health affects people's comfort, overall health, and appearance.

And don't be afraid to talk about some of the more "controversial" topics. Blogs and post sharing your opinions and discussing the effects of things such as Oral Piercings or Chewing Tobacco or Smoking, etc. will create good engagement and relatability with your clients.

Share Your Practice's Culture

Not sure what your practice's culture is (not ethnicity-wise) or if you even have one? Sure you do! I briefly touched on nurturing your practice's culture earlier on and sharing that is a great type of content to put out for the world to see!

- Do any of your team members have interesting hobbies? Ask them to share about it!
- Is anybody getting ready to run a marathon? Ask them to share about it!
- Have your team share your page and see who can get the most likes!
- How about the special little things you do around the office? Do kids get treats when they come visit you? Share it!
- Has your team participated in some type of charity event or are you planning to do so? Maybe you've contributed to a great cause?

Let people know!

- Is anybody expecting a baby? Have people guess whether it'll be a boy or a girl! Or guess the days until there's a new member in the family and win a prize!
- Have you or your team taken any new training or certifications? Show them off! And talk about the benefits this will bring to your patients!

PROMOTIONS

- Run promotions and have people Like your page and enter their info! This is one of Facebook's greatest sources for leads!

Remember to Give Back

Take on doing something for your community every year and **use social media to spread the word before, during, and after each event.**

How about supporting the AACD Charitable Foundation's "Give Back A Smile" program restoring the smiles of domestic abuse victims? Or even simply having a patient appreciation party. Get creative and always remember that paying it forward pays off.

If you want to learn more about "Give Back A Smile", you can read about it [here](#)!

Program Recipient Testimonial



This GBAS recipient was violently attacked by her ex-boyfriend. The blows to her face were so vicious that she lost her front tooth and suffered such damage to her eye that it had to be removed



"It feels good when you can smile and know that the world is smiling with you. I smile all the time now, but for 10 years I couldn't. Whenever I looked in the mirror I saw a monster; today, I see a beautiful woman."

A black and white portrait of a woman with shoulder-length blonde hair, smiling. She is wearing a dark top.

AACD Charitable Foundation

"I now feel a sense of self-worth and self-esteem I only dreamed of as a young woman. All because they believed in me as a woman who simply and humbly asked for help."

AACD Charitable Foundation, Inc. | Give Back a Smile

Final Words

I hope the ideas shown here are of value to you and your practice. Devising and implementing a good marketing strategy takes time but the payoffs are well worth it. In fact, if you're someone who is serious about the growth of their business then Digital Marketing is simply a must!

This document focuses on the Social Media aspect of your marketing, specifically strategies referred to as part of "Inbound Marketing". This is the most effective form of marketing in today's world and it is similarly powerful to good ol' word of mouth. However, again, this is only part your marketing. Do not neglect the power of utilizing Google's Networks as well; Local Listings are INCREDIBLY important to your business and they are also something to nurture for your practice to grow.

I'll acknowledge that it is possible to grow through only good word of mouth and a bit of emails, in fact, there is a practice in my neighbouring city that I researched for this document that did just that. And it's taken them 50 years to be where they are at, and while they're not a micro business, they're still not the biggest guys in town!

There aren't many people taking all of this on (trust me I looked!). So do your due diligence and take action!