



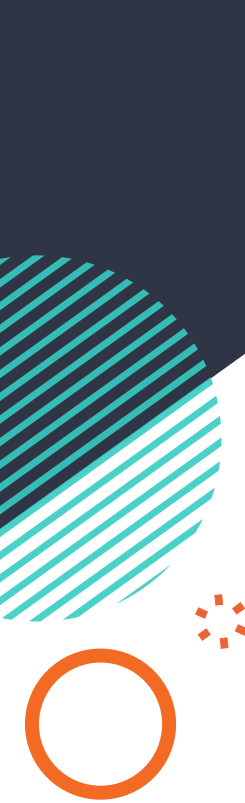
GROW YOUR PRACTICE
with
Six Dental Marketing
ESSENTIALS

presented by:

Readside
DENTAL MARKETING



BURKHART
DENTAL SUPPLY



The world of online dental marketing is constantly changing – every single year brings new updates, standards, best practices, trends, and recommendations.

Because of this, it can be difficult to know if you're doing the RIGHT things to continually attract new patients and nurture the relationships you've built with existing patients.

Dentists ask us these two questions often:

1. *Which marketing efforts are most worthwhile?*
2. *How do I know if I'm getting a return on my marketing investment?*

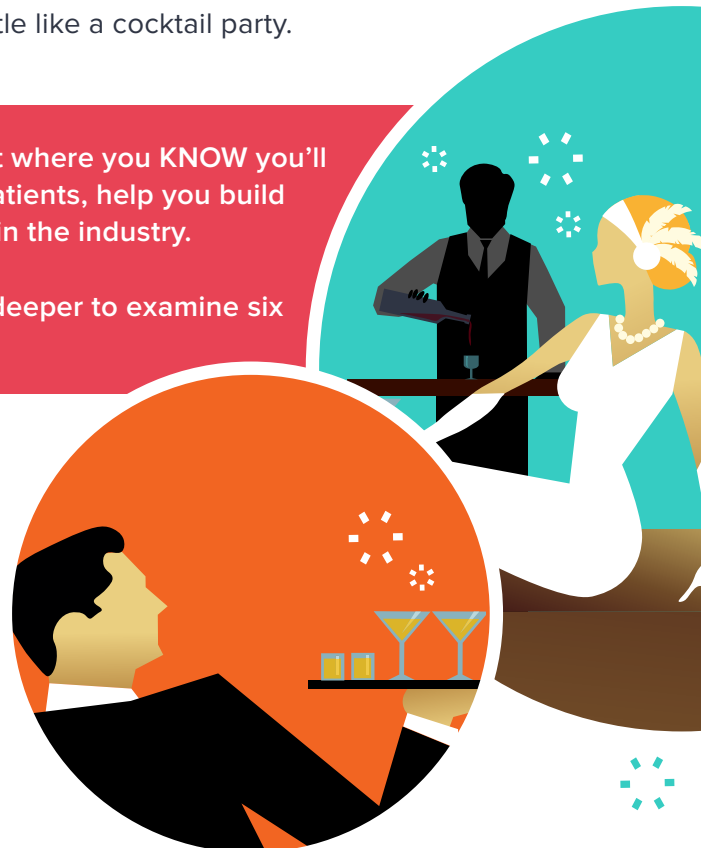
This ebook will answer those questions for you!

 *But first:*

Believe it or not, online marketing looks a little like a cocktail party. Really! Let's see how.

Picture a cocktail party or networking event where you KNOW you'll meet individuals who could become new patients, help you build your practice, or help you gain recognition in the industry.

Now that we've set the scene, let's dive in deeper to examine six elements of dental marketing.





Six Dental Marketing ESSENTIALS FOR GROWTH

The path to gaining more new patients includes six main components, all of which combine to help you **ATTRACT** new patients, **NURTURE** real relationships, and **create loyal customers**.

First comes “Attract,” then comes “Nurture.”

Take a look!





Attract **NEW PATIENTS**

The first thing we need to do is attract attention to our brand online.

Three main steps to achieve this are to BUILD, then SHARE, and get LINKS.

Let's go!





#1. Build

If you were invited to a posh cocktail party, would you throw on some sweats, head to the party, and hang out in the corner?

Of course not – you’d dress to impress! A unique, stylish, and polished presence at a cocktail party would make a great first impression.

Your online presence is no different. You must create (and maintain) a polished brand that attracts the right audience. This includes your logo, website, and overall online presence.

It’s very important for your website and online brand to reflect the same messaging, culture, and atmosphere you’ve worked so hard to build within the practice.

How can you build a memorable first impression that stands out over the competition?

- ✔ **Step 1: Ensure your dental website (the foundation of your online marketing) is:**
 - Optimized using current SEO best practices
 - Fast
 - Secure
 - Offering a great user experience on any device
 - Featuring patient-first content (more on that later!)
 - Up to date and accurate
 - Displaying real photos and videos of your team and office
 - Rocking a beautiful, current, fresh design reflective of your brand
- ✔ **Step 2: Claim and optimize your local directory listings (Google Business, Yelp, Apple Maps, Bing, Yahoo Local, Healthgrades, etc.) and ensure they’re consistent, accurate, and up to date.**
- ✔ **Step 3: Continue reading to learn how to get that beautiful brand out there in front of the right patients!**



#2. Share

Have you ever been stuck at a party with that one guy who prattles on endlessly about himself?

Nobody likes that guy. Don't be that guy.

You **MUST** share content that your audience actually needs and wants. Yes, sometimes that content might be about your services.

But to deliver value, you have to **listen and take note of what your audience needs and wants** – and then devise ways to share THAT.

What types of content do real patients want to see?

- ✓ Real photos of your team, office, and culture
- ✓ Content that answers patients' most common questions
- ✓ Community support and involvement
- ✓ Videos that educate and engage

Ensure all of the content on your website is benefits-focused rather than clinical. We also like to call this “patient-first” content. **Your website's copy should communicate the benefits and value of services in clear, easy-to-understand language.**





#3. Link

Hanging out in the corner at the party and refusing to make eye contact with others isn't exactly going to help you get to know those influential party guests.

You have to converse, make connections, and keep in touch.

Gaining links to your website from quality, relevant websites is a proven way to rank higher on search engines (it's long been a top ranking factor) and to make connections with others in your community, both online and offline.

Here are 4 ways to increase opportunities to gain quality links to your website:

- ✓ Write more blog posts.
- ✓ Sponsor a local organization.
- ✓ Provide education.
- ✓ Include a community page on your website.

To learn how each of these tactics can help you gain links, visit this resource:

Click here!

roadsidedentalmarketing.com/blog/gain-quality-links



Nurture RELATIONSHIPS OVER TIME

Once we've attracted visibility to our online brand, we must nurture real relationships and connections.

*Let's see how
it's done...*



#4. Engage

Remember that guy no one likes, the one who only talks about himself?

One-way conversation is never a good way to make a lasting connection. The same is true online.

Regularly promote online conversation in a variety of forms, and deliver content your audience finds useful. Be sure to listen and respond in a genuine and meaningful way.

Here are a few practical (and very doable!) engagement tips:

- ✓ Be active on social media and share content your audience cares about.
- ✓ Don't feel like you need to be on ALL the social media platforms – that's a sure-fire way to get overwhelmed! Prioritize 1-3 platforms where your target audience spends their time.
- ✓ Follow and engage with local organizations and businesses within your community.
- ✓ Use a mix of local and industry hashtags in your posts.
- ✓ Respond to comments regularly – keep the conversation going!



#5. Connect

Just as a sincere, genuine demeanor can attract others to you at a party, the roots of your marketing must be real, honest, and trustworthy.

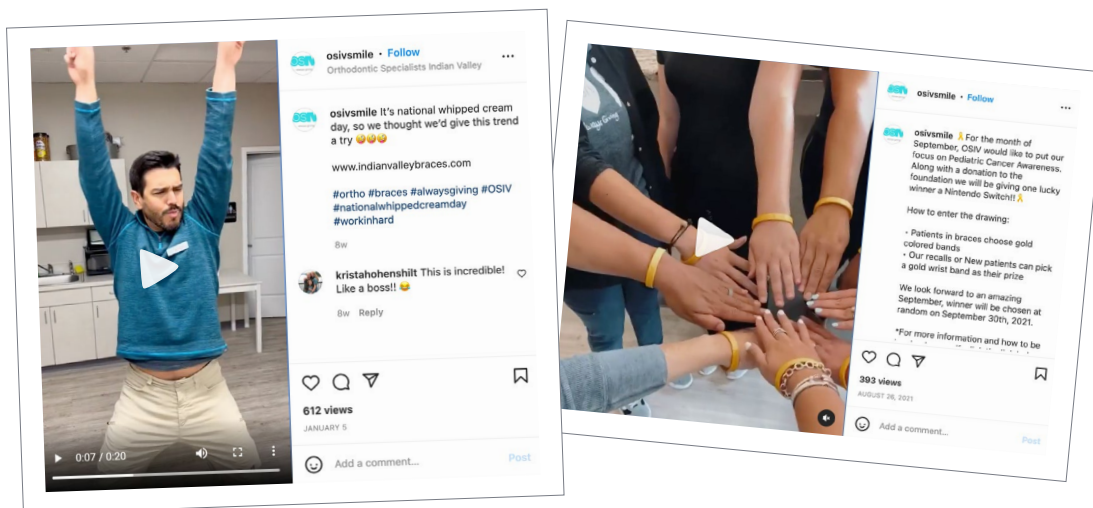
The content you share must instill confidence and build trust.

Keep that connection growing over time by connecting with existing patients in a variety of ways, both online and offline.

One of the best ways to engage and connect with your audience is by means of social media. The entire point of “social” media is to, well, socialize!

Use your social platforms to interact, provide valuable content, share what you love, and show off your practice’s authentic personality.

- ✔ Join Facebook groups for your neighborhood, industry, or interests, and be a part of the conversation whenever possible. Ask and answer questions, give and share, and create relationships!
- ✔ Don’t be afraid of video! Video is one of the most authentic ways to connect, give, be real, and be of service.



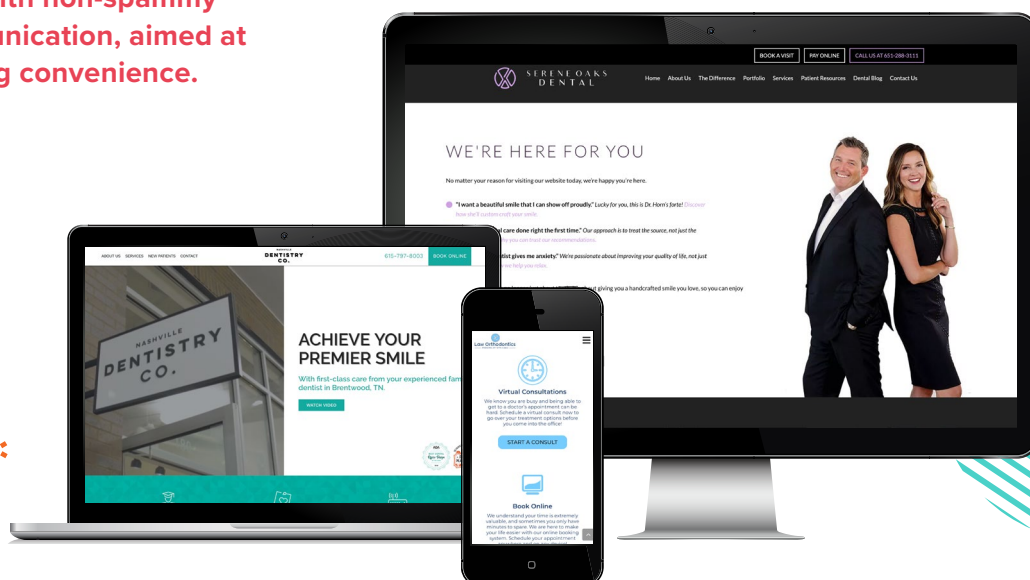
#6. Cultivate

You might make a connection at the party but that doesn't mean you're automatically BFFs – you must build and cultivate a relationship over time.

Similarly, conversion and retention of new patients may include several points of online (and offline) contact. Lead generation and loyalty-building requires systematically nurturing and delivering value at different stages and in a variety of ways.

Make it ridiculously easy for patients to start or continue the conversation:

- ✓ Landing pages combined with lead and revenue generation campaigns will help you not only attract new patients at every stage of the buyer's journey, but also cultivate those relationships over time.
- ✓ Webchat and two-way text messaging make it easy for patients (and potential new patients!) to ask questions, book appointments, even pay their bills.
- ✓ Lead nurturing emails and text messages keep relationships alive with non-spammy communication, aimed at offering convenience.
- ✓ Virtual consultations – patients LOVE the convenience!





Building your marketing foundation **TO ATTRACT NEW PATIENTS**

Now that we've broken down the foundational pieces for an effective dental marketing strategy, you might be wondering:

“Ok, so where's the best place to start? And how do I know if I'm getting a return on all of these efforts?”

Every practice is different, so there's not a one-size-fits-all answer to that question.

That's where we can help!



*It's actually
our superpower!*

Yes, we offer all of the services mentioned above, including website design, search engine optimization, link building, lead generation and revenue campaigns, content marketing, and so on.

But since every practice is different, **the BEST place to start is to identify what's working for you already, and how to expand and build on that from there.**

So, you'll want to start here:

Click here!

REQUEST A FREE WEBSITE AUDIT AND COMPETITOR ANALYSIS.

This audit is FREE for Burkhardt SSG customers and includes:

- 30-minute free virtual consultation + video explanation of our findings
- Review of your messaging + recommendations for conversion
- Competitor analysis for your area and/or specialty
- Marketing analysis + suggestions for SEO and visibility

We're here to help! We look forward to meeting you!



ANGELA BYRNES, Director of Client Services

M | 425-308-5228 O | 360-283-5001

E | angela@roadsidedentalmarketing.com

W | roadsidedentalmarketing.com

Roadside
DENTAL MARKETING

Website Design

Logo Design

Printed Marketing Materials

Social Media DIY Tools
+ Coaching

Search Engine Optimization

Local Search Optimization

Content Marketing

Video Creation
+ Optimization

Reviews + Reputation

Lead Generation

Pay per Click Ads

Facebook Ads