

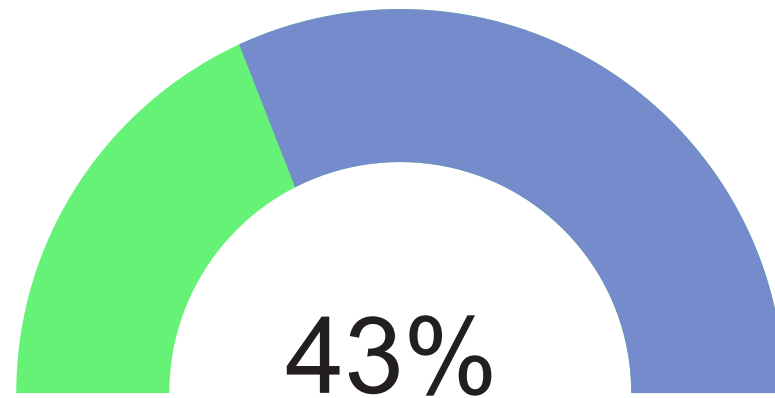


All About Dental Marketing

Your go-to guide to running
a successful practice

Get More Followers, Engagement, and Patients

How to Use Social Media to Build Your Brand and Grow Your Business



of consumers use social media
when researching things to buy.

Create a consistent brand experience

A solid brand distinguishes your healthcare practice from others. It gives personality to what you do and who you are, and a strong branding strategy can help patients remember their experience with you.

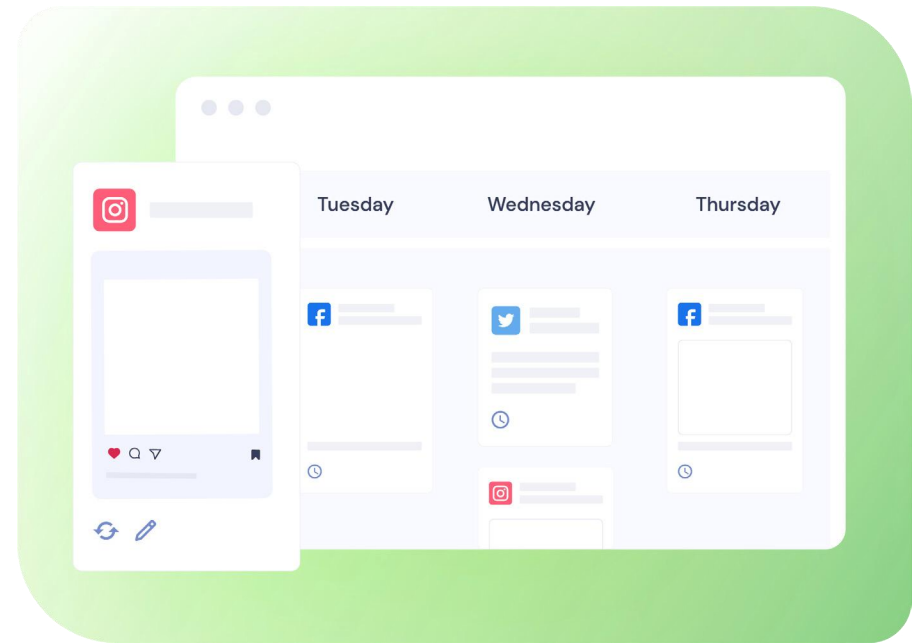
Be consistent: Use the same bio and cover photos across all social media platforms.

Emphasize your brand colors: Emphasizing your brand colors will help craft an aesthetic for your social media profile and posts. Include your brand colors wherever possible.

Create high-quality content: Don't sacrifice post quality just to stay active on social media. Your posts are a reflection of your practice.

Use an automated solution to create custom content for your social media platforms that helps save time for your dental practice and improves your ability to engage online.

[Learn more about Social Media Automation.](#)



Run a contest or giveaway

Think creatively when posting on social media. One way is by giving away free things like gift cards and prizes, which gets people talking about your business.

Ensure that everyone has fun and you secure an edge over other practices.



Share testimonials

The most common mistake dentists make when sharing testimonials is unappealing before and after pictures. You want your audience to know what great work you do for fixing teeth, but few react well to these images.

Instead, ask patients who leave reviews at your office or on social media to share pics or video testimony. Happy patients talking about their positive experiences with your practice are much more likely to attract new patients than scary shots of teeth.

Share live or limited time content

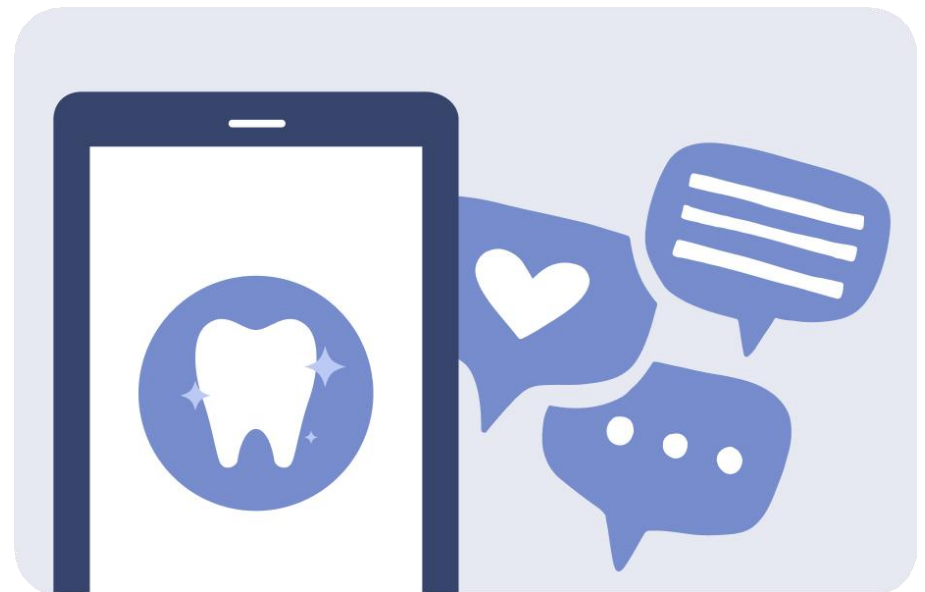
FOMO or Fear of Missing Out is a real thing: people don't want to miss whatever it is that you're sharing because they don't want to feel like the only person who didn't take part.

This type of content is broadcasted live, and viewers can engage by reacting or commenting in real-time. Both Facebook and Instagram push the Live videos to your profile after the broadcast ends.

Tag or be tagged

You can ask patients to tag your brand when they take pictures of their new smile after getting dental implants or other procedures done by an oral surgeon like yourself.

In addition, if people who come across these images want more information about what's going on with this person's mouth (like how it affects general health and appearance), then you might be able to get some business from those inquiring minds. Surely many people would love a brand new set of teeth just like your patients'.



Add interactive content

Interactive content such as videos, quizzes, and surveys add variety to your social posts.

Audiences today are engaging differently with social media than they used to; rather than simply reading text all day long on their screens, users want more interactive experiences that get them involved.

Another advantage of such material is its ability to offer personalized responses based on what participants answer.

Celebrate success

Celebrate any kind of milestone, big or small, and post about it. Whether you've just expanded your practices and want the world to know all about it or if something else smaller has happened, like being able to offer more services with additional members on staff – be proud! Celebrate what's happening by posting pictures and videos so that others can do the same for their own milestones.

Post real pictures

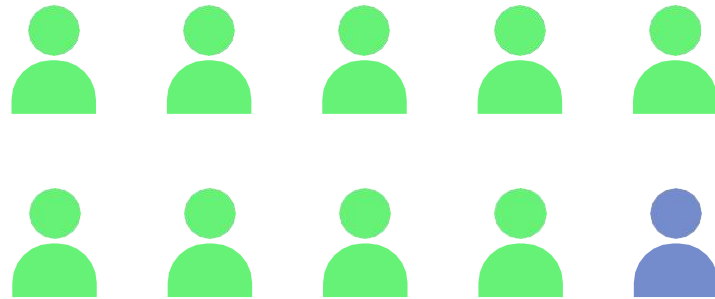
You don't spend all day in the office; remember the fun that happens

outside, too! Show off that team spirit by sharing photos from events like volunteering as a group, office lunches, or other activities unrelated specifically to being dental professionals. Real-life candid images can help your practice feel more approachable and friendly

Your success should speak for itself

How to Generate More Patient Reviews

09 | Want to improve your dental practice performance? Talk to one of our experts today.



9 out of 10

consumers read reviews before
making a purchase

Offer an incentive

Rather than solely relying on word-of-mouth marketing, consider offering incentives or discounts to customers who provide feedback. For instance, you could give a 20% discount to those who write a review or a complimentary exam to those who share a photo of themselves smiling on social media. This can encourage more customers to share their experiences and help your business grow.

Remember: Dental boards in some states have issued regulations regarding online reviews. For example, the Texas State Board of Dental Examiners has a regulation that prohibits dentists from offering incentives for positive reviews.

Here are some additional tips for dentists who are considering offering discounts for online reviews:

- Disclose the discount to patients before they leave a review.
- Make sure that the discount is not contingent on the review being positive.
- Encourage patients to leave honest reviews, even if they were not completely satisfied with their experience.
- Monitor online reviews to ensure that they are accurate and truthful.

By following these tips, dentists can use discounts for online reviews to promote their practice and reach new patients while complying with all applicable laws and regulations.



Ask them verbally

Ask your patients verbally about their experience after they have left your office, even if you're not the one who treated them directly. A lot of patients don't fill out a survey or review until weeks later and then forget some details. Hence, asking these questions will get you more accurate feedback from your patients.

Consider asking questions like:

- What was your experience like at the office?
- How would you rate our staff on a scale of one to five, with five being the highest?
- Was there anything that stood out as excellent or poor in particular about our service today?



Email and text feedback requests

Streamline patient feedback collection and management to build trust and enhance the patient experience at every step in their journey. Encourage patients to submit reviews using email and text.

You could include something like this in a post-appointment email: *"Please take a moment to fill out this two-question survey and let us know what you think about our services."*

Post-appointment feedback requests give patients an easy way to review your practice whenever they have time. Links to surveys are also great because they're more convenient than paper and more secure, too.

With the right marketing solution, you can track the number of respondents and how much they've interacted with the survey.

[Learn more about feedback tracking.](#)

Make it easy for patients to leave online reviews

Patients should be able to quickly and easily leave online reviews of your practice on sites like Yelp, Google, or Facebook. Positive reviews mean stronger performance in local SEO. Increasing your number of reviews will also improve your ability to rank higher in local search results.

An online reputation management tool can help you get more reviews that boost your dental practice's reputation, help you rank higher on Google, and increase your number of new patients. [Learn more about online reputation management tools.](#)

Hand out promotional items

Promotional items can help to keep your dental practice name and logo in the minds of your patients, even when they are not actively thinking about dental care. They also show your patients that you appreciate their business and care about their oral health.

When patients receive a promotional item, they are more likely to remember their visit to your dental practice and associate it with positive feelings. Branded gifts also help build a rapport between your practice and patients and can encourage referrals.

Choose promotional items that are relevant to your target audience and are high-quality. Ensure promotional merchandise is clearly branded with your practice name and logo. Merch can include dental care products, such as toothbrushes, toothpaste, and floss, which can help patients to develop good oral health habits.

Boost Local SEO

Local SEO (or Local Search Engine Optimization) for dental practices is the process of optimizing your website to ensure your business appears prominently in location-based search results. It's an important strategy to attract new customers from the surrounding area.

You can optimize your website by including targeted keywords, location-specific content, and links to your site from other sites in the area.



46%

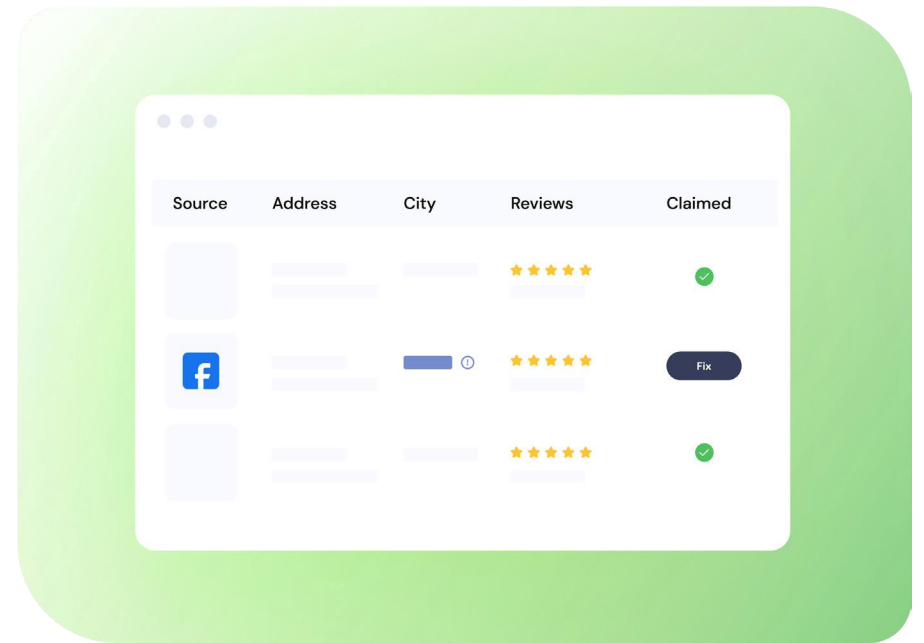
of all Google searches are
location-based.

NAP Consistency

NAP (Name, Address, Phone number) Consistency refers to your business information as it appears in online listings and directories. Consistency means that on every business listing, your information is the exact same everywhere it's listed.

For example, *Grover Street Dentistry* shouldn't appear as *Grover St. Dentistry* on some listings, while *Grover Street Dentistry* appears on others. It is crucial to the credibility of your business and influences new patient acquisition and retention.

[Learn more about how to manage NAP Consistency easily with GrowthPlug's online business listing management tool.](#)



Research local dental keywords

Researching keywords for your dental practice is as simple as entering keywords in Google's search bar. If you have a particular service that is popular with patients, enter the phrase in Google and see which keywords come up. For example, if your dental practice specializes in full-mouth reconstruction, entering "Dentist Full Mouth Reconstruction" will take you to a list of websites that offer the same services.

Optimize your Google Business Profile

Creating a Google Business Profile is the first step in optimizing your search engine ranking on that platform. To maximize your Google Business Profile, ensure that all the information you put on the page is accurate and current.

[Consider incorporating your researched keywords into the business description.](#) You can also add photos and videos of your office to show potential clients what they are getting into when they see you for their dental appointment!

Optimize your website for local search

- Ensure that you have a physical address on the homepage of your site and footer.
- Include keywords related to dentistry such as “Top rated dentist in Texas (Your Location)” in prominent areas.
- For every service page, include location in the title. For example, “Affordable Dental Implants in Arizona”

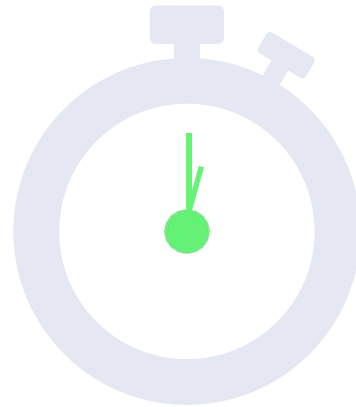
Yelp listings

Yelp is a popular online directory for local reviews. When you create a Yelp page for your healthcare practice, patients who search for dental services in your area can easily find information about you.

A Yelp listing for your healthcare practice can help increase awareness about your services. You'll need to fill out general contact details such as an address, phone number, and email; hours of operation; photos or videos; customer reviews (optional); and services offered at your dental office (dentistry-related)

Your website can make or break
new patient acquisition

What Does Your Website Need?



It takes about 50 milliseconds

(that's 0.05 seconds) for users to form an opinion about your website that determines whether they like your site or not, whether they'll stay or leave.

Must-Have Website Features

Easy Forms

Forms simplify the process of booking an appointment. Your patients will be able to select a preferred time slot, provide contact information, and even request their insurance information on the spot.

Booking Chatbot

Chatbots are an effective tool for handling patient questions and improving customer satisfaction round the clock. Thus, generating appointments 24x7!

Success Stories

Testimonial Page helps make patients feel they are not alone in their journey to better health and it demonstrates that others have benefited from using your practice as well.

Email Flows

Stay connected with your patients and keep them informed about the latest updates with regular newsletters containing health news, tips for healthy living, and links to helpful resources.

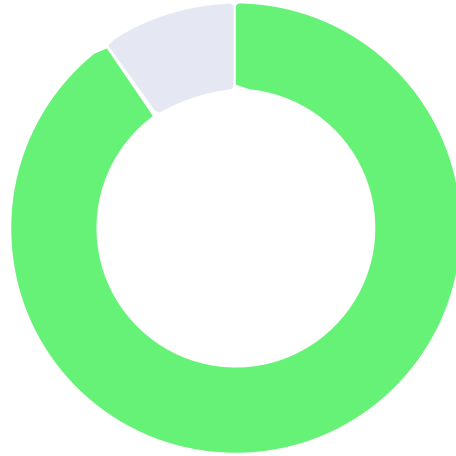
FAQs & Blogs

A helpful FAQ page will take you a long way with patients. You should include: Office Hours, Payment Methods, Insurance Accepted/Not Accepted, Parking Availability (if applicable), etc.

Want a website that does all of this and more? GrowthPlug can help! [Learn how.](#)

Save time and connect with patients

Email Marketing Ideas for Dentists



81%

of SMBs rely on email as their primary customer acquisition channel & 80% for retention.

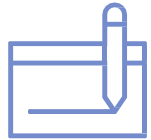
Emails That You Can Send



Appointment
Reminders



Newsletters on
Oral Healthcare



Sharing New
Blogs & Updates



Offers and
New Services

How to hire a dependable team

Hiring great dental staff is key to success, but there are so many challenges involved that it's hard to know where to start. From the small talent pool to needing more time to analyze what you're looking for in a candidate, there could be many more difficulties in finding the right people.

Define a Job Description

Having a clear definition of what you want from applicants will ensure that they have all of the necessary skills and experience to do well in their role.



Social Media & Job Portals

LinkedIn and job portals let you target specific audiences to avoid getting engagements from non-qualified candidates.



Leverage Employee Referrals

An average referral candidate takes 29 fewer days to place as compared to candidates from career sites.



Add a Careers Page

The first place that potential candidates look for opportunities is likely to be your website.





Effective Productivity Hacks

Cross Train Your Team

To increase dental office productivity, you must have the agility and hardly anything else reflects agility like cross-training a team does.

The idea behind cross-training is to build a team of versatile players with “T-shaped” skills. This indicates that each teammate must possess deep expertise in a specific area—say, billing—but also possess general skills in other relevant areas, like dental marketing or scheduling.



Cross Training Approach

1

Map out at least 3 new skills each teammate must cultivate in a year

2

Discuss with your team which skills they want to inculcate

3

Share standard operating procedures with team members

4

Modify job descriptions from time to time to include new skills

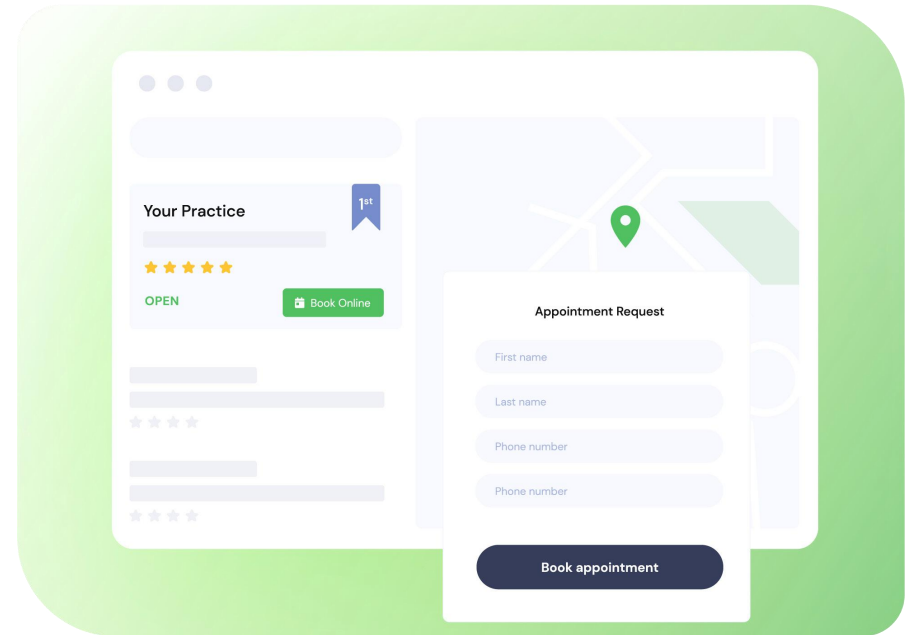
5

Set up & supervise shadow meetings between the task owner & trainee

Digitize Scheduling

Scheduling is a key area where your dental office can go paperless. Digitizing scheduling helps reduce human errors, keeps staff organized, and allows quick and easy schedule changes. It also gives everyone more time to complete other essential tasks.

When everyone is on the same page regarding their respective employee schedules, you can do away with short-staffing issues.



Define your goals and reach new heights

3 Metrics To Track Your Progress

New vs. Active Patients

In the first year, a new patient is twice as valuable as an existing one. To attract more new patients, you could:

- Extend office hours.
- Set aside specific times for consultations.
- Use follow-ups and offers to engage new patients.



Review Your Case Acceptance Trend

For every 15 treatment plans presented, how many of your patients accept it? Are members of your team aware of the conversion rate? Non-acceptance means lost revenue as patients leave without future plans.

Discuss comprehensive care and its importance for overall health to encourage acceptance. They are going to appreciate it and feel that you and your team genuinely care for their well-being.

Attrition vs. New Patient Growth

Average new patients bring twice the value of existing ones. It is mandatory to welcome them into your dental practice — even in the worst of times. The average dentist requires 25–50 new patients every month to ensure consistent growth.

How visible is your practice online?

GrowthPlug helps you acquire new patients, build your reputation, automate front desk operations, and provide an exceptional patient experience.

See what you might be missing and learn what GrowthPlug can do for you.

[Get a Demo](#)