



# Creative Dental Marketing Ideas

A 3 - S T E P   G U I D E   T O   S U C C E S S





# Step 1: Setting Goals

Of course any successful plan begins with the end in mind (Thanks, Stephen Covey.) Marketing plans are no different. What does the marketing plan set out to do? What does success look like?

## GOALS SHOULD BE



Goals should be **SMART**. Strategic, Measurable, Achievable, Realistic, and Timely. Setting goals that are realistic starts with understanding where you are at today, and making a plan to get to where you want to be.

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## GET TO WORK

	WHERE AM I TODAY?	WHERE DO I WANT TO BE?	DIFFERENCE
Annual Production	\$	\$	
Annual Collections	\$	\$	
New Patients/Month	/month	/month	
_____ Patient Type (ex. Implant, Invisalign, etc.	/month	/month	
Other			
Other			
Other			

\_\_\_\_\_ Psst... this is what the marketing is responsible for \_\_\_\_\_↑





# Step 2: Who's Your Perfect Patient?

While there may be many different kinds of patients you seek to attract, let's narrow our focus down to one or two types of patients we ultimately want to drive into the practice.

## LET'S FIND OUT...

PATIENT TYPE		EXAMPLE: IMPLANTS	PATIENT #1:	PATIENT #2:
D E M O G R A P H I C S	Age	50'-60s		
	Gender	Any		
	Location	10 Mile Radius		
	Education	Any		
	Socio Economic Status	Middle–Upper Class		
	Pain Points: What are this person's barriers to purchase?	Fear/Cost		
P R E F E R R E D D E V I C E	Influencers: Who will influence this person's purchase decision?	Friends/Family, Spouse, Insurance		
	Mobile			
	Desktop	X		
	Active on Social Media?	Yes, Females		
	If so, where?	Facebook		







# Step 3: Choosing the Right Strategies

While no two dental offices are exactly the same, they do come to us with a lot of similar desires. If you can identify with these common pain points, there's a strategy recommendation for you. Each strategy you select should ultimately tie back to one of your practice goals. Likewise, each strategy should also fit the audience that you hope to reach.

## I NEED NEW PATIENTS, NOW! LIKE YESTERDAY.

In the digital world, you can execute an AdWords campaign quickly. You are the master of your budget. Direct mail is an oldie by a goodie. It is an investment and requires repetition, but can be effective at driving immediate results.

***DID YOU KNOW:** The industry average response rate for direct mail is 0.5%*

- OPT 1: AdWords
- OPT 2: Direct Mail
- OPT 3: Buy Another Practice (Kidding, sort of)

## I WANT TO BE AT THE TOP OF SEARCH RESULTS.

These strategies are important, but SEO is the long game. Creating helpful content on your website for potential customers is one of the best ways to climb to the top of Google search results. While that strategy does take time and effort, the results are long-lasting (and sustainable). AdWords can also help get you there today but you will have to spend money to make money. Do right by Google, and you will find your way to the top, but don't expect to get there with a simple flip of the switch.

***INSIDER TIP:** Being active in social media pays off. Go and get your Tweet on.*

- OPT 1: SEO
- OPT 2: AdWords
- OPT 3: Get Actively Involved in Social Media

## I NEED MORE PATIENT REFERRALS. HOW?

The best patients come from other patients! If you have no strategy in place, you're missing an opportunity. Patient referrals tell a story about the health of your practice and the appreciation of your patients for the care you provide. But those patients may not think to refer actively unless you make the ask. Start asking!

***HINT:** Your #1 source of new patients should be patient referrals.*

- OPT 1: Care-to-Share Cards
- OPT 2: Referral Raffle/Giveaway
- OPT 3: Social Media Audience Building Campaign

**OPT 1:** Review Generation

**OPT 2:** SEO

**OPT 3:** Patient Referral Program

## PROMOS AREN'T FOR ME. WHAT DO YOU RECOMMEND?

If the word “FREE” makes you want to run screaming, the best advice we can give you is to be great at what you do. Your reputation should precede you. Make it your goal to show up in the top search positions, make people want to choose you for reasons other than your \$19 new patient special.

***THE HARD TRUTH:** Complimentary may make you feel better, but FREE gets results.*

**OPT 1:** Traditional Media (TV & Radio)

**OPT 2:** Display Ads (Social Media & Google Display Network)

**OPT 3:** Signage

## NOBODY KNOWS ME. HOW DO I GET THE WORD OUT?

If you have the budget, blow it up in traditional media. If money is an object for you however, you can execute a branding campaign with display ads that gets you a lot of bang for a small buck. And sidenote: Never underestimate the power of good signage.

***REAL NUMBERS:** I can pay only \$60 for 28,000 impressions? Yes, please.*

**OPT 1:** Patient Communication (Email & Text Reminders)

**OPT 2:** Reactivation Campaign (Email & Postcard)

**OPT 3:** Free Whitening for Life

## RETENTION. MY PATIENTS ARE WALKING OUT THE BACK DOOR.

Ouch. You work hard to get them in the door, you should work hard to keep them, too. Getting the patient scheduled for recare before they walk out the door is important, but it's not the only thing you should be doing to keep 'em booked and keep 'em happy.

***SEE YA!** About 60% of patients aren't coming back if it's 9+ months since their last visit.*

## YOU EXPECT ME TO ACCEPT INSURANCE? SAY WHAT?

Whether you like it or not, the number one reason people choose a dentist is based on participation with their insurance provider. Therefore, if you want to motivate them to think differently, you have to show them why they should be doing so in the first place.

***LISTEN UP!** 59% of patients surveyed cited insurance as the number 1 factor in selecting their dentist. – Futuredontics, 2016*

**OPT 1:** Superior Custom Website

**OPT 2:** Practice Video, Photos & Testimonials

**OPT 3:** In-House Dental Savings Plan

## I'M A SPECIALIST. HOW DO I GET PROFESSIONALS TO REFER TO MY PRACTICE?

It isn't as simple as just buying someone lunch. You need a man-on-the ground to get the word out, and you need the materials to make that effort fruitful. Plan, track, and be persistent. Build a reputation for yourself that makes them feel confident they are sending their patients to the right place.

**OPT 1:** Specialist Referral Pads

**OPT 2:** Networking/Coordinated Outreach Effort

**OPT 3:** Review Generation/ Testimonials



## Golden Rule:

When you receive a referred patient, say “thank you.”  
(sending the patient back happy doesn't hurt either)





# The Numbers Behind Your Success

Alright I know we said 3 steps, but there are just a few more tips that you should know before you choose your strategies and greenlight your plan. It's all about money, time, and measuring your success - in that order.

## BUDGET:

2%	3%	4%	5%	6%
LET'S GET OUR FEET WET	MY COMPETITION IS STARTING TO MAKE ME NERVOUS	I WANT PEOPLE'S ATTENTION	GO BIG OR GO HOME!	BE AGGRESSIVE, B.E. AGGRESSIVE!

## GET TO KNOW YOUR NUMBERS:

ANNUAL COLLECTIONS \$ _____	MARKETING BUDGET _____ %	ANNUAL BUDGET \$ _____	MONTHLY BUDGET \$ _____
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## CREATE YOUR CALENDAR:

Lay out the steps to your success. What happens, when, and who is responsible? Figuring this all out and writing it down to reflect on later will help you and your team not only reach, but exceed your goals.

NEED HELP CREATING A CALENDAR? TRY THIS ONE: [www.goldenproportions.com/free-marketing-tools](http://www.goldenproportions.com/free-marketing-tools)

## TRACK, MEASURE, ADJUST, REPEAT.

Don't tell me that your only form of measurement is that the team asks on the phone how they heard about the office - it's likely not enough. Here are some quick ideas on how to keep an eyeball on your marketing dollars and the results they produce:

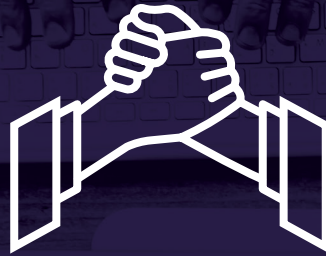
PRACTICE MANAGEMENT SOFTWARE REPORTS | TRACKING PHONE NUMBERS | GOOGLE ANALYTICS  
LANDING PAGES | SEO REPORTS | PATIENT COMMUNICATION SOFTWARE REPORTS

NEED HELP CALCULATING ROI? WE HAVE A TOOL FOR THAT, TOO: [www.goldenproportions.com/free-marketing-tools](http://www.goldenproportions.com/free-marketing-tools)

Having a plan is wonderful, but sticking with it if it's not working is crazy. Keep an eye on your investment, make sure tracking is in place. Learn from mistakes as well as successes. And heck...

## DOUBLE DOWN ON WHAT WORKS.





# We're Here For One Reason; You.

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We know we just threw a lot at you. We get it. We're here for you. Hopefully you've found these steps and tools useful for your journey. We realize that marketing is our thing, and dentistry is yours, and it can be incredibly challenging to juggle them both. So please feel free to reach out to us with any questions you might have. We totally geek out over this stuff, and we are genuinely happy to help.