

32 ONLINE MARKETING Tips for Dentists

Are you ready to take your online dental marketing program to the next level?
These 32 tips can help get you there.

by **dentainment** 

1 Identify the Perfect Online Voice

Creating a perfect online voice requires you to determine the number one recurring theme that you want to convey about your dental brand. Whether you choose reliability, professionalism, knowledge, or some other description, develop your marketing content around that idea. Choosing the face you want others to see requires you to pinpoint exactly what you want them to get from their online experience with you.



2

Write Good Dental Content

Quality content never goes out of style, especially when it is original, unique, relevant, and focuses on the interests of your audience.



3

Be Consistent

Along with consistency of voice and content, be consistent in message and timing. The only way to engage your audience is to connect. If you routinely make changes in your approach to content development and posting schedule, your audience may become confused. Keep your message strong and consistent.

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Find Influencers to Help Share Dental Content

While you're working on building trust and becoming an influencer, find other dental influencers, get them to share your dental content, and you will be more likely to reach a broader audience.



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Monitor Dental Brand and Reputation

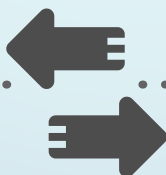
Brand is about image. How you present your dental practice to the world. Reputation is perception or what customers believe based on their personal experience, social media interaction, advertising, and word-of-mouth. To build both a quality dental brand and reputation, define who you are and then be sure to back it up with your actions.

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Use E-mail to Compliment Dental Social Media

Experts suggest that email is still a pervasive form of communication in the business world; presumably, because all other online activity requires an email account to sign up. So be sure to compliment your social media and marketing efforts by using email. Whether you're using email, social media, or creating a website, include a call to action. A call to action is an image or line of text that prompts your dental patients to take whatever action you want, like call for an appointment or follow you on Facebook.



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Learn how to Distribute Dental Content Wisely

Once you create great content, make sure you distribute it to the right viewers. Quality content marketing relies heavily on how and where you reach your target audience. This requires you to understand whom you're trying to reach and where they congregate.

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Read What Other Dentists are Writing

You can't very well market your dental practice if you don't know what's going on in the world around you. Therefore, it's vital to read what other dental professionals have to say. Keep in mind that one of the best ways to be a better writer is to read what others write.



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Read General Interest Topics

In addition to reading about the dental field, stay abreast of your favorite topics and general business to ensure you're well rounded. You'll likely find there is some crossover when you develop your posts. Perhaps something trending in world news can add color to a dental topic you want to discuss. Remember, online marketing is all about figuring out the best methods of making a connection with the people who help make your dental practice successful.

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Choose the Best Keywords

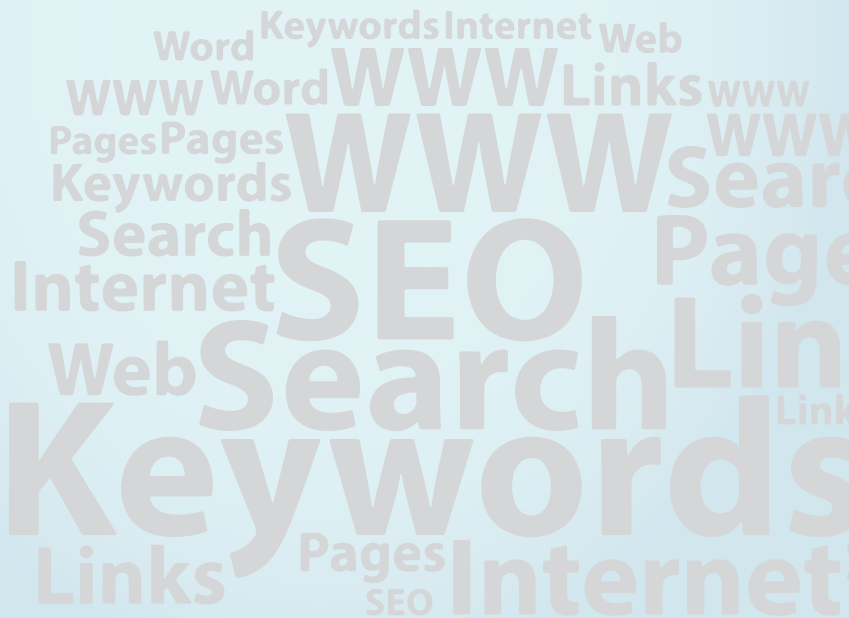
Dental websites tend to use the same keywords. It's only natural that “dentist” and “dentistry” would be among your top keyword choices. However, you might discover other keywords that your dental patients seek. For instance, words related to your locale such as the city and zip code where you have your dental office or terms related to the type of dental practice you offer such as periodontal or cosmetic can differentiate your practice.

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SOCIAL MEDIA
DENTAL COSMETIC

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Add More Keywords to Reach Long-Tail Searches

Search engines like Google and Bing are moving toward more personalized search engine results. This includes factors such as country, locality, personal history, and social connections all included in long-tail searches that involve more than just a single keyword.



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Connect to Dental Patients through Reviews

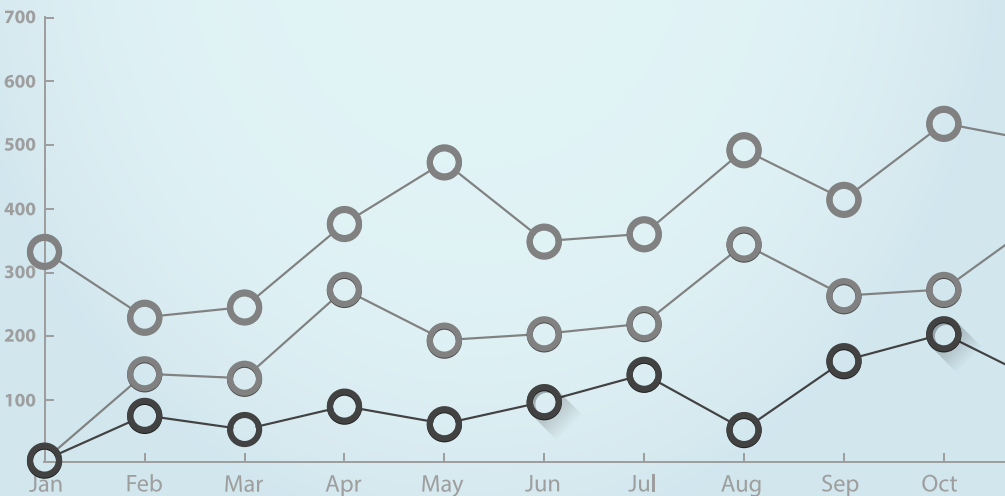
Review sites such as Yelp allow your dental patients to rate and comment on their experience with your staff and services. Know what your patients are saying. Then respond to negative as well as positive feedback to build stronger relationships.

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Understand Online Behavior of Dental Patients

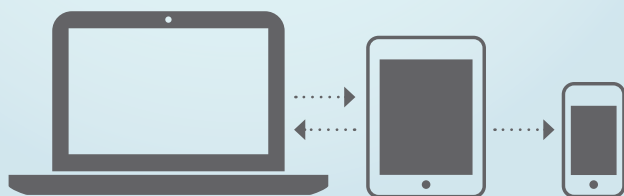
Your expertise is probably not in the field of online data collection. However, there are several free online tools such as Google Analytics that you can use, if you so choose. Otherwise, you're better off seeking the services of a dental marketing professional to gather information on your online audience.



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Design a Well-Balanced Dental Website that is Mobile Responsive

Create a dental website filled with unique tidbits. Keep it interesting and balanced by mixing dental techno-babble, keen observation, contemporary dental news, and a sprinkling of humor. Mobile is growing. Over half of all Americans (57 percent) own a Smartphone. Additionally, they average two hours a day on their mobile devices. That means a truly rocking dental website is responsive to all devices including mobile. Mobile responsive websites are a must if you want a higher page rank on the search engines.



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Design a Dental Website that Engages Dental Patients

The best website design focuses on the audience. It engages your dental patients and holds their interest. While creativity is important, so is a design that is simple, clean, and pleasing to the eye. Using quality images and consistent font can help.

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Create a Dental Blog Worth Reading

Make your dental blog engaging, consistent, and free of issues such as keyword stuffing. Focus instead on good SEO (search engine optimization), a single voice, and a regular posting schedule.

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Consider Length of Dental Posts

While there is significant controversy over the right number of words to use when creating online content, it really depends on what you're writing. White papers are generally longer (six to 12 pages) because they focus on research. Blogs run shorter (300 to 500 words) in order to capture readers' short attention span. The best length for web pages depends on the content provided and the way you format it.



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Guest Blog and Comment on Other Websites

One of the best ways to market your business and build credibility is by offering your opinion. You can do this through guest blogging at a non-competitive, yet related site, or by making comments on posts you enjoy reading. Keep in mind that the principles of guest blogging are the same as your own dental blog. When you read someone else's blog or article, take the time to leave a comment. Not just any old comment; write something thoughtful, helpful, witty, and/or insightful. Then be sure to include a link to your dental web site or blog.

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Implement Social Media for Dentists

Dental patients use social media, not just to communicate with friends and family. They use it to research information, ask questions, give feedback, and share ideas. Becoming part of a social network allows you to connect with dental patients in a quick, timely, and effective manner. Additionally, it is one of the more affordable and effective business tools available.



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Choose Social Media Channels Wisely

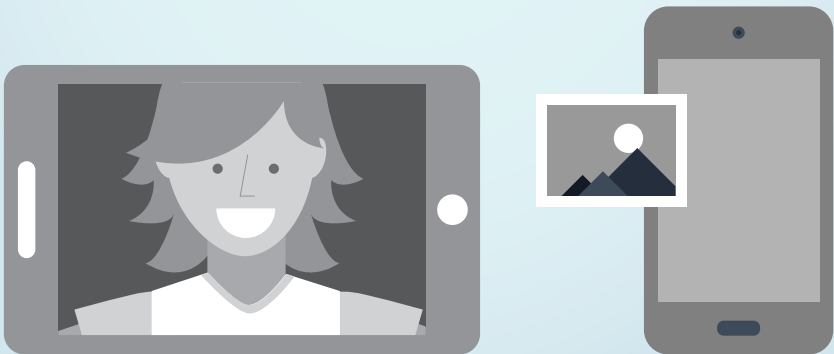
When choosing which social media channels to use, consider the amount of time you have to devote to social media as well as the social media channels that provide the best ROI for your dental practice. Consider quality over quantity when choosing.

Notes

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Use Images in Social Media

That old adage about a picture being worth a thousand words has never been more relevant. Images are powerful. They can tell a complete story. They can enhance the written and spoken word. Sometimes they even convey a meaning that defies verbal description. For dental practices, they often provide further details about situations that can be difficult to explain.



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Add Video to Social Media

Whether you choose short video platforms like Vine and Instagram or the longer video platform offered by YouTube, videos offer exposure to a broad audience on a repetitive basis. It's a great way to get your message across repeatedly. Video is considered the heaviest form of multi-media content and will do wonders for your organic search engine optimization. Patient testimonials are incredibly powerful and believable. As all devices today have incredible cameras with amazing quality, filming videos with your Smartphone or tablet will be perfect for your online needs. Make sure that you fully understand, "Optimization," before uploading any videos to YouTube. By combining proper tags, descriptions and titles, your videos can dramatically impact your search engine optimization.

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Don't Forget to Use Hashtags

Hashtags help generate conversation around your brand while they allow social media users to locate comments that have a common theme, such as #dentalimplants. When reviewing usage on Facebook, experts reported that brands that use one or two hashtags per post increase their followers over brands that use more hashtags.



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Share Content, Don't Just Create It

Yes, original content is king. However, on those days when you don't have anything particularly interesting to share or when you've just read a great post by someone else, share it with your visitors. Quality content is quality content, whether created by you or someone else. When you share someone else's content, they may be more inclined to share your content building your brand to people who wouldn't normally see your posts, videos or tweets.

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Listen to Social Media Followers

You can't learn anything if you're always doing the talking (or in this case posting). Therefore, let your audience be your guide. Hear their needs, interests, and concerns. From there you can identify opportunities to reach out and engage them with inspiring content and quality marketing campaigns. Asking questions on social media platforms is a good way to encourage interaction and engagement among followers.

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Keep the Social in Social Media

If you hate robo calls as much as the average person does, then you will understand that robo messaging content is just as bad. While you may not have much time on your hands, social media is all about being social. Your viewing audience expects that when they interact on Facebook, Twitter, Pinterest, or another social media site, there is a real human on the other side of the conversation.

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Build Trust through Social Media

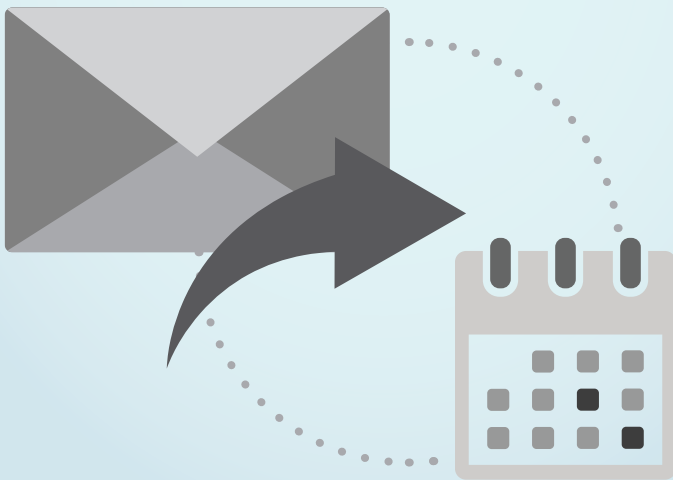
In the same way that you build trust for your dental services by providing quality care, you can build trust online by becoming a person of influence. Influence grows from your understanding of a topic and your ability to convey a simple, clear message to others. As your influence grows, it heightens trust, and helps you develop a strong personal brand while building loyalty.

Notes

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Keep your Email and Social Media Marketing Campaigns Current

You want your dental practice to seem contemporary and knowledgeable. To do that you need to create emails and social media messages that reflect the times. Stay away from passé and outdated ideas. Instead, link into what is currently trending.



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Create Specialized Messages for Different Audiences

Women and men might be the same species; however, they are different animals when it comes to marketing. Different people have different interests and concerns, especially about health. In order to reach your dental patients, you need to understand their specific wants and needs.

Notes

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Explore the Power of Facebook Advertising

Never before in the history of marketing can you target like you can on Facebook. Whether someone is on the hunt for Dental Implant or Pediatric patients, or tooth whitening, this advertising platform is incredibly powerful and cost effective. Try experimenting with the variety of Ad strategies, analytics and tools that Facebook offers. You are sure to “Like” it!

Notes

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Encourage Patients to Check-In at the Office

Have your patients “check-in” on their mobile devices through services on Facebook, Yelp or FourSquare. This may be the easiest and most effective way to encourage, “Scalable word-of-mouth,” marketing with your patients. Place a sign in the reception area and award a prize to encourage more check-ins. These prizes can range from Starbucks gift cards to Movie Tickets. Keep it fun and personalized to your office.



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Have Fun!

Make your social media initiatives fun for the entire dental team. Bring a sense of joy, humor and lightness to all of your creative decisions and postings.

Notes

BONUS TIP

Roll Out the Red Carpet for All Patients

In the digital era, Dentistry is your product, but you are in the business of the dental patient experience.

Now that every single patient has a “megaphone” (aka The Internet), all team members must go out of their way to provide the most enjoyable, caring and warm experience possible. By doing this, your existing patients will become ambassadors for the practice. At the end of the day, this will always be the most powerful form of marketing for you, and the most affordable, because it is free!

