



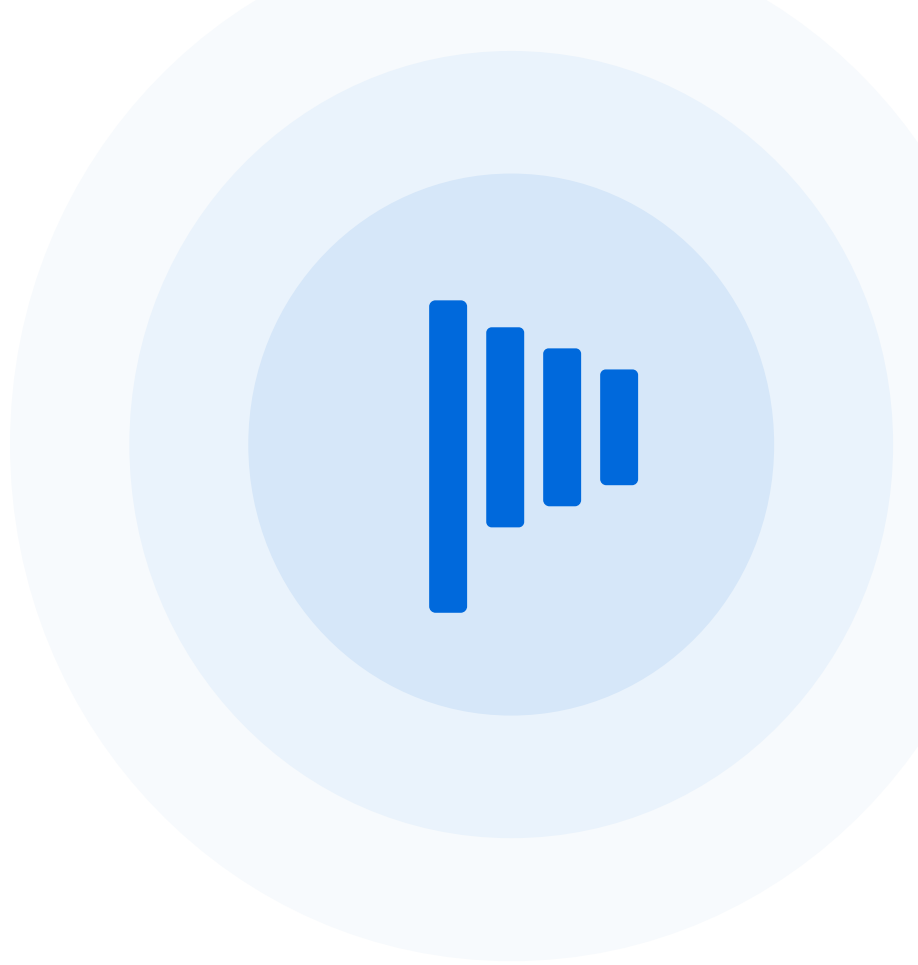
3 Steps to Growing Your Dental Practice

 planet
DDS

 Legwork

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Introduction

You may be in a town of 5,000 or a city of 5 million. Either way, your dental brand reaches across a relatively defined geographic area. Within that circle, there's a finite number of patients for the services you provide.

While that may seem limiting, it's actually a tremendous opportunity. The digital landscape includes tools and hyper-targeting methods that give those who understand them a huge advantage. By putting these three digital marketing strategies into practice, you can stand out among your competition.

3 Steps to Growing Your Dental Practice

Stand Out Among Dental Practices

Attract New Patients Through Digital Marketing

1.

Leverage Digital Advertising

If you're at Starbucks and you look around, how many people are on their phones? Who isn't? Digital advertising meets people where they're at from sunrise to sundown. Contrast that to how many people are flipping through a newspaper or Yellow Pages and you'll quickly know where you want to be.

Digital ads give two big advantages, especially for local growth:

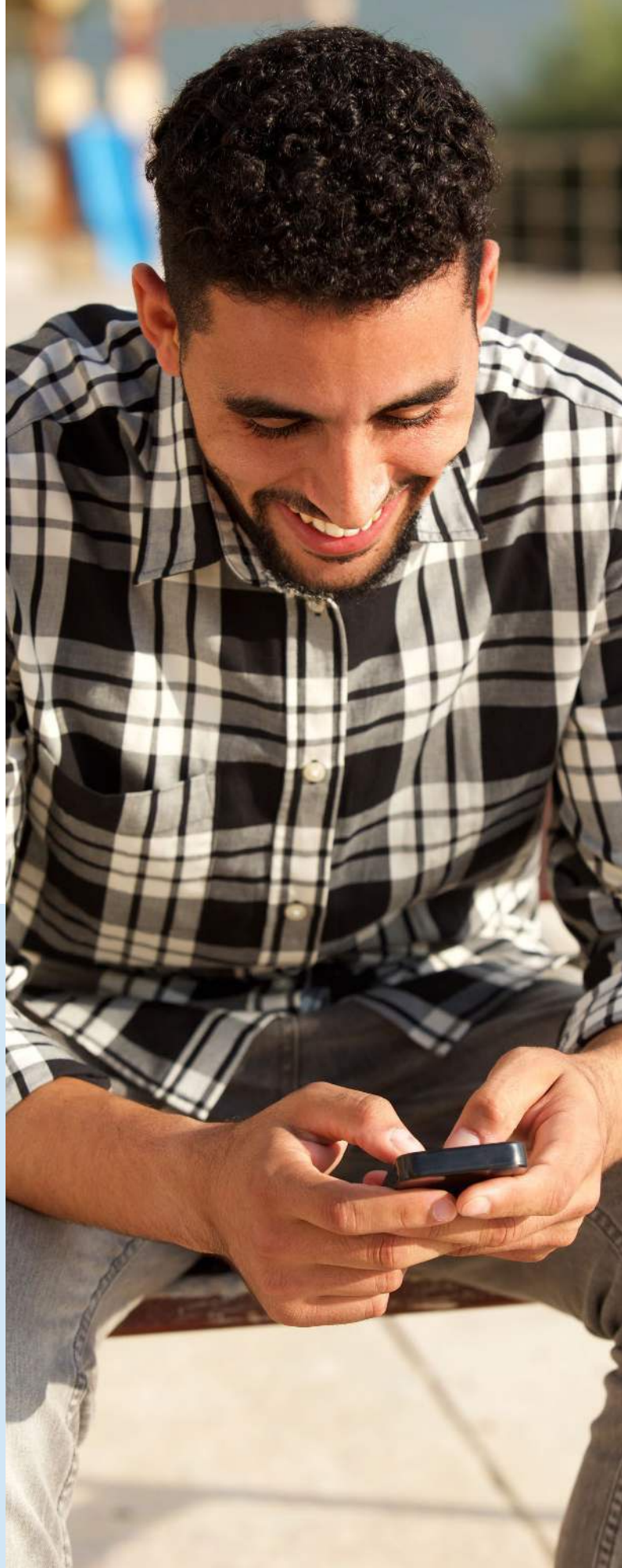
- ✓ **Targeting:** You can put your ads right where you want them. Choose the age and interests of those who see your ads and set geographic boundaries. If you're looking for more families in your practice, target moms from 8 p.m. to 11 p.m..
- ✓ **Budget Efficiency:** Newspaper ads can cost \$1000 or more per day, but you can leverage a fraction of that with digital advertisement and hit the bullseye. Plus, detailed analysis of responses from your targets help you fine-tune and measure the real return on your advertising dollar.



FACEBOOK ADVERTISING

Facebook ads allow you to set up branded campaigns and promote your practice and services. You can simply use some of your existing posts and “boost” them. By adding a small budget to a post, you can put it in front of far more viewers using targeting techniques.

You can also create ad campaigns and include a clear call-to-action. Maybe you decide to promote implant services to men and women over age 45 in your zip code, so you produce a nicely designed ad. When they click on the ad, they end up on a landing page on your website. You could test a campaign with \$100 and see what results you generate and make adjustments based on the data.




TIP: Promoted posts in the newsfeed generally have a higher return than ads on the right-hand side of the page. But a small budget allows you to test your campaigns and add fuel to the ones that deliver.

HYPERLOCAL ADWORDS

Google ads offer another way to get your name in front of the right people. Those ads that show up on search pages aren't random like they might be in a newspaper. While people all over the world are searching with dental search terms, they're also doing it in your community. Zero in through local paid search and put your practice right where people will see it, regardless of what dental search term they're using.

Hyperlocal Google ads are **uniquely targeted compared to traditional Google ads**. They're designed to place your practice at the top of Google Maps listings, and that's where the majority of links occur. These intent-based ads work whether patients search for, say, "dentist" or "why dental implants are best for me." This hyperlocal anchoring in Google Maps produces a lot of exposure that's hard to beat.



 **TIP:** Digital advertising demands the same level of expertise as traditional SEO. Rely on search specialists to design, optimize, and adjust your campaigns so you maximize every dollar.

2.

Build an Online Presence

In today's world, a cohesive online presence isn't a luxury--it's essential. Although parts of the process might seem straightforward, it's more complex than what meets the eye. But what meets the eye must be engaging, informative, and helpful. Putting the pieces together needs to be done right, not halfway. The online environment tells the story of your brand in the space where everyone invests time and energy.

What people see about you and your team in the community, on Facebook, in reviews, in search results, and on your website all need to line up with the same voice. It's all about your brand and reputation, and there are more places to manage than ever.

Even something as simple as submitting your website to online directories like Yelp and Google Local shouldn't be overlooked. Updates to business listings are critical, and the right resources make that a breeze. These key facts drive the how, when, and why of your strategy:

- 1** 58% of people search for local businesses on their smartphone¹
- 2** 46% of all Google searches are local²
- 3** 91% of consumers between ages 18-34 trust reviews³

Your online business listings anchor your place in these statistics. Get it right, and patients find you. Get it wrong, and you're left outside the fence.

Let's take a dive into the key components of your online brand presence.



Over 8 billion searches⁴ are performed just for keywords related to "health" every month!

YOUR WEBSITE

Every business has a website, or at least they have a version of one. You can build your own DIY website, but this isn't a place to cut corners, and it has to be more than a glorified brochure. Your practice's website is the stop every new patient will make before they call you for their first visit. And chances are so high they'll use their smartphone that your website *has* to be **mobile-optimized**.

Furthermore, it's where prospective patients will likely decide whether they'll call you or another office they heard about at the coffee shop. And your site has just a few seconds to capture a visitor before they decide to look further or move on. Contact data is king. Some visitors are ready to schedule, and some just need more information to make a decision.

Your website must include integrated forms and engagement tools that provide prospects with valuable information in exchange for their basic contact data. Your site should be armed with automated follow-up capabilities to nurture, educate, and foster patient appointments.



Key elements of a well-polished website include:

- 1 Mobile-Friendly:** There's no such thing as over-emphasizing this. Over half of all online traffic happens on mobile devices, and nearly 3 billion mobile users cover the globe. Google uses your mobile homepage to index search results. Your site must be optimized to work on the move.
- 2 Simple:** Keep the design clean and uncluttered. Don't underestimate the power of good words. Content reflects on your brand. Too much of it, and no one reads it. Too cumbersome, same problem. Use imagery, content, and layout with proven designs in a way that appeals to mobile users.
- 3 Easy and Convenient:** If site visitors can't quickly learn what they came to find, they won't stay long. Consumers are used to scheduling Uber and grocery delivery from their phone. Scheduling and communicating with your office should be just as easy.
- 4 Educational:** Your website can be a good place for patients to discover everything they need to learn. From compelling insight to your office and team to reliable information on implants, make it worth the visit.
- 5 Integrations:** Your website can be a dynamic platform that integrates with other tools to push and pull visitors to it. With the right design, your site can work with dental software to encourage visitors while optimizing your visibility to search engines. It's complicated, but it doesn't need to look or work that way.

Your practice is different from a hardware store, and your website should reflect it. Everything about your site should tell a story about your brand in the palm of a hand. Understanding the psychology of a curious or anxious new prospective patient needs to be built into your site. You might not think much about the bio page, but a lot of site visitors read it. They don't want to hear about every class you've taken and membership you hold—they want to like and trust you.



TIP: Make sure your mobile-friendly website includes all the integrated features you need before you invest in a new site. Will they tie into your practice to create a seamless experience for visitors, gather contact information, and appeal to search engines?

YOUR SOCIAL MEDIA

With nearly 4 billion people using social media⁵ across the world, these platforms open doors for you to connect with patients on a regular basis. A good social media strategy will tell the story of your practice and create a place for interaction and engagement.

So, what does it take to put it together?

Pick Your Place



Facebook, Instagram, TikTok, Pinterest, Twitter, and so many more. Yes, social media can feel overwhelming. But your best bet is to choose a couple of platforms and do them well. For dental practices, Facebook is a solid place to be since it ranks as the third most visited site in the world⁶. If you want to add Instagram, you start to reach a slightly younger group of users.

Keep At It



Consistent posting is essential to building an audience. You can create and schedule posts, or you can rely on a professional service to help you get the message right. A dozen posts a month spread out every few days can do the trick. If anything spontaneous comes up along the way, you can add it.

Be Creative



Social media is about relationships, so mix it up and have some fun. But keep your content professional, and think about local highlights you can bring up, too. For example, congratulate a local student who earned special honors. Offer compelling content, and don't focus too heavily on promoting your own services.



TIP: Use a professional service to provide consistent, relevant posting. Then add a few in office posts to personalize your feed throughout the month.

3.

Make Local SEO Your Boss

Paid traffic, like that driven by Google and Facebook ads, is a great way to leverage your advertising dollars and hyper-target the audience you want to reach. But helping people find you online organically through search engines pays dividends over time, too. Good SEO takes a careful dance of tactics to produce the right results. If you want your online presence to show up organically in front of your community, this needs to be done right.

Consistency Is Vital to Local SEO

Like your overall brand, you want your practice data to appear consistently across the web. If your listings are different across platforms, your SEO efforts will falter. Tools, like Legwork Listings⁷, make sure that your practice information tracks accurately across Google, Apple, Facebook and over 100 other third-party apps, maps, and directories.

Intelligence Rules

SEO has taken on a higher IQ than in the past. It's great to show up first in search results, but services like Siri and Alexa need to get the right data. They're answering questions about your practice by providing reviews, locations, events, and more. As long as the data on your website and the various platforms is accurate, your online IQ measures high enough to be used by these services.



MAXIMIZE YOUR SEO

Optimizing websites with the right keywords in your content still carries weight. By using targeted words on your pages and blogs, you're part way there.

But a newer tactic, known as **"push & pull"** keeps online traffic moving through your website and holds people on your pages longer. Web forms, assessments, quizzes, and white papers all capture segments of the local population within a sophisticated balance.

"Push Technology" nurtures your existing relationships and encourages them to refer friends and family. Digital health forms, email campaigns that direct patients to blog articles, and social postings all serve to nudge your patient base.

"Pull Technology" incubates your leads and encourages them to interact with your site. Videos, eBooks, email subscription forms, and online appointment booking promotes your brand by pulling visitors to engage with your website. Visitors are encouraged to download compelling information in exchange for their email address. An automated email series follows with educational materials aimed to convert them to patients.



 **TIP:** Consider a Legwork website as a comprehensive strategy for attracting new patients. Delegate the marketing of your practice to the hands of experts skilled specifically in the dental industry.

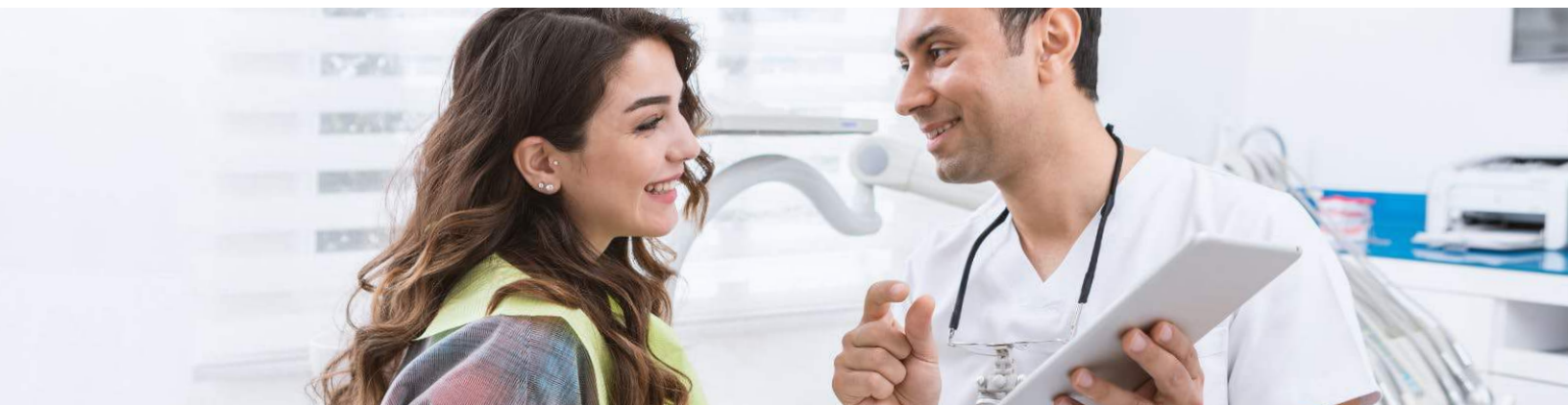
BLOG TO COVER MANY BASES

Blogs can take many different forms, and adding a blog to your website gives your practice one more connection to the people around you. Maybe you like to write, or someone on your team enjoys it. You can add an article every week or even once a month. **Over time, it adds up.**

Maybe you don't like to write, and that's ok. You can hire writers to create content for your blog that you review and post. Or you can ask your marketing company to add a blog service to your website so you don't even have to think about it. Regardless of how you go about it, you can use your blog postings to consistently communicate with patients.

A blog can:

- ✓ Make your practice an expert in current topics in dentistry
- ✓ Discuss local events or topics that affect your community
- ✓ Provide a reason to send emails to patients with a summary of your article
- ✓ Give a reason for a social media post that links to your website
- ✓ Add SEO steroids to your website




TIP: Spend an hour a month writing about a topic that you've discussed with patients during the month. Ask your website company to format and upload it for you. Alternatively, use SEO-friendly, patient-centric content developed by dental industry copywriters.

YOUR REVIEWS AND REPUTATION

Although word-of-mouth in your local community carries tremendous weight, online reviews have become essential. Think about every time you look at a product on Amazon. You look at reviews. Same thing happens when you're weighing two different restaurants for dinner.

Prospective patients do the same thing, and they're interested in what others have to say about their experience with your team. 72% of patients use reviews as the first step in their search for a new healthcare provider. Quality matters more than quantity, but you want to keep gathering them from happy patients.

Reviews can be found in many places, but two big ones are Facebook and Google. **You need a consistent system for requesting and responding to reviews.** Doing it right helps your reputation and helps others learn about you via digital word-of-mouth.

 **TIP:** Consider services, like Legwork Reviews that systematically help patients leave positive reviews for your practice.



Create and Maintain Raving Fans!

Your local community is a gold mine of patients who crave high-trust relationships with healthcare professionals. Dental patients want the same things all consumers want, and you're poised to give it to them. If you're genuine and likeable and your brand is consistent and defined, your digital arsenal works overtime for you.

Today, it's not just a matter of hanging out a sign, joining the Chamber of Commerce, and putting an ad in the Yellow Pages. There are vital technology pieces to keep aligned, but there's also a payoff in your local region. Patients who see your brand in the spaces they spend time in choose you, even when they have a dozen other choices in the neighborhood.



Discover How Your Dental Practice
Can Win The Marketing Game

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