



# A 12-Step Guide To Dental Marketing

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DDS

 Legwork

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# Introduction

A successful brand presents a consistent message and experience across every platform and customer interaction. That's not a haphazard process—it happens over time with a unified strategy. **When built right, a brand develops a first-class reputation and enjoys consistent growth.**

In dentistry, taking control of your practice message separates the entrepreneurs from the average business owners. Effective digital marketing tells an authentic story about what you do for patients, what patients can expect, and why you're the best choice. Incoherent campaigns can be confusing and work against your intentions. You want to build a brand and dental practice that people love.

# Online Marketing For Dentists in 12 Steps


**Pave the way to enhanced growth and  
reputation among your patients**

An online dental marketing plan starts with a little offline groundwork. Managing a multiplatform strategy integrates components that maximize your budget and produce long-term results.

# 1.

## Define Your Vision

The best businesses clarify the reason they exist and why they show up every day. Digital marketing for dentists becomes disjointed if you don't define what your brand stands for.

 **ACTION:** Make time to write out a vivid vision for your dental practice. A vision that's not written down is just a dream that no one knows except you. Once you've set the parameters for your practice, the other components properly align.







# 2.

## Build A Strategy

Your dental brand is really a story that's told across multiple channels. Everything you publish, say, and do perpetuates a story that consumers accept or reject. A careful blend of words, design, tone, frequency, and dozens of other subtle psychological factors produce a story that engages patients, leverages your budget, and grows your practice.

 **ACTION:** Build your vision-driven marketing strategy around a single-platform solution to execute a cohesive message to the market. Everything works together on the same page, and you avoid confusion in the minds of consumers.

# 3.

## Design The Right Visual Elements

Your brand visuals matter, but the most impactful logos, colors, and graphics flow from a laser-sharp vision. When an author writes a book, they don't design the cover first.

But this critical representation of your practice deserves professional attention. For example, colors evoke certain emotions, and signature colors increase brand recognition by 80%<sup>1</sup>.



**ACTION:** Choose graphic designers who understand color, layout, and everything in-between, especially for dentistry. Using creative talent to get this piece right is vital—your teams and your patients will be looking at it everywhere for a long time.





# 4.

## Elevate Your Websites

Most practices have a website, but do they shine? With over 200,000 dentists in the U.S., consumers can jump from site to site within a few seconds. And they're not interested in hanging around for more than 15 seconds<sup>1</sup> if they're less than impressed. Solid websites consistently reflect your vision, deliver your strategy, and engage patients at every stage of their experience.

**ACTION:** Conduct a website audit with different age groups who will share their critique of your sites. Engage with a vendor that specializes in dental website design and mobile-optimization. Websites display differently on mobile devices than desktops, and 38%<sup>2</sup> of website visitors will click away if they have a poor user experience on any device.



# 5.

## Turn On Dental Social Media Marketing

Social media continues to draw engagement, and 74%<sup>3</sup> of consumers use social media to help them decide where to take their business. Don't miss out on the full benefits of these channels, but leverage dental social media marketing techniques to build awareness.

**ACTION:** Choose a cohesive delivery system to automate social media for steady drip exposure. Automate posting with materials that professionals designed for dental patients, and have each practice location add some of their own in-office celebrations. Also consider adding video; social video generates 1200% more shares<sup>4</sup> than traditional posts, and viewers watch live video on Facebook three times longer than other videos.





# 6.

## Use Paid Ads

A survey in 2020 revealed that 35% of dental practices<sup>5</sup> planned to increase their marketing budgets. Paid advertising is much more effective than traditional marketing techniques, and savvy practices will leverage their budget to enjoy more growth.


**ACTION:** Allocate 70% of your marketing budget to intent-based advertising with Google Ads. Allow the remaining 30% to drive awareness campaigns, such as Facebook and Instagram Ads. Work with professionals who understand dentistry and the unique targeting required to drive results.



# 7.

## Prioritize Local SEO

“Near me” searches continue a steady upward trend, and many of them lead to immediate action. Google changes its SEO formula almost daily, but professionals understand the major algorithm rules. Your practices must show up in local search results when potential patients search for dental services within a few miles of your offices.

 **ACTION:** With a 900% increase in “near me” searches over a recent two-year period, you can’t afford to ignore local SEO. Rely on reputable SEO experts who specialize in dentistry to bring together local business listings, website traffic, Google Maps listings, and more to maximize the attention your practices receive.







# 8.

## Add Convenience Tools

Consumers love the convenience of online tools. Hungry? Order Uber Eats. Utility bill due tomorrow? Pay online at midnight. Dental patients expect to find the same options, and you can give them. Nearly half of patients<sup>6</sup> indicate they prefer to book their medical appointments online, and that option could be the difference to a new patient.




**ACTION:** Evaluate your practices' websites for more than education and information. Offer secure patient portals<sup>7</sup> that allow patients to manage online forms, pay bills, and schedule appointments. Stand-alone online booking modules can help patients overcome hesitancy to make their first appointment. Plus, you may add virtual visits as an option for some visit types, including initial consults.

# 9.

## Encourage Feedback

When's the last time you ordered a product from Amazon without checking reviews? A recent survey showed that 70% of people<sup>8</sup> consider reviews critical when choosing a healthcare provider. Social proof matters in retail, travel, healthcare, and everything in-between.

 **ACTION:** When patients step out of your dental offices, make sure they get a text and email that asks them for their feedback. Automated requests make it simple, and patients love to give their opinion.








# 10.

## Nurture Referrals

When someone tells their friend to visit one of your practices—and they make the call—you enjoy a home-field advantage. The average new patient costs up to \$300<sup>9</sup> to acquire, and they're often determining how much they trust us. But referrals are organic, low-cost, and ready to schedule an appointment.


 **ACTION:** Make internal marketing that builds relationships and generates referrals part of your strategy. Automate requests with emails or postcards, and send gift cards to thank your patients for sending family and friends your way.



# 11.

## Campaign To Connect

Your dental practice isn't the only one looking for attention with your patients, and the average person may see up to 10,000 ads<sup>10</sup> per day. Still, 63% of people say they'll report one doctor over another based on a robust online presence. But consumers are more likely to notice useful information from brands they trust, and you can meet that need.

 **ACTION:** Add email workflows for existing patients that provide information on topics relevant to them. Use assessments, quizzes, and eBook downloads on your websites in exchange for contact information from site visitors. Multiple strategies with targeted campaigns allow your practices to stand out and stay relevant with patients before and after their visits.






# 12.

## Track And Adjust

You can't stop with writing out a vision, launching award winning websites, and putting up occasional ads or Facebook posts. Dental marketing encompasses the patient journey and moves in a perpetual cycle. One study showed that brand cohesiveness could increase revenues by up to 23%<sup>11</sup>.

 **ACTION:** In a multi-platform marketing environment, you need the right tools to track analytics, feedback, and campaign effectiveness. The task becomes simple if you use a centralized dashboard to manage your marketing tools and measure their effectiveness. Metrics tied to patient feedback, reviews, clicks, ad responses, and more help you adjust your strategies and budgets.

# A Different Kind of Dental Marketing Company

A commitment to marketing connects you to your target audience and supports them through their journey. Legwork brings an exclusive focus on dental marketing built on over two decades of experience. A complete marketing solution that delivers cohesive branding, practice growth, and profits, the Legwork team of designers, programmers, and marketing experts help dental teams tackle challenges, possibilities, and solutions with their patients.

**Discover a process that will help you navigate new consumer expectations, attract more patients who value your services, and add profitability to the bottom line.**

**SCHEDULE A DEMO**



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Planet DDS is the leading provider of cloud-enabled dental software solutions serving over 10,000 practices in North America with over 60,000 users. The company delivers a complete platform of solutions for dental practices including Denticon Practice Management, Apteryx XVWeb Cloud Imaging, and Legwork Patient Relationship Management. Planet DDS is committed to creating value for its dental practice clients by solving the most urgent challenges facing today's dental practices in North America.