



DENTIST'S COMPASS

TO MARKETING MASTERY

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Dentist's Compass to Marketing Mastery

Best Ways to Market a Dental Practice

When dental offices use dental SEO and digital marketing tools to connect with patients, they will keep more of them and find new ones. Patients might only be happy with the dental office if they know if it's open or if they need to change their appointment.

These unhappy patients might go to other dental offices that are advertising their hours or virtual dental care.

The good news is that dental offices can show that they care by sending helpful digital messages. When dental offices post on their website or Facebook, patients will know that they are open and ready to help.

Make a Dental Marketing Website That Works Well.

You need a good website to start getting the word out about your office. Think of it as your online office. It's even more important for getting new patients than your physical location. People might walk by your office and decide to stop in, but a good website lets you reach people all over the city.

But just having a website isn't enough anymore. It has to be easy to use and look professional. When people look at your website, they should feel confident that you can help them. Make sure your website works well on phones, looks up-to-date, and has information that patients and other interested people can use.

It's important to make a website that stands out, and it might be best to get help from experts. With ProSites, you can get a great website design, useful information about dentistry, and use our 20 years of experience to get more people interested.

Websites can look different, but they should all have some basic things. Here are some things that will make your site stand out:

Make Content About Dental Care to Bring in New Patients and Increase Traffic.

Writing a blog post has many benefits, especially when it comes to content marketing for dentists. First, search engines like content that is new and updated a lot. This means that writing a blog about a dental topic you know a lot about can help you rank higher in search results, which is a key part of dental content marketing.

It also helps you build trust with your current patients and show them that you are an expert. Most people who are looking for a dentist or doctor do research online before they choose one. If you write informative, helpful articles, you will be seen as a credible professional.

Blog posts don't have to be long, so don't worry about that. A simple post with useful tips doesn't need to be more than 500 words long. Focus more on making your article clear and easy to read than on how long it is. For the best results, use headings, bullet points, and space.

Use Forms and Calls To Action to Collect New Leads' Contact Information.

Spending time and money to get people to visit your website without helping them take the next step is like bringing a horse to water but not showing it how to drink.

Allowing patients and potential patients to know how to get in touch with you, schedule an appointment, and have a way for you to follow up with them will help your website traffic the most.

Get Reviews From Patients To Help Your Marketing of Your Reputation.

People trust online reviews just as much as they would a personal recommendation. They are an important part of your online marketing strategy. But if you want more good reviews, you have to ask for them. Start by making a list of your most faithful customers.

Then, send them a personalized email asking them to tell you about their experience to help future patients learn. Include a direct link to the page on your website or Google My Business where they can leave a review for your practice. This will make it as easy as possible for them.

Make The User Experience Better.

Visitors should understand how to use your site's navigation right away and be able to find what they want quickly. Make sure that the information that answers the questions that most of your patients are asking is at the top of the page.

Keep Your Dental Site Fresh and Up-To-Date.

If you haven't changed the look of your website in three or four years, it's probably out of date. Internet browsers change all the time, which can make it hard for people to use your website if its design is out of date.

Ask your website host if they have any new styles that are easy to change and don't cost anything. Describe in detail the services you offer.

Make a separate page for each service you offer that explains everything about that service. Add a list of frequently asked questions to the page. Is it hard for people to imagine what's going to happen? Use pictures or videos to make it clear and easy to understand.

Your Website Should Have a "About" Page.

Most people today do research online before calling your office to make an appointment. Make your office as open as possible, and have a page that tells people about you, your staff, your expertise, and where you went to school.

Make Sure Your Website Works on Mobile Devices.

Most of the time, more than 80% of all website traffic comes from mobile devices. Google's search engine rankings are now based on how websites look on mobile devices.

If you give your patients and prospects a great experience when they visit your site on their phone, you can expect more happy customers and better search engine rankings.

Boost the social media presence of your practice

Not only funny things can be shared on social media. About 42% of people use it to read reviews of doctors and find better ones.

Using social media for your dental practice gives you a friendly way to talk to patients and people who might become patients. It's also a way to spread the word about yourself and your website.

To do well on social media, fill out your profiles with information about yourself, a link to your website, your hours, what you're good at, and a short description. Then, post often with things your followers will like. If most of your patients are families, give them things they can use to teach their children how to take care of their teeth.

Social media is important if you want to find new patients. Follow these tips for social media if you want to be the best at marketing for your dentist office:

- Fill out all of your dental practice's social media profiles
- Make sure your hours, contact information, and services are always correct and up to date.
- Share interesting and useful content every day that shows off your expertise.
- Answer messages and comments quickly so visitors feel welcome and valued.

Here's an overview of the main networks and the kind of content that works best for each:

- **Facebook:** Get more referrals and let people know about your office's events, promotions, and holiday hours.
- **Twitter:** Send quick tips, updates, and more to your current and potential patients often.
- **Instagram** is a great place to show before-and-after pictures of your patients (with their permission, of course) and how nice your office looks.

Next, let's look at how dentists, hygienists, and other dental office staff use social media to connect with dental patients:

- Share a picture of your staff on the social media pages for your practice –People share a lot about their lives on social media today. They also want businesses to be just as open. Show off the personality of your practice by posting a photo of your team with an interesting fact about each person in the caption.

People like to see that their trusted service providers are also people, so using some professional humor can help put potential patients at ease and encourage them to contact your practice.

- Use social media to help your customers. Have someone actively check your social media pages to answer any questions people post and respond to any reviews, good or bad.
- Share pictures of what you looked like before and after. Show off your work on your website and social media pages, as long as your clients give you permission to do so.

