Online Marketing 101:
Selecting Strategies, Building a Plan and Measuring Success

Mrs. Cheryl Pederzoli

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Introduction to Marketing

Why You Need It
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
What’s the **difference** between two mechanics?

Assuming that the types of cars they can work on and the services they offer are roughly the same, **why would a customer pick one mechanic in their town over another?**
Answer: Marketing
What differentiates your dental practice from competitors?
What Digital Marketing Does for Your Practice

- Helps prospective patients find your practice online
- Influences their perception
- Instills trust in potential patients
On average, dental offices spend $500 per month on marketing.
Attract

Convert

Engage & Retain
It’s 5-10 times cheaper to keep current patients than acquire new ones.
88% of U.S. Adults Use the Internet

The evolution of technology adoption and usage

% of U.S. adults who ...

- Use the internet
- Have broadband at home
- Use social media
- Own a smartphone
- Own a tablet

Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/
Everyone’s marketing needs are different.
Online Marketing Tactics

Ways to market your practice including how to optimize your website, use social media and maximize your presence on online directories and review websites
Common Traditional Marketing Tools

- Yellow Pages
- Practice Brochure
- Radio
- Direct Mail
- Newsletter
- Print Ads
PORTFOLIO PROJECTS

DIRECTORIES

SEARCH ENGINE ADVERTISING (ADWORDS)

EMAIL

YOUTUBE

SEARCH ENGINE OPTIMIZATION

WEBSITE

ONLINE REVIEW SITES

DIRECTORIES

BACKLINK BUILDING

SOCIAL MEDIA

REFERRALS

DIRECTORIES

SEARCH ENGINE ADVERTISING (ADWORDS)

EMAIL

YOUTUBE

SEARCH ENGINE OPTIMIZATION

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WEBSITE

ONLINE REVIEW SITES

DIRECTORIES

BACKLINK BUILDING

SOCIAL MEDIA

REFERRALS
Your Website
The hub that connects all parts of your online presence.
YOUR PRACTICE On the web
The Importance of Having a Website

**AVAILABLE 24/7**
- Learn about your practice
- Submit questions
- Schedule appointments

**EASIER MAINTENANCE**
- Updates are less taxing
- Publish instantaneously vs. waiting for prints

**CORNERSTONE OF DIGITAL MARKETING**
- The central hub of your online marketing efforts including SEO, PPC, and Social Media

**REPRESENTS BRAND**
- Online representation of your practice
- Should inspire the same confidence as your actual office

**PROVIDES INFORMATION**
- Most likely to contact you after research
- Helps answer frequently asked questions
- Saves you and new patients time

**GENERATES LEADS**
- Improves chances of ranking
- Allows patients to easily contact you
Your Website Should...

Have a Compelling, Current Style

Reflect Your Practice and Specialties

Work on All Devices

Have Content that Builds Trust & Answers Questions
Things to consider for your practice website:

- Who will build, design, and maintain it?
- Is the design pleasing to visitors?
- Is it mobile-friendly?
- How accessible is the information on the website?
- Is your content consistent with services you offer?
- Can the website capture basic patient information?

It all boils down to one thing....

USER EXPERIENCE
User Experience:

The overall experience of a person using a website, especially in terms of how easy or pleasing it is to use.
Factors to Ensure a Great User Experience

**DESIGN**
How does it look?

**NAVIGATION**
Can patients find what they’re looking for?

**CONTENT**
Is the information relevant to patient questions?

**MOBILE**
Can patients find, read and understand info when using a mobile device?
...design elements are exponentially more powerful than content, in terms of mistrust. When asked to describe why they mistrusted a website, 94 percent of comments were directly related to web design elements, while only 6 percent referenced specific content.”

- Drew Hendricks, Forbes.com
Design Elements that Cause Mistrust

• Busy or outdated layouts
• Pop-ups or flashy ads
• Small, difficult to read text
• Boring design
• Lacking color
• Too much color
• Slow load times
Have a Smile You Can Be Proud of with

Family Dentistry in San Jacinto, California

California, is dedicated to the area of family and cosmetic dentistry by providing preventative maintenance and restorative dental health care.

Our gentle dental services including extractions and whitening treatments. Take advantage of our modern dental facility and excellent dental care today.

All patients are treated with respect and compassion, we believe healthy smiles and a healthy body go hand in hand. Let us help you achieve your best smile, call today.
People cannot find the information they seek on a website about 60% of the time.”

Research by User Interface Engineering Inc.
Common Navigation Mistakes

• **Non-standard Style:**
  Navigation bar is below the fold or difficult to find

• **Too Many Items:**
  Rule of thumb is to have 8 or less items

• **Wrong Order:**
  Put the most important items at the beginning and end with your contact information

“The overall rule with a proper navigation structure is simple: *don’t require visitors to think about where they need to go* and how to get there. Make it easy for them.”

*Pamela Vaughan*

*HubSpot Marketing Blog*
Common Dental Website Content Mistakes

• No Purpose
  Make sure to include specific calls-to-action on each page so visitors know what you want them to do next.

• Too Much Copy
  Copy should be concise, digestible, and gets right to the point.

• Not Enough Copy
  Include enough messaging to educate visitors and convey your expertise.

• Content is Sloppy
  Double check grammar and spelling to avoid looking unprofessional and careless.
Mobile Websites

Mobile Website vs. Non-mobile Website

View Live Template
77% of American Adults own a smartphone (up from 35% in 2011)
Source: Pew Research Center

Tablet ownership has edged up to 51% among adults.
Source: Pew Research Center

41% of all Google searches from mobile devices are health care related.
Source: Think with Google

Nearly 60% of searches are now from mobile devices.
Source: Search Engine Land
Search Engine Optimization

Concerted effort to improve search engine placement
Introduction to Search Engine Optimization

Search Engine Optimization

The process of maximizing the number of visitors to a particular website by ensuring that the website appears high on the list of organic (free) results returned by a search engine.
How Does Search Engine Optimization Work?

SEO is made up of two components:

1. **On-site Optimization**
   Things you do on your website and its pages to improve your rankings.

2. **Off-site Optimization**
   Optimization outside of your website (external links, business listings).
How Does Search Engine Optimization Work?

**On-site Optimization**

There are two places where a search engine crawler looks to understand what your website is about.

1. Content on your web pages
2. Metadata coded into your website
How Does Search Engine Optimization Work?

- **Off-site Optimization**
  - **Backlinks**
    - Be relevant to your industry
    - Be locally relevant to the location you serve
  - **Local Business Listings**
    - Be consistent. NAP data is key.
    - Claim profiles and remove duplicate listings.
Search Engine Optimization Tips

- Make sure content is descriptive and interesting
- Use key phrases, not just keywords
- Avoid keyword stuffing
- Use social media to drive people to your website
- Regularly update your content
- Optimize your business listings
- Remove duplicate business listings of your practice
- Get experts in SEO to help you
SEO is a Game

King of the Mountain
Pay-Per-Click Advertising (AdWords)

Paying to appear in search results for specific keywords or search phrases.
Introduction to Pay-Per-Click (PPC)

Pay-Per-Click Advertising

A way of using search engine advertising to generate traffic to your website. As the advertiser, you only pay when your ad is clicked.

It’s a highly-targeted form of advertising that gets you in front of people in your area who are looking for the services that you offer.
Introduction to Pay-Per-Click (PPC)

Pay-per-click ads are typically the first three to four results on the search.
Pay-Per-Click (PPC) Advertising

- Involves bidding on keyword phrases relevant to your audience
- You determine your spend and set the budget each month
- Gets immediate results from day one
- Extremely measurable
- More cost effective than many other advertising method
- Ads appear at the top and bottom of search results
Pay-Per-Click (PPC) Advertising

**PPC Benefits**

- Get immediate results from day one
- Get measurable results from day one
- More cost-effective than any other channel
- Maintenance is easy
- Start, stop and pause campaigns
Pay-Per-Click vs. Search Engine Optimization

**Pay-Per-Click**

Major Difference: Pay to Play
- Relies on bidding
- Must monitor keyword bids and negative keywords
- Easier to do A/B Testing
- Easier to determine ROI
- Quicker improvement in online visibility
- Ability to target audiences in multiple geographical locations

**Search Engine Optimization**

Major Difference: Earn Right to Play
- Relies on relevance and authority
- Keywords are targeted by content not bidding
- No such thing as negative keywords
- Improvement in visibility much slower
- Geographical location highly relevant

**Major Similarities:**
- Keyword research is vital to success of channel
- Results appear the same to searchers

Major Similarities: Keyword research is vital to success of channel
- Results appear the same to searchers
Strategy 1: Search Domination

**Objective:** Take over search results page to beat competition

Ideal for established practices that have a clear understanding of profitable keywords.

- Most aggressive strategy because it requires expertise in both SEO and PPC.

- In terms of keywords, you will need to understand which ones your competition is bidding on, and then implement the same keywords in your PPC bidding and SEO content strategies.

- Will require you to:
  - Hold position 1 in organic search results and snack pack
  - Focus your spend on a specific set of keywords (since keyword bids for highly competitive terms tend to be more expensive)
Strategy 2: Search Visibility Boost

**Objective:** Show on page 1 of search engine results page while SEO strategy is launched

Ideal for new practices or practices that are just beginning search marketing.

- Your practice will have to do extensive keyword research to determine which keywords you should optimize on your website
- You can run ads for specified keywords while you wait for your website’s optimization to show results
- Continually discover which keywords you should target by testing them with PPC ads, and then optimizing your website
Strategy 3: Extending to New Market

**Objective:** Appear in surrounding areas that you are particularly interested in targeting

Ideal for new patient acquisition from surrounding cities

- SEO is hyper-localized and therefore difficult to extend to a new geographical without opening a new office in a neighboring city
- You can optimize your website for your city/area and reserve your PPC spend for surrounding areas where you may also find new patients but are unlikely to rank
Social Media

Building Relationships
It *is* marketing!
Social media is designed to help dental practices gain leads and loyal patients by staying engaged, top-of-mind, and providing helpful resources.

It *is not* new!
*Word of mouth* is one of the most powerful marketing strategies for any business, including dental practices.

While technology has enabled conversations with a broader audience, it's still considered word-of-mouth marketing.
Jamaica Cosmetic Dental Services

April 13 at 7:21am

Ready to Experience JCDS? Take advantage of our New Patient Special. We are offering 50 PERCENT OFF Cleanings until the end of April!!! We also accept Medecus, Sagicor, and Aetna International Health Cards. Call 978-4747 or email appointments@jamaicasmiles.com to schedule.
80% of dentists use some form of social media to promote their practices.

- 70.7% have a Facebook Page
- 41.1% are on Google+
- 16.7% are registered on LinkedIn
- 5.6% use Twitter

- There is a 5%–7% increase in production per doctor for offices active on social media.
- Practices with two GPs that utilize online marketing strategies and services have 17.3% higher practice revenue than those that don’t.

Source: Dental Economics
Building a Strong Online Community

The key to building a strong online community (loyal followers) is by providing valuable, educational, and meaningful content.

- Posts should be educational and relevant to your target audience’s needs.
- Promote any specials or events on social media to attract new followers and create excitement around your practice.
- Avoid *only* posting promotional content as that can appear spammy.
- Balance educational and informative posts with promotional content for a well-rounded mix.
Engaging your followers allows you to cultivate a relationship with them, builds trust, and helps you turn them into your new patients.

Ask satisfied clients to leave positive reviews on your practice’s Facebook page, so others can see what it’s like to work with you.

Respond to all comments, questions, and private messages in a timely manner.

Keep your target audience’s needs in mind when planning your content strategy.

Post about topics that give patients a reason to share, like and respond to your posts.
Post Ideas

The Creekside Dental and Orthodontics
August 3

Thank you Princess Tatum!! For being an amazing patient!! 😊 #Prostheses #NoCavityClub

The Creekside Dental and Orthodontics
September 6 at 11:16am

All ready for school? Want to get those teeth looking great? Give us a ring at 951-899-3250!
Elements of a Great Facebook Page – that Makes Patients Want to Follow You!

1. Cover photo
2. Profile picture
3. Dental practice information
4. Content
Elements of a Great Twitter Profile

1. Cover photo and profile picture

2. Location and website provided

3. Content
Be present where current and prospective patients are.

- Be future minded (don’t get left behind)

- Create profiles on other visual platforms:
  - Cross-post relevant visual content
  - Dentistry well-suited for visual platforms
  - Who doesn’t love a pearly white smile?

- Be aware of how your office looks:
  - Anything messy or embarrassing?
  - Younger patients might snap and share it!
  - One bad photo can tarnish your image

- Place a sign in the waiting room encouraging posts
  - Use social media signs
  - Provide an original hashtag #SanMarcosDentist
Social Media Advertising

Pay-Per-Click or Pay-Per-Impression

- Use targeting to reach your audience
- Avoid repeat messaging and rotate your ads
- Make sure your marketing is mobile-friendly
- Get an expert to help
Online Review Sites
Show other potential patients what it’s like to have you as a dentist
Patients are talking about your practice online. Prospective patients want to hear what they’re saying.

81% of consumers conduct research online before making a big purchase

85% of consumers say they read up to 10 reviews of a business online

47% believe that reputation is especially important for doctors and dentists
Steven K. Okamoto, DDS: Torrance CA Dentist | Restorative Dentistry
www.okamotodds.com/▼
Welcome to our Torrance, CA dental office, home of Steven Okamoto, DDS and Michelle Okamoto, DDS. Our father-daughter dental team focuses on friendly,...

Steven K Okamoto, DDS - 25 Photos & 22 Reviews - General Dentistry ...
https://www.yelp.com › Health & Medical › Dentists › General Dentistry ▼
★★★★★ Rating: 5 • 22 reviews
22 reviews of Steven K Okamoto, DDS "Dr. Steve and Dr. Michelle are absolutely amazing. My mom had an emergency tooth issue and we called their office...

Steven K. Okamoto D.D.S - Home | Facebook
https://www.facebook.com › Places › Torrance, California › Dentist & Dental Office ▼
★★★★★ Rating: 5 • 12 votes
Steven K. Okamoto D.D.S, Torrance, CA. 370 likes. Dental Office In Torrance, CA.

Steven Okamoto DDS | Multi-Specialty in TORRANCE | CareCredit™
https://www.carecredit.com/doctor-locator/Multi-Specialty.../Steven-Okamoto-DDS/
Discover Multi-Specialty in TORRANCE from Steven Okamoto DDS today. Learn more about Multi-Specialty financing options from CareCredit™
Review Sites that Your Practice Needs

Google My Business

- Doing well on Google tends to have a snowball effect: when you rank higher, your page gets more clicks, which ranks you higher, and so on.

- **8.4%** of your search ranking factors come from review signals – the amount and aggregate score of reviews of your practice by users on Google Maps.

- **14.7%** comes from Google My Business signals, meaning having and maintaining your business page on Google My Business, being relevant to the search, and how prominent and close it is to the searcher.
Facebook Reviews

The world’s most popular social network is vital to a dental practice’s success. The constant social nature of the site means you must actively manage reviews to demonstrate responsiveness.
Review Sites that Your Practice Needs

Yelp Reviews

Yelp has 145 million daily active users. Because it’s so popular with users, it demands your attention.
Review Sites that Your Practice Needs

Angie's List Reviews

Angie’s List has a stable community of about 5 million reviewers. There's a membership fee that gets users special pricing on selected and highly reviewed member businesses.
Review Sites that Your Practice Needs

Rate MD’s Reviews

RateMDs is a review and comparison site specifically for health-care providers, including dentists. The website itself is popular enough that it’s likely to be listed among Google results when someone searches for a dentist.
How to Respond to Feedback

All reviews, positive and negative, merit a response.

• 40% of customers start buying from a competitor because of a reputation for great customer service.

• 18% of consumers become loyal repeat customers after receiving a brand response to negative feedback, meaning people want to be heard and won over.¹³

• An active approach to community management prevents patients from leaving you and encourages other patients to switch to you—and stay loyal.
Other Digital Tactics

There are too many to count. Here is just a sample.
Backlinks

Links to your website from other websites can improve your rankings.

Different types of backlinks include:

- **Internal**: any link that sends visitors from one page from your site to another on your site
- **External**: Links on your website that direct users to completely separate websites
- **Inbound**: links on other websites that direct visitors to your site
- **Paid**: purchased from a link retailer – not always a good idea and typically frowned upon
Backlinks

Where to generate inbound backlinks:

1. Join your local Chamber of Commerce and the Better Business Bureau (BBB)
2. Complete directory submissions
3. Answer questions on blog forums and include a link to your website in the signature line
4. Speak at an event and ask them to put a link to your website in your bio
5. Volunteer to participate in a case study and ask that the service provider links to your website
World’s most popular video streaming website

- Post videos and embed them in your social media posts and/or practice website
- Utilize YouTube’s simple editing tools to clip/trim and rearrange your videos
- Upload a “script” of the video to help your video appear in more search results (e.g. the more you mention “dental care” or another relevant term in the video, the greater chance it will show up when people search this topic)
Reach patients, former patients and potential patients.

- Office specials
- Birthday greetings
- Holiday messages
- Newsletters focusing on dental health, new technologies and studies
- Appointment follow-up thank you message with links to social media
Texting

Best used for engaging current clients.

- Appointment confirmations and reminders
- Typically unobtrusive
- Doesn’t take up room in a cluttered inbox and can be read and understood in seconds
- Can be used to fill last-minute openings
Multi-Channel Marketing

Be consistent and take advantage of all available channels.

• Sponsoring an Event?
  – Share it on Facebook and Twitter
  – Create a page on website
  – Email patients

• Special offer?
  – Newspaper ad with a URL
  – Pay-per-click ads
  – Create a page on website
  – Put a sign in your office
  – Email patients
  – Share it on Facebook and Twitter
HIPAA WARNING
Questions?
The Virginia Dental Association thanks the following sponsor for their support of this course

PROSITES®
Website Design and Marketing

The course will resume after a short break
Which tactics are being used by dentists today and which tactics work best.
About the Surveys

- Conducted by a third party to survey dental practices
- Participation was 100% voluntary
- Respondents were required to be dentists.
- 10 questions
- 102 responses

- Conducted by a third party to survey dental practices.
- Participation was 100% voluntary
- Respondents were required to:
  - Currently be employed at a dental practice that markets its services, and
  - Have significant influence on the marketing decisions made by their practice
- 45 questions
- 302 responses
Practice Growth and Profitability

When measuring the growth and profitability of your practice, how important are the following? Please rank so that the most important is first, the second most important is second, etc.

- An increase in the total number of net-new patients
  - Rank 1: 43%
  - Rank 2: 33%
  - Rank 3: 22%

- Retaining/recalling existing patients
  - Rank 1: 34%
  - Rank 2: 34%
  - Rank 3: 30%

- Increasing average revenue per patient
  - Rank 1: 21%
  - Rank 2: 32%
  - Rank 3: 44%

- Other
  - 95%
Marketing Methods

What methods has your practice ever used to market your services?

How does your practice currently market its services?
Word of Mouth

• 92% of dentists have tried word-of-mouth marketing
• 96% of those who tried it are currently using it
Marketing Methods

Practice Website

- 82% have ever tried having a practice website
- 93% of those who tried it are currently using a practice website
Marketing Methods

Social Media (e.g., Facebook, Twitter)

- 64% have ever tried Social Media
- 88% of those who tried it are currently using Social Media
Search Engine Optimization

- 54% have ever tried Search Engine Optimization
- 77% of those who tried it are currently using Search Engine Optimization
Marketing Methods

Review Websites (e.g. Angie’s List, Healthgrades)

• 40% have ever tried Review Websites

• 69% of those who tried it are currently using Review Websites
Marketing Methods

Community Programs or Sponsorships

• 44% have ever tried Community Programs

• 60% of those who tried it are currently using Community Programs or Sponsorships
Pay-Per-Click Advertising

• 22% have ever tried it

• 58% of those who tried it are currently using Pay-Per-Click
Email Marketing

• 34% have ever tried it
• 54% of those who tried it are currently using Email Marketing
Outdoor / Billboard Ads

- 8% have ever tried it
- 52% of those who tried it are currently using Outdoor / Billboard Ads
Marketing Methods

Yellow Pages

• 55% have ever tried it

• 46% of those who tried it are currently using Yellow Pages
Marketing Methods

Radio Advertising

- 12% have ever tried it
- 40% of those who tried it are currently using Radio Advertising
Print Ads

- 51% have ever tried Print Ads
- 40% of those who tried it are currently using Print Ads
Direct Mail

- 44% have ever tried it
- 36% of those who tried it are currently using Direct Mail
Marketing Methods

TV Advertising

• 9% have ever tried it

• 29% of those who tried it are currently using TV Advertising
Marketing Methods

Coupons/Groupons

• 22% have ever tried it

• 21% of those who tried it are currently using Coupons/Groupons
The State of Dental Practice Marketing 2016

Top methods currently being used:

1. Word of Mouth (88%)
2. Practice Website (77%)
3. Social Media (56%)
4. Search Engine Optimization (42%)

Dental Practice Marketing Pulse Report

How do people hear about your practice?

1. Referral/Word of Mouth (98%)
2. Website (76%)
3. Social Media (54%)
4. Organic Search Engine Results (46%)
What concerns do you have related to your practice’s website and/or online presence?

- I’m not sure people can find my practice online when they’re searching for a dental professional: 28%
- Our office staff does not have the technical expertise to manage our marketing efforts: 27%
- I’m not sure how I should get and/or respond to reviews patients are leaving online: 14%
Do you use an online marketing provider?
(i.e. a company that designs your website, manages your social media and/or your other online marketing strategies)

- Yes: 49%
- No: 51%

How long have you been using an online marketing provider?

- Less than 6 months: 13%
- 6 months - less than 1 year: 11%
- 1 year - less than 2 years: 12%
- 2 years - less than 5 years: 39%
- 5 years - 10 years: 20%
- More than 10 years: 5%
Which of the following services do you get through an online marketing provider?

- Website design: 83%
- Search engine optimization: 64%
- Patient reminder communications: 49%
- Patient surveys: 39%
- Social media management: 35%
- Practice branding materials: 28%
- Email marketing: 20%
- Reputation management: 20%
- Pay-per-click: 13%
- Referral marketing: 8%
- Other: 0%
- None of the above: 3%
When choosing an online marketing solutions provider, how important is it that the provider offers the following services? (N=97)

<table>
<thead>
<tr>
<th>Service</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website design</td>
<td>88%</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>80%</td>
</tr>
<tr>
<td>HIPAA-compliant email</td>
<td>72%</td>
</tr>
<tr>
<td>Reputation management</td>
<td>68%</td>
</tr>
<tr>
<td>Social media management</td>
<td>63%</td>
</tr>
<tr>
<td>Secure online patient registration</td>
<td>57%</td>
</tr>
<tr>
<td>Patient reminder communications</td>
<td>57%</td>
</tr>
<tr>
<td>Referral marketing</td>
<td>53%</td>
</tr>
<tr>
<td>Patient surveys</td>
<td>47%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>41%</td>
</tr>
<tr>
<td>Practice branding materials</td>
<td>33%</td>
</tr>
<tr>
<td>Pay-per-click</td>
<td>19%</td>
</tr>
</tbody>
</table>
Why use an online marketing provider?

<table>
<thead>
<tr>
<th>Common Themes</th>
<th>Percentage</th>
<th>Feedback Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providers’ expertise/skills</td>
<td>34%</td>
<td>• “Not sure how to do it myself and feel that a marketing company can do it better.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “[They are] best qualified to get us a well-working, visible website.”</td>
</tr>
<tr>
<td>Saves time/more convenient</td>
<td>27%</td>
<td>• “I don’t have time to do it.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Convenience; do not want the hassle.”</td>
</tr>
<tr>
<td>Easier/more efficient</td>
<td>15%</td>
<td>• “Easier than trying to do it myself.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Simpler and more efficient.”</td>
</tr>
<tr>
<td>To boost name recognition/marketing</td>
<td>10%</td>
<td>• “To help get our name out to patients.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “To assist in marketing, knowing that most patients today are online.”</td>
</tr>
<tr>
<td>Cost effectiveness</td>
<td>3%</td>
<td>• “It seemed low cost.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “It’s more cost effective than having an employee who does it.”</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>• “[To] keep up with the times.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Trying something new.”</td>
</tr>
</tbody>
</table>
Over the past two years and currently, on average, how much money do you think your practice has spent on marketing per month?

Average marketing spend currently $500
How do you think your overall marketing budget will change over the next three years?
What do you believe will drive your practice's increased marketing spend over the next three years? (N=153)
What percentage of your overall marketing budget do you spend on the following?

- Online marketing: 51%
- Print marketing: 23%
- TV/radio marketing: 4%
- Other: 21%
Measuring Results

How to measure your marketing return on investment (ROI) and what to do about the results
The Marketing ROI Problem

Half the money I spend on advertising is wasted; the trouble is I don’t know which half!
The ROI Objective

Investment Priorities + Communication Channels = Maximum Returns
Online Marketing Activities are Interconnected

A multi-prong marketing strategy is critical to success.

For example, a focus on building a strong social media presence backfires quickly if you have problems with patient satisfaction due to poor performance.
Measure What Matters!

Clicks & Engagement
Clicks are nice, engagement is valuable, new patients are the goal.

Determine Importance
More patients, fee for service, long-term patients

Set Goals
Set clear goals for what you want to achieve.
How can I track my marketing?

Add a Tracking Phone #
Put a special tracking phone number on your website (and any other marketing campaign).

Train Office Staff
Ask “How did you hear about us?” on new patient forms. Ask on phone calls. Capture the information and review regularly.

Look at Your SEO Reports
Find out if your practice is improving its rank for related keywords and how much traffic is coming to your website from various channels.

Look at Your Website Analytics
Use Google Analytics to see where traffic comes from and watch trends.

Ask Your Provider
If you use a marketing vendor/consultant, they should provide reports showing the effectiveness of their programs.
How do I know if I am paying for ineffective ads?

1. Use a tracking mechanism to measure responses.
   - Print ads: Include a coupon, coupon code, special offer, unique URL, unique phone number, ask
   - Digital: Google analytics, ad reports, form completions, phone number, ask

2. Calculate your return on the investment.
   \[
   \frac{\text{$ generated by new patients}}{-} - \frac{\text{Amount spent on advertising}}{\text{Amount spent on advertising}} = ?
   \]

   If the result is negative, you are paying more than you generate. Aim for a result of .2 or greater.
Calculating Return on Investment

Monthly Adwords

Cost: $1400
Visits/Clicks: 199
Become Patients: 5
Average Revenue Per Patient: $500
Total Expected Revenue: $2500
Return on Investment: 78%
How to build a plan for your practice that works
The 8 Simple Steps

1. Conduct a Situational Analysis
2. Determine Your Goals
3. Define Your Target Audience
4. Develop Your Budget
5. Determine Strategies
6. Create Content
7. Execute
8. Track and Repeat
Step 1: Conduct a Situational Analysis

Write down where your practice is at now.
• What services do you offer?
• What are the demographics of your current patient population?
• How do your practice performance metrics compare to the industry?
• How many competitors do you have and what differentiates your practice?
• What opportunities are available for you to grow your practice?
• What concerns do you have about your practice?
• How are you marketing your practice?
• Is your current marketing working? What do you feel could be done better?
Step 2: Determine Your Goals

Write SMART Goals
(Specific. Measurable. Actionable. Realistic. Timely.)

Where do you want to be?
What personal goals do you have for your practice?

Do you want to attract more patients?
If so, how many, what type and during what timeframe?

Are you preparing your practice to be sold?
If so, when do you want to sell and what do you need to do first?

Are you trying to gain more profitable patients?
If so, what makes them more profitable? Is it specific services, payment methods, frequency?
Step 3: Define Your Target Audience

Target Current Patients
- All patients?
- Specific demographic?
- Specific payment type?
- Service needs?

Target Potential Patients
- Any type?
- Specific demographic?
- Specific service?

Target Unknown Patients
- People searching online

How can you reach them?
- Online
- Phone call
- Social media
- Email
- Direct mail
- Word of mouth
- Advertising
Step 4: Develop Your Budget

Identify how much time and money you can devote to developing your strategy.

- The amount of time you or your staff can dedicate to implementing and managing your marketing
- The investment you want to make into your practice's marketing
- How much knowledge you have about how to execute effective marketing strategies
- The amount of time required to see a ROI from your marketing
Step 5: Determine Your Strategies

Consider time, effort, and return on investment.

Top 5 Most Recommended:
- Word of mouth
- Practice website
- Organic search listings (SEO)
- Online directories/review sites
- Social media

Write down what you choose and the 5 W's related to it.
Step 6: Create Content

Advertisements, direct mailers, your website, emails, all require content.

Once you determine the channels in which you’d like to market your practice, you’ll then need to put pen to paper (or hire a professional).
Step 7: Execute

Once you’ve crossed your T’s and dotted your I’s – start the campaign!

Send the mailers. Email your patients. Post office signage. Get social!
Step 8: Track and Repeat

The most important step of all is measuring your practice marketing.

You want to know if what you’re doing is working – or it’s simply a waste of money.

Track:
• Number of new patients
• Number of patients lost
• How full is your appointment schedule
• Increase in billing and practice revenue
• Visits to your website generated
• Overall number of active patients
• Number of phone calls
• Anything else that is important to you

Tip: Use tracking phone numbers on your materials or ask people how they heard about you to see which campaigns are best.
The 8 Simple Steps

1. Conduct a Situational Analysis
2. Determine Your Goals
3. Define Your Target Audience
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STEP ONE
Conduct a Situational Analysis

Background:
• Been in business for 7 years
• One of 8 practices in town
• Great location on a main road in town
• Offer general dentistry services
• Broad mix of patient demographics

Current Situation:
• Currently seeing a decline in patients due to a new mall dental practice
• Schedule is now about 85% full

Practice Marketing Efforts:
• Patients are finding the practice mostly through word-of-mouth
• Website that has not changed in 7 years
• Periodically run an ad in the local paper
STEP TWO
Determine Your Goals

Goal 1: Reduce patient attrition from 18% to 10% per year.
Goal 2: Grow the patient base by 20% per year.

Specific.
Measurable.
Attainable/actionable.
Realistic.
Timely.
STEP THREE
Define Your Target Audience

Supporting Goal 1 (Reduce Attrition)

Current patients who are at risk of leaving due to:
- Financial concerns
- Convenience
- Dissatisfaction

Identify them using patient list, appointment lists, billing information, office visits, or phone call tracking.

Supporting Goal 2 (Grow Patient Base)

Prospective Patients seeing other dentists in the community or new to town.

Be found by them online. Advertise with office signage, advertising. Identify them with home sales information.
STEP FOUR
Develop Budget

**Dollars**
- Currently $450
- Increase needed to $1000 per month

**Time**
- Office receptionist has dedicated 3 hours a week
- Broken up by calls and visits
- Office manager has bits of time also available
STEP FIVE  
Determine Strategies

Reduce attrition by focusing on customer loyalty and satisfaction.
- Email monthly news with a coupon for a cosmetic service
- Conduct a survey among patients to understand concerns that we may be able to address.
  - Host survey online
  - Invite patients to take the survey by:
    - Postcards
    - Office signage
    - Use the email we send post-appointment
    - Link in the newsletter

Focus on new customers
- Update signage on the road to stand out
- Update my website and optimize it for search engines (SEO)
- Send welcome letters to new homeowners
- Advertise on Google-pay to show on search results
STEP SIX
Create Content

With $1000 per month and 3-5 hours available per week from your staff...

Patient newsletters and emails
Have receptionist and office manager develop

Survey
Google “Patient Satisfaction Surveys”. Find some samples to use as a starting point and sign up for an online service such as Survey Monkey or Google Forms.

Signage
Check with landlord and/or call local sign shop.

Website update and search engine optimization
Call current website provider or look for one who specializes in dental websites and marketing. Rely on professionals.

Welcome letters to new homeowners
Have receptionist and office manager develop.

Advertise on Google
Look internally for someone with expertise or outsource.
STEP SEVEN
Execute

Contact the people who can deliver.

Develop a timeline for execution.

Start marketing!
What am I measuring?
- Number of active patients
- How full is the appointment schedule
- Monthly billing
- Website metrics including # of visitors and where they came from
- Position on Google and Bing when searched
- Ask new patients how they heard of you on phone calls and patient intake forms and report on results monthly.
Parting word of advice...

Learn what your current patients think.

Use that to inform and build your strategy.
Questions?

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Thank you for your attendance!

*Please complete your course evaluation and drop it in the marked boxes placed around the meeting space*

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