

Successful Dental Marketing Strategies for Right Now



The right messaging, methods, and budget to attract new patients in 2021.



Identify the type of patient you want to attract so you can do more of the dentistry you love to do.

Everyone wants more new patients. But not every patient brings the same revenue. Your first step is to identify the types of patients you want to attract in 2021.

Now think about your ideal types of patient from their points of view:

- Is the patient tired of wearing a removable denture?
- Does the patient want to comfortably chew steak?
- Is the patient longing to fill the gap in his or her smile?
- Is the patient seeking a dentist they can trust to do predictable dentistry that lasts?
- Does the patient have obstructive sleep apnea and need a more comfortable treatment modality than CPAP?
- Is the patient suffering from complex oral health problems and want a second opinion and expert guidance from a highly competent and confident doctor?
- Has the patient been desirous of implant treatment but needs more reasons to make the investment and ways to afford it?
- Does the patient have multiple dental problems they know about and desire sedation treatment?
- Is the patient seeking the finest dentistry performed with the latest technology, materials and methods?
- Is the patient seeking a dentist who will care about them as a person and spend extra time with them... someone who will go the extra mile to make sure their concerns are addressed?

Once you think about your ideal patient from their personal points of view, you can create messaging that will resonate with them and lead them to contact you.

Identify where your ideal patients will see your message.

The first secret to dental marketing is to advertise where your ideal patients will see you. This is a great time to brainstorm with your team about people's habits. For example, if you're a pediatric dentist, then advertising on Pinterest might be a great way to get seen by parents with young children. If you want to attract older, affluent patients who may need dental implants, then newspapers and television news channels might be a great solution.

If you're not sure where your ideal patients are spending their time, then ask your current patients who meet the desired profile. A simple phone call to say hi to them and to let them know that you've been thinking about them could lead to you asking them, *"You're one of our favorite patients and we would love to have more people just like you come into our office. We're making some decisions about where to advertise, and I was wondering if you could help me by telling me what you think would be helpful. For example, do you use Facebook?"*

Create content that inspires patients to envision their preferred healthy, beautiful smile.

Gerritt Cora, Vice President of Progressive Dental, recommends your content be *"positive with a lot of human interest. At Progressive Dental, we focus on how they will feel once they have the smile they want."*

"Marketing is about how you want people to feel," said Grace Rizza, CEO of Identity Dental Marketing. *"You want to make sure you have the right tone. If you're excited and confident about taking care of them, then that's what they'll remember."*

For example, your advertising might feature grandparents laughing with their grandchildren via Facetime, a business executive in her 40s confidently leading an online business meeting, or a group of friends hosting a virtual happy hour.

Include patient safety messaging because many patients are still nervous about returning to the dentist while the pandemic carries on.

Many people may be hesitant to go to a doctor's office or a dental office because they are nervous about whether it's safe. Fortunately, that's a challenge that dentists can overcome.

Your website should fully explain the safety protocols you have in place. Your other online marketing, offline marketing, and phone conversations should touch up your mission to provide an exceptionally safe patient experience that includes your safety protocols, technology and next-level PPE.

Add to that safety message that it's never been more important to have a strong immune system. Dental marketing consultant and well-known author Fred Joyal recommends you say, *"The cornerstone of a strong immune system is your oral health. You do not want your mouth to be your weakest link."*

And rather than waiting for patients to be reminded of recommended treatment at their next recall appointment, proactively communicate with them how you can help them move forward with that treatment safely at a time that is convenient to them... at a time when they are the only patient in the office.



Leverage patients' heightened desire for convenience.

During COVID-19 many dental practices implemented teledentistry consults and have discovered patients like the convenience it offers. Fred Joyal recommends dental practices build upon this convenience going forward as part of engaging new patients and helping existing patient move forward with treatment.

"What's better than a 10-minute phone call when you've got the time?" said Joyal. "People buy from you because they like you," said Joyal. "You'll get a lot more people who are willing to take 10 minutes to talk to you and then move forward."

Other conveniences in high demand are after business hours and Saturday appointments.

Start generating new patients in three steps.

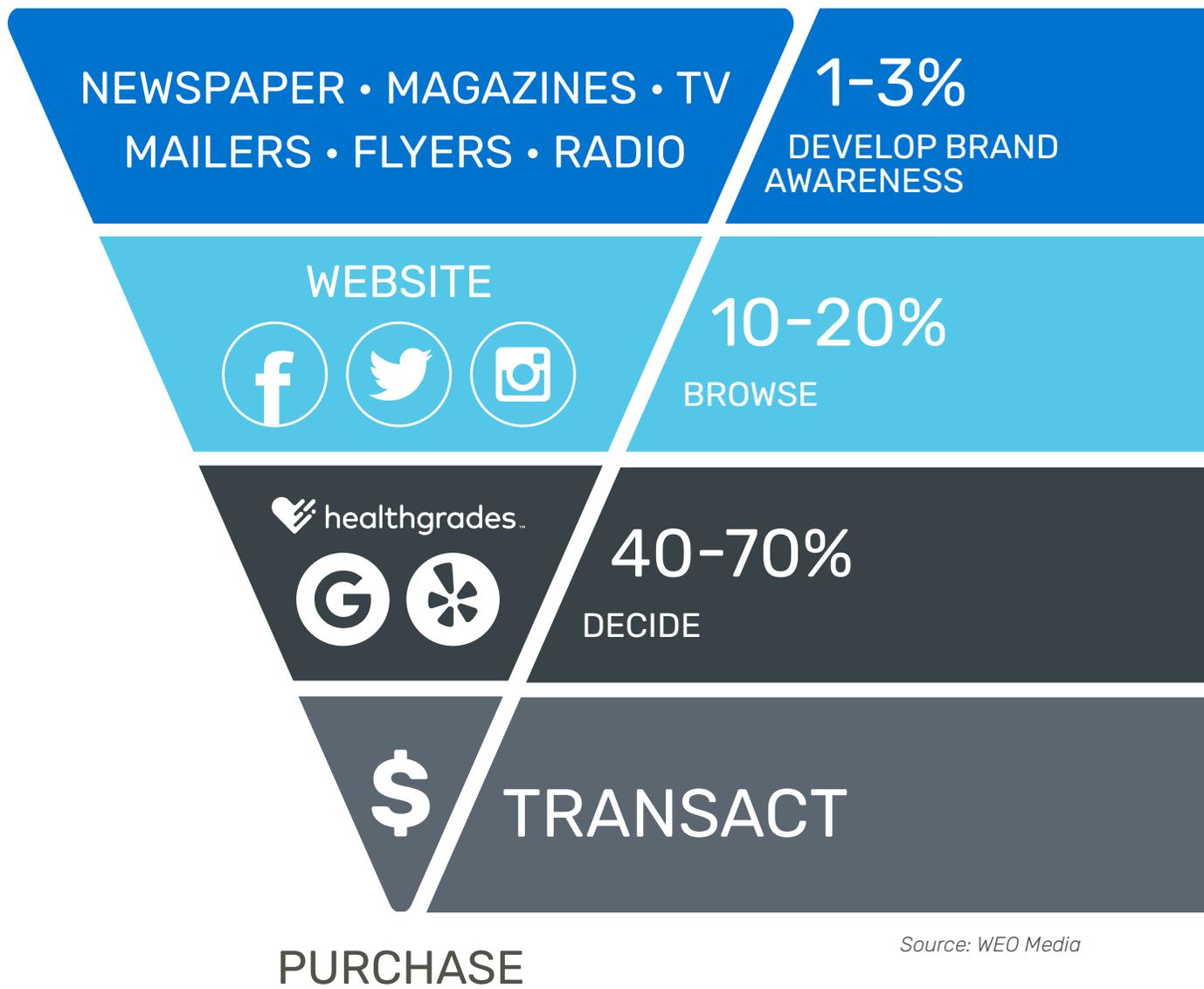
According to Ian McNickle, Co-Founder of WEO Media and the author of Mastering Practice Growth.

Step 1 is to generate traffic through your website, SEO, PPC ads, social media posts, online reviews and reputation and direct-to-consumer marketing like dental mailers.

Step 2 is to convert traffic into leads via phone calls, live chats, or online appointment requests.

Step 3 is to convert those into appointments. This is critical to track and analyze so you know exactly how many calls the team answered, how many booked, and what could have been handled better.

"The last decade has seen massive changes in how dentists reach potential patients. It's no longer enough to simply have a good-looking website; it's got to be ranked high on Google and be supported by glowing online reviews, engaging videos, and relevant social media."



Measure your marketing effectiveness.

The key to knowing where to invest your marketing budget is to know what's generating the results you want.

You want to be able to track how much you're spending, how many leads you're generating, how many patients you're scheduling, and how much revenue you're collecting.

Here are some of the metrics to measure:

- Number of new patient calls
- Number of new patient calls converted
- Appointment show rate
- Revenue per patient
- Cost per lead

Grace Rizza with Identity Dental Marketing recommends that you *"look at your own numbers. If your Google analytics show you an increase in traffic and your call tracking shows an increase in calls, but your new patient appointments aren't going up, then you have a conversion problem."*

Studies show that 50% of potential new patient calls don't end in a booked appointment – and that was before COVID-19.

According to Gerritt Cora of Progressive Dental, *"If you're going to spend even one dollar on advertising, you need to be tracking that. You need to be monitoring the leads that are coming in. Having the right tracking and analytics is key."*

It's not enough to know that there is a problem. You also need to be able to teach your team how to fix it. That is what will increase your return on investment without having to increase your marketing budget.

"It's not enough to have the calls coming in," says Fred Joyal of FredJoyal.com. "Your team needs to know what to say to get those callers to actually book the appointment. Patient Prism records the inbound new patient phone calls, identifies the people that end the call without booking an appointment, and sends an alert back to the dental practice to coach the team on what to say to call back – and win back – that missed opportunity. And they do all of that in just 30 minutes.

"We know that patients will have more questions than ever about safety protocols, treatment costs, and affordable options, especially if they have lost their dental insurance. Patient Prism records your new patient calls, identifies the ones that don't end in a booked appointment, and sends your team an alert detailing exactly what to say to win back that missed opportunity."

Thank you to our contributors:



FRED JOYAL



Start Now.

Patient Prism holds five utility patents issued by the USPTO and is the only call tracking company that leverages artificial intelligence and human call coaching validation to deliver patients directly to your dental practice.

Successful practices use Patient Prism to track and analyze new patient calls, identify and schedule high-value patients, receive alerts and expert call coaching to win back missed new patient opportunities, train team members, and receive real-time intelligence to improve their staffing, patient experience, and practice marketing.



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