



TOP 10 DENTAL MARKETING IDEAS

- 1) **Text Messaging** – Sending a quick SMS message to your patient when to remind them of an appointment can help them to remember your contact number and provides great customer services. It also goes a long way in preventing them from missing appointments.
- 2) **Email Marketing** – Developing a list and marketing to it is one of the most cost effective forms of marketing that any dentist can do. Patients and potential new patients can sign up to your newsletter and receive dental hygiene tips and learn about new dental products and promotional offers.
- 3) **A Website** – A website is a fantastic way of providing your contact details, driving directions, information and special offers to your patients and potential new patients. A dentist's website should be bright, clean and concise.
- 4) **Search Engine Optimisation** – If your website cannot be found on Google, Yahoo and Bing when patients can't remember your phone number, your website address or when potential new patients are searching for you or a local dentist then you might be at a disadvantage to your competition who can be found. Alongside email marketing, search engine optimisation is one of the most cost effective forms of marketing today.
- 5) **Online Video** – Many people are really engaged by online promotional videos when they are searching the Internet. Having a promotional video designed and produced for your dental practice may be one of the best moves you ever make in terms of marketing your practice. Once produced, your online video can be uploaded to popular video networking sites such as YouTube and then embedded in your articles, website and press releases.
- 6) **A Blog** – Keeping an up-to-date blog is a fantastic way of imparting information about new special offers, recent advances in dentistry and other fantastic news. It can help to add that personal element to a dental practice and helps to remove some of the fear that can be associated with visiting the dentist.
- 7) **Online Press Releases** – If you have something to say which is newsworthy then writing and distributed an online press release can be a very good move. It may help you to get a spot in a national newspaper as well as being great for receiving backlinks.
- 8) **Leaflets** – Your traditional marketing efforts are just as important as your digital marketing so don't neglect any part of your marketing strategy. Each element compliments the other so aim for a complete marketing strategy with brand consistency and you will increase your chances of making an impression with your target market.
- 9) **Mobile Apps** – Lots of people have smart phones so why not have a clever app developed for your dental practice?
- 10) **Smile** – Good customer service is one of the best ways of maximising your profits so smile at your patients, be happy and your patients will smile back at you.