



## Attention Dentists: Learn 8 Proven Marketing Strategies That Will Attract Your Ideal Patients

***World Class Media presents the most powerful marketing “One-Two Punch: Referral Marketing + SEO. Together, these proven methods will build the affluent practice that you’ve always desired!”***



World Class Media has packaged the best **referral marketing practices**, along with FIVE individually

enhanced tactics to strategically rank your practice onto Google and other search engines.

You cannot simply attract the desired amount of **Ideal Patients** with only referrals in today’s marketing environment. But, what most Dentists do not realize is that you can attract many more referrals from the use of social media and other online marketing tactics. Keep reading...

- Local Referrals
- Social Media
- E-Mail Marketing
- Pay Per Click (PPC)
- Organic Search
- Online Maps
- Video Marketing
- Directory Reviews



### World Class Media

WORLDCLASSMEDIA.COM  
1717 N. Verdugo rd. Suite 131  
Glendale, CA 91208  
Phone: (888) 924-5558

**“ Learn 8 Proven Marketing Strategies  
That Will Attract Your Ideal Patients: ”**



Most Dentists have not come to learn the FIVE separate methods to double their traffic and give potential clients exactly what they are searching for.

Here is an analogy I have used with hundreds of my clients. **Your clinic is like a fishing boat.** You are casting out your marketing lines to catch more patients. But imagine this - Versus having one or two fishing lines out from a small boat, *imagine hundreds upon hundreds of lines out from a large commercial fishing fleet.*

World Class Media can build that very fleet into your marketing strategy with hundreds and hundreds of lines to catch the attention of many more viewers, who in turn become paying patients for your practice.

You and I know that referrals make the best patients. And we also realize that internet marketing and social media represents a new opportunity to feature your clinic, services and benefits to a whole new level of potential business. World Class Media grasps these truths and has combined those platforms into our marketing package, designed specifically for the needs of a dental practice that is looking to grow.

## HOW DO WE DO IT

I want to share with you the simplicity of these 8 methods. Referral marketing represents the first THREE methods. These are:

1. **Referrals are #1.** You must build a “referral culture” within your staff to tap into the hundreds of potential new patients that can be developed from the existing and past patients that are already visiting your clinic. Without a “Referral Mind-set” established within yourself and your staff, you will lose hundreds of thousands of dollars per year by simply not tapping into your existing patient’s network of friends and family. Great referral marketing requires hard-won know-how and training to develop this within your staff. And this is where World Class Media excels, offering proven and simple training tools to grow your practice with referral marketing.
2. **Social Media.** You may have a Facebook page and very likely it has done very little for you. Well, we know why! Social media will not grow your practice over night. But it will prove to be a very effective branding tool that will generate many more referrals over time - **when utilized correctly.** While others struggle with this media format, we continue to excel with our years of successful experience in the use of social media to reinforce your brand.
3. **Email Marketing.** This is still the highest ROI online marketing method. According to a recent study commissioned by Listrak, and conducted by Harris Interactive. Both confirmed that email marketing remains one of the best ways to communicate with and convert online clients. The study also concluded that more than two in five (41%) U.S. adults have made a purchase in the past 6 months as a result of receiving an email. Email marketing offers another powerful way to stimulate referrals through a communication channel that reminds your patients that you exist and that your services are as relevant as ever. Email marketing is still a

powerful and simple way to spread the word of your clinic with your subscriber's friends, family and business contacts.

## **THE FIVE WAYS TO BE FOUND ONLINE**

I realize that you have probably been promised the Sun, Moon & Stars from some SEO guru who would get you onto page one and from there on out, your practice's marketing would be on automatic. Patients would be flooding in and you would never have to worry again. Wow!

But that is not how business works, online or otherwise. Great businesses and practices are built with hard work, persistence and studying and applying the best methodologies to everything we do in business.

There is no magic elixir, one answer to everything with regards to online marketing. Those who promise such stellar results in a rapid time with SEO are either telling their one best example, falsely claiming that this is their industry standard, or in fact are not telling you the truth. Too many "experts" have muddied the field of SEO, and to some degree, have given the term a black eye.

Great SEO must be engaged upon consistently, ethically and with a constant ear to the ground for new developments and opportunities within the industry. There simply is no replacement for hard work, steady application of know-how and expanding one's knowledge and abilities to becoming better and better. It takes discipline to succeed and we at World Class Media believe that this is the uniqueness we bring to the table.

Here are the FIVE major and individual marketing methods of having your clinic appear high on search engines:

1. **Organic Search Results.** This is your website appearing due to consistent and ethical SEO practices. When a site drops significantly, it usually means that the SEO Company was adding irrelevant links and so you were penalized. World Class Media does not engage in such unsavory practices. Moreover, organic search can be optimized with Blog articles and online Press Releases. Each post and press release represents a unique opportunity to be found by search engines. 85 blog posts, plus 15 press releases, represent 100 additional ways to be found online. The more one blogs and issues press releases containing key words and phrases, then one exponentially increases one chances of being found. World Class Media is an expert in utilizing these methods to grow your online presence in ways you never imagined.
2. **Paid Search; Pay-Per-Click (PPC).** This method is purchasing ads with the search engines. Your ads will appear as long as you pay them to appear. They are not based on anything else or any other factor. Now, there are best practices within this method. What keywords are converting best? Should I send people directly to my website, or to a dedicated page for that one campaign? How much should I spend? How do I measure results? All these questions and more is what World Class Media

cannot only answer, but also show you the best methods to generate more leads with PPC. Of all five methods listed, this is the fastest to generate ROI.

- 3. Maps.** You've probably searched for a pizza and found a separate section on Google that listed local pizza houses with a map. This is true for any brick-and-mortar business, like yours. While Google Maps is by far the most famous and utilized, other search engines have this option as well. They are a very powerful method of online marketing and you do not rank high on these by accident. It takes consistent and ethical marketing to rank high and to stay there. In highly competitive fields, such as dentistry, it can take a bit of time. But when you are there on page 1, you will see the increased calls and new patients. World Class Media are experts in this form of marketing. We have achieved great results in this form of listing your clinic prominently with the maps options that search engines provide for your local marketing strategy.
- 4. Video Marketing.** Yes, you should be using video marketing as it is a separate and unique marketing method to appear high on search engines. In fact, YouTube (owned by Google by the way!) is the second most searched site in the world. This does require you to make videos on your own. As part of our dental marketing package, we will create for you a dozen, 35 second videos with professional photos and voice over that will feature your services. *These are optimized to appear for certain keywords and phrases and can actually rank higher than you website.* These videos direct people to call you or to visit your website. This is a marketing method that very few dental practices utilize. World Class Media have a proven record in utilizing video marketing to have many more people within your own area find your practice.
- 5. Online Directories.** We all know about Yelp, Manta and Merchant Circle as places that we can list our business. But did you know that your listings with 35+ such online directories will list separately as a way for potential clients to find your practice? Since these directories rank high with search engines, by listing your practice within them you get to ride their SEO "power wave." Thus, you benefit from this as another way of being found online. Moreover, *over 150 million Americans are estimated to visit per month*, utilizing these online directories to find local businesses.

## Why Did No One Ever Explain These Methods To Me?

*YOU HAVE BEEN KEPT IN THE DARK ON PURPOSE.* Your SEO expert or internet marketing provider does not want you to understand all that was possible, as he/she was not really conversant in all the methods to getting you found online. They had one product to sell and assured you that their way was the best way. Factually, they were biased to some degree.

We have seen dentists pay between \$400 to \$800 a month to ONE online directory and do not even know that can be listed on 34 more! We have clients paying to have links built to their website, to discover later that they are now penalized because their links were with unethical or irrelevant sites.

One day they are on page 1 and then - **BOOM!** - The next day they are on page 17. Of course, this is devastating to their business and profits.

Business people who are depending mainly on their online presence for their marketing can be wiped out with such unscrupulous marketing practices. As well, they continue to struggle with little results because they are not tapping into the top 8 methods we have listed here.

For about the same price you are spending now, or even possibly a little bit more, you can access our knowledge and these 8 best marketing methods for your practice. The ROI is remarkable indeed!

When you are ready to do it right, then give World Class Media a call.

Best,

Edwin Dearborn

**VP | World Class Media**

(w) 888.924.5558 (m) 714-300-9566

<http://www.linkedin.com/in/edwinderborn>

