

# Dental Marketing Made **Simple.**



# mar·ket·ing

/' märkeɪdɪŋ/ *noun*

The action or business of promoting and selling products or services, including market research and advertising.

*Oxford*



*"We believe that marketing is only valuable if it is tracked and measured so you know the result. Without the tracking, its not valuable."*



After building a multimillion-dollar family dental practice and helping hundreds of dental practices prosper, we know what it takes to grow a dental office. We know that anyone can build a marketing machine that really works for their practice.

In this book, are simple marketing steps that you can do yourself to set up your own marketing machine, or correct an existing one.

***We believe that when dental marketing is done right, it works.***



Hans Hillestad and Shawn Kimmel,  
Founders of Xpress Promotion

# Website 101

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- A clear message?
- Good call to action?
- Does the website guide you?
- Are there actual office photos?
- Is the site easy to navigate?
- Is there a lot of text?
- Are the colors, logo, and fonts attractive?

## Super cool tips

- Look at your website (on desktop and phone) as a user, not the owner
- Is the content unique (and do you own it?)
- Have your website looked at by an impartial user (Xpress Inc!)

# GBP

## (Google Business Profile)

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- Are you the Primary Owner?
- Is the name, address, and phone number correct?
- Is all the information filled out?
- Are you uploading photos and videos?
- Are you getting reviews?
- Are you responding (*with HIPPA*) to reviews?

### Super cool tips

- Always make the GMB account the standard layout for the Name, Address, and Phone number
- Add photos and video
- People are using the chat feature more and more, keep track of it

# Paid Ads

## (Google Adwords)

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There are two ways:

### (1) SMART Campaign (DIY)

### (2) Use a Professional Company

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.

- What campaigns are you running?
- What is the actual Google Spend for each of those campaigns?
- What keywords are you targeting?
- Are the keywords **relevant**?

### Super cool tips

- General and Emergency Campaigns are great to start with as they tend to be cheaper than other more competitive campaigns such as Implants or Invisalign
- When setting up these campaigns, make sure that the landing page is relevant to the campaign.
- Don't forget to track the results so you can evaluate the campaign and optimize it!

# SEO

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**Search Engine Optimization (SEO)** works by making search engines see your site as increasingly more authoritative, high-quality, relevant, and original. This is done by targeting keywords that give you good ranking on valuable, high trafficked keywords.

Here are some (but not all) SEO actions for a strategy.

- Ensure your website is written with unique content  
*(original, not duplicate)*
- Ensure that your web pages have the right descriptions, tags and URL structures so Google can read it  
*(Meta and Alt tags)*
- Dental related blogs
- Relevant Backlinks
- Online directories, links and more *(Citations)*

## Super cool tips

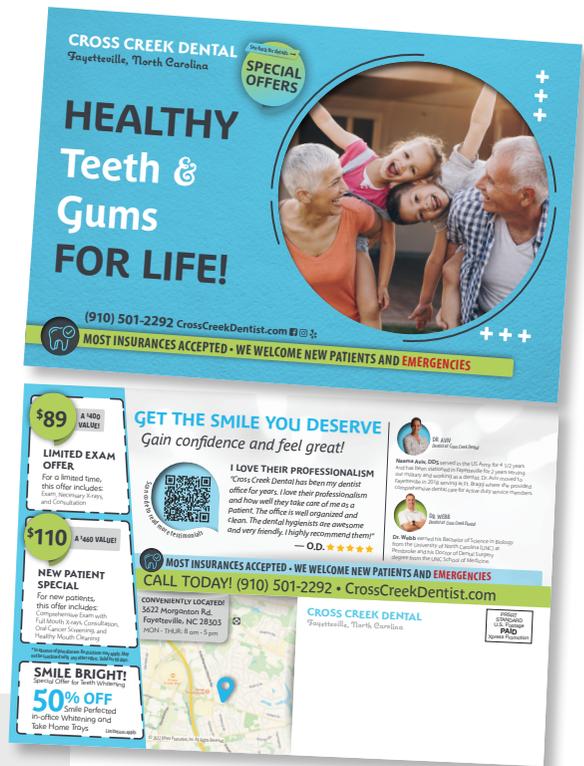
- Ask questions about your SEO until you know what you're targeting
- SEO is a long game promotional action, its not fast
- SEO can include some or all of the above, depending on budget and strategy

# Direct Mail

**Direct Mail** is still one of the most effective marketing methods out there.

Direct messaging gives the potential patient confidence that you're real.

- Attract attention
- Clear message
- Call to action
- A good offer



## Super cool tips

There are two ways to mail:

- **Targeted mailing (using a mailing list with specific demo)**  
More expensive, but to your audience.
- **EDDM (Every Door Direct Mail) — saturate specific areas**  
Less expensive, able to do more volume, but not as targeted

# Reactivation/ Referrals

It is recommended that you stay in communication with your existing patients.

- Cleaning Reminder Mailers
- Emails
- Calls
- Texts
- Monthly/Quarterly Newsletters

## Super cool tips

**The use of the care to share card is important.**

Clients tend to give them out like business cards, which is not the purpose and will impact the effectiveness of this card.

- ASK for the NAME of the referral.
- Write their name down.
- Note an expiration date.
- Give to them and tell them to give it to that person.
- Pull out another card and ask for another referral.



# Tracking

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It is important to track where your patients are coming from so you know:

*How effective your campaigns are.*

*Which marketing to invest in.*

The way to know this is through tracking.

Date	Patient Name	Staff Member	Patient Request	Results of Call	Source

## Super cool tips

- Track calls and have those separated by marketing campaign (don't rely only on "how did you hear about us?")
- Look at individual campaigns **and** the whole office. Sometimes you miss the cause of up or down statistics if you are looking too close!

# Branding and Strategy

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**Branding** is a marketing buzzword which simply refers to the professional brand or “personality” of a practice.

Does your office have a defined:

- Message?
- Position?
- Brand?
- Consistent color, theme, and font?
- Marketing strategy?

A hot tip 

**Do you know the following**  
*(and have certainty on them)?*

- How do you communicate your practice  
(and compare that to what it is now)?
- Who do you communicate that to?  
The ideal patient.

# Social Media Marketing

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**Social Media** allows you to showcase the personality and services of your practice in an informal setting—this allows you to build relationships among your ideal patient base.

You do this by posting videos, photos, messages and other items to drive patients into your office. Need Help your Social Media? Contact XPress Inc and we can help you out!

## Here are the most popular platforms:

- Facebook 
- YouTube 
- Instagram 
- TikTok 
- Twitter 

## Super cool tips

- Follow a strategy and social media calendar to organize content
- Social media is a PR activity, not direct response marketing
- Get a ring light and lavalier for good pictures and video on your phone!

# Helpful Tools

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Amazon  
Recommendations [↗](#)



How-To Videos [↗](#)



Marketing Info [↗](#)



UPS EDDM Tool [↗](#)



Contact Us [↗](#)



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