The 90-Day Dental Marketing Plan

From “Dental Marketing Strategies for 2027, in the Order That Pays” by Dr. Anissa Broussard, DMD

Weeks	Focus	What to do	How you'll know it's working
1–2	Phones and front desk	Measure missed calls; record and review new-patient calls; set a booking script	Share of new-patient calls answered and booked
3–4	Google Business Profile and reviews	Complete every profile field; start asking every patient for a review; reply to all reviews	New reviews per week; response rate
5–6	Website	Fix mobile booking, page speed and the pages for your top three treatments	Online booking requests and calls from the site
7–8	Findability	Publish or improve service pages; clean up directory listings; check what AI tools say about you	Local rankings for priority searches; AI mentions
9–10	Familiarity	Film a first batch of short videos; set a realistic social rhythm; test a neighborhood Meta campaign	Video views from local audiences; profile visits
11–12	Demand capture and retention	Launch tracked Google Ads for one high-value treatment; run a recall and reactivation push	Cost per booked patient; reactivated appointments

Keep doing the earlier rows while you add the later ones. Reviews and phone coaching never really end.