The New Marketing Playbook: How to Grow Your Practice with a Digital Strategy

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WHAT WE WANT

What do we **really** want?

- Qualified people making consult appointments.
- Patient loyalty.
- Patients acting as “ambassadors,” writing reviews and recommending you to friends.
- More new patients accepting your treatment plan.
- More families staying with the practice for siblings.
- More patient referrals.

THE STRATEGY

Change the narrative about your practice so that prospective and current patients know that you **are worth paying for**.

THE STRATEGY

That means:

- focusing on the **right people** and educating them about **the difference** between your practice and the others.

WHERE WE ARE

The goal of retail dentistry is to make orthodontics a **commodity**.

WHERE WE ARE

The antidote is **differentiation**.

You differentiate based on your story. Tell it!

- Is your staff the absolute best in the business?
- Are you the practice for Invisalign in your area?
- Do you specialize in treating children?
DIFFERENTIATION

Pick your value proposition and deliver on that promise.
Then make sure your digital communications reflect it!

THESE AUDIENCES ARE...

TOUCHPOINTS

New Patient Call

ESSENTIAL COMPONENTS OF YOUR MARKETING MIX

1) You get new patient calls from the right people.
2) Patients become influencers who refer to you.
3) You establish strong practice brand equity.

REVIEWS

It takes years to build your reputation… and just minutes to trash it.
That’s why you have to protect it.

REVIEWS

1. Private collection of feedback
2. Catch negativity and resolve before it’s a bad review
3. Ask patient to post feedback as a review to:
   - Google
   - Yelp
   - Facebook
   - Healthgrades
EDUCATIONAL ADVERTISING

Our advertising strategy is to send qualified potential patients to your website to read an informative article.

In doing so, we build trust in you and your practice.

SOCIAL MEDIA

Think of social media pages as your secondary websites.

Use them to provide a virtual window into your practice to build trust.

ENGAGEMENT

Give your patients a reason to like, comment & share!

Their friends will see it, expanding your reach into friends of patients and the community.

REVIEW

1. Continue marketing to general dentists
2. Build public reviews
3. Educate potential NPs so they know why you’re worth it
4. Incentivize your patients to engage and share your practice with their friends
5. Claim, brand and populate social media sites

THE RESULTS

1) You get new patient calls from the right people.
2) Patients become influencers who to refer you.
3) You establish strong practice brand equity.
5 STEPS TO POWER UP YOUR DIGITAL PRESENCE

- **CLAIM YOUR BUSINESS LISTING**
  - Go to google.com/business. Click "Get on Google."
  - Enter Your Business Name and Address in the Search Box.
  - Select or Add Your Business. Click on your business listing if it appears among the suggested matches. Verify Your Business and then Confirm.

- **USE FACEBOOK CALL TO ACTION**
  - Go to your Page’s cover photo and click ”Add a Button.”
  - Choose your call-to-action, and enter the URL for your website, or whichever page you’d like to direct people to. Click Create.

- **CLAIM A FACEBOOK VANITY URL**
  - Go to facebook.com/username and select ”Select a Username” for your page. This brings up a drop down menu. Select your business page. Enter your desired username and click Check availability. If it’s available, you will be shown some final terms – if you are happy with your choice click Confirm or select Cancel to try another name.

- **BOOST A FACEBOOK POST**
  - Go to a post you’ve created and then click Boost Post in the lower-right corner. Choose your audience and budget for Facebook (and Instagram) and how long you’d like your boost to run. You can also change your payment method. Click Boost Post.

- **ENSURE ACCURACY ACROSS THE WEB**
  - Visit each of the following sites: Google My Business, Facebook, Yelp, Healthgrades, RateMDs, Vitals and Wellness.com. Search your name or your practice name in each and review your office name, address and phone number. Claim your page on each site and update your information for consistency and accuracy.

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