

# DENTAL MARKETING HACKS



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A DENTIST'S GUIDE TO BUILDING A  
PROFITABLE ONLINE DENTAL PRACTICE  
(IN 90 DAYS OR LESS)

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ALEX WONG

# **Dental Marketing Hacks:**

**A Dentist's Guide to Building a  
Profitable Online Dental Practice  
(in 90 Days or Less)**

**Dental Marketing for Dentists:  
Volume 1**

By Alex Wong

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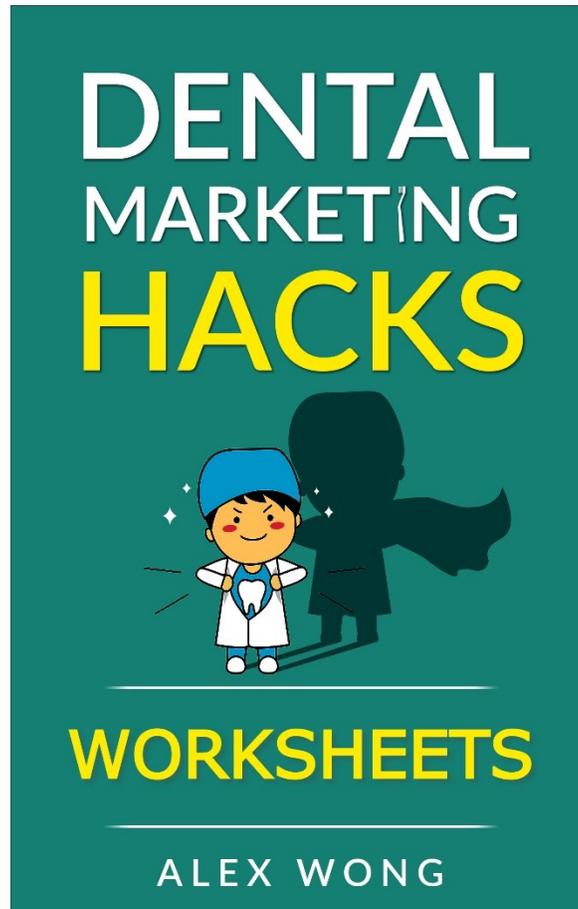
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# Introduction

Hi there, I want to thank you for reading this book. You probably picked up this book because you are looking for more ways to market and grow your dental practice online. Are you are planning to open your practice soon and are interested in creating a professional website. Whatever your reasons may be, I want to help take your dental practice to the next level.

One of the best ways to grow your dental business is with a website. However, the days of uploading your website and expecting customers to come knocking on your door are long gone. With new dental websites being created every day, and with more dentists entering the market, standing out can be difficult. Due to the high amount of competition online, you want your prospects to find your webpages on Google's search results. Being on the first page on Google translates into high organic traffic, more leads, and revenue for your business.

Another problem is that most dentists simply don't have the time or don't know how to get started with online marketing. They have a million other things to do, such as managing their team, setting up appointments, treating patients, and running their practice. Learning how to set up your website, choosing the right keywords, creating compelling content, and marketing it takes time.

Therefore, most dentists usually end up hiring a marketing agency, which can be expensive and a big commitment. Many agencies require a 1-year commitment to managing your website's marketing. In fact, one of the recent clients I've been working with told me that one of the dental marketing agencies she contacted quoted her \$18,000 just for a direct mail marketing campaign. This doesn't even include the other fees, such as managing the website, running the blog, and creating website content.

If you feel that hiring an expensive dental marketing agency or doing all on your own are your only options, I'm here to tell you there is another way. If you're on a budget or if you enjoy have more control, this book will show you how. I'll show you how to get your website up and running, get the right help, and start seeing results in the least amount of time. The great thing is that many tasks are easy to learn and can be outsourced to the right experts, saving you both time and money.

So, you may be wondering, who am I exactly?

I'm a copywriter, marketer, and author. I've written many best-selling books on Amazon, including two books on dental marketing. I've also worked as the head copywriter at a dental marketing agency for three years in Toronto.

I've worked with numerous dental clients around the world to improve their marketing results. After helping numerous clients to improve their content, exposure, and sales, I wanted to help more people like yourself. That's why I decided to take everything I

learned and put it into this book. I wanted this guide to be easy to read, implement, and actionable.

Some things I'll be covering include learning about your target market, setting up your website, and marketing your practice. I'll also be providing extra tips and tricks, such as creating an effective USP, creating a compelling offer, and writing great content.

By the time you have finished this book, you will know exactly how to set up your website and marketing your practice to prospects. Whether you're a new practice or have been running one for ten years, the concepts in this book can be applied for pretty much any business.

Before we begin, let's go over how this book is outlined:

In chapter 1, I will be going over how dentistry differs from other markets.

In chapter 2, I will be showing you how to research your target market.

In chapter 3, we will learn how to create a compelling, unique selling proposition (USP) and how to set up your email list.

Chapter 4, I'll be showing you how to create an irresistible lead magnet to get your prospects' email contact information.

Chapter 5 will discuss how to set up your website and how to create compelling web copy. This includes content for the homepage, team page, service pages, and contact page.

After that, chapter 6 will go over some of the ways to market your practice online, such as blogging, email marketing, paid ads, and social media

In chapter 7, I'll be revealing simple hacks to take your dental practice to the next level.

Finally, in chapter 8, we will discuss some ways to grow and scale your business.

I've also included "action plans" to complete. The "action plans" will summarize the main things to keep in mind for each section and allow you to practice what you've learned.

If you have any questions or if there is something you don't understand, you can reach me [here](#) or email me at [alex@alexwongcopywriting.com](mailto:alex@alexwongcopywriting.com).

I'm fully committed to giving you everything that you need to help your dental business succeed.

So, are you ready to get started? Let's jump right in!

# **Chapter 1: How Dentistry Differs from Other Markets**

One of the most important things to ensure your success is effective marketing. And part of effective marketing involves selling. Simply put, everyone in your practice should know how to sell the unique benefits that your practice and dental care offer. However, compared to other industries, dentistry has an image problem.

Since most patients have not been properly educated about dental care, you're helping them understand why a particular treatment is the best solution for them and how to make optimal decisions regarding their dental health. Patients also need a lot of convincing to accept dental care since it's the last thing they are thinking about. In marketing, you're essentially taking the prospect through the sales funnel so you can upsell them from a basic product or service to more premium or expensive ones.

There are a number of reasons why people don't see the dentist. One of the most common reasons is because they're afraid. Many people have negative childhood experiences with dentists, so they're not quick to make appointments. Also, it's not the most comfortable experience allowing a stranger to stick random drills and tools into your mouth.

Patients have no reason to trust you if they aren't associated with you in any way. Most of their medical care is gotten through insurance or free treatment at a county hospital. Dental care is often not considered in the budget when they're planning their medical needs.

Most patients believe they can get the same service at any of the multiple dental offices around them. Therefore, your practice has to find ways to stand out. You have to show them that your dental practice can not only keep decay away but actually improve their life, confidence, and self-esteem.

This offers a unique opportunity since the majority of people fail to visit the dentist on a consistent basis and receive subpar dental care. However, as mentioned, most people don't realize how much truly exceptional dental care can help them. It's your job to let them know and show that you can transform their life for the better.

The truth is customers care about quality because it reflects who they are and their wants. Perceived value is often what drives customers to pay higher prices. Good

marketing practices can help customers decide it's worth paying for a set of veneers or implants when they previously complained about the cost of whitening treatment. With the wide array of dental treatments, such as veneers, implants, Invisalign, and CEREC, there has never been a better time to be a dentist.

Lastly, you don't want to be running a business solely based on costs. This is a losing game. Patients typically ask about the cost because they have no other way of assessing your clinical skills and reputation. What they're really concerned about is how well you're going to take care of them. So show them how much you care by giving them an amazing dental experience. Give them a tour of the office so they can see first-hand what the experience will be like. Highlight all the amazing technology you have, answer all of their questions, and focus on giving them an amazing experience.

In the next chapter, we will go over how to learn about your target market.

## **Chapter 2: Learning about your target market**

Too many businesses try to serve everyone, which makes their message and marketing less effective. It's much better to specialize and have a narrow focus. For instance, if you were to get heart surgery, would you prefer a general doctor to perform the operation or a heart specialist? A heart specialist, of course!

By targeting a specific market, you will be able to charge higher prices. A heart specialist will be able to charge more than a general doctor. An implant specialist will generally be able to charge more than a general dentist.

Specializing in a specific niche or target market makes it easier for you to stand out in a crowded market. Instead of having to compete against thousands of competitors, you only have to compete against hundreds or dozens instead. If you do this correctly and position yourself in the right way, you will be seen as an expert in your field.

For example, I'm not just any copywriter but a dental copywriter. I've had years of experience working in this industry, which includes working at one of the leading dental marketing agencies in Toronto. Therefore, you have first to figure out your target market before you do anything else.

### **What is the target market?**

A target market is a group of people you have decided to sell your products or services to. Depending on your niche and market, your target group could be large or small. Even though you will be serving a wide variety of people, chances are you will serving a specific area or neighborhood. For example, it could be middle-income mothers who are 45 years old, with two children, who speak Spanish, etc.

Now, you may be wondering how exactly do I learn about my target market?

If you're a new dental practice, the first step to learning about your target market is to start researching about them. Find out where your prospects hang out and use the appropriate media to get to them. This can include direct mail, email, ads, and social media, to name a few. Look around the neighborhood, check out the local businesses and talk with the people.

If you are already an established dental practice, you should have a good idea about your patients. Even if you have a broad range of customers, there's a good chance they will share some common traits or share interests.

Once you start to identify some common traits, characteristics, and interests in your existing customers, you will have a better understanding of their specific needs and interests and how you should be marketing to them.

Spend some time talking with your patients and identifying their personal needs, worries, and goals. You can ask your team, such as receptionists and hygienists, for feedback. You should also ask your receptionist to go through the patient records and look for any patterns.

Besides your existing customers, you can look at your dental competitors and see how they are marketing themselves. For online, check out forums and social media groups where your prospects are likely to hang out and interact with them.

When researching your target market, it's always a good idea to start broad and narrow down your focus. For instance, you may serve a wide variety of patients, but I'm sure if you look more closely, you will be serving a specific target market. If you are located in Toronto, Ontario, you'll mostly be serving patients in the city. We can narrow this down even further by the neighborhood, income level, age, gender, interests, needs, etc. By breaking it down, you may find out that your target market is "middle-aged women who earn 60-80k, married, with two children, and living in downtown".

To make this process easier, start by asking yourself:

- What's your target market's age?
- What's their gender?
- How large is their family?
- How much income do they earn?
- What's their occupation?
- What's their race?
- What's their level of education?

You can segment people by their interests and other personal traits. This includes:

- What's their personality like?
- What worries do they have?
- What are their aspirations?
- What are their values and beliefs?
- What are their hobbies and activities?
- What's their social class?

You can segment your target market by their experience with your product or service:

- What benefits are they looking for?
- How long have they have been using your product or service?
- How much do they know about your product or service?
- Are they ready to buy from you?

- Do they trust you?

By answering these questions, you will have a clearer idea about your target customers. Your next step is to create a customer avatar who represents your ideal customer. For instance:

*"Helen is 43 years old and works as an accounting manager at a small firm. She enjoys her work but works long hours. She has been married for 15 years and has two children, a 14-year old and a 10-year old. She is looking for an affordable orthodontic treatment for her teenage daughter but is having a hard time. She wants an orthodontist who is friendly, skilled, and has experience working with kids."*

By writing your customer avatar, you will have a clear idea about who they are, what they're looking for, and how you can help them.

### **Traffic: Are they cold, warm, or hot?**

Cold traffic means they don't know who you are and are not ready to buy from you.

Warm traffic means they are aware of your products or services and may be open to seeing what you have to offer.

Hot traffic means they are ready to buy and maybe loyal fans.

You have to figure out where your traffic is coming from (whether it's cold, warm, and hot) to determine how you should market to your prospects. Obviously, the way you would market to cold traffic is different than you would market to hot traffic. For example, if you're a new practice in the neighborhood, most people are not going to know who you are. Therefore, they would be considered "cold traffic" and not be as likely to visit you for an exam.

Another example, if someone sees your ad on Google after typing in "*what are the benefits of dental implants*", they are likely not ready to buy from you yet. Based on what they typed in, they are still in the research phase and want to learn more about the benefits that implants have to offer.

In this case, it would be better to send the prospect to some educational content on your website, such as a blog post or video, educating them about dental implants. This allows you to demonstrate your authority and gain their trust. If you were to send them straight to your contact page, they would likely click away, and you would have lost them.

In comparison, someone who learns about your practice because their family member recommended you would be more likely to contact you. Compared to the first example, they would likely be warm traffic.

Your goal always is to move your prospects along the sales funnel; cold traffic turns to warm traffic and eventually to hot traffic, so they are ready to contact and buy from you.

Cold Traffic → Warm Traffic → Hot Traffic

We will get into more ways to build trust and authority with prospects in the later chapters.

### ***Action plan:***

Spend some time researching your target market and answering the questions above. Once you do, create your customer avatar.

Also, spend some time figuring out where your traffic is coming from and if they are mostly cold traffic, warm traffic, or hot traffic.

In the next chapter, we'll be going over how to create your unique selling proposition (USP). This will help you clearly state what you have to offer and why your target market should choose you over competitors.

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## **Chapter 3: How to Create a Powerful USP**

After you have researched your target market, the next step is to create a compelling USP. A USP stands for a unique selling proposition. It's a brief statement that tells your customers what you have to offer and how you're different. Every business should have a clear USP for their business. An effective USP makes your business recognizable to customers and gives you a leg up on your competition. It addresses a specific need that your target customers want to have solved.

When creating your USP, you must get inside your target customer's minds knowing what they are looking for. This is why we spent all that time in the previous chapter talking about ways to learn about your target customer. If you haven't done any research yet, go back to chapter 1 and answer those questions before attempting to create your USP for your business.

Be sure to be VERY specific when creating your USP. It's not enough to just target a demographic. You must have a clear understanding as to who you are selling to and why you are selling to them. Once you can answer these questions, you can get to work as to how to solve your ideal customer's problems effectively.

Think of ways of how your product or service is different from your competitors. If you're a dental practice, how is your practice different than those in your area? You may offer similar services, but there are ways you can differentiate yourself. Do you offer relaxing music in the waiting room? Do you offer a play area for children? Do you have a smile gallery that displays your patients' smiles?

### **Some ways you can position yourself include:**

- Your products and services – does your practice offer a particular type of dental service or product?
- Your prices – can you charge more or less than your competitors?
- Your skills and experience – did you go to a prestigious school? Do you have specialized training?
- Your guarantee – Do you offer any unique guarantees?
- The environment or experience – Is your practice's experience or environment unique in some way?

One dentist I'm currently working with is planning to offer an ice cream machine at her practice. This goes to show you that it doesn't take too much work to differentiate yourself. All you have to do is think outside the box.

One of the most important things you have to realize is that customers don't merely buy products. Instead, they buy products to solve problems to make their life easier. For instance, you're not just selling Invisalign to straighten teeth. You're selling a bunch of other benefits, such as aesthetics, improved confidence, and better self-esteem.

To create a compelling USP, review your ideal customer's avatar and market your product and services in a way that shows them how you can solve their specific problems. It's impossible to write good copy if you don't know who you are marketing to.

Some questions you can ask yourself when creating your USP include:

- Why should your target customers buy?
- Why should they buy from you over other businesses?
- What can your business or service do that others can't?
- What's your exclusive guarantee?

The answers to these questions should be clear and specific.

Here are some examples of compelling USPs from other businesses:

**Avis** - *"We're number two. We try harder."*

Avis does a great job turning a negative into a positive. Instead of trying to compete for the #1 spot as the top car rental company, Avis owns it and highlights the fact that they try harder than everyone else.

**M&Ms** - *"Melts in your mouth, not in your hands"*

Who would have thought that this USP would be so effective? It demonstrates that as long as your USP's benefit connects with target customers, it will work.

**Domino's Pizza** - *"You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free."*

This famous USP clearly shows what guarantee Domino's is offering.

Here are some tips to keep in mind when writing your USP:

- Keep it short and sweet. Limit it to two sentences or less.
- Don't overthink it.
- Focus on solving the need for your prospects.
- Focus on what you have done instead of what you will do.
- Don't mention your product's name.

After you have created your USP, you should use it throughout your website and other marketing materials. If you include the USP in your headline, be sure to include relevant keywords in it. If you mention the USP in other pages, such as team page or service pages, be sure to highlight the benefits your practice and services offer. Many businesses make a mistake and only talk about the features, which isn't as effective. It's great that

your practice is new and modern, but it would be more effective if you sell how comfortable and relaxing the environment is.

### ***Action Plan:***

Create your USP. Review your customer avatar in chapter 1. Understand what they are looking for and how you can solve their problems. Examine how your practice and services are different from your competitors.

Spend some time writing different USPs for your business. I recommend writing as many as you can at the beginning and then eliminate the ones you don't like. You can get your friend's and colleagues' feedback.

Once you have your USP, you can start adding it to your website and sales materials. We will go over how to create your website in the later chapters.

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In the next section, we will show you how to create your lead magnet and email list.

## Chapter 4: Creating your Lead Magnet

Now that you have created your USP, your next step is to create a compelling lead magnet. A lead magnet is something that you can offer, such as a coupon, report, or checklist, to get your visitor's email address. Why is this important?

The reason is most first-time visitors to your website simply won't be ready to buy or contact you yet. They don't know who you are, what you offer, and why they should choose you over the dozens or hundreds of other dental practices in the area. They are cold traffic. Your goal is to move them along the buyer's funnel and convert them into "warm traffic" and eventually "hot traffic," so they contact you.

By getting their email address, this allows you to engage with prospects over a more extended period of time. You can gradually build trust, demonstrate your value, and get them to feel comfortable contacting you.

You will often see a lead magnet on websites either at the top of the webpage or as a popup form. Lead magnets can also be commonly found on a separate landing page, also known as a squeeze page. For my site, you can see that I have my lead magnet at the top and as a popup form.



You want to display your lead magnet somewhere highly visible on your site. That's why it's recommended to put it in the header section or as a popup form that displays after a certain period or when visitors are about to exit your website.

For your lead magnet's opt-in form, you want to have a big clear image of your lead magnet, text highlighting how it will help the prospect, and a couple of fields to fill in, such as name and email address. Generally, it's better to have fewer fields since you want to make it easy for your prospects to fill in their information.

You should have a button with a clear call to action with the lead magnet. For example, *"Download your FREE report now!"* This makes it crystal clear as to what action you want visitors to take.

Here are some examples of lead magnets you can create for your dental website:

A mini-guide - This is ideal when you already have a series of blog posts about a specific topic. For instance, you could pick 5-6 related blog posts about brushing, flossing, dental care, gum disease, cavities, and oral hygiene habits, and put them together into one guide.

A checklist - you can create a printable checklist that visitors can print out to refer to. This is relatively easy to create, such as a checklist of tasks or duties they should follow.

A free product test kit - You can offer a free product, such as a toothbrush or tooth whitening sample. Compared to the other options, you will have to ship these to their address, so this would require more work and have higher costs.

Workbook - A workbook is a great lead magnet. People can download and complete the exercises they have read from your blog post or eBook.

Coupon code - You can offer a coupon code that visitors can download to get a discounted or free product or service. For example, you can offer coupon for a free complimentary first visit.

Ideally, you should be creating different lead magnets and offers for different segments of your audience and where they are in the sales funnel. So if you have children and seniors as patients suffering from gum disease, some options you can offer are a guide on getting your children to floss their teeth and a coupon for seniors for a free checkup on their first visit.

You will likely have to test various lead magnets to see which ones convert the best. Your lead magnet should offer value and be something that visitors would want to receive in exchange for their email address. You can start with a coupon for a exam or treatment or a free kit or gift, such as toothbrush, to get started.

When creating your lead magnet, think about what things your prospects want? What solutions are they looking for? What aching problem do they want to solve?

## ***Connecting your Lead Magnet with an Email Service Provider***

After you have created a lead magnet, you will have to connect it with your email service provider. Email marketing providers allow you to easily manage your list of subscribers and automatically send out emails, saving you time and money. A few popular email providers you can sign up for include Active Campaign, Drip, Mail Chimp, and Aweber,

to name a few. If you are on a tight budget, Mail Chimp offers a free plan for up to 2000 subscribers.

After you have connected your lead magnet with your email marketing provider, you can continue to engage with your subscribers and nurture the relationship. You can provide valuable tips, tricks, and lessons to them. By staying in touch, you can position yourself as an expert in their minds. Over time, if you do a good job, you can turn your passive visitors into loyal fans and paying customers. And when they are ready to buy, they will have you in mind.

The most successful car salesman ever is Joe Girard. During his 15-year career, he sold over 13,000 cars. In fact, in 1973, during his most successful year, he sold an eye-whopping 1,425 cars! How did he become so successful? Well, one of his tricks was to stay in contact with his prospects with greeting cards. Every month, he would mail nearly 13,000 greeting cards to his prospects, celebrating various holidays, such as New Year, Valentine's day, and Halloween. Each card was personalized, signed, and stamped by him. Keep in mind that this was during a time before email existed. By staying in contact and showing that he cared about his customers, he was much more likely to make a sale.

### **Creating an Email Series**

You should aim to create an email series. This is a series of emails that are sent to subscribers at specific times to engage them and promote your products and services.

How often should you email your subscribers? Some marketers recommend once a month, others recommend once a week; some marketers send out emails once a day or multiple times a day. The frequency will depend on your market, niche, goals, and campaign. However, generally, you should aim to email your subscribers more often, especially at the beginning. If you wait too long to email them, they will likely forget about you, and they will become "cold traffic" again. Once they sign up, you should have a "welcome email", introducing yourself and letting them know what to expect and what to do. Also, there should be a link to download your offer in the email again.

During the first week, your prospects will be "warm" since they just signed up for your lead magnet. This means they will be more receptive to receiving your emails and hearing your offer. Aim to send one email each day for the next 5-7 days. After that, you can scale it back to 2 to 3 emails a week, depending on what you are promoting or selling. Similar to your website content, your emails should be attention-grabbing, so they get opened, offer value, and a specific call to action. If you can include some kind of story or lesson within each email, they will make your emails more entertaining to read. A good rule to follow is for every three value building emails that you send; you can send one offer email. Emails that offer tips and advice as great as well.

Since you are busy being a dentist, you should probably hire someone to manage your email marketing. This could be someone from your team, an expert, or an agency.

## Here are some quick tips to keep in mind when writing your emails:

- Keep your target audience in mind when writing emails. Write to them and nobody else. Be human. Personalize your emails as if you're writing to a friend.
- Don't spam them. If every email that you send is a promotional email, your subscribers will unsubscribe from you. Remember, the 3 to 1 rule: Aim to send three value building emails for every one offer email.
- Create an email series. An email series is a sequence of emails that are sent to your list over a period of time after the person subscribes to your list. You can create your series of emails ahead of time. Some marketers even have an email series of over one year.
- Emails can be both long or short. There isn't any "perfect" length. Some marketers write long emails, while others write short ones. You can use short emails to get subscribers curious and to click the link. You will have to test to see what length works well for your list.
- Perfect the subject line. Some quick subject lines you can use are:

### **(Number) of ways to (achieve a benefit or solve a problem)**

*5 Simple Ways to Soothe an Aching Tooth*

### **How to (achieve desired results)**

*How to Achieve a Whiter Smile in 2 Weeks*

### **Are you tired of (nagging problem?)**

*Are you Tired of Coffee Stains Ruining Your Smile?*

You can check out my Dental Copywriting Hacks book for more subject headline templates:

<http://bit.ly/dentalcopywritinghacks>

- Keep your sentences and paragraphs reasonably short. Follow a structure and include bullet points and subheadings to make it easy to read.
- Know what action you want readers to take. Do you want them to contact you? Read a blog post? Fill out a questionnaire? Keep this in mind when writing the email.
- Include a short story or life lesson. It doesn't have to be anything amazing. Something that happened to you during the day is enough. As you can see from my example, I included a short story about my favorite television show that I was watching.

If you are looking for professional email copywriting services, you can check out my services here:

<http://alexwongcopywriting.com/email-autoresponder-copywriting/>

### ***Action plan***

Create a lead magnet for your website. As mention, the lead magnet should be something that offers value, and visitors would want to receive in exchange for giving their email address.

After you created your lead magnet, connect it to your email marketing provider.

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# **Chapter 5: How to Create Your Dental Website**

In this chapter, we'll be going over how to set up your website. If you're planning to market your dental practice, a website is a must-have. Just a few benefits of having a website include:

- Building your credibility
- Enhancing your brand awareness
- Allowing you to share your story
- Boosting your online presence
- Promoting your business
- Increasing your authority
- Giving prospects an easy way to contact you
- Generating new sales
- Showcasing your products and services

To ensure that you get the most out of your website, you have to be sure that it is optimized. This means that it looks professional, has a good design, is easy to navigate, loads fast, and has excellent content.

At the bare minimum, you should have a homepage, about us (team) page, product or service pages, and contact page. I also recommend adding testimonials, FAQ page, and a before and after smile gallery as well.

Hiring a skilled website designer who is experienced with dental sites is ideal. Be sure to keep your website updated. You should be able to put up new photos, videos, and reviews, and testimonials from patients so that your website is changing all the time. Google likes websites that are constantly updating their content.

In particular, your website should be mobile-optimized so it displays correctly on smartphones and tablets. It needs to have a simple display, with buttons for your phone number, directions, and an option to request an appointment at the top. First impressions matter. Consumers are making judgments about the quality of your dentistry based on the quality of your website.

## **Homepage**

Your homepage is one of the most critical pages on your website. It sets the overall mood of your business. Its goal is to grab your visitor's attention and encourage them to check out more of your website.

Here are things your homepage should have:

Your practice's logo should be prominently displayed and located at the top of the site, in the header section. Your logo represents your business' identity and also usually serves as a link to the homepage, so you want it to be easy to access. It should also have your practice's phone number, email, address, contact form, and other contact details.

### **Be easy to navigate**

Your homepage should be easy to navigate and move around. This will reduce bounce rates and visitors leaving your site after landing on it. You should have a menu at the top with clear descriptions for each page. A search box may also be helpful if you have a lot of content.

### **A strong headline and sub-headline**

You only have a few sections to grab your visitor's attention. You want your main headline to be big, clear, and state what your site offers. Below your headline, your sub-headline should support your headline and should briefly describe what your practice offers or what you do. You can focus on a specific pain point that your product/service addresses.

### **Main call to action**

A call to action (CTA) is a specific action you want visitors to take. Your homepage should get visitors to explore your website more and move them along the sales funnel so they will contact or buy from you. Ideally, you should have a few different CTAs you want visitors to take and link to different pages on the website. Examples include getting them to click on a service or product page, contact page, or signing up for a newsletter.

### **Great photos**

People are visual, so you should have at least one professional, engaging photo or short video on your site. Try to include a photo of a person or someone using your product or service and avoid stock images.

### **Great content**

Include a welcome section and make sure that it is easy to read and connects with your prospects. Be sure to mention the benefits that you provide since this will encourage visitors to read more.

If you want to learn how to write great content for your homepage, you can check out my dental copywriting book:

<https://www.amazon.com/dp/Bo76VWS178>

### **Testimonials**

Be sure to add some testimonials from happy customers on the homepage. If you can include the person's photo and name, this makes them more credible.

Here's an example of an effective homepage:

# HOLLYWOOD'S #1 RATED COSMETIC DENTIST

## GLO MODERN DENTISTRY



DR. RHONDA KALASHO

Welcome to GLO Modern Dentistry, we strive to bring you quality of care that is like no other dental experience you have had. Our cosmetic dentist, and staff are comforting, genuine, and completely devoted to your well being and comfort.

Dr. Rhonda Kalasho is the trusted, **5-Star Rated** Dentist in Hollywood, providing premier dental care in the heart of Los Angeles. Dr. Kalasho is a UCLA graduate, who has been acclaimed for her aesthetic dental workmanship. As a member of the American Academy of General Dentistry and International Academy of Facial Aesthetics, she is among the select few dentists who have completed an advanced training residency in hospital dentistry and full mouth reconstruction.

Featured on



*Glo Modern Dental Offers!*

**REDUCED PRICING FOR OUR PRIME CASH MEMBER PATIENTS.**

**WE ENSURE THAT YOU AND YOUR FAMILY ARE CARED FOR.**

ASK ABOUT OUR PRIME CASH MEMBERSHIP DISCOUNTS TODAY!



## THE GLO MODERN DENTISTRY DIFFERENCE

We understand that the dental chair can bring a lot of anxiety to some patients, but with our gentle dentist, amazing staff, state of the art facilities, and breathtaking views of city, you can leave all your fears at the door.

Whether it's cosmetic, pediatric, emergency, or general dentistry, we aim to give excellent service that is patient centered and stick to our philosophy of treating every patient the way we would want to be treated.

**We welcome same day appointments, We are open on select Saturdays. Call today to schedule your appointment.**



GLO Modern Dental Office - Hollywood, CA

## About us page

Your team page or about us page allows you to introduce yourself and the team to visitors. You can state who you are, what you do, and helps build credibility for your business. Your team page should tell a story of how your practice started, where you are now, and where you want to be in the future. You want it to convey change - in both your organization and inspire change in your visitors and community too.

Here are some things to keep in mind for your team page:

### **Include your unique selling proposition (USP)**

As mentioned, your USP is a brief statement that clearly describes the unique benefits you offer, how you fulfill your prospect's needs, and how you're different from your competitors.

### **Mention awards and testimonials**

Awards and testimonials add credibility and trust. They show visitors that you're an expert in your field. Mention any awards or credentials you have won. If you have appeared in any interviews, news channels, or other sites, be sure to mention them here.

### **Add credibility with numbers**

Specific numbers add credibility. Instead of saying "*we have served plenty of patients*" you can say "*we have served over 5000 patients*". Other ways you can include numbers are the number of years you have been in the industry, the number of awards, the number of products sold, etc.

### **Add some high-quality photos**

Be sure to add some high-quality photos or a short video of your team members and practice. This gives visitors a behind the scenes look at your business. You can include a photo and short bio of each of your team members to help visitors learn about your team.

### **Introduce your team members**

Be sure to introduce your team members. This humanizes your business and helps visitors to connect with the people behind your practice. You should include the photo, name, and role for each of your team members.

### **Don't forget the call to action**

Similar to the homepage, you should have a clear CTA on your team page. You can either have visitors visit your other service pages or contact page to set up an appointment.

Here is an example of an effective about us page:

**ABOUT ADX DENTAL - YOUR SOUTH CALGARY DENTIST**

Here at ADx Dental, as a Calgary SW dental clinic, our main goal is to help maintain and improve you and your family's oral health.

**Involving You In Your Dental Treatment In Calgary**

Our approach to dental treatment involves keeping you informed of your oral health and the treatments we advise and offer. We'll show you photos and videos of your teeth and mouth, so you can see for yourself the work that needs doing or the improvements that we've made.

We are also a dental practice that uses the benefits technology can bring to the dental services we offer. So you can expect:

- Cone Beam CT scans of your teeth and mouth
- Microscopic dentistry to really get close-up and provide ultra-accurate dental treatment
- Sedation Dentistry to take the stress and anxiety out of dental treatment

Providing affordable dental treatment to people who can't pay to go and see specialists for treatment is a big part of the dental services we offer communities in Calgary. So you can get a **four Dental Appointment Here!** treatments carried out locally, and with financing available. Such treatments include:

- Wisdom tooth removal
- Dental implants
- Gum grafting
- Orthodontics
- Crowns & veneers

**Save Time And Money On Dental Treatments**

The ability of Dr Tran to perform multiple tasks to a very high standard allows ADx Dental to combine treatments and give you comprehensive oral healthcare in a friendly and relaxing clinical environment. We can also offer several services in one visit, and that means fewer visits to the dentist!



## Service and product pages

Now, let's move onto your service or product pages. Since I'm assuming you have a dental practice, I'll be focusing on service pages instead. The number of service pages that you have will depend on what you offer. For example, a general dentist is likely to have different services than an orthodontist or denturist. However, there is likely to be some overlap. For instance, most general dental practices will likely offer checkups, cleanings, dental emergency services, orthodontics, crowns, bridges, to name a few. You should have a service page for each of the services that you offer.

Here a few things to keep in mind for your services pages:

Write to your target audience. Most of your readers may not be aware of the process and benefits of each procedure, so you want the language to be easy to understand. Take into

account their awareness level, their pain points, potential objections, and desired outcomes.

Awareness level - are they familiar with the procedure? If no, you may have to take some more time to explain the benefits of the procedure.

Pain points - what pain points or problems do they want to solve? Is it to replace a missing tooth? Is it to treat gum disease?

Potential objections - Is the procedure painful? How many times will they have to come in?

Desired outcomes - will it eliminate their pain? Will it improve their smile's appearance?

Also, be sure to describe the benefits and process of the procedure. This will increase the chances that visitors will understand why they should consider doing the procedure.

Here's an example of a good service page:

# A Quality Orthodontics Service At SW Calgary Dentist

Straight teeth give you more confidence when you talk and smile. And here at the ADx SW Calgary dental clinic, we can correct any crooked or misaligned teeth so you can show off a straight smile.

As well as giving you more confidence in the way you look, the orthodontic treatments we offer patients at our Calgary SW dental clinic will have a positive impact on the overall health of your teeth, gums and jaw joints. Straighter teeth are easier to clean too, and allow you to bite into food with more pressure.

The range of orthodontic treatments our dentist in SW Calgary offers patients is broad, with many different types of braces to choose from, including [Invisalign](#). Our treatments are designed for teeth that are too crowded, or too spaced apart, and can be used to address crossbite issues and other orthodontic problems. Better aligned teeth can also help prevent issues such as tooth decay and gingivitis from arising.

[Book Your Dental Appointment Here!](#)

## Orthodontic Services For Children At Calgary SW Dentist

Dr Tran, a SW Calgary family dentist, will happily assess your child's suitability for orthodontic treatment in Calgary at an initial consultation.

## Orthodontics Isn't Just For Teenagers

Nowadays, people of all ages are looking to orthodontics to help correct the alignment of their teeth. Modern options such as [Invisalign](#) are breaking down the barriers that once stopped adults even considering teeth straightening solutions.

Take the first step today toward the straighter teeth you've always dreamed of. Book an orthodontic consultation with Dr Tran at ADx Dental, your local Calgary SW dentist.

[BOOK CONSULTATION](#)

## Contact page

This is where your visitors can contact you. Keep it clear, simple, and make it easy for visitors to contact you.

Include your business' address, email, phone, and other contact details.

If you have a contact form, be sure that it's easy to use and only ask for essential information, such as the name, email address, and what they're looking for. If you ask for too much information, most people aren't going to fill in the details and will simply leave the site.

As you can see in my contact form, all I ask is for your name, email, and message.

<http://alexwongcopywriting.com/contact-me/>

### **FAQs page:**

It's a good idea to include a FAQ page that answers the most commonly asked questions. Spend some time thinking of common questions patients may have. Write all the questions down and answer them. Some common questions visitors may have are the costs, types of insurance, procedures, hours of operation, etc.

### **Testimonials page**

Besides including testimonials on your homepage and team page, you can create a dedicated testimonial page of your happy patients. Another thing you can do is to link your Google reviews page. If you can have patients give video testimonials, that's even better.

## Why Do Patients Choose Cedar Village Dentistry?

Lisa



"They took my individual case to heart. They all worked together in such an impressive way to make sure that my needs were met and that I walked out pain free."

Tom



"The staff here are all very friendly. They don't make you feel guilty and they're not judgemental. I would recommend Dr. Dooley and his staff to anyone."

If you're interested in optimizing your dental website content, I offer professional website copywriting services here:

<http://alexwongcopywriting.com/website-copywriting/>

### ***How to create a website for under \$200?***

Although it's beyond the scope of this book to go over all the steps and tools, here is how to set up a website quickly:

#### **Choose a website platform**

Popular website platforms include WordPress, Squarespace, Wix, Weebly. By far, the most popular one is WordPress. In fact, my website and other websites I've created for clients are WordPress sites. WordPress gives you the most tools and options for creating a professional website. There are lots of free and paid themes you can use for your website. Best of all, it's not tied to any software or service, so you own it.

You can check out some WordPress themes here:

<https://wordpress.com/themes>

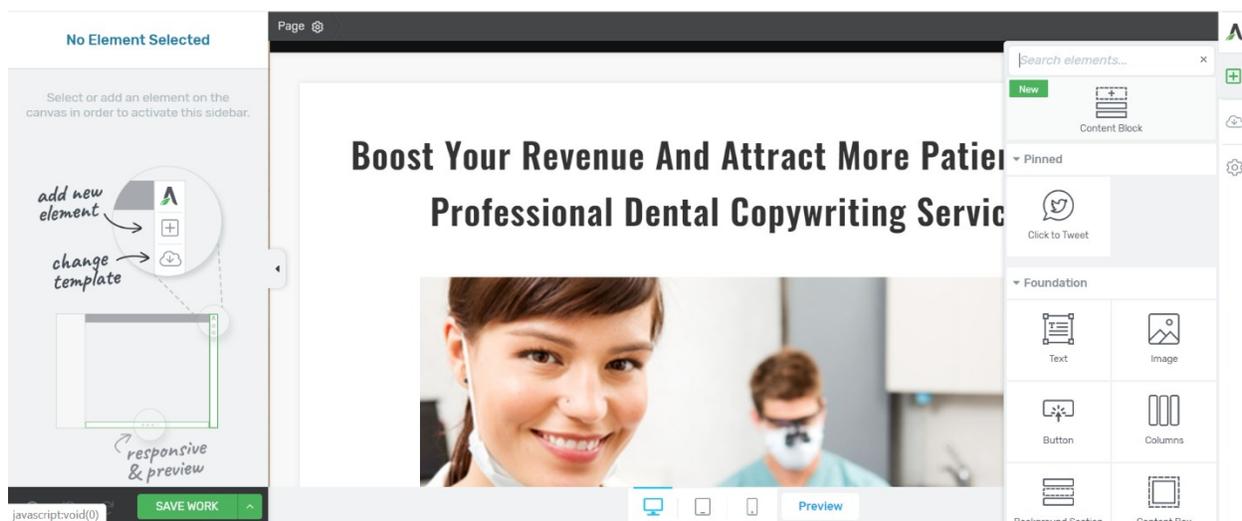
<https://themeforest.net/category/wordpress?term=dental>

## Choose your domain and hosting platform

Some places that offer domain name and hosting services include Namecheap, Host Gator, GoDaddy, domain.com, and Bluehost, to name a few. Most of these sites allow you to purchase the domain name and offer hosting services as well. I personally use [Namecheap](#) and have been very happy with them so far. I haven't had any problems, and they offer great support.

To create a unique brand, you'll need a name associated with your business. When choosing a domain name, be sure it includes the name of your town or area. Make sure the domain name is available. You can also quickly check if a URL address is available by typing it in on [Namecheap's](#) database. A general rule is to choose a URL name that is unique, relevant, and easy to remember. Also, a web address ending in .com is always the best.

If you're using WordPress for your website, I highly recommend [Thrive Architect](#) page builder. It's a WordPress plugin that allows you to design your webpages on the front end without having to do any coding on the backend. All you have to do is drag and drop the various elements on the page, and you're good to go. Just a few things you can do are to add text, buttons, contact forms, columns, testimonials, to name a few.



## Action plan

Set up your website and pages

Decide on your website's URL name and purchase it. Once you have decided on the platform to use for the website, deciding on where you want to host it.

Start creating content for your website, including the homepage, about us page, service pages, and contact page.

You can use the Thrive Architect drag and drop editor to make this process much more manageable.

Download your free worksheets here:

<http://alexwongcopywriting.com/dental-marketing-worksheets/>

# **Chapter 6: How to Market Your Dental Business**

Now that we have your website set up, we will be going over the various ways to market and grow your practice. As mentioned earlier, having a website is great, but if no one knows about you, it doesn't matter if you have the most fantastic website in the world.

I'll be going over some of the free and paid ways, as well as tips to promote your dental practice. However, before we begin, let's look at the differences between marketing and advertising.

## **Marketing vs. Advertising**

Both marketing and advertising are essential to growing your business. Although they may seem similar, there are some key differences. In general, marketing is broader than advertising.

Marketing includes many components, which includes advertising. Advertising uses paid mediums to get your message out, including ads in newspapers, TV, radio, and billboards. Modern forms of advertising include Google ads, YouTube ads, and Facebook ads. The cost of advertising will depend on your budget, how long the ad is running for, platform, and other factors.

In comparison, marketing includes anything that gets your message out and connects with prospects. This includes SEO, referrals, social media, public relations, ads, etc. All of these could be part of your marketing plan. Regardless, you should have a solid marketing plan in place for your business.

Now that we have a better understanding of marketing and advertising let's go some of the types of advertising for your business.

## **Advertising your business**

There are a variety of free and paid options. There is not going to be any perfect advertising tool, and each one has its pros and cons. Generally, it's good to use a combination of both paid and free tools for your advertising. With most paid tools, you will be able to start getting data quickly to see what is working. For example, with Google ads, you will quickly know which keywords and ad campaigns are converting. However, it can be expensive if you don't know what you're doing. Free methods, such as blog articles and SEO, are great but usually takes time to see results. For instance, it

can take months or even years to build up your blog or YouTube channel to a sizable audience.

### **Here are some of the various advertising methods:**

#### **Blog content**

I recommend every business to have a blog. A blog drives traffic to your site, builds credibility, and converts visitors into leads. However, a blog takes time to build up, especially since there are so many blogs online. You also have to target relevant keywords and phrases that visitors are searching for on Google. This is known as SEO or search engine optimization.

Think about your ideal prospect and what topics they would be interested in learning about. If you're an orthodontist, some possible topics you could write about are:

- The different types of treatments
- The different types of braces
- Invisalign vs braces
- How the Invisalign process works
- How orthodontics can save you money
- What is an open bite?
- What is an overbite?
- How to take care of your braces
- Frequently asked questions
- How much will braces cost?

Spend some time thinking about topics that you can write about for your blog.

Use WordPress® or Blogger® to set up a theme format. They are both very user-friendly and the basic plan is free. Try to do a blog entry at least every week, or hire someone to do it. It's better to blog once a week for a year than five times a week for a month and stop. Also, be sure that the content that you post is valuable and relevant to readers.

Make it personal, interesting, fairly brief and relevant to your practice and to dentistry in general. Also, be sure to “tag” and “categorize” your blog with all the relevant content. This makes your article more searchable. Even better, add a photo or video.

To learn more about how to post-viral blog articles, you can read my book, [\*Blogging Hacks For Dentistry\*](#). I also offer [professional blogging services](#), as well:

## **Email marketing**

Having an effective email marketing strategy is one of the best ways to grow your business. Compared to social media (which you don't own), you own your email list. Once you get your visitor's email address, you can directly market to him or her whenever you want.

Your staff should be diligent about collecting email addresses and maintaining updated ones. Be sure that the email address is the main one your patient uses. There are two ideal uses for email in your practice: appointment reminders and confirmations. There are several digital applications that work with your practice management software to do this.

Email marketing has tons of other benefits, including generating leads, connecting with subscribers, collecting feedback via surveys or questionnaires, and moving them along your sales funnel. Emails also allow you to stay in contact with patients and promote your products and services. If you are collecting emails from your website, you have to have a compelling offer or lead magnet to get visitors to give their emails to you, such as free report, coupon, or product.

Besides email newsletters, print newsletters are a good option. They can be personalized and provide excellent information for your patients. You'll need a standout logo, a professional picture of the dentist and team, and some high-quality before and after patient photos.

To get the most out of your mail marketing campaigns, you have to ensure that your emails get your subscriber's attention and provide them value. Review chapter 3 to see some of the email marketing platforms you can use.

If you need help with your email marketing campaign or newsletter, I offer [email copywriting services](#) as well.

## **Social media**

It's safe to say that the majority of people use at least one social media platform. Social media marketing offers you an excellent opportunity to gain more leads and connect with prospects. There are tons of social media sites, such as Facebook, Instagram, Twitter, Twitch, LinkedIn, to name a few. Each platform has its features and user base. For example, LinkedIn is more geared towards the professional crowd and for anyone who wants to build their portfolio or get a new job. In addition, many social media sites also offer paid advertising, such as Facebook ads, to reach users. Facebook's powerful analytics allows you to fine-tune your ads, so you are targeting the right prospects.

Since there are so many platforms you can choose, I recommend focusing a couple of social media platform first so you don't bite off more than you can chew. It's really easy

to waste your time posting content that no one will see. To start, I recommend creating a LinkedIn profile and business profile on Facebook so that prospects can connect with you.

The more prominent you are online with relevant and interesting content, the more likely you will show up on search engines.

Also, know your audience. Women post online a lot more than men, meaning they're more active on Facebook. For Facebook, have a personal page with several photos and a good description of yourself and your interests. You should also add updates on a regular basis (mainly to familiarize yourself with the medium), without too much self-promoting, which can alienate potential patients.

Create a fan page for your practice, complete with a panoramic photo of the team.

Don't underestimate the power of Facebook likes or check-ins! These can further help promote your business. Have a sign asking your patients to "like" your business on Facebook and encourage the "check-ins".

Be sure to post on a regular basis, at least twice a week. You'll want to assign this duty to someone other than the dentist to post and respond to posts in a timely manner. Encourage your patients to post—testimonials about your business can go a long way! Also, remember you can eliminate any negative posts patients might write. Post pictures of staff members, patients, and events you partake in around your city.

To encourage engagement, you can offer promotions from time to time, (whitening specials, new patient specials, or free implant consultations, for example).

Besides Facebook, LinkedIn is another medium valuable for any company and doesn't take long to set up. You only need to update it whenever you blog and it's not necessary to post all the time. Create a profile for yourself and use it to sell your practice and services.

## **YouTube**

Behind Google, YouTube is the second largest search engine online. Every month, roughly 1 billion people visit YouTube. Online content is gradually shifting towards video format. YouTube gives any business a cost-effective way to market themselves, grow their brand, and create quality content. You can also promote your services and affiliate products in your YouTube videos. The addition of YouTube ads gives you another means of reaching more users. Similar to blogging, growing your YouTube channel to a sizable audience takes time, so you have a long-term plan in place.

Dentists should film a short video explaining what makes them passionate about dentistry and the values of their practice. You can also do a quick video tour of the office,

a couple of patient interviews, and treatment descriptions. Be creative and show prospects another side of your practice they wouldn't typically see. I've seen one dentist build up their online following by posting videos of themselves dancing.

YouTube is a great medium to market your video. You'll want to upload videos on a regular basis for YouTube and other social media pages.

Patient testimonials are incredibly powerful when marketing your business. You can ask your patients if they would be willing to give a quick testimonial and film them with your smartphone.

For YouTube, make sure the "tags" contain keywords like "dentistry," "teeth" and whatever you're describing in the video, as well as your name and your practice name. Once you have a couple of videos, you'll want to create your own YouTube channel, where your videos can be found. This helps to build your brand and presence online.

The videos shouldn't be too big of a file or they will take too long to be uploaded. Besides YouTube, be sure to post your videos on your blog, Facebook, LinkedIn, and anywhere else you have an online presence. The more places you post, the more patients will likely find you.

## **Google ads**

Google is the largest search engine online. You know a company is big when its name is used as a verb to search for something. Google gives any business, big or small, the ability to market their products and services. When people are searching for something on Google, they are looking for something specific. You can use this to your advantage and be sure that your ad is shown to the prospect when they are looking for a solution.

Google ads give you the ability to target specific keywords or phrases. By targeting specific key phrases, you can market your product or services to people who are looking for it. A Google ads account is relatively easy to set up. Google ads allow you to stay within your budget so you won't have to worry about overspending. Depending on your needs, you can choose a daily budget of \$10, \$100, \$1000, or more for your campaign. Compared to the old days, where you had to pay a fortune to advertise on a billboard or in a newspaper, there are many options with online advertising.

Google ads also give you the ability to test many types of ads. Every customer is different and is at a different stage in the buying cycle. Google ads allow you want to run different ads to different customers. This includes different ad options, such as search, display, and video, to name a few.

Keep in mind; if you're not careful and don't know what you're doing, Google advertising can eat through your budget very quickly. Depending on your niche, some keywords can be quite competitive and expensive to bid on. Some keywords can cost \$5,

\$10, or more per click. And a click doesn't mean that person will become a patient. Chances you are only going to convert a small percentage of visitors into paying customers. This is a long term game.

This means that you have to keep a close eye on your ads and be continually testing and tweaking to make improvements. Therefore, unless you are familiar with Google ads platform, it's best to hire someone to manage this.

For your ads, keep them clear, concise, and benefit-focused. Don't list out everything you offer in one ad. Each ad should be focused on one thing.

Don't try to aim for a different neighborhood. Customers usually go to dentists in the area where they live or work. With that in mind, you'll want to keep a fairly tight radius when advertising so you aren't wasting money.

Your audience is the people who are new to the neighborhood and people who avoid visiting the dentist. When changing dentists, people prefer to upgrade rather than downgrade. So if you're trying to get customers from more upscale neighborhoods to visit your practice in a cheaper area, know you won't get much bang for your buck regarding advertising.

## **Direct mail marketing**

Although email marketing is all the rage, post mail marketing is still an excellent option for dental practices. Post mail offers small businesses a great opportunity to get your name out there and target specific groups of people. This can be especially helpful if you are a new dental practice in the neighborhood. Post mail also gives you the ability to include more information about your business. Compared to a Google ad or Tweet, you can highlight the benefits and services your practice offers on a letter or flyer (both front and back).

One thing you can do to stand out is to make your post mail a package. People love receiving packages and are more likely to open a package than a flat piece of paper mail. Think about the last time you received a package in the mail. How excited were you to open it?

Things you can include are a CD or DVD introducing yourself, a book you have written, coupons or gift cards, white papers, brochures, and product kits. By sending a special package that includes a free gift card, DVD, or product kit, you're offering fantastic value, and your prospect will take notice as well.

I guarantee you that most dental businesses aren't going to spend the time, effort, and money to do all of this. The more money you can spend on high probability prospects, the higher chances you can get them to contact and buy from you.

In general, direct mail can yield under 1% of results, if the printing is high-quality with a strong message. This means you should get anywhere from 1-5 new patients if you send out 1,000 pieces of mail.

However, there are downsides to this marketing method. Direct mail doesn't work year-round; it has its up and down months. In that case, you would need to determine the optimal times to use the direct mail approach for marketing.

Also, compared to email, post mail marketing costs are generally more expensive. This can include design costs, printing and shipping costs, and costs associated if you rented a list of prospect names. Also, since prospects may not know who you are, response rates for post mail can be low. Many people will simply toss out post mail with their junk mail since they don't know who you are. That's why I recommend sending a special package that delivers impressive value instead.

If you are planning to go this route, be sure that the offer that you are sending to prospects catches their eye and offers value. Also, if you are getting the list from somewhere, be sure that it's a quality list of prospects

## **Radio and TV commercials**

If your practice is in a small enough town, broadcast advertising can go a long way. (If you're in a larger city, this won't be particularly effective since potential patients will have multiple options). If you have some extra money to experiment, try the broadcasting route for a few months to determine whether this works for your practice. Make sure you invest in someone who can produce a high-quality commercial, instead of something that looks cheaply made.

Radio is cheaper to produce. However, the downside of radio is not having a visual—that is—customers cannot see images of the person talking or the office itself. So you want to make sure the radio advertisement can really sell! It might help to offer a special service, such as a free consult, no-prep veneers, or implants, to differentiate your practice from other practices.

## **Things to keep in mind**

Your goal is to get a good return on investment whatever that advertising channel may be. This can include email, postal, social media, paid ads, etc. Aim to have at least five sources where you can generate leads. I recommend you start with a few of the advertising options mentioned, including paid media. By paying for the advertising, this forces you to be more efficient and ruthless. If the advertising isn't working, you cut it and make adjustments.

Free media is still great, but it shouldn't be your only source of advertising. It's easy to waste your time and money on things that aren't working if you're not paying for it. Focus on the 20% that is generating 80% of revenue for your business. For example, you can start testing Google or Facebook ads to drive traffic to relevant content on your website, such as a blog or video content. The great thing about blog and video content is that it can be repurposed for other social media sites, such as your Facebook and LinkedIn pages.

Remember, you're not just sending traffic to your practice and site. You have to send the right offer to the right prospects who may be interested in what you're offering. For instance, if the keyword you are bidding on is "types of dentures" for one of your Google ad campaigns, you should link it to educational blog content on your site so prospects can learn about the types of dentures you offer. On your blog post, you can have an opt-in form for your lead magnet that visitors can sign up for. Once they are subscribed to your newsletter, they can receive daily or weekly emails about your offers and services.

This is much more effective than if you were to send them straight to your contact page right off the bat. If you were to send prospects to your contact page right away, they will likely click away since they wouldn't be ready to buy. Remember, everything works together as part of your sales funnel. Get your cold prospects hot by providing them fantastic value. Once they trust you, they will be more open to contact you for an appointment.

## ***Action plan***

Review your advertising options and choose a couple of channels to market your practice. Once you do, start taking steps to make it happen, whether that's signing up for an account, learning the platform, or creating an ad.

Remember, you don't have to do everything on your own. You can hire experts to get help with your marketing. For example, you can hire a writer for your blog content or a Google ads expert for your Google ads. However, it's a good idea to have at least a basic idea of the platform before outsourcing it to someone.

In the next chapter, we will be going over how to outsource and grow your business.

Download your free worksheets here:

<http://alexwongcopywriting.com/dental-marketing-worksheets/>

# **Chapter 7: Hacks to Take Your Dental Practice to the Next Level**

Here are simple ways to get the most out of your dental practice:

## **Optimize your office tour**

Your office should be set up with comfortable lighting, nice colors, and recent magazines. Have a variety of magazines (sports, beauty, and finance, for instance), since not all your customers like reading the same things.

Be sure to have an area in your office that includes all your degrees and CE, before-and-after pictures of patients, and thank you letters from them.

## **Update your forms**

Be sure to have forms that can automatically populate information with digital intake laptops that you can keep in the reception area. This saves time for patients.

Speaking of going digital: digital versions of intake forms are also recommended so patients can fill them out in advance and save time during their appointments. They should be able to access those forms on your website, or personally emailed to them.

Your intake forms should gather personal information about patients (hobbies or music they like, for instance), and updated accordingly. If you refer to anything specific they've mentioned in their forms, it's a great way to build a rapport with the patients. These days, software can easily insert photos of patients too, to help you better recognize them as they walk through the door.

## **Tech-up!**

Spend some extra money on updated technology! Don't look at it as an expense but as an investment. Incorporate each new technology into your tour, as well as your website and advertising. If you have a CEREC technology, be sure to let patients know. With digital X-rays, you can show the patient everything that is going on with their teeth, blown up to full-screen size. This creates a powerful impression. You can also send the image out for consultation efficiently and make it easily accessible to send to insurance companies. Best of all, digital x-rays reduce the amount of radiation your patients are exposed to. Make sure your patients know all these benefits too!

Technology fails as a marketing tool if the patient doesn't know about it. Make sure they know the benefits.

### **Accommodate your patients**

My basic recommendation is to accommodate as much as possible. You can do this with weekend, early morning and evening hours, which are convenient for people who work. At least be open every other Saturday. You'll find that these extra hours will fill up first, and that should tell you something about what your patients want.

You'll be amazed at how much business you can get on weekends with emergency appointments. If you have a team member on call in the evenings for emergencies, it's a great way to be effective without eliminating potential patients.

You can also give them financing options. Accept all major credit cards. Set up an account with CareCredit® or one of the other outside patient financing companies.

Consider taking insurance plans. You certainly don't have to accept every HMO, but being at least a PPO provider on some of the more popular plans in your area can keep you busier in tough times.

### **Offer free seminars**

If your practice is new, contact some of the local businesses and offer to do a free seminar. Offer to give presentations to local businesses explaining the importance of dentistry and the benefits it offers. You can start with basics, such as how to brush and floss properly; then delve into the dangers of gum disease and other oral diseases. Handing out business cards at the end of the presentation would be a big plus and will most likely generate some great business for you.

Business cards should be readily available to hand out anytime. It's a simple but powerful way of promoting yourself and your business. Be sure your website is listed on the cards as well.

Handing out toothbrushes is great too—make sure they have your name and phone number on them!

### **Text patients to stay in touch**

Texting is a good way to confirm appointments, wish happy birthday, and send reminders of upcoming appointments. That way, your staff doesn't need to waste time on phone calls, and patients will appreciate their dentist operates a high-tech practice.

## **Offer promotions, not discounts**

When running ads, it's smart to offer promotions (be careful not to call them discounts), in order to introduce your office to prospective patients. This could be a free initial exam or a discount on Invisalign. However, be warned: patients who are only seeking discounts are more likely to find other practices for discounts after you. Since they're the most difficult types to keep, you should promote yourself as a dentist with their best interests at heart...and tout the latest technology you have! Then, you can be sure patients who seek your help will likely be longer lasting.

Note: Insurance is basically a permanent discount on your treatment.

If the patient is loyal to you over the long run, the discount (plus the cost per patient) is a good investment, but can get expensive if they leave. Make sure you're keeping a close eye on promotions you give, and at what cost this comes to your business.

## **Show your appreciation**

It's important to thank patients who refer new clientele. This can be done in a number of ways—gift cards or thank you cards. Your patients will appreciate the gift and go out of their way to tell their friends and family members how great your practice is.

Other things you can give away include little goodie bags with toothbrushes and aftercare instructions, or free small procedures, such as teeth whitening, can also help establish good relationships between the patient and dental practice. Whenever possible, free giveaways should identify you somehow, be it with your name or logo of your practice.

## **Increase your ad budget**

The most profitable businesses increase their ad budgets during tough economic conditions, knowing their competitors are cutting down. They find advertising keeps them afloat and guarantees them income stability. The advertising cost per new patient is going to go up, though their initial spending may go down. However, you want to consider the long-term effects. If you've built good relationships with your customer base, eventually your patients will return to spend on your business, once things get back on track for them economically.

New patients who hear about your business through advertising, rather than word-of-mouth, are critical to your business's long term success. These new patients offer the opportunity to spread the word about your business to their friends and family—everyone who doesn't know about you yet.

## ***Action plan***

Write down a list of ways to market your practice and improve the dental experience for your patients. Whether it's updating the forms, creating a list of local businesses to contact or hiring better staff, get started. You don't have to do everything at once. Take it one step at a time.

In the next chapter, we will be going over how to outsource and grow your business.

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## Chapter 8: Growing and Scaling Your Business

As someone who runs your own dental practice or small business, you likely have a million things to do. If you're a dentist, you have to worry about managing your team, scheduling appointments, answering questions, treating patients, and processing insurance claims, just to name a few. That's why you hire a receptionist to answer the calls and schedule the appointments. Therefore, if you want to save time and give yourself the best chance of growing your business, you're going to have to outsource tasks.

For this book, I hired an editor to check for typos and improve readability. I also hired a professional designer to create the cover. If I was to do this on my own, not only would it take me longer, but I wouldn't do as good of a job.

Basically, as soon as you can, you should start outsourcing tasks that you don't enjoy doing or don't have time to do. This gives you more time to do things that you should be doing, such as treating patients. Getting professional help for something beyond your skillset is smart. The amount of effort needed to become only a part-time advertisement expert simply isn't worth it.

Start by making a list of things you can outsource for your online practice. As mentioned, you can start by writing down tasks you don't enjoy doing or aren't very good at. Then look for experts to do those tasks for you.

In my opinion, it's always best to build the systems for your business and then outsource the tasks. So don't be the content writer, hire a content writer to write your website and blog content. Don't design your website but hire a website designer. Don't run google ads yourself but hire a Google ads expert.

However, whoever you decide to hire, be sure they know what they are doing. Ask for testimonials or references whenever possible. Although it's generally better to have a basic understanding of the task you are outsourcing, this isn't always possible. For instance, it can take months or years to become a proficient designer or Google ads expert. So, if you know nothing about Google ads, you should at least have a clear idea of what your goals are. Is it to gain more traffic? Is it to gain more exposure? Is it to gain more subscribers? Lastly, realize that even if you do hire experts, it still may take time to see results.

When it comes to your online practice, here are some areas that you can outsource:

- Customer support
- Website development

- Content marketing
- Website content
- Blog content
- Email marketing
- Social media marketing
- Direct mail marketing
- Google ads
- Facebook ads
- Video creation

There are experts in all of these fields, such as [myself](#), to handle your website, blog, and email marketing content needs. Remember, you're busy. The great thing is the tips outlined in this book can be used by you and whoever you hire to grow your dental business.

### **Should you hire a dental marketing company, do it yourself, or hire different experts?**

There is no straight answer, and the answer will depend on your specific needs. There are many marketing agencies to choose from, but not all of them will be a good fit. Ideally, they should have a good understanding of your goals, needs, and budget, as well as clear steps as to how they will accomplish your goals. Also, they should be offering the specific services that you are looking for. If you want to create a Google ads campaign, but they mainly focus on SEO, that's going to be an issue.

Spend some time researching the different agencies and speak with their team. Ask yourself, do you feel you trusted them? Obviously, you're likely to feel more comfortable and be happier working with a company if you like and trust them.

Personally, I always aim to at least understand the basic principles of an area before hiring an expert. I may not be the greatest designer, but I make sure to do my research as what books covers in my niche are selling well and to take notes.

Dental marketing agencies offer a one-stop-shop but can be more expensive than if you were to outsource the tasks on your own. Also, many require a 1-year commitment. From my experience, many marketing agencies have many clients and teams, so it's hard to give each client their full undivided attention. I've had numerous clients ask me to improve their content since the content delivered from the agencies was not great. If you do hire a marketing agency, ask to see if you can do a trial. Also, look at their results and be sure to ask for referrals.

## ***Action plan***

Write out all the tasks to outsource.

Decide on whether you want to hire experts to do the various tasks or an agency to manage it.

Once you do, start researching the different experts or companies and contact them.

If you're interested in dental copywriting, blog, or email content, I offer these services. I can also help with WordPress and other marketing tips for your site. You can check out my services here:

<http://alexwongcopywriting.com/dental-copywriting/>

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## Final thoughts

We have finally reached the end of this book. I hope you have enjoyed it and have picked up some useful tips. As mentioned, this book is designed to be practical and make it easier for you to start marketing your dental practice online.

So, you may be wondering, what's next?

If you haven't completed the action plans yet, I recommend downloading them and doing the exercises. This will help you to implement the information you have learned.

Continue to refine your USP for your business. Your USP is your business' elevator pitch and will give you a competitive edge over your competitors.

Keep testing and tweaking all aspects of your marketing. As you gradually get more data, you will see which pages, headlines, offers, ads, etc. convert better. Continue to test different offers and see if a specific one performs the better or worse. Replace poor performing ads, headlines, and offers with better-performing ones.

If you run a blog, be sure to add quality content consistently. So if you upload one blog post a week, be sure to keep up with that schedule.

Reach out to local business and influencers in your industry and try to make connections. Whether it's a guest seminar, blog or podcast, this gives you more ways to market your practice and services.

Find ways to improve your dental practice and the experience you offer patients. Hire better staff, upgrade old technology, and practice your office tour.

Start outsourcing as soon as you can afford to do it. Although it fine to do it most of the stuff at the beginning, you will be to grow your practice more quickly by hiring the right experts to help you out. Remember, the best leaders surround themselves with people who are better than themselves.

If you have any questions, you can reach me at <http://alexwongcopywriting.com/contact-me/> or by email at [alex@alexwongcopywriting.com](mailto:alex@alexwongcopywriting.com)

I wish you all the best on your journey!

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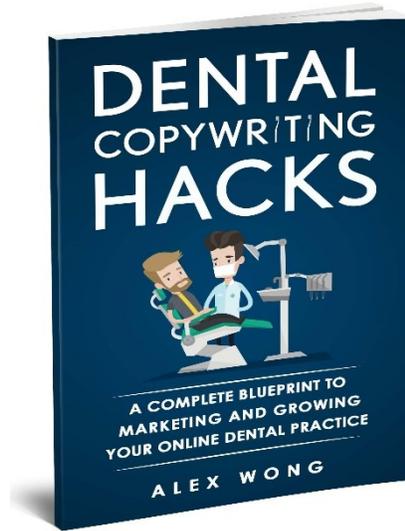
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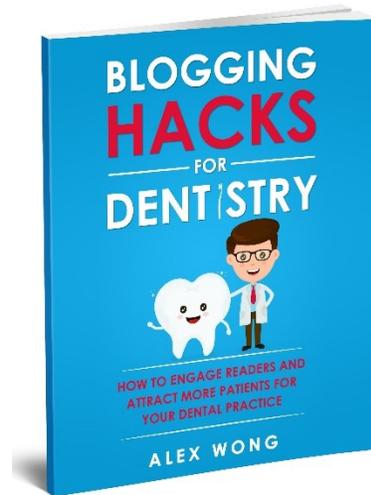
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## Further reading



### *Dental Copywriting Hacks:*

*A Complete Blueprint To Marketing and Growing Your Online  
Dental Practice*



***Blogging Hacks for Dentistry:***  
***How To Engage Readers And Attract More Patients For Your***  
***Dental Practice***

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Thanks again for your support.

You RULE!

Kind regards

Alex Wong

## **About Alex Wong**

Alex Wong is the “Hijack” Copywriter and founder of Alex Wong Copywriting. He helps you capture more leads and sales by "hijacking" your prospects' minds with irresistible content. He's on a mission to win you more customers and make you stand out from the competition.

Whether you're a small business or corporate, it doesn't matter. He'll work with you to ensure your copy needs are met and deliver the best results possible.

Would you like to get in touch? Contact me:

Email: [alex@alexwongcopywriting.com](mailto:alex@alexwongcopywriting.com)

Contact Page: <http://alexwongcopywriting.com/contact-me/>

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Want to attract more patients and grow your online dental practice? I can help.

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As a professional dental copywriter, I can help:

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