

## EP. 24 How Important Marketing Is to Growing Your Hygiene Department

### Interview with Marketing Expert April Sharp

You can't grow hygiene without new patients and marketing is essential to this.

**Offices lose on average 10 -15% patient base every year.**

We picked April Sharp's brain to find out what sort of marketing gets you the biggest return and here is what she had to say.

#### **What are some of the biggest ROI's you've seen in dental practices?**

**April:** People are really going to the internet now. You need strong SEO (search engine optimization) – you want to make sure your name shows up in a search. You have to have great reviews and you want your website to be easy to use. People do not go out of their way to write a review. You have to put effort and time in to ask your patients for reviews. That is marketing at its best.

#### **How do you get more reviews?**

**April:** You need to have a written strategy to implement asking for reviews. If you need to outsource your SEO then you should absolutely do it! It's not something a lot of doctors are familiar with and that's ok. You just need to understand the importance of having solid search engine optimization.

#### **What is the best way to use marketing in your practice?**

**April:** Make your marketing strategic and automated. Create a sequence that goes out to your patients. What do they do after they whiten, or get their braces removed? What happens after their first visit? Create an ascension model for your patients that best suits their needs.

Marketing is HELP over HYPE. Go to content marketing. Educate your patients! And it doesn't always have to be about dentistry. You can be creative in triggering them to read your content.

Think outside the box! Evaluate your current marketing. You need to have a written plan for your marketing. If you aren't doing any marketing, then you are missing out on a huge opportunity to get more patients!